

Blue Interactive Agency and FALA Launch Free Educational Webinar Series on AI-Driven Senior Living Marketing

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FORT LAUDERDALE, FL ? Blue Interactive Agency, a premier digital marketing agency specializing in the senior living sector, has announced the launch of a free five-part educational webinar series in partnership with the Florida Assisted Living Association (FALA). The series is designed to equip assisted living administrators, marketing professionals, and business owners with actionable strategies to boost online visibility, increase occupancy, and adapt to the evolving digital landscape.

The inaugural session, titled ?AI-Powered SEO: Strategies for 2025,? will take place on Wednesday, June 12 at 1 p.m. EST. This webinar will explore how artificial intelligence is reshaping search engine optimization and provide attendees with practical tools to enhance their digital presence in an increasingly competitive marketplace.

?As CMO of Blue Interactive, I?m excited to announce our partnership with FALA to launch this educational

initiative,? said Patricia Sotolongo. ?Through this five-part series, we aim to empower FALA members with innovative, AI-powered marketing strategies that can drive occupancy and improve community outreach.?

The webinar series will continue weekly every Thursday from June 12 through July 17, addressing a comprehensive range of digital marketing topics critical to the senior care industry. Upcoming sessions will delve into content marketing tailored to senior living communities, strategies for improving local SEO and Google Business optimization, best practices for social media engagement, and methods for launching paid media campaigns that deliver measurable return on investment.

With the demand for senior care surging due to the record number of Baby Boomers reaching retirement age, assisted living providers are navigating both immense opportunity and increased competition. This webinar series offers timely and relevant guidance to help providers elevate their marketing efforts and connect more effectively with families seeking care solutions.

Participants will learn how to use AI-driven platforms to identify the specific keywords, questions, and intent-based searches their target audiences are using online. The series will also explore how predictive AI tools can uncover emerging trends before they become mainstream, giving providers a competitive edge. Additionally, attendees will receive expert advice on optimizing their presence across ChatGPT and other AI-powered search engines, as well as traditional platforms like Google Business Places and Apple Maps.

Blue Interactive Agency?s membership with FALA underscores its dedication to advancing the senior living industry by offering specialized digital marketing services. FALA continues to support assisted living providers statewide through advocacy, education, and the promotion of legislative initiatives that benefit the industry. Together, this collaboration provides assisted living facilities with access to professional marketing support that includes website development, search engine optimization, content creation, paid advertising, and social media management?all tailored to the unique needs of senior care providers.

These services help communities not only increase online visibility but also convert digital engagement into real-world occupancy growth, enabling providers to meet rising demand and maintain strong census numbers across multiple locations.

Blue Interactive Agency is a full-service digital marketing firm based in Fort Lauderdale, Florida, known for delivering data-driven strategies that generate measurable results. As competition intensifies in the senior living space, communities need high-level marketing expertise to maintain visibility, attract qualified leads, and grow occupancy. Blue Interactive helps providers stay ahead with tailored SEO, web, and advertising solutions. View Blue Interactive's case study for healthcare providers, which showcases significant revenue growth from digital marketing efforts.

Registration is now open for the first webinar, ?AI-Powered SEO: Strategies for 2025.? Attendance is free, but space is limited. To secure a spot, visit their website or the link at the top of the release.

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For more information about Blue Interactive Agency, contact the company here:Blue Interactive AgencyPeter Brooke(954) 779-2801sales@speaktoblue.com3323 W Commercial Blvd Suite 260, Fort Lauderdale, FL 33309

Blue Interactive Agency

Blue Interactive Agency is a leