



Building a Cohesive Brand and Boosting Revenue: How Go Icon Empowered Asbury Senior Living



By leveraging Go Icon, our community administrators ensure that residents have real-time access to personalized calendars, keeping them informed and engaged in events that matter most to them. This collaboration allows us to enhance connection, improve operational efficiency, and create a more vibrant, well-organized community experience for all.

Maria Ciazza | Sr. Director of Corporate Communications | Asbury Senior Living

Brand Standardization Across All Communication Channels

With Go Icon's brand kit, Asbury aligned their visual and messaging standards across communication and engagement platforms. This consistent branding reinforced their brand identity to staff, families, and residents. Asbury saw the monthly touchpoints and hands-on approach from the Go Icon Team as a strong differentiator.

Public Engagement Feature for Prospective Clients

Asbury embedded Go Icon's public version of their engagement platform on their website, allowing prospects to experience their interactive content and offerings firsthand. This provided an additional touchpoint for lead generation while showcasing their vibrant programming, helping to convert visitors into paying customers.

Monetized Custom Content Offerings

By creating and curating branded engagement content through Go Icon's resident engagement platform, the Asbury team was able to offer exclusive access to premium content. This led to the creation of subscription models or pay-per-view content, directly generating new revenue streams for the organization.