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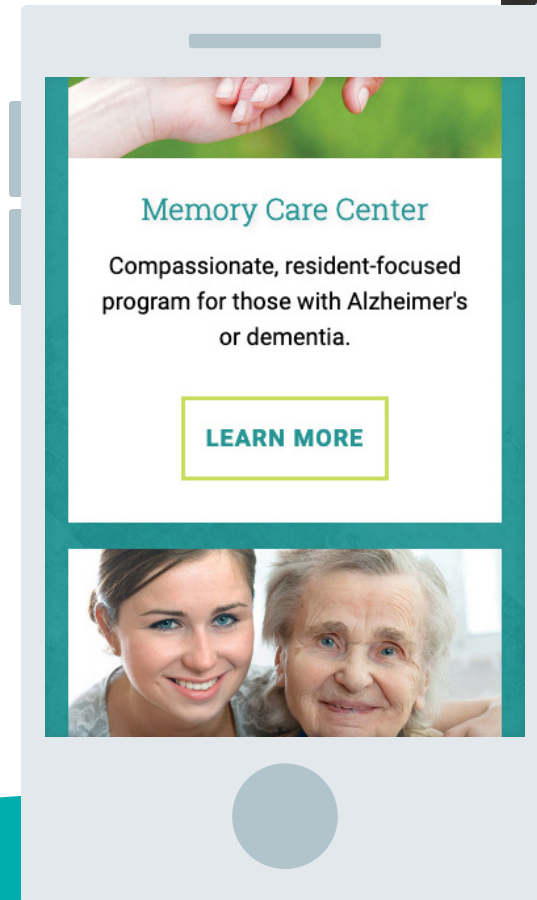
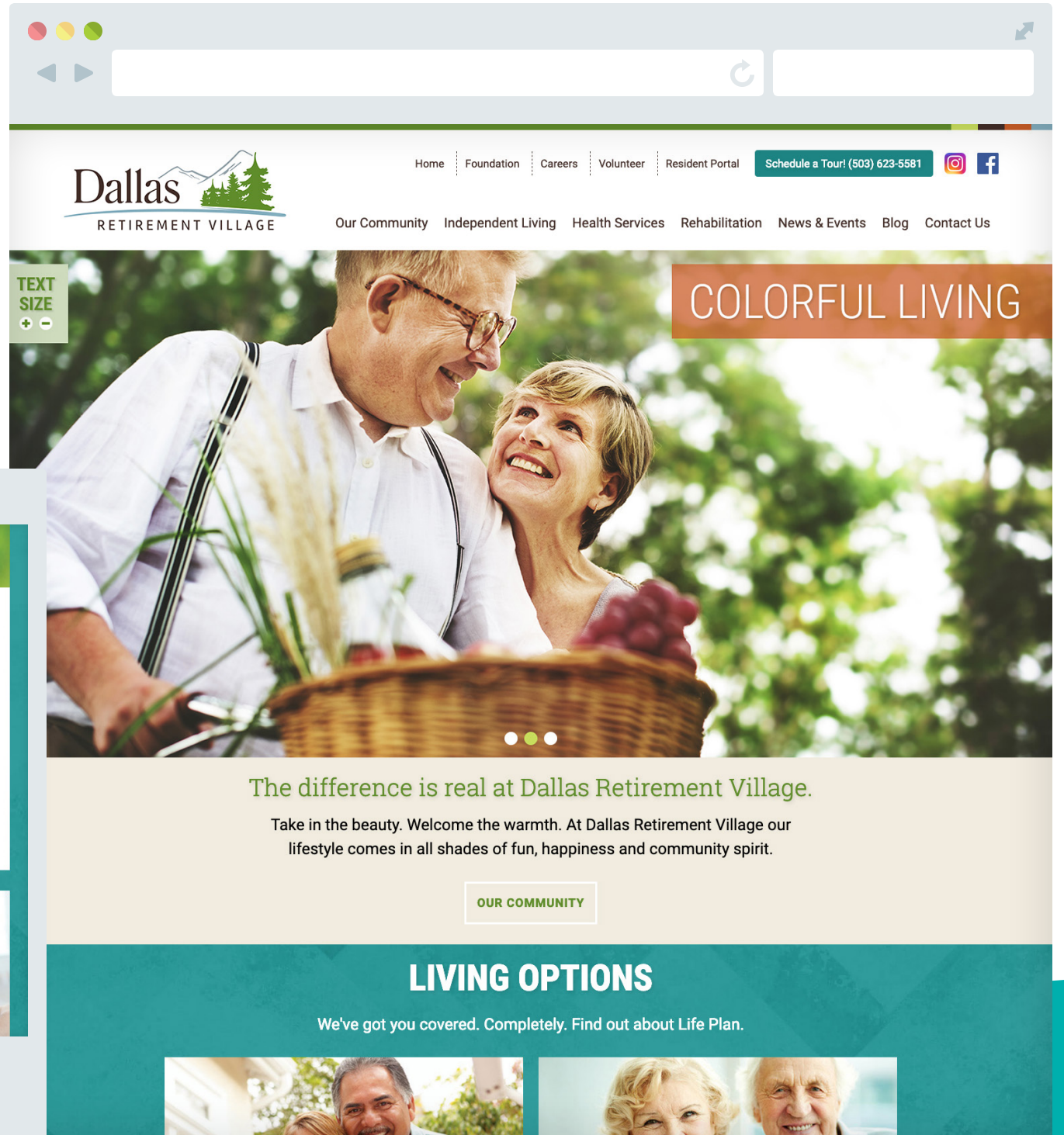
DALLAS RETIREMENT VILLAGE

WEBSITE

DALLASRETIREMENTVILLAGE.COM

PROJECT SCOPE

Vibrant brand and website refresh for active senior living community in Dallas, Oregon. Bounce rate decreased 26% and lead form submissions grew 19% following launch.



