

Karie Reynolds Communications

Your Brand Story. Well Told.

Gently Guided Website Rebrand

September 2023



Objective: Update Website Copy

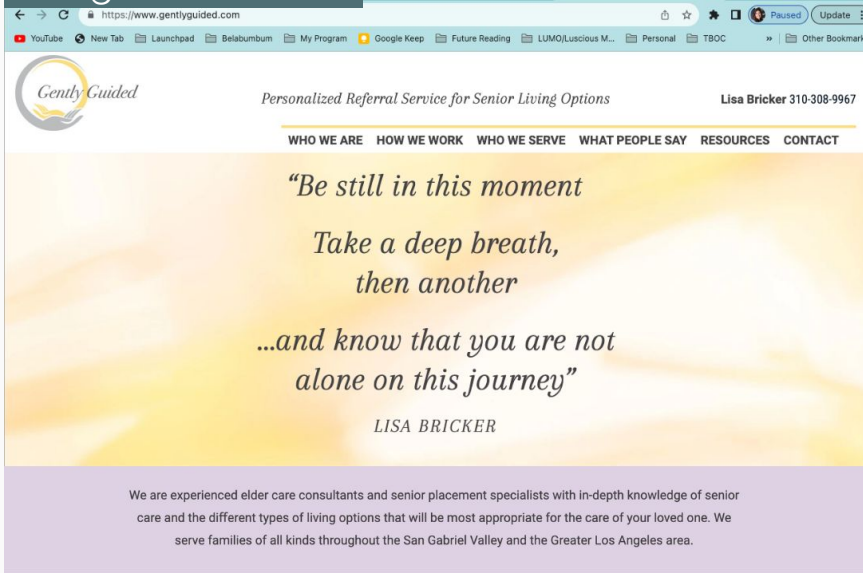
Karie Reynolds was hired by Lisa Bricker to update her website copy and clearly articulate Lisa's expertise, experience, and commitment to her clients.

In addition to copy changes, Karie recommended updating the website branding and images, adding SEO-rich content to the website, and created a marketing plan to announce the new site to Lisa's family, friends, and colleagues.



The Result

Original Website



Original website screenshot showing a quote by Lisa Bricker: "Be still in this moment. Take a deep breath, then another...and know that you are not alone on this journey". The website includes a navigation menu with items like WHO WE ARE, HOW WE WORK, WHO WE SERVE, WHAT PEOPLE SAY, RESOURCES, and CONTACT. The quote is attributed to LISA BRICKER. Below the quote, there is a paragraph describing the services: "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."

