

Case Study: Gently Guided, LLC

Original Website

Original Website

Personalized Referral Service for Senior Living Options

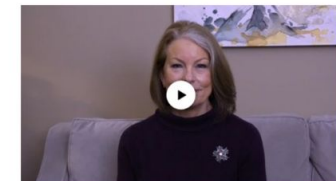
Lisa Bricker 310-308-9967

WHO WE ARE HOW WE WORK WHO WE SERVE WHAT PEOPLE SAY 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

We are experienced elder care consultants and senior placement specialists with in-depth knowledge of senior 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

Updated Website

Updated Website

Find the living environment your loved one needs.
Call (310) 308-9967 or (626) 419-1771 to learn more about our personalized services.

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.

COMPASSIONATE REFERRAL GUIDANCE FOR
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We believe every family deserves to be gently guided.

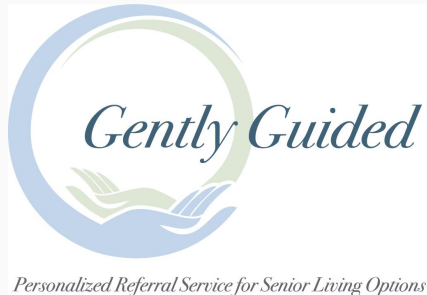
EMPATHY AND EXPERTISE WHEN YOU NEED IT MOST

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.

The Details: Design Direction

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.

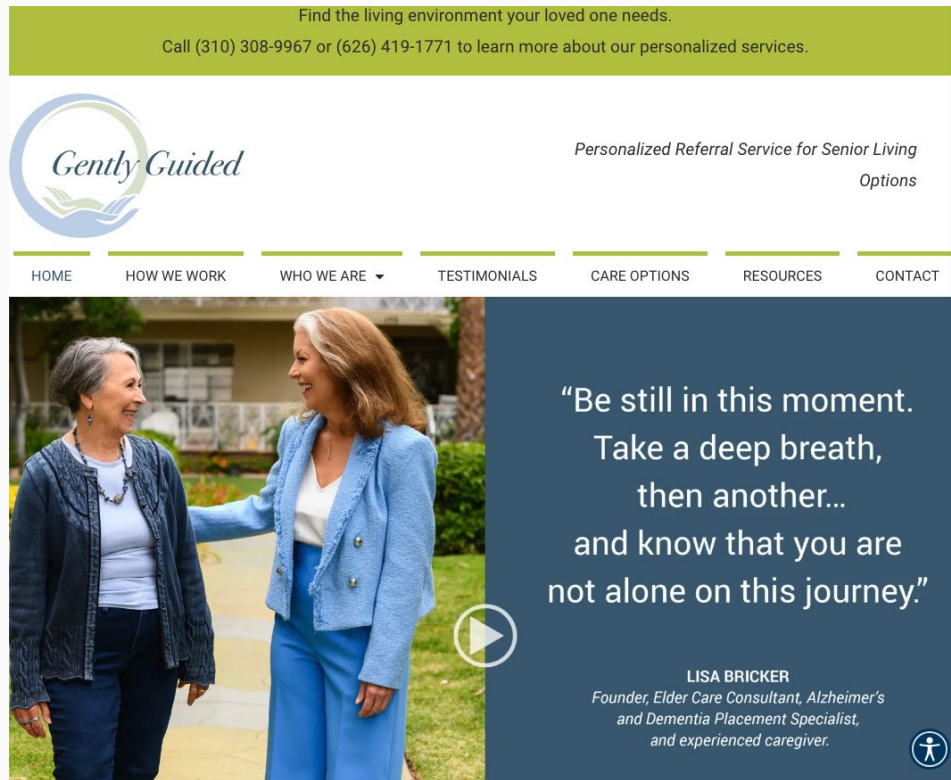
The new logo established a color palette for Lisa's website and marketing materials.



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.

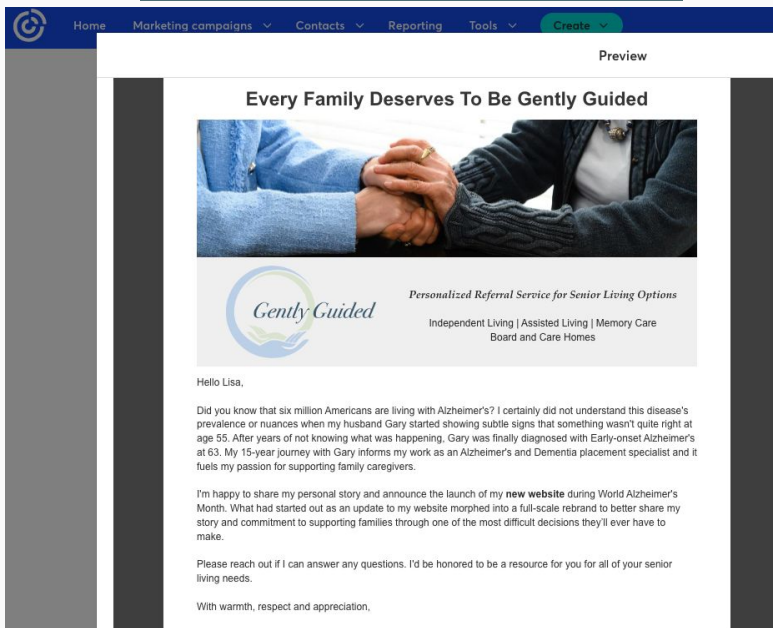
Lisa's business is primarily referral-based, and potential clients visit the website to find out who she is and how her service works. To bring this to the forefront of her site, Lisa invested in video, and we revised the website copy and design to give website visitors the information they are looking 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 [redesigned site](#) serves potential clients and colleagues who graciously recommend her services.



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



LinkedIn Posts