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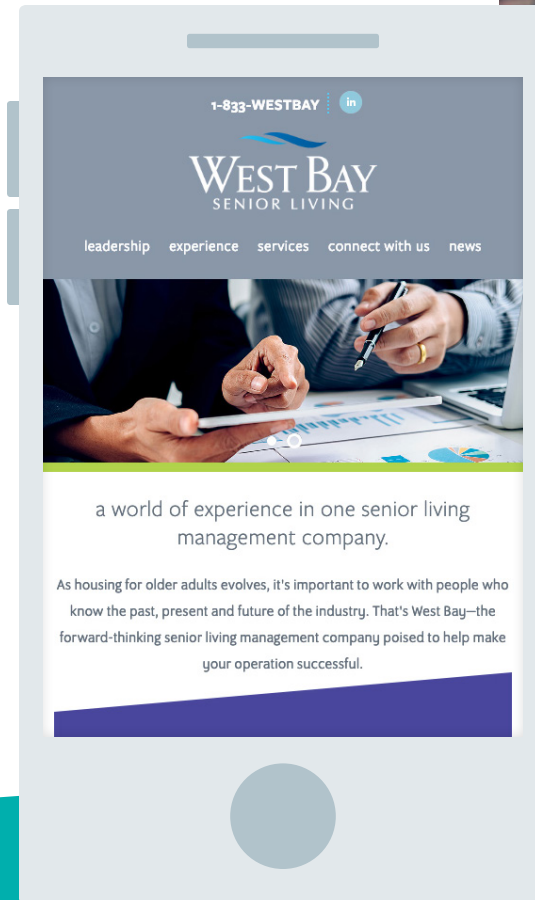
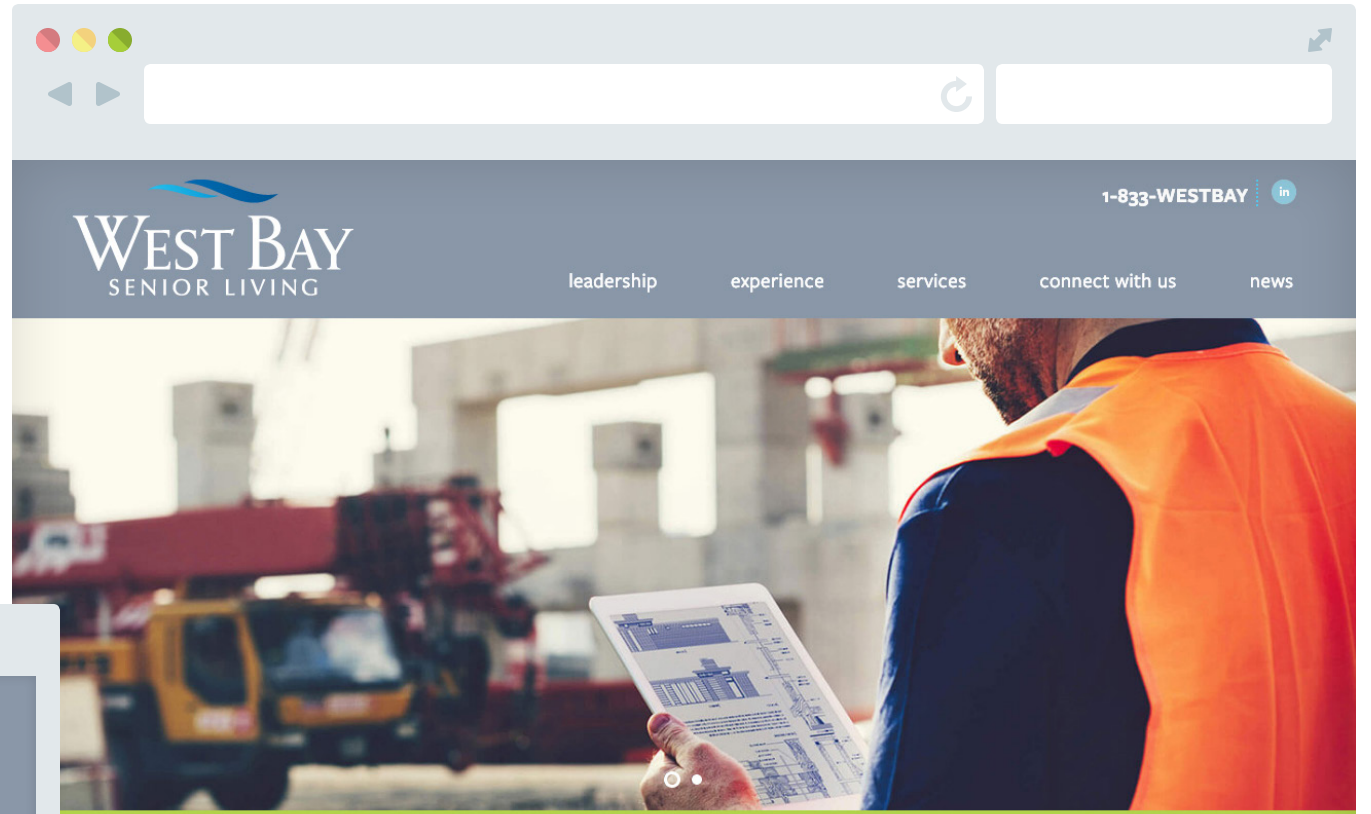
WEST BAY SENIOR LIVING

WEBSITE

WESTBAYSENIORLIVING.COM

PROJECT SCOPE

Branding strategy for senior living management company comprising of logo development, collateral marketing materials and on-line presence.



a world of experience in one senior living management company.

