

HLM.

More Residents. More Revenue. More Results.

Integrated, Multi-Channel
Marketing



WE DO IT ALL FOR YOU

1

High-Performing Websites

- Look Professional.
- Get More Residents.

2

Effective Paid Ads/PPC

- Reach Farther.
- Promote More Services.

3

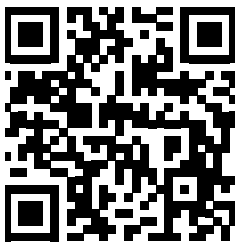
SEO & Google Business Profile Optimization

- Rank Higher.
- Drive More Traffic.

4

Transparency You Can Trust

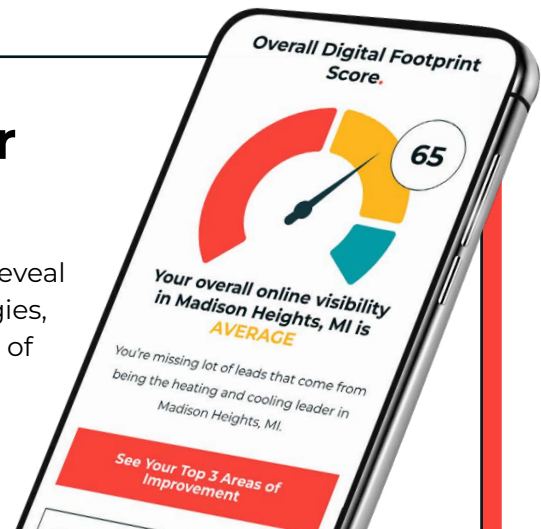
- One Dashboard.
- Complete Visibility.



See what's holding your business back!

Activate your FREE SEO & Competitor Report to reveal your total market opportunity, competitor strategies, and what it will take to get ahead and stay ahead of your competition.

Scan to download your
FREE LOCAL MARKET REPORT



CERTIFIED Marketing Experts

The right team to trust for your branding and marketing.

- Dedicated performance manager
- Google certified, SEO & PPC specialists
- Service industry experts
- Data-driven, multi-channel strategies

CUSTOM Footprint™ Dashboard

Intelligence you can count on to grow your business.

- Real-time lead tracking & rating
- Team member activity tracking
- Campaign monitoring
- Review management

POWERFUL Footprint™ Platform

HLM's fast and flexible CMS that's easy to use.

- Built for SEO & lead generation
- Easy to update & restore content
- Built-in compliance & spam blocking
- Faster load speeds & superior security

WHAT OUR CUSTOMERS SAY ABOUT US



We have received **leads on prospective residents via the ads, and SEO**, and they come from not only the geographical areas close to our community we are mainly reaching out to, but from all over the country. We've never had so many people move in with us from out of state!

— Pamela Cupp, Stonebridge at Winton Woods



Vitality has been working with HLM for a few years now, and they are nothing short of amazing. They are always **very responsive, understand our needs and the market, and provide guidance.** 10/10 would recommend HLM.

— Amanda Arnouk, Vitality Senior Living



HLM understands the senior living industry. I have several websites with them and they are **more instrumental in generating family tours than other agencies** we've worked with.

— Michael Klein, Moraine Ridge Senior Living

