Case Study: Gently Guided, LLC



We are experienced elder care consultants and senior placement specialists with in-depth knowledge of senio care and the different types of living options that will be most appropriate for the care of your loved one. We serve families of all kinds throughout the San Gabriel Valley and the Greater Los Angeles area.



Lisa Bricker - Elder Care Consultant and Placement Specialist, Leadership Coach



COMPASSIONATE REFERRAL GUIDANCE FOR Independent Living | Assisted Living | Memory Care Board and Care Homes

Volter Volter

HOME HOW WE WORK WHO WE ARE - TESTIMONIALS CARE OPTIONS RESOURCES



"Be still in this moment. Take a deep breath, then another... and know that you are not alone on this journey."

CONTACT

🗅 🏚 🖈 🛓 🖬 🚯 (Update

* 🗎 All Bookma

LISA BRICKER Founder, Elder Care Consultant, Alzheimer's and Dementia Placement Specialist, and experienced caregiver.

COMPASSIONATE REFERRAL GUIDANCE FOR Independent Living | Assisted Living | Memory Care | Board and Care Homes

We believe every family deserves to be gently guided

EMPATHY AND EXPERTISE WHEN YOU NEED IT MOST

Moving your loved one can be one of the hardest decisions you'll ever need to make. We get it. We've been through the process ourselves. It's now our mission to guide other family caregivers through the process. We will lift the overwhelm from your shoulders and help you find a place where your loved one's needs are met and there is quality of life for the whole family. Karie worked closely with Lisa to communicate her vision and provide Lisa's graphic designer inspiration and guidance on creating a new color palette with a fresh, professional aesthetic.

The new logo established a color palette for Lisa's website and marketing materials.



The Details: Establishing Trust

Lisa's personal Alzheimer's journey with her husband Gary led her to senior placement consulting and inspired her advocacy for family caregivers.

Lisa's business is primarily referral-based, and potential clients visit the website to find out who she is and how her service works. To bring this to the forefront of her site, Lisa invested in video, and we revised the website copy and design to give website visitors the information they are looking for on the homepage. In addition to putting her introductory video front and center, we explained the Senior Living options Lisa advises on and clearly outlined her process below. Her <u>redesigned site</u> serves potential clients and colleagues who graciously recommend her services.

 Find the living environment your loved one needs.

 Call (310) 308-9967 or (626) 419-1771 to learn more about our personalized services.

 Gently Guided

 Personalized Referral Service for Senior Living Options

 HOME
 HOW WE WORK

 WHO WE ARE •
 TESTIMONIALS
 CARE OPTIONS

 RESOURCES
 CONTACT



"Be still in this moment. Take a deep breath, then another... and know that you are not alone on this journey."

> LISA BRICKER Founder, Elder Care Consultant, Alzheimer's and Dementia Placement Specialist, and experienced caregiver.

The Details: Announcing the New Site

We leveraged World Alzheimer's Month and Lisa's personal story to announce the new website to Lisa's colleagues and friends. We established a Constant Contact account for email marketing and shared posts on her rebranded LinkedIn profile.

Constant Contact Newsletter



prevalence or nuances when my husband Gary started showing subtle signs that something wasn't quile right at age 55. After years of not knowing what was happening, Gary was finally diagnosed with Early-onset Aizheimer's at 63. My 15-year journey with Gary informs my work as an Aizheimer's and Dementia placement specialist and it fuels my passion for supporting family caregivers.

I'm happy to share my personal story and announce the launch of my **new website** during World Alzheimer's Month. What had started out as an update to my website morphed into a full-scale rebrand to better share my story and commitment to supporting families through one of the most difficult decisions they'll ever have to make.

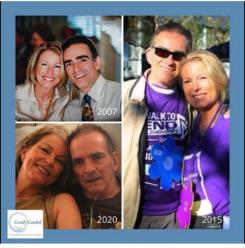
Please reach out if I can answer any questions. I'd be honored to be a resource for you for all of your senior living needs.

With warmth, respect and appreciation,



Lisa Bricker + 1st Alzheimer's & Dementia Placement Specialist | Elder Care...

Today, on World Alzheimer's Day, I'm reflecting on my 15-year journey navigating this devastating disease and the thinking of the millions of family caregivers facing the challenges and uncertainties I faced as the care ...see more



CC You and 255 others

45 comments - 5 reposts

LinkedIn Posts



Alzheimer's & Dementia Placement Specialist | Elder Care..

I'm excited to introduce my new website. What had started out as an update to my website morphed into a full-scale rebrand to better share my story and commitment to supporting families through one of the most difficult c ...see more



Personalized Referral Service for Senior Living Options

...

Independent Living | Assisted Living | Memory Care Board and Care Homes



"Be still in this moment. Take a deep breath, then another... and know that you are not alone on this journey."

> LISA BRICKER Founder, Elder Care Consultant, Alzheimer's and Dementia Placement Specialist, and experienced caregiver.

We believe every family deserves to be gently guidea

EMPATHY AND EXPERTISE WHEN YOU NEED IT MOST

Moving your loved one can be one of the brariest decisions you'll ever need to make. We get it. We've been through the process ourselves. It now our mission to guide other family caregives through the process. We will lift the overwhelm from your shoulders and help you find a place where your loved one's needs are mad bren is quality of life for the whole family.