As housing for older adults evolves, it's important to work with people who know the past, present and future of the industry. That's West Bay—the forward-thinking senior living management company poised to help make your operation successful.

true operations expertise.

When you partner with West Bay, you work directly with the owners. So you can tap into our unparalleled experience successfully guiding senior living communities across the U.S. — combined with a valuable perspective on international best practices. It's the perfect combination to shape the future of your community for older adults.

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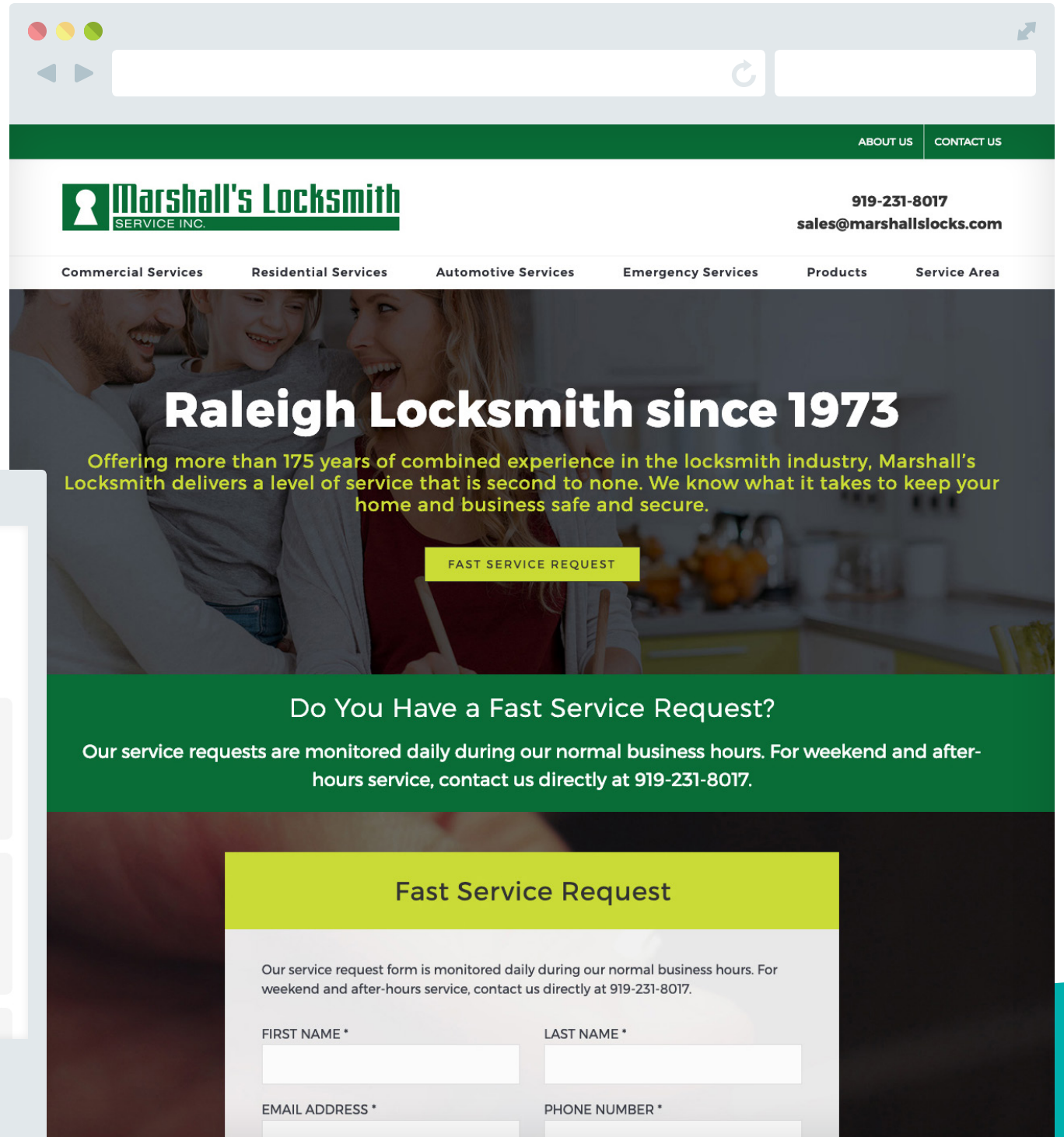
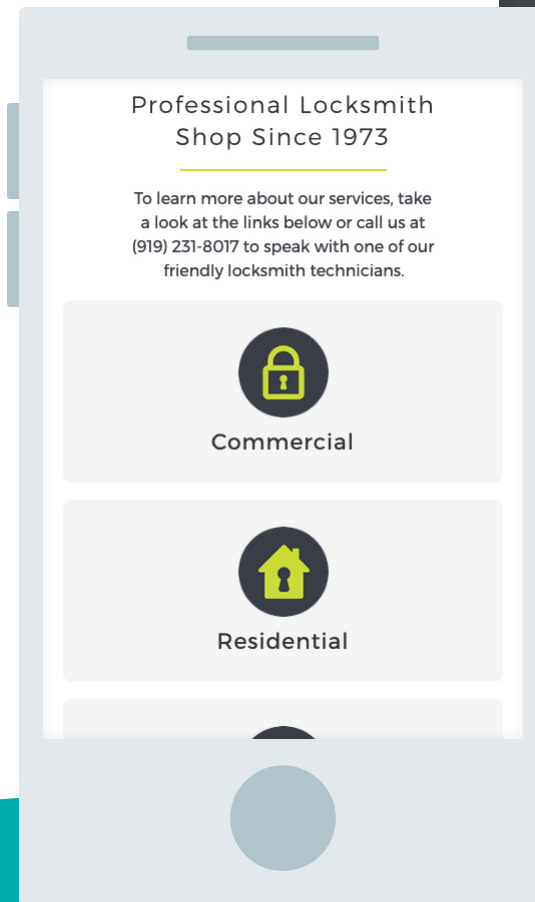
MARSHALL'S LOCKSMITH

