

JB Chicago

Company Description

JB Chicago is an integrated marketing agency with a focus on healthcare, senior living and long term care. Built on providing sound marketing solutions, creativity and strategies, JB Chicago makes your marketing dollars work toward the bottom line.

Traditional and online marketing programs allow JB Chicago to help you reach the correct target markets (patients/residents and their families). Our dedicated team delivers measurable campaigns; enables your employees to become advocates through the development of community relationships, programs and social networking; and makes your marketing spend accountable to census (ROI).

JB Chicago is the Agency of Record for the following LTC-focused companies: Extencicare Health Services, Inc., VCPI and ProStep.

Geographic Area Served: U.S. & Canada

Segments Served: SNF, AL, IL, CCRC

2010/2011 Product & Service Innovations

- **Converting Clicks Into Patients/Residents:** Bid on opportunities for users to click on your site via search engines.
- **Social Networking Strategy:** The keys to social networking are quality content and active team networking online. Use this rapidly-growing arena to create both support for and buzz around your organization.
- **Content-Managed Web Sites Built Around Your Business and Built for Conversion:** We can confirm that your website caters to your target audience – ensuring it answers “What can you do for me?” while focusing on patients/residents and their families.

Suggested Consultative Discussions

- **Measuring Return on Your Marketing Spend:** We will discuss the importance of gauging metrics to determine marketing spend while developing a budget that makes certain you spend money wisely and based on your objective.
- **Lead Generation:** Your web site should be your number one lead generator and measurement tool. Let us show you why, and how you can get there.
- **Social Networking (and What It Can Do For You):** We'll share industry best practices and case studies for reaching your target market while protecting your brand.



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