

Guide Path:
Culture Change and Risk Management
Solutions for Senior Living
New Brand Launch



Guide Path – Culture Change and Risk Management Solutions for Senior Living | New Brand Launch

Logo & Brand Identity

The Guide Path logomark is a self-contained button graphic and has no separate device or lockup. It can serve as a verification mark of having achieved official Guide Path Certification or levels of Certification completion.

Imagery

Guide Path purposefully features beautiful, sweeping landscape and concept images in its communications materials and products, rather than person-centered images.

Logomark:

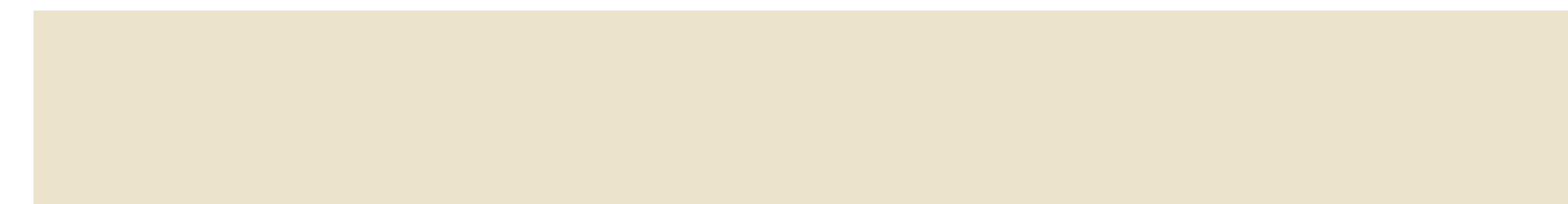


Brand Fonts:

Heading 1:
Source Sans Pro

Body:
Source Serif Pro

Brand Color Palette:



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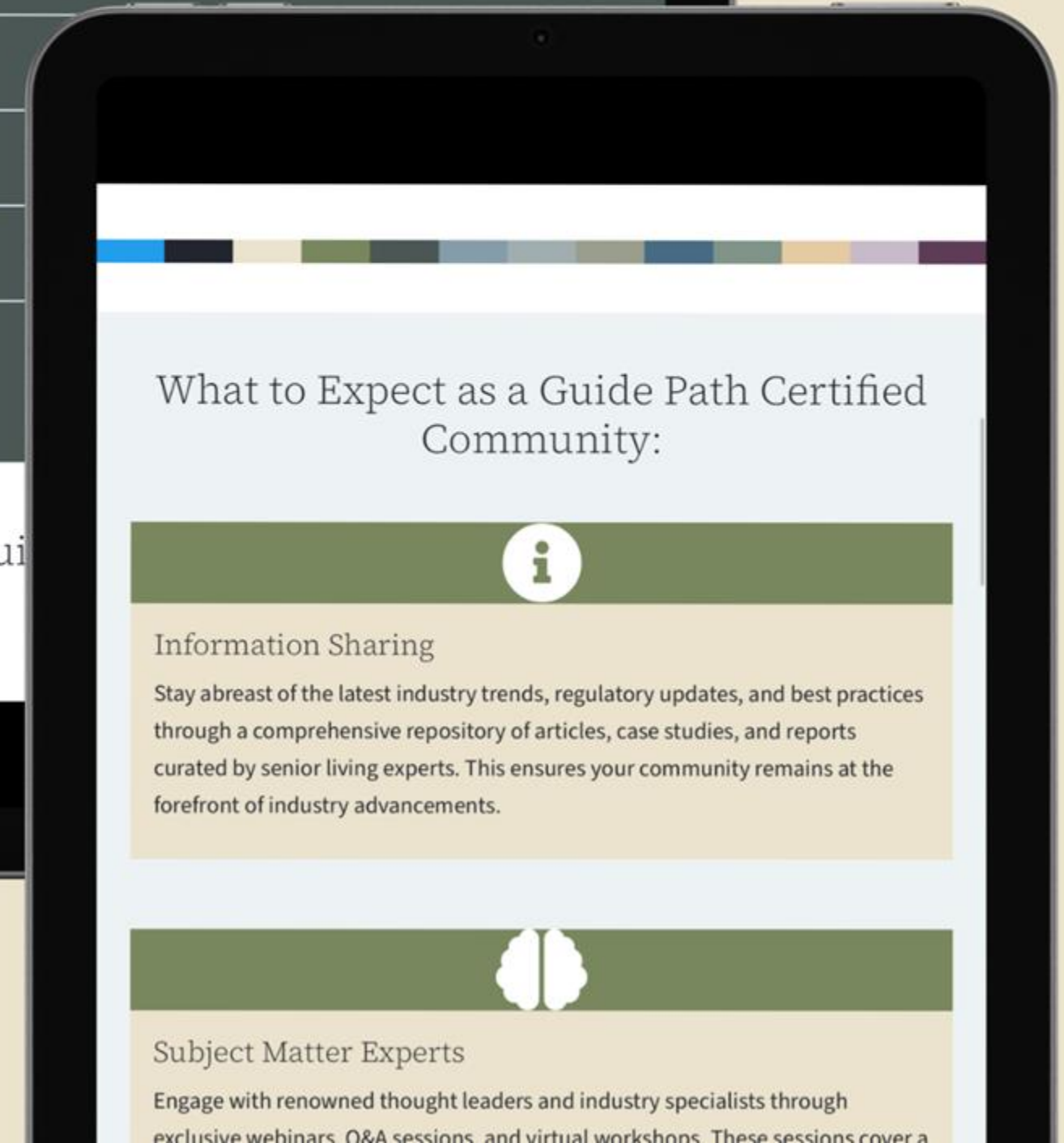
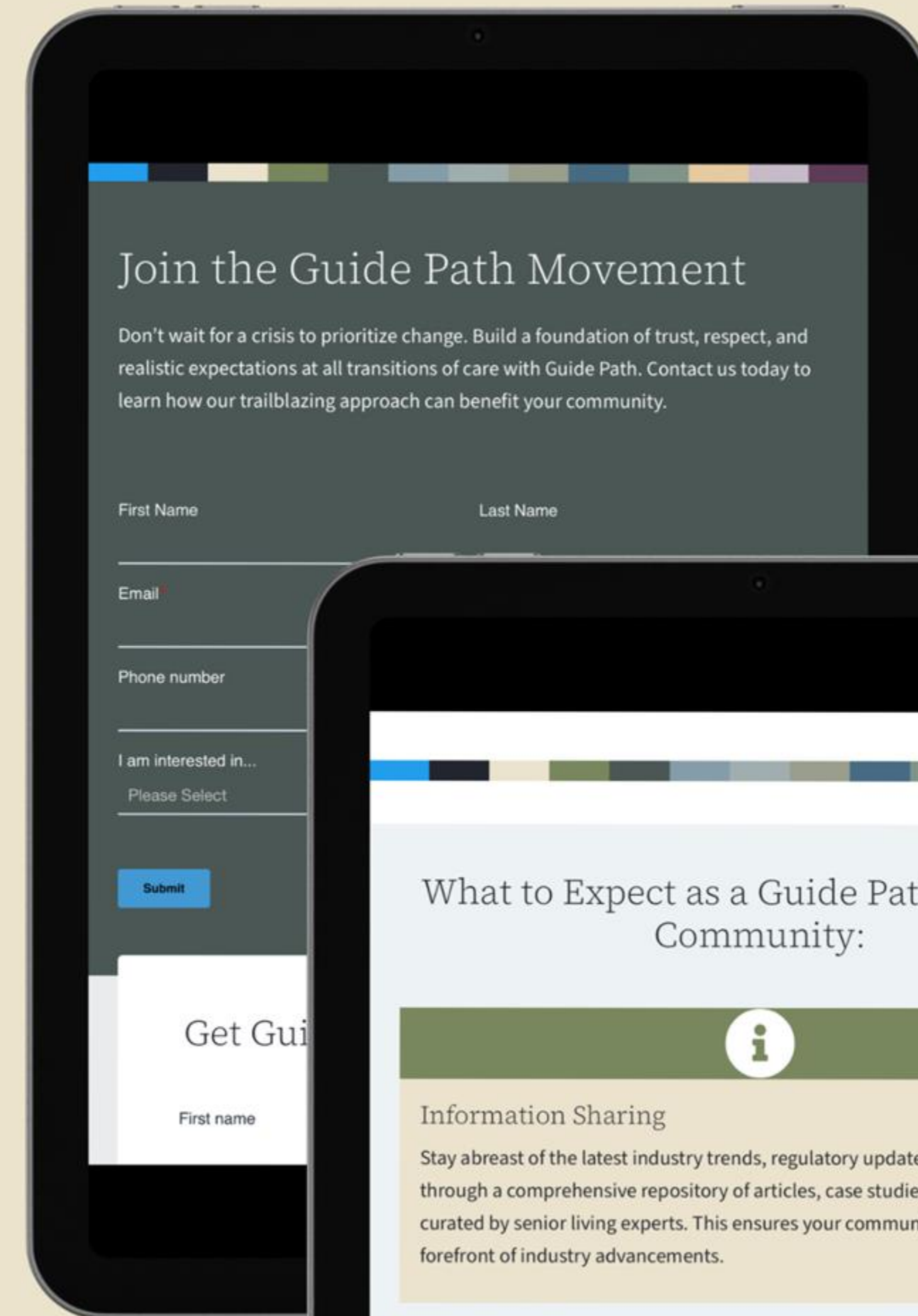
Strategy