WEBSITE

MARSHALLSLOCKS.COM

PROJECT SCOPE

Website refresh for Raleigh, NC based locksmith service. Through improved organic search results and pay-per-click advertising, web traffic increased 24% after launch.

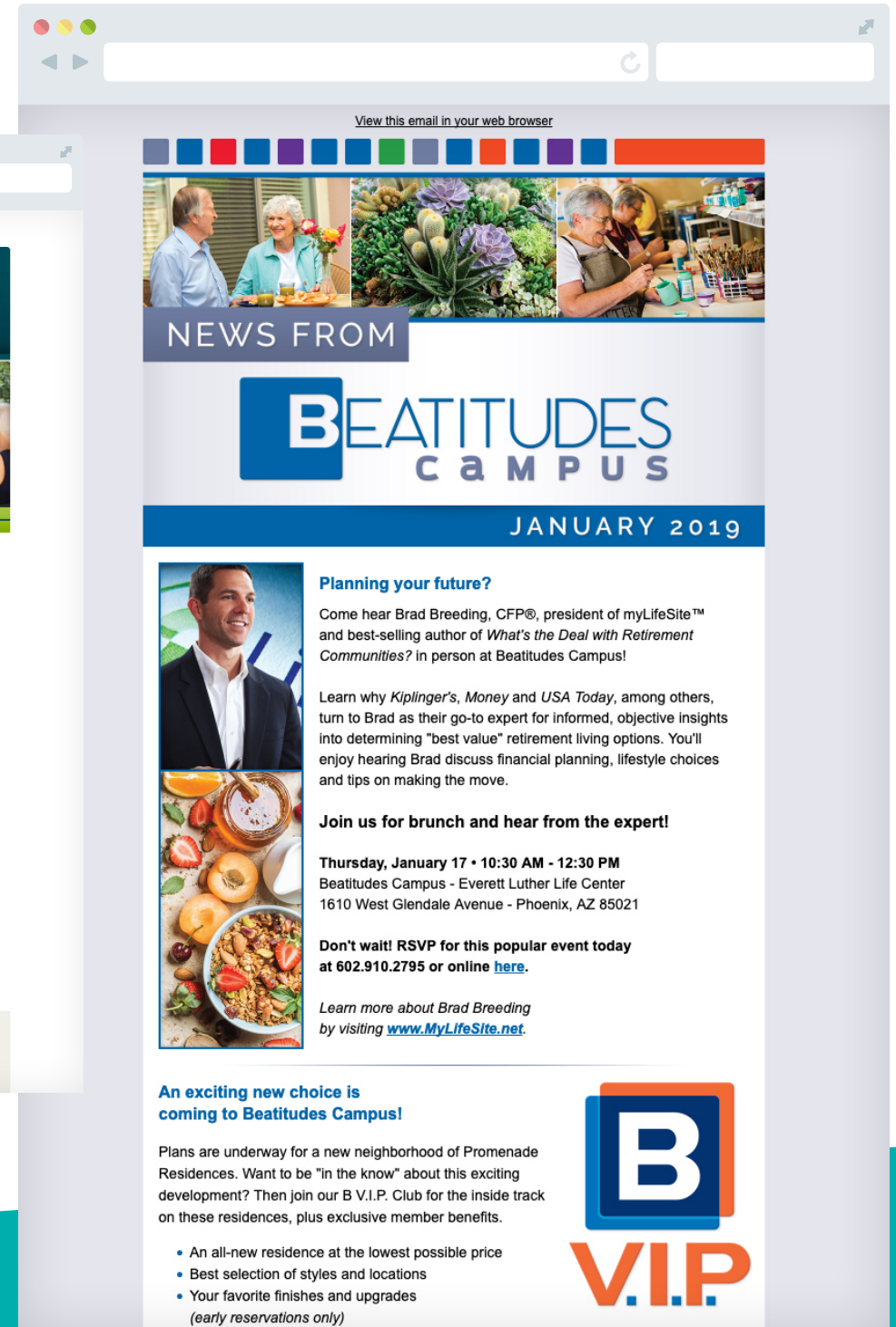
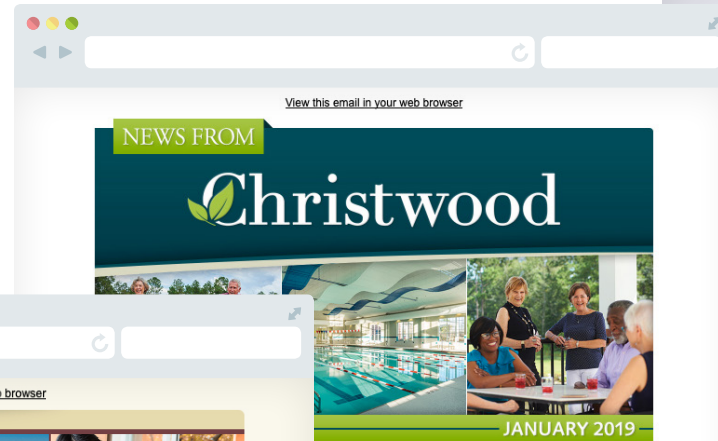