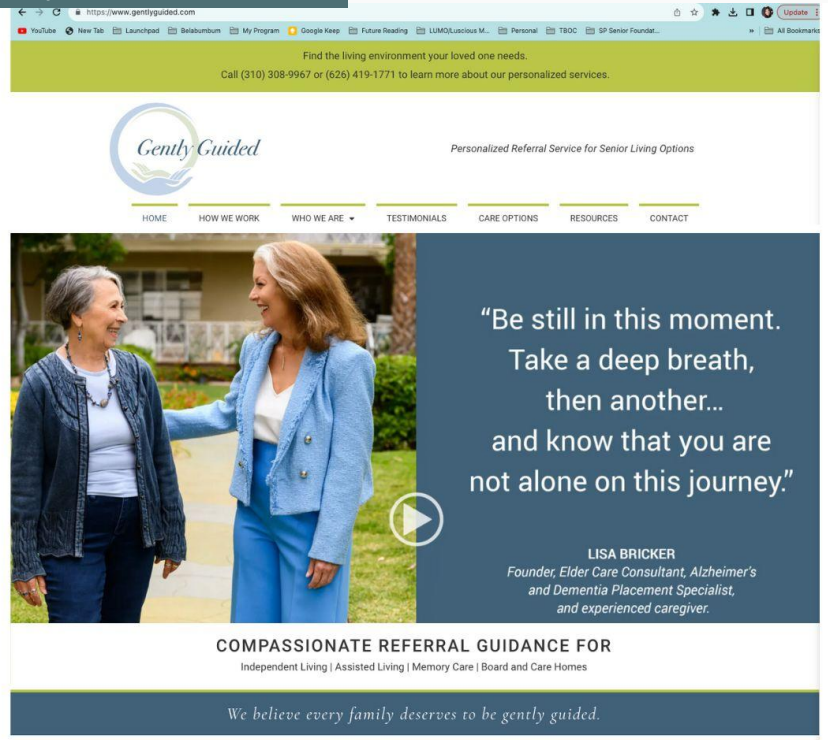


Lisa Bricker - Elder Care Consultant and Placement Specialist, Leadership Coach



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

Updated Website



Updated website screenshot showing a quote by Lisa Bricker: "Be still in this moment. Take a deep breath, then another... and know that you are not alone on this journey." The website includes a navigation menu with items like HOME, HOW WE WORK, WHO WE ARE, TESTIMONIALS, CARE OPTIONS, RESOURCES, and CONTACT. The quote is attributed to LISA BRICKER, Founder, Elder Care Consultant, Alzheimer's and Dementia Placement Specialist, and experienced caregiver. Below the quote, there is a section titled "COMPASSIONATE REFERRAL GUIDANCE FOR" with subtext: "Independent Living | Assisted Living | Memory Care | Board and Care Homes". A video play button is visible over the image. Below this, there is a section titled "EMPATHY AND EXPERTISE WHEN YOU NEED IT MOST" with a paragraph: "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."



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

We believe every family deserves to be gently guided.

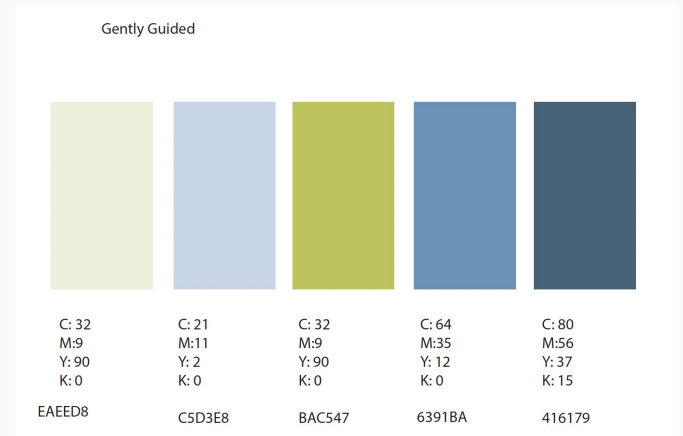
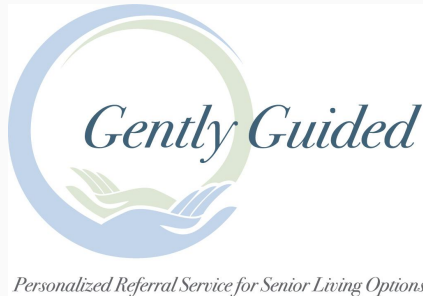
EMPATHY AND EXPERTISE WHEN YOU NEED IT MOST

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.

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.

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 screenshot shows the homepage of the Gently Guided website. At the top, a green banner contains the text "Find the living environment your loved one needs. Call (310) 308-9967 or (626) 419-1771 to learn more about our personalized services." Below this is the Gently Guided logo, which features a stylized blue and green circular emblem with hands. To the right of the logo is the tagline "Personalized Referral Service for Senior Living Options". A navigation menu is located below the logo, with links for HOME, HOW WE WORK, WHO WE ARE (with a dropdown arrow), TESTIMONIALS, CARE OPTIONS, RESOURCES, and CONTACT. The main content area features a video player with a play button icon. The video frame shows two women walking outdoors; one is older with grey hair, and the other is younger with blonde hair, wearing a blue suit. To the right of the video player is a dark blue overlay with a white quote: "Be still in this moment. Take a deep breath, then another... and know that you are not alone on this journey." Below the quote is the name "LISA BRICKER" and her title: "Founder, Elder Care Consultant, Alzheimer's and Dementia Placement Specialist, and experienced caregiver." A small accessibility icon is visible in the bottom right corner of the video player area.

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

Preview

Every Family Deserves To Be Gently Guided

Gently Guided
Personalized Referral Service for Senior Living Options
Independent Living | Assisted Living | Memory Care Board and Care Homes

Hello Lisa,

Did you know that six million Americans are living with Alzheimer's? I certainly did not understand this disease's prevalence or nuances when my husband Gary started showing subtle signs that something wasn't quite right at age 55. After years of not knowing what was happening, Gary was finally diagnosed with Early-onset Alzheimer's at 63. My 15-year journey with Gary informs my work as an Alzheimer'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,

LinkedIn Posts

Lisa Bricker · 1st
Alzheimer's & Dementia Placement Specialist | Elder Care...
1mo · 🌐

👉 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

Lisa Bricker · 1st
Alzheimer's & Dementia Placement Specialist | Elder Care...
1mo · 🌐

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

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You and 255 others
45 comments · 5 reposts

Lisa Bricker · 1st
Alzheimer's & Dementia Placement Specialist | Elder Care...
1mo · 🌐

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You and 55 others
12 comments · 3 reposts