Key items addressed in launch:

- Email Strategy
- Social Media
- Content Creation & Blogs
- Website Design & Management
- CRM Creation & Maintenance
- Reporting and Strategy Calls

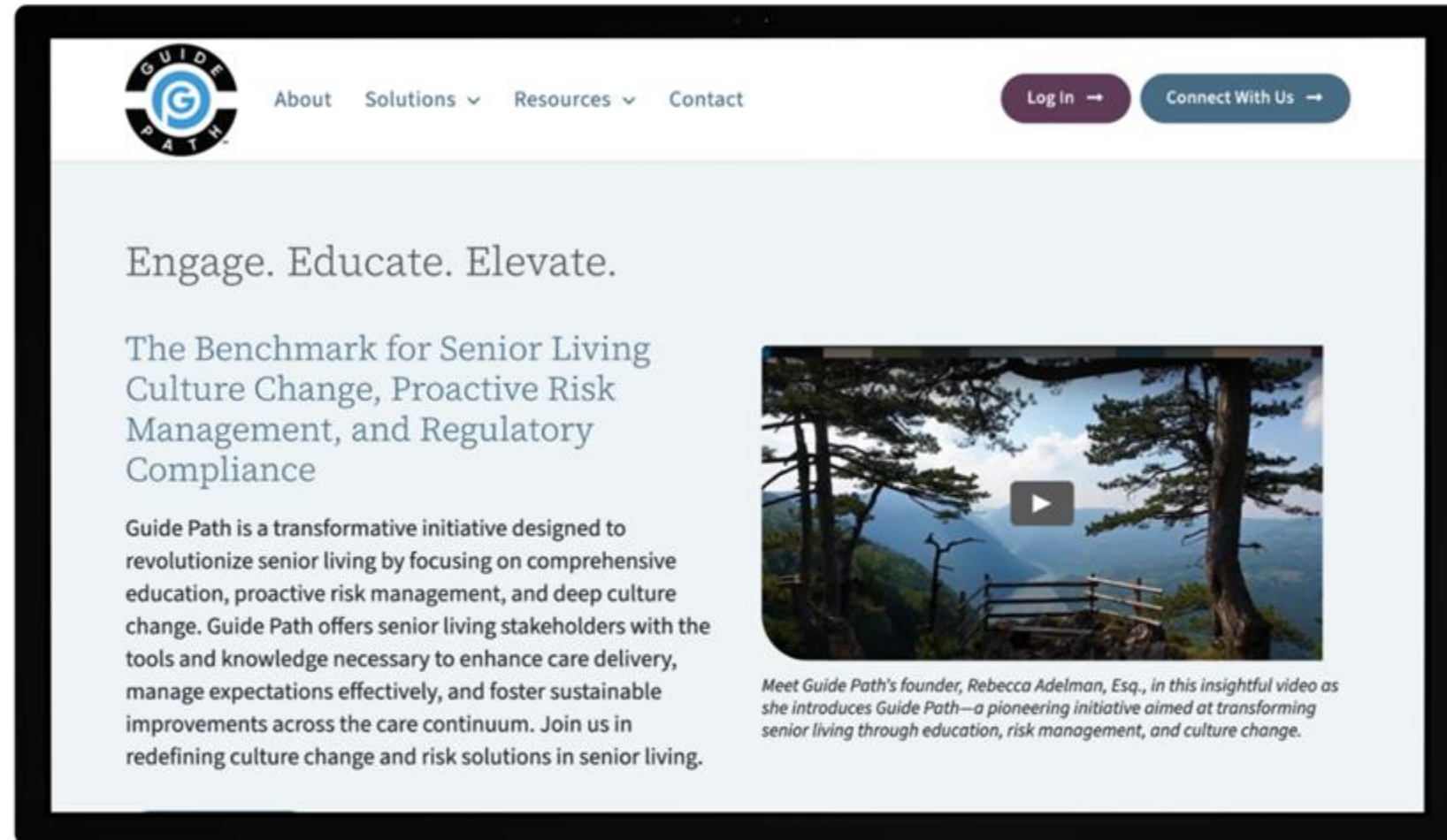
Results:

- **Increased Brand Visibility:** Consistent email campaigns, social media posts, and written content strengthened Guide Path's presence and recognition in the senior living industry.
- **Enhanced Engagement:** Targeted messaging fostered meaningful connections.
- **Improved Thought Leadership:** Blogs and curated content positioned Guide Path as an authority in risk reduction and cultural transformation.
- **Streamlined Operations:** HubSpot management and website updates ensured a seamless user experience and optimized lead generation.
- **Measurable Growth:** Regular reporting and strategy calls allowed for data-driven decisions, resulting in increased audience interaction, content performance, and lead conversion.
- **Stronger Community Impact:** The campaign reinforced Guide Path's mission to reduce risks, empower care providers, and enhance resident and family engagement across the senior living ecosystem.



Strategic Snapshot

Website Development & Management



Email Marketing



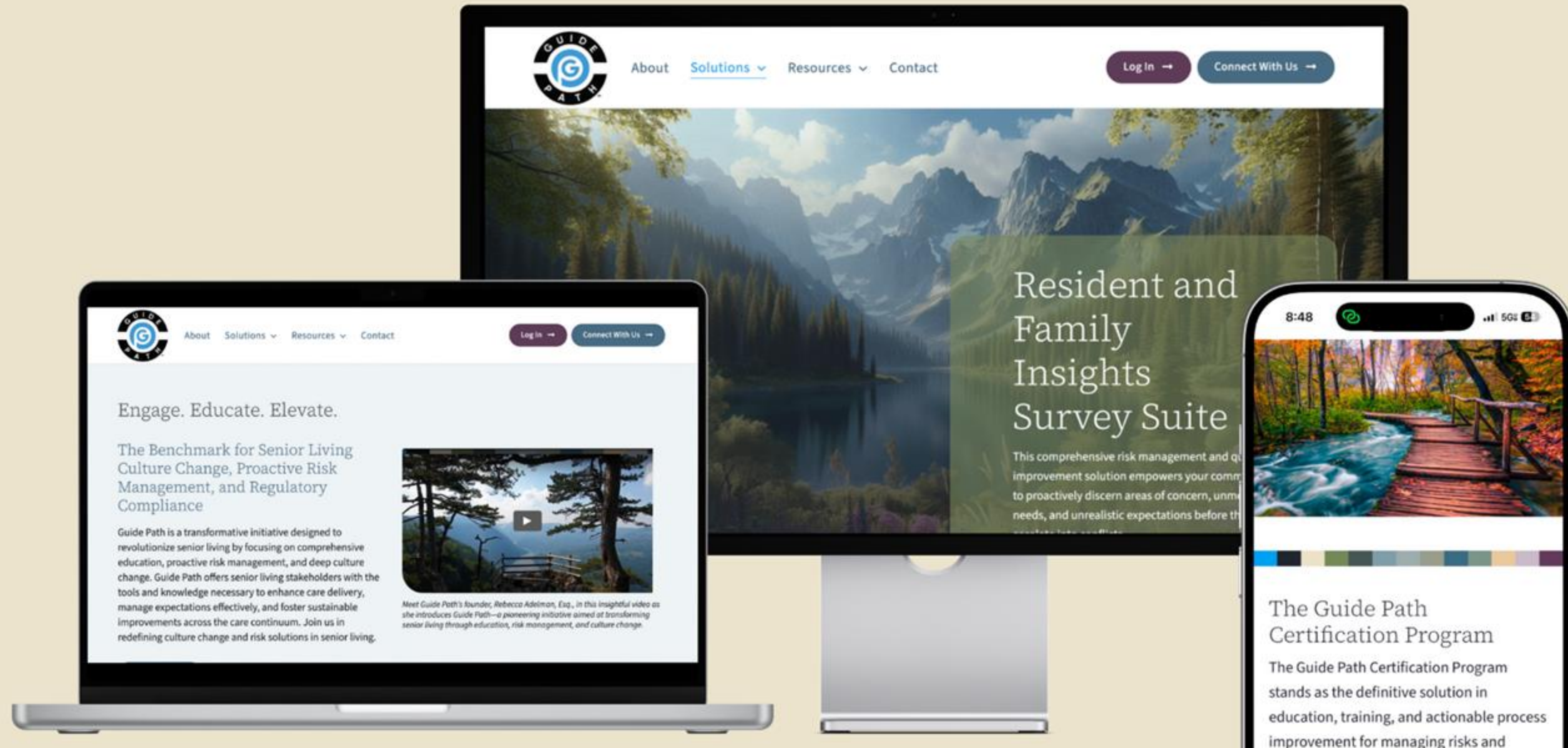
Social Media & Content Creation



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Website Development & Management

Guide Path partnered with Solinity Marketing to deliver strategic website development that catered to the marketing strategy of brand awareness and lead generation through the website to drive measurable growth.



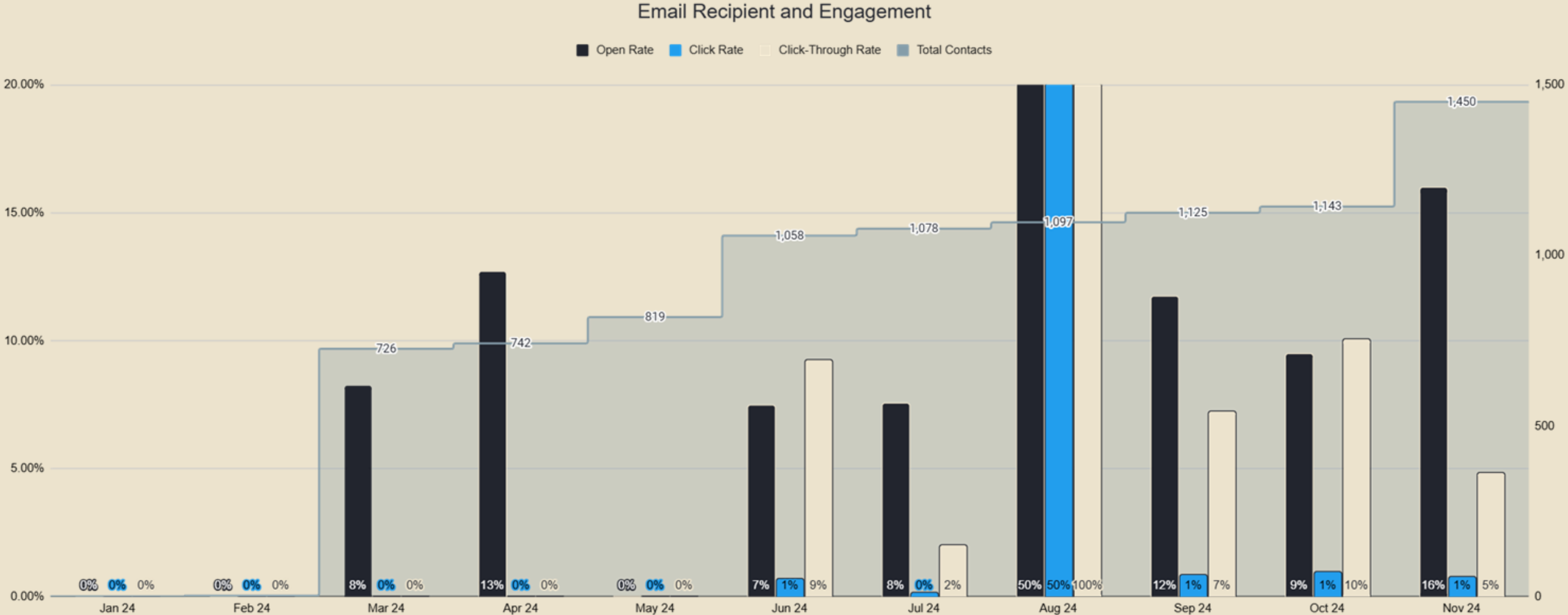
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Email Marketing Campaign:

- Core messaging, that parallels with the marketing strategy, was used to create consistent campaign and brand recognition
- Clear CTAs guiding the user on the directed path
- Lead generation and engagement focus

Results:

- Paired with our marketing plan, Guide Path saw an **increase** of 1,450 contacts in 11 months
- Open rate **increased** by 4.5 percentage point increase
- Click-through rate **increasing** 7.5 percentage points in Q4 from 0% in Q1



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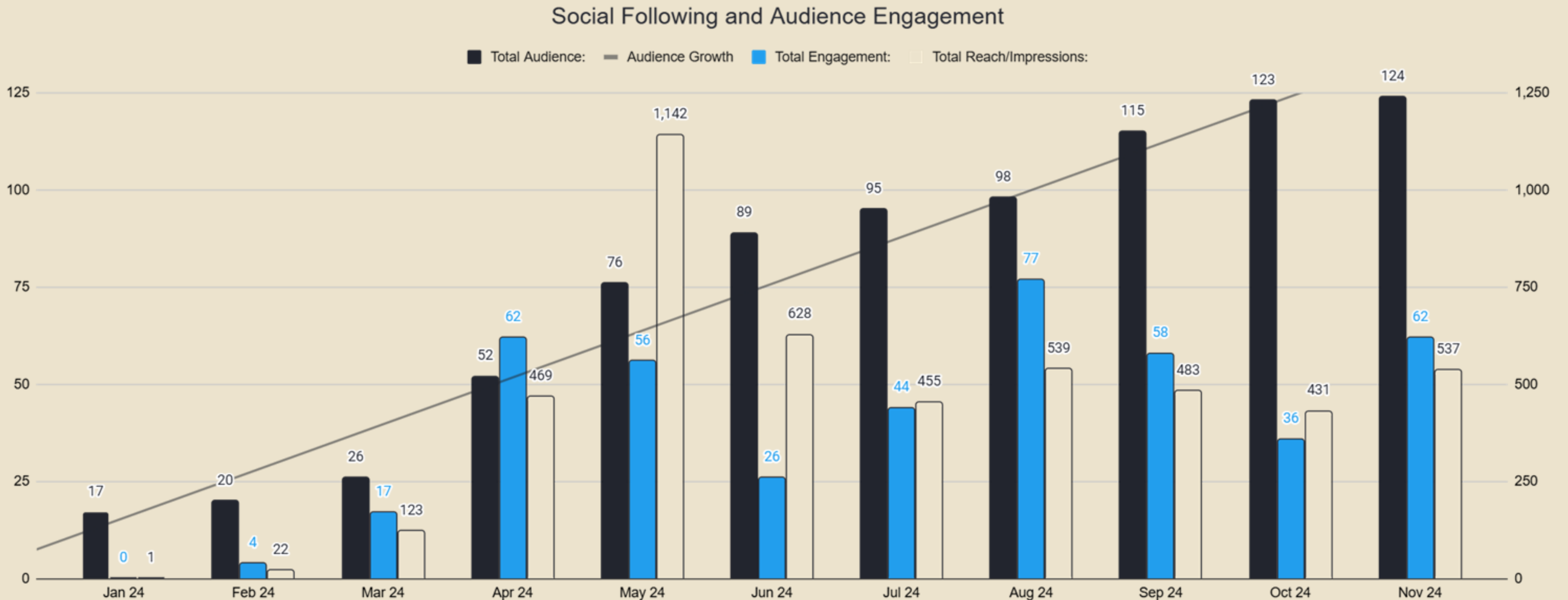
Social Media

Audience and engagement:

- Targeted approach to audience reach
- Emphasis on professional audience growth
- Encourage engagement with prompt and positive messaging

Results:

- Paired with our marketing plan, Guide Path saw an quarterly average **increase** of 145 in social media reach/impressions
- Social following **increased** by 124 in 2024
- Engagement **increased** from 0 to averaging around 50 per month in Q4



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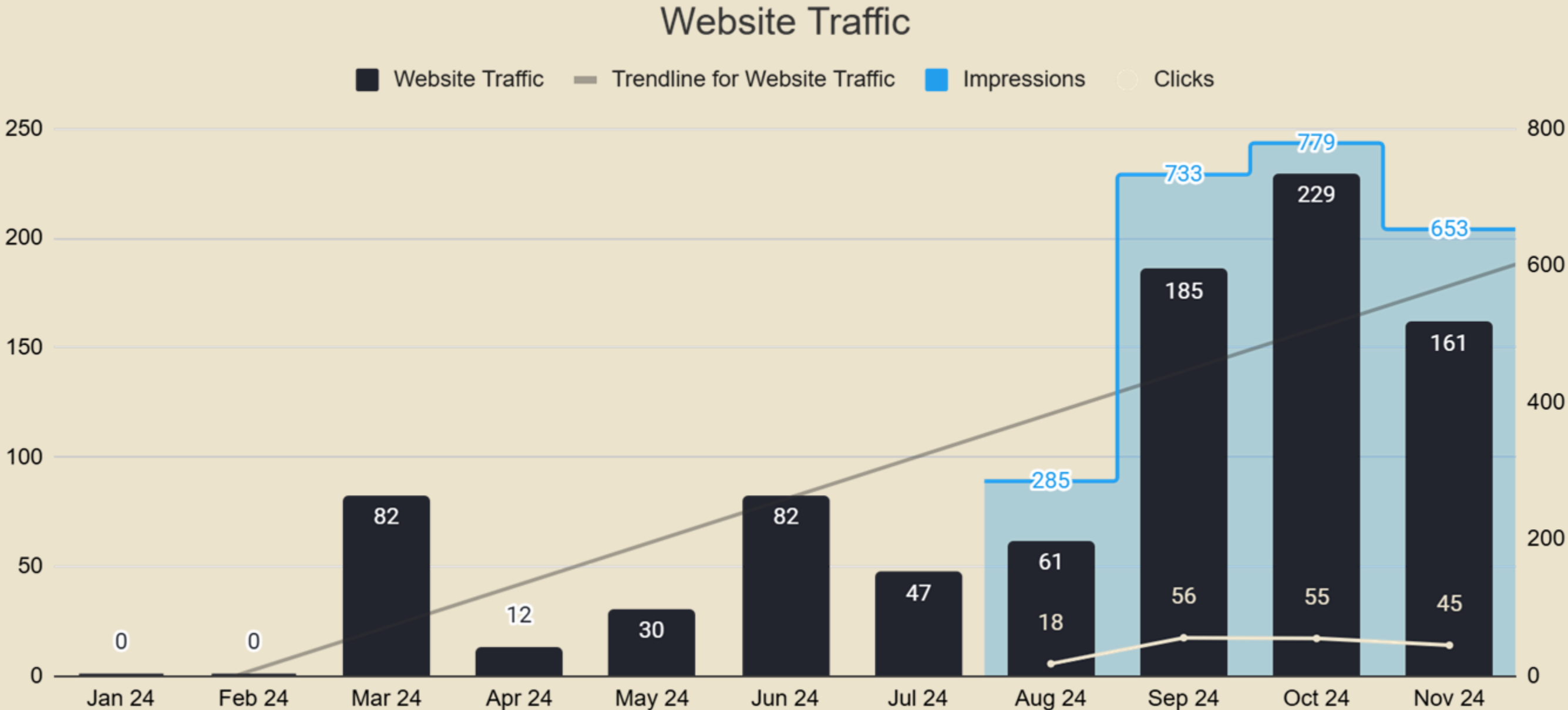
Data Review