CLIENTS

THE GLENVIEW AT PELICAN BAY CHRISTWOOD BEATITUDES CAMPUS

PROJECT SCOPE

Design and development of monthly email newsletters for various clients. Most recipients opt in, and by keeping the content clean and focused, open and click through rates remain high.



CLIENT

SIERRA WINDS

PROJECT SCOPE

Direct mail in combination with digital tactics produced a full capacity event bringing a broader awareness to the community and significant additional leads.

FACEBOOK POSTS

be our guest
for a
**CHEF DEMO
& DELICIOUS MEAL**
Wednesday, Oct. 17
2-4 PM at Sierra Winds

Chef Demo & Free Meal
Wednesday, Oct. 17 • 2-4 PM at Sierra Winds

DIRECT MAIL INVITATION

slice, **DICE, SPICE & dine**
GET COOKING WITH CHEF RICH!

a delicious invitation

You're invited to a special hands-on cooking class with Chef Rich, the culinary artist behind the cuisine at Sierra Winds. You'll actually get to take part in preparing this delicious and nutritious recipe:

**AUTUMN COBB SALAD
WITH HOMEMADE
VINAIGRETTE DRESSING**

Chef Rich will also teach you how to make healthy food choices—selecting fresh ingredients, mixing flavors and creating an easy meal you'll love. Plus, you'll get a chance to experience the welcoming atmosphere at Sierra Winds.

COOKING WITH CHEF RICH
a fun & free event

Wednesday, October 17th • 2:00 - 4:00 PM

SIERRA WINDS
17300 N. 88th Avenue - Peoria, Arizona 85382

RSVP for yourself and a guest:
Call (623) 977-0807 or register online at www.SierraWinds.com.

HURRY!
Seating is very limited for this complimentary event.
Please respond by Thursday, October 11.

Managed by Life Care Services®

EMAIL INVITATION

View this email in your web browser

slice, **DICE, SPICE & dine**
GET COOKING WITH CHEF RICH!

You're invited to a special hands-on cooking demonstration with Chef Rich, the culinary artist behind the cuisine at Sierra Winds. You'll actually get to take part in preparing this delicious and nutritious recipe:

**Autumn Cobb Salad with
Homemade Vinaigrette Dressing**

Chef Rich will also teach you how to make healthy food choices—selecting fresh ingredients, mixing flavors and creating an easy meal you'll love. Plus, you'll get a chance to experience the welcoming atmosphere at Sierra Winds.

**COOKING WITH
CHEF RICH**
a fun & free event

Wednesday, October 17 • 2:00 - 4:00 PM

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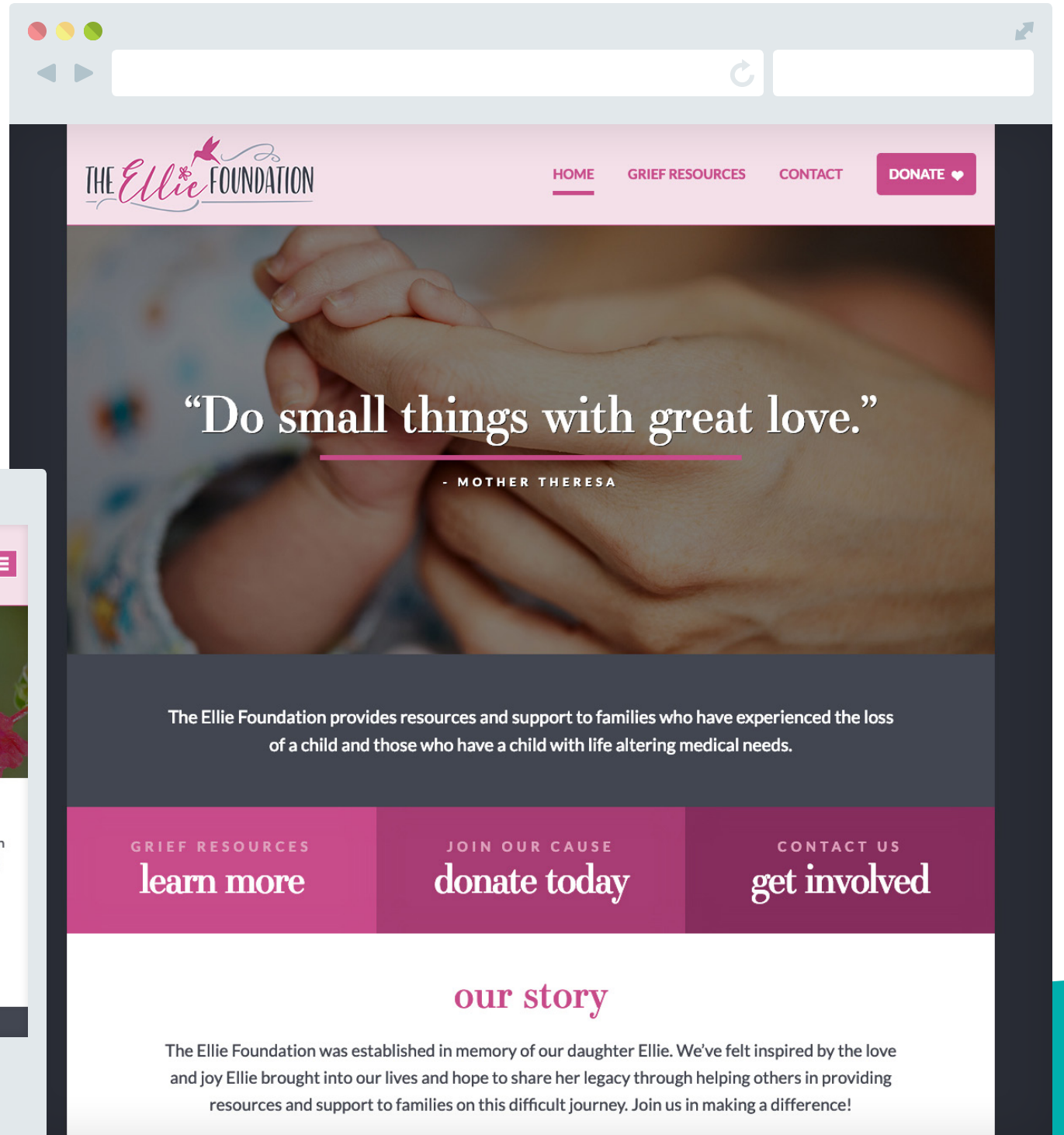
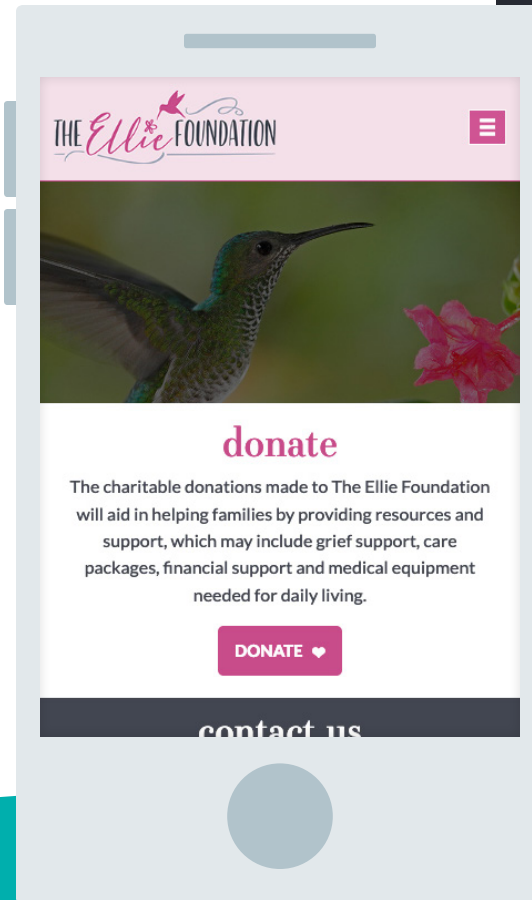
THE ELLIE FOUNDATION

WEBSITE

THEELLIEFOUNDATION.ORG

PROJECT SCOPE

Branding strategy for nonprofit foundation utilizing an updated logo, print marketing, social media tactics, and website design and development.



