

# ONLINE BRAND PROTECTION

concentrik

Re-engineer how communities are represented online making it fair, honest and community first

⦿ DATASHEET

## Protect the Brand Equity You've Built, the Customer Engagement You've Created, from 3rd Party Lead Generators Online

You've spent time, effort and money to create and grow your senior living brand. That brand has marketing value, revenue value, customer trust value, and is your reputation to protect. So why have you allowed 3rd party lead generators to use your branded keywords online to sell you move ins that are yours in the first place?

Senior Living Communities are faced with a predatory digital landscape when it comes to their brand online. The community's branded "keywords" are being exploited, re-routed, and sold back to the community and it's competitors for profit. "High Intent" consumers, who are already aware of a community's brand, go online, and don't find enough of the brand being covered in the Search Engine Results. A community's brand should be the only brand represented, the way they want it represented to maintain control of the marketing funnel online.

### Introducing Senior Living's First Online Brand Protection Solution

This online battle, can undo carefully crafted marketing messages, dilute unique characteristics of your brand, and lead the consumer down a confusing path of senior living brand discovery. Worst of all, left unchecked, online brand dilution siphons off your prospective residents sourced by other marketing efforts. You're double paying for your own leads!

Digital marketing tactics used by 3rd parties to create this problem, can be driven back by technology, strategy, and effort. To protect the invaluable brand investments from these threats, senior living operators must take a comprehensive approach, pursuing multiple and integrated strategies to protect what is theirs.

Concentrik's online brand protection solution protects, preserves, and reinforces the brand of the operator and communities online.

Visit us online at [concentrik.io](https://concentrik.io)

# BRAND PROTECTION HIGHLIGHTS

**Protects the value of your marketing investments-while optimizing return on ad spend and other outlays** by preventing SEO manipulation and diverting online traffic away from your branded website content.

**Detects brand infringement quickly and comprehensively** by monitoring all of your digital assets, website, search engines, social media, email and more-with greater efficiency.

**Protects revenue** by channeling consumers directly to you rather than 3rd parties who charge for move ins.

**Ensures consumers have a fully branded journey** rather than being routed through 3rd party brands, cultures and sales processes.

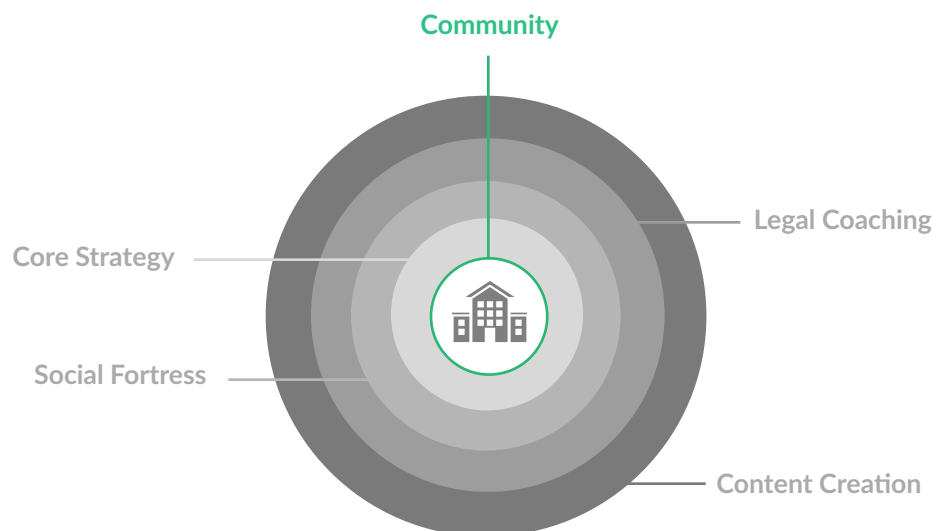
**Helps to prevent brand reputation erosion** by channeling consumers to a controlled review research process that is fully directed to your branded assets.

With a fully stacked and integrated technology solution, Concentrik enables senior living operators and communities to comprehensively defend its brand online by combining proprietary methods, strategies and alliances. Through diligent auditing, actionable steps to improve results, monitoring, and reporting, Concentrik puts operators back in the driver's seat of their brands value online.

## About Concentrik

Concentrik partners with senior living communities and Operators to protect their online brand. With deep marketing and technology experience across senior living and other highly competitive industries, our team understands the unique challenges facing the senior living industry. We are frustrated by what we see for communities in how their brands are represented online and know from our past work that there is a better way. We have played this game before and know how to win. So, we are diving in head first to help senior living operators take back their brands. The result is Concentrik, an online brand protection solution.

## Concentrik Protection Circles



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