



DRIVE MORE RESIDENTS TO YOUR ASSISTED LIVING FACILITY



Customized Digital Marketing
Solutions to Help Your Facility Thrive



Who We Are

The Mauldin Group is a full-service digital marketing agency dedicated to helping assisted living facilities grow through tailored, results-driven strategies.



As a Certified
Google Partner



with 5-star reviews, we know how to build trust and drive engagement for senior care providers.



The Growing Demand for Senior Living Facilities

With the aging population, more families are searching for trusted assisted living options. The challenge? Standing out in a crowded market. That's where The Mauldin Group comes in.



70%

of adults over 65 will need long-term care at some point.

50%

of senior care decisions start with an online search.

25%

Facilities with a strong online presence see a 25% higher inquiry rate.



Why Choose The Mauldin Group?

We understand the unique challenges assisted living facilities face. Our strategies focus on reaching families at the right time with the right message.



Proven track record in senior living marketing



Experts in SEO, PPC, social media, and web design



Customized marketing plans based on your specific goals



SEO (Search Engine Optimization): Be found first when families search for senior care in your area.



Paid Advertising: Reach families actively looking for assisted living options with Google and Facebook ads.



Web Design: Create or revamp a professional, easy-to-navigate website that converts visitors into inquiries.



Reputation Management: Manage and improve your online reviews to build trust with potential residents.

Comprehensive Marketing Services for Assisted Living Facilities



Our Step-by-Step Process to Drive Results

Here's how we work with you to bring in more residents:



Consultation

We'll learn about your facility, goals, and unique offerings.



Audit

We review your current digital presence and find areas for improvement.



Strategy

We create a customized marketing plan that meets your budget and goals.



Execution

Our team implements the strategy, optimizing as we go to ensure maximum results.



Results

Monthly reports and strategy calls to track performance and adjust.



See the Results for Yourself

Here are some of the assisted living facilities we've helped grow.

Case Study Examples

35% Facility A: Increased inquiries by 35% through targeted SEO and ad campaigns.

50% Facility B: Achieved a 50% rise in resident tours with an updated website and reputation management.

20% Facility C: Grew occupancy rate by 20% through social media engagement and PPC ads.

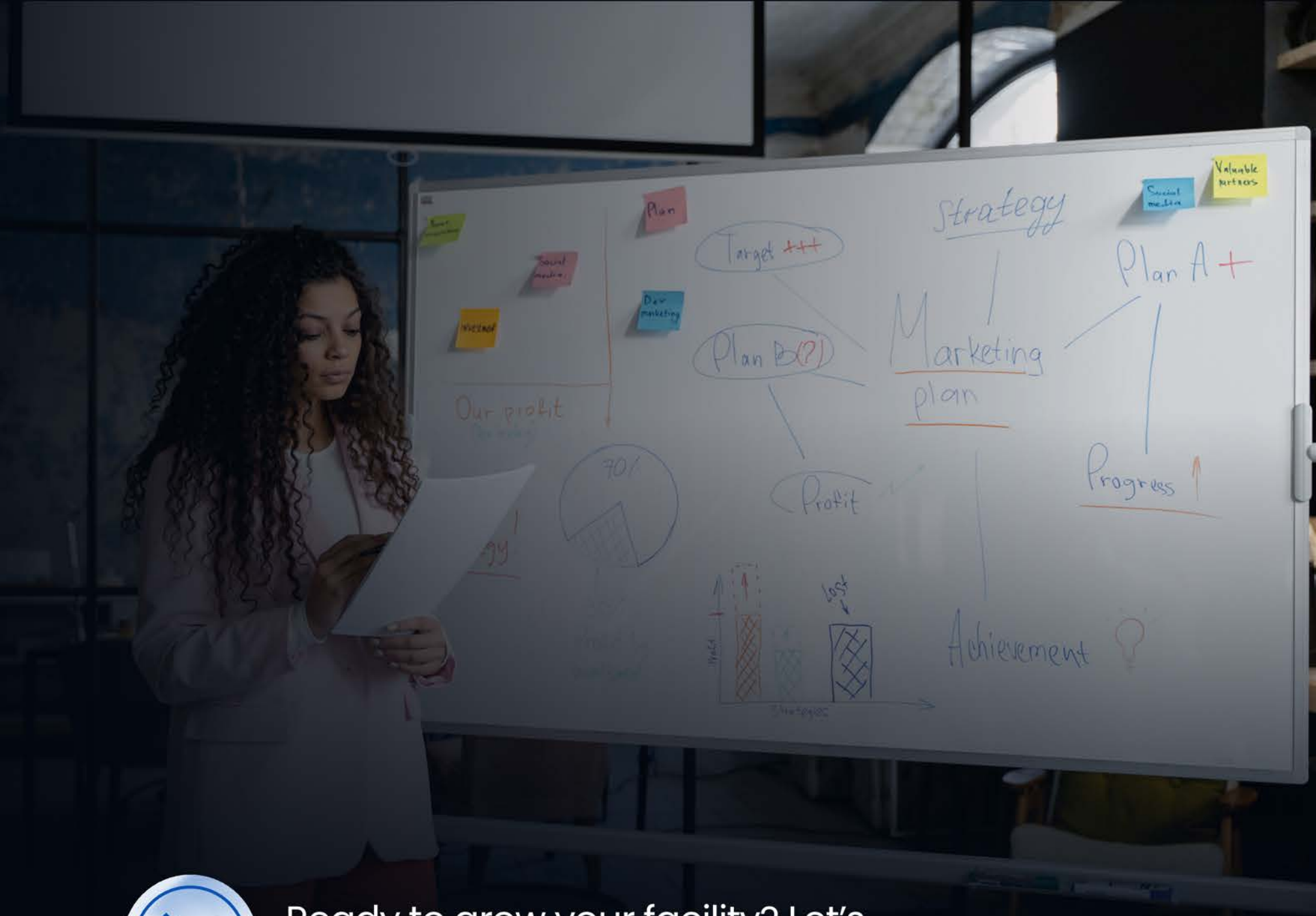


Marketing Plans Tailored to Your Facility

Every facility is different. That's why we offer customized marketing plans based on your goals, budget, and local market.



Ready to grow your facility? Let's create a plan that works for you





Get Started with a Free Consultation

For a limited time, we're offering a complimentary marketing consultation and free website audit for assisted living facilities. Let us show you how to attract more residents and increase your occupancy rate.



Contact us today to
schedule your consultation!

[Schedule Now](#)





LET'S START GROWING YOUR FACILITY TODAY!



Reach out to us for more information
or to schedule your free consultation.



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