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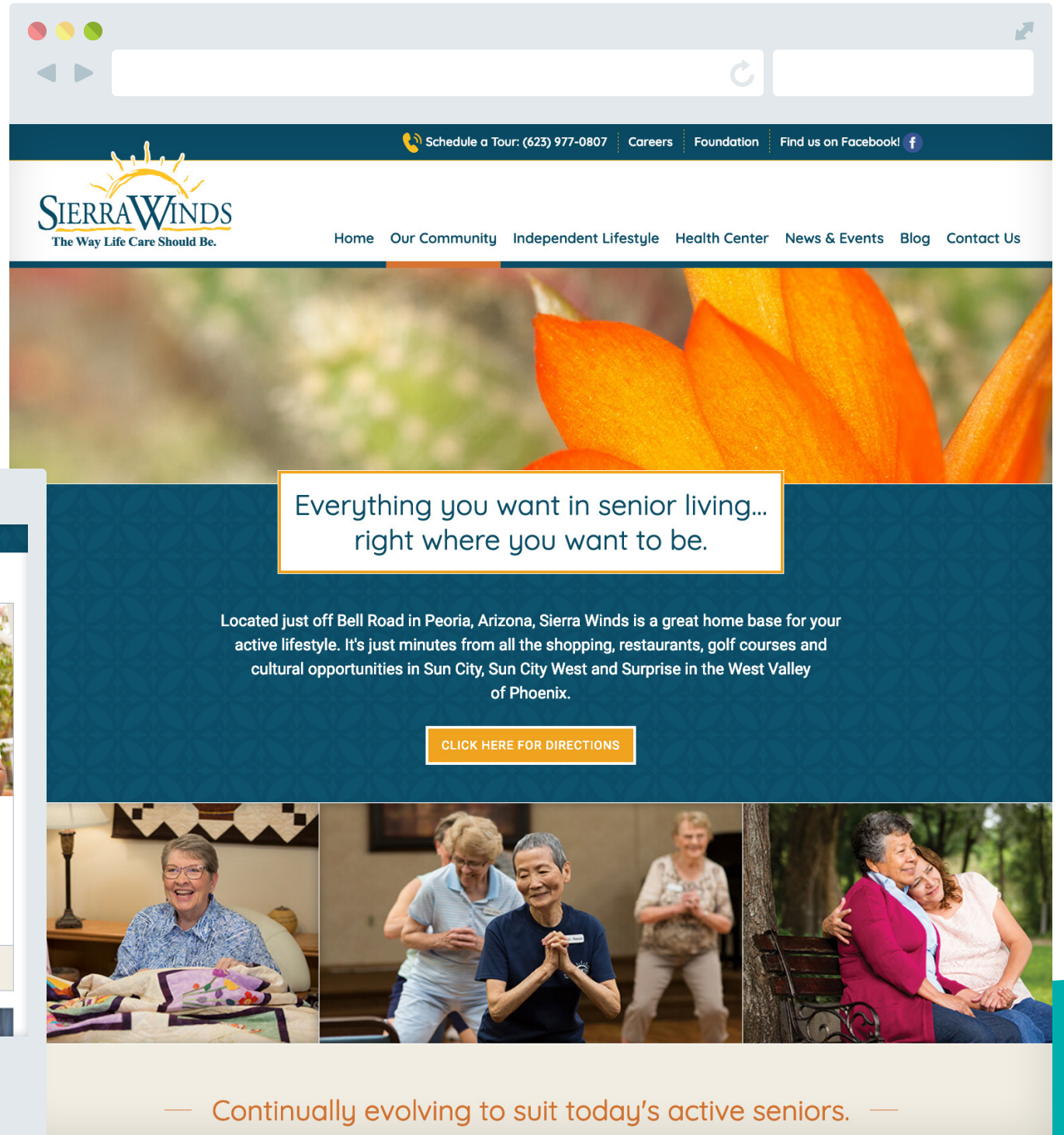
SIERRA WINDS

WEBSITE

SIERRAWINDS.COM

PROJECT SCOPE

A major renovation was completed to address the wants and interests of today's seniors. Refreshing the website to reflect the fun, active lifestyle that is the cornerstone of this community increased on-line inquiries 18%.



Living Options



Independent Living

Choose the residence option that suits your lifestyle, with services and amenities that make life a breeze.

[LEARN MORE](#)

Everything you want in senior living...
right where you want to be.

Located just off Bell Road in Peoria, Arizona, Sierra Winds is a great home base for your active lifestyle. It's just minutes from all the shopping, restaurants, golf courses and cultural opportunities in Sun City, Sun City West and Surprise in the West Valley of Phoenix.

[CLICK HERE FOR DIRECTIONS](#)



— Continually evolving to suit today's active seniors. —

CLIENT

COPPER TRACE

WEBSITE

REHABATCOPPER.COM

PROJECT SCOPE

Direct mail, pay-per-click display ads and a dedicated landing page brought branded awareness to newly established short-term rehabilitation services.

LANDING PAGE

DIRECT MAIL CAMPAIGN



Return to the life *you love.*

The best part of getting back is being able to move forward.
Rehabilitation services that get you going.

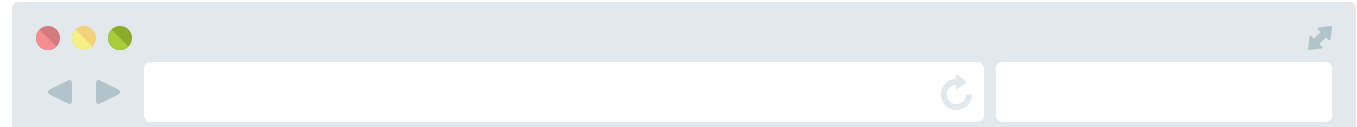
Let our outstanding nursing and therapy teams guide you through successful short-term rehabilitation and the post-rehabilitation recovery processes. We have the knowledge, skills and experience you can trust to get you back where you belong.

Call 317-844-5050 for more information about the family-first services we provide.

FAMILY-FIRST SENIOR LIVING FROM CARDON
ASSISTED LIVING • REHABILITATION • LONG TERM CARE • MEMORY SUPPORT

COPPER TRACE
Family-first Senior Living from CarDon
1250 West 146th Street
Westfield, IN 46074
RehabAtCopper.com

Presorted Standard US Postage Mail Mailings Direct




Return to the life *you love.*

COPPER TRACE
Family-first Senior Living from CarDon

Rehabilitation tailored to getting you back in the swing of things.

