



A PLACE FOR MOM

A Place for Mom (APFM) helps seniors and families make informed decisions as they search for senior care and housing. With the support of a Senior Living Advisor, families find the right independent living, assisted living or dementia care community that meets their loved one's care needs and budget.

The APFM website and Senior Living blog provide families with a wide breadth of information to help keep them informed throughout the search process, including helpful guides on how to research Veterans benefits and tips for financing senior care.

Content and organic search are huge lead drivers for A Place for Mom and crucial factors for finding customers early in the funnel (i.e. a family may not think their loved one is ready for assisted living, but APFM's content educates them on why it's important to think and plan early on).

Providing these resources and topical insights for customers, while congruently managing content marketing and search, takes a team-driven collaborative approach to content creation - an effort made easier with Marketing.AI.



✘ The Challenge

- The content team grew from 4 to 9 team members in only 6 months and was getting frustrated with lack of process. The team needed to find a way to coordinate everyone's different role in content creation (the content brief, image, writing, editing, approvals, and SEO), as well as freelance support.
- The team was consistently feeling two steps behind and missing opportunities to be proactive with seasonal and topical content.
- Content creation was driven by the publish deadline; not focused on personas or the marketing funnel.

✔ The Solution

- Marketing.AI is now the single platform used to manage content for multiple web sites .
- Using Marketing.AI's editorial calendar and strategy tools, content is planned and created with a purpose, and for a specific audience and persona.
- By creating custom workflows with Marketing.AI, the APFM Content Team now has an established content creation process that can grow with the team and centrally coordinate freelancers.

★ The Result

- An organized and strategic approach to content creation has improved productivity and output, reaching more customers and ultimately improving the bottom line.
- Working more effectively as a team has resulted in more time to focus on strategy and how content supports the bigger marketing picture.
- Marketing.AI has streamlined communication with freelance writers, significantly reducing the number of emails and phone calls exchanged.