

# LEGACY

## MARKETING



STORY | STRATEGY | VISIBILITY | CONNECTION | GROWTH.

### YOUR CULTURE DESERVES TO BE SEEN.

We don't just make content—we tell your story. Legacy Marketing helps post-acute care providers share their culture, build their brand, and attract the right residents, referrals, and staff. Whether you're starting from scratch or ready to level up, we provide the strategy, design, and execution to bring your message to life.

#### WHAT WE OFFER

##### Social Media & Email Campaigns

Engaging, on-brand content that builds trust, increases visibility, and strengthens internal and external communication.

##### Website Strategy & Design

Build or refresh your website to reflect your values, attract traffic, and turn visitors into action-takers.

##### Digital Advertising

Targeted campaigns to support census, recruitment, and brand awareness goals.

##### Recruitment Marketing

Tell the right story to attract the right people—from CNAs to DONs and everything in between.

##### Marketing Audits & Consulting

We assess your current efforts and provide clear, actionable strategies to help you grow.

##### Graphic Design – Digital & Print

From logos and rack cards to social graphics and signage, we design materials that reflect your identity and resonate with your audience.

#### WHAT PARTNERS SAY

- *“Legacy are second to none in the field! Professional, creative and responsive to client needs. All the things you expect of consultants!”*  
- Stephanie S., Sr. VP of Business Development & Communications

### LET'S TELL A BETTER STORY

Everything we create starts with your culture. Let us help you share it with the world.

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