PAY-PER-CLICK AD



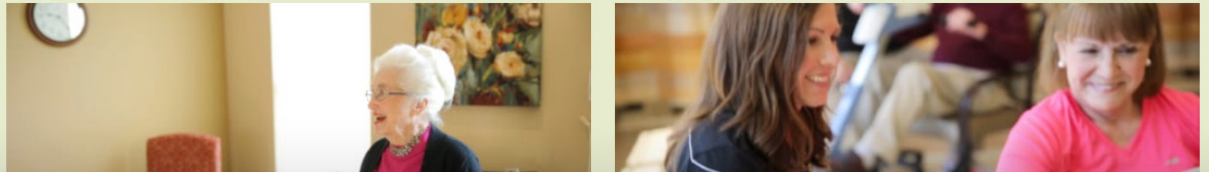
Return to the life *you love.*

Rehabilitation tailored to getting you back in the swing of things.

COPPER TRACE
Family-first Senior Living from CarDon

Getting things back on par.

When Kathryn needed short-term rehabilitation after surgery, Cheryan and his team were there. The friendly group of therapists had the skills and experience to guide her through her recovery process.

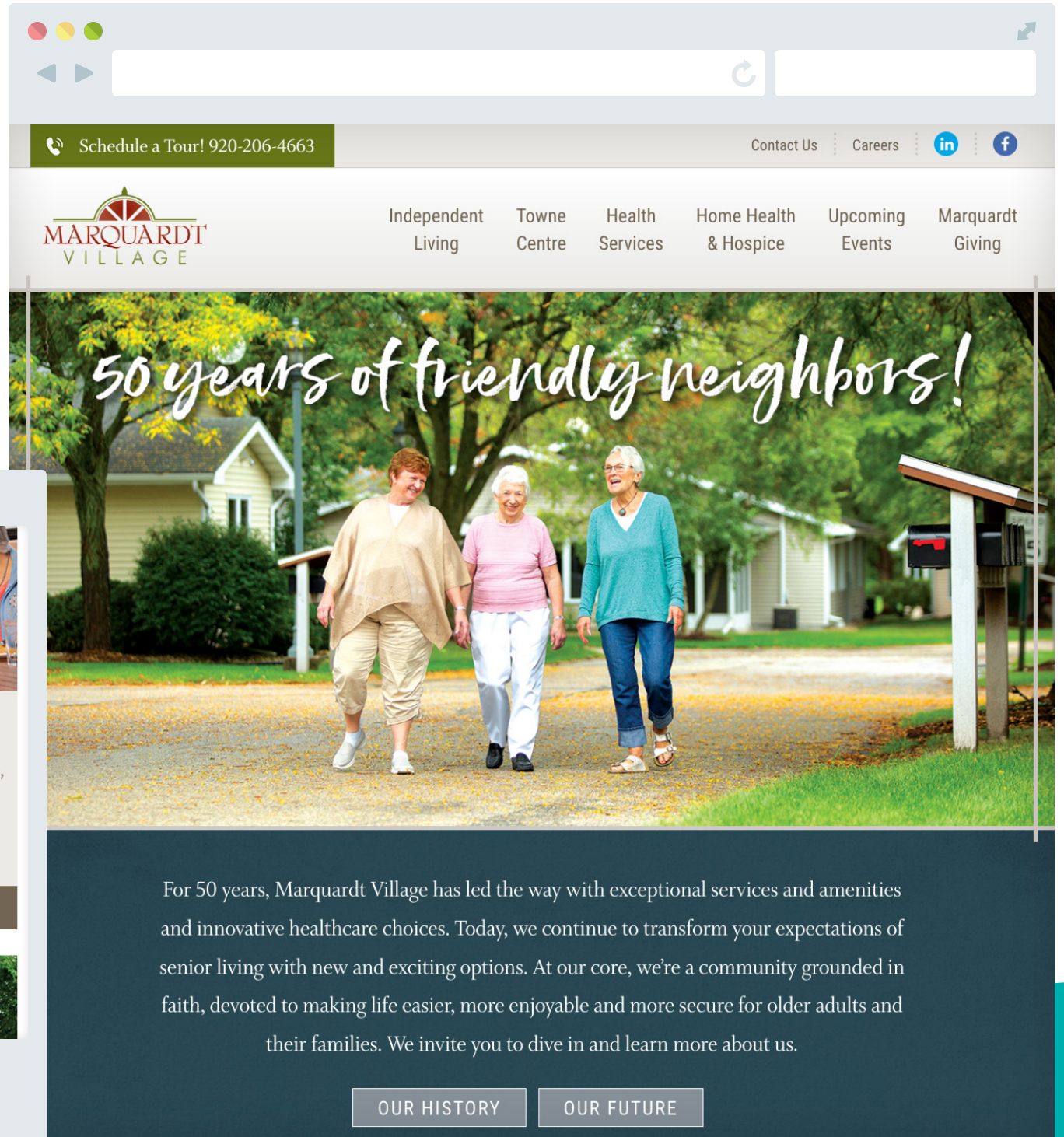


CLIENT

MARQUARDT VILLAGE

WEBSITE

MARQUARDTVILLAGE.ORG



Park Centre Apartments

Connected by walkways to Towne Centre, our Park Centre Apartments keep you close to Marquardt Village's activities, amenities and vibrant social life.

LEARN MORE