Website Traffic:

- Curated to have a highly appealing imagery and user friendly interface
- Accentuate core messaging and key insights, while utilizing keywords targeted in the marketing strategy to enhance the user experience and searchability

Results:

- After the website launch, traffic **increased** to averaging 190 website visitors per month
- Search engine optimization, paired with the marketing plan, allowed searches to show Guide Path in 720 searches on average per month



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Celebrating a Milestone in Global Culture Change and Risk Management

The dedicated team led by Guide Path Founder [Rebecca Adelman, Esq.](#) and Chief Education Officer [Gina Barker](#), along with the extraordinary navigation provided by [Theodore Ihenetu](#) and [Stacy Shewey](#), completed nine transformative risk management and culture change modules in online group training. Each Commitment Plan was crafted to build a resident-centered culture and a safer, more supportive community, marking our first global certification achievement.

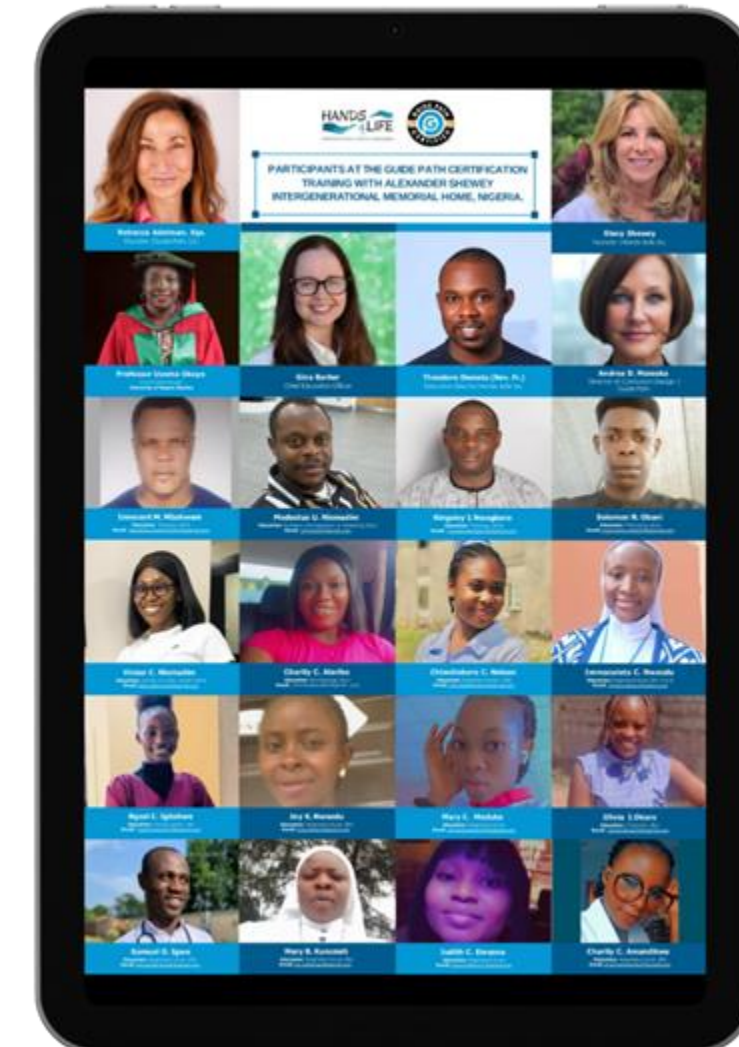
Certification Badge



Certification Seal



Ribbon-Wrap Banner



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Advancement and Goals

2025 Strategy:

- Increase brand awareness through media partnerships, ad placement, and promotional efforts
- Representation at conferences and events
- Continue SEO and online digital marketing efforts to target the partners, owners/operators, insurers, and communities

Marketing Goals

Channels

Guide Path's marketing goals focus on increasing visibility, engaging audiences, and driving growth. Initiatives include an optimized website for resources and lead conversion, social media for thought leadership, content creation to enhance credibility, and email marketing for consistent communication and lead nurturing.

Website



Content Creation



Email Marketing



Social Media



SEO & Keyword Strategy

