



Benefits of Becoming a Cornerstone LifeCare Partner

The number of **Partners** in each **Product/Service Category** is selected and limited based on a **Certification Process** to ensure the highest level of quality and performance in serving our clients.

In addition to leads derived through personal contact and the internet, **Cornerstone Lifecare Consultants' Personal Assessments** will provide **Partners** with outstanding business opportunities.

Cornerstone LifeCare will actively promote the network and create lead generation for **Partners** through marketing initiatives such as:

- **Website Internet Marketing** through Search Engine Optimization (SEO), Google Adwords, and Monitoring with Google Analytics.
- **Website Integration** with Social Media Platforms such as Facebook and LinkedIn.
- **Special Events** planning and participation in expos, forums, seminars, showcases, symposiums, and workshops.
- **Email Marketing** using an extensive Constant Contact database. Additional ongoing list building with growing LinkedIn connections and updating of Salesforce.com database through events and networking initiatives.
- **Active Membership and Involvement** in associations, committees, industry groups, etc.
- **Marketing Support** such as print advertising, mailers, brochures, flyers, and signing.

Your One-Stop Resource for "Aging Well and in the Right Place"

Connecting ■ Serving ■ Building



Cornerstone LifeCare LLC is much more than a business referral service. We utilize trusted consultants to connect consumer needs with timely products and services.

Becoming a **Cornerstone LifeCare Partner** means you are a certified member of a network that provides outstanding products and services to seniors and their circle of supporters in Sarasota, Manatee, and surrounding counties.

Additional Benefits for Featured Partners

- **Prominent Exposure in Email Blasts**
- **Inclusion in Featured Partner Page on Website**
- **Assistance with Targeted Networking with the Community and Other Cornerstone LifeCare Partners**
- **Special Recognition in Marketing Materials**
- **Event Planning Consultations**
- **Discounts on Cornerstone LifeCare Marketing Consulting Services**

To learn more about becoming a **Cornerstone LifeCare Partner** and schedule a meeting, please contact Don Fitts or Laura Haw at info.cornerstonelifecare@gmail.com, or call **(941) 960-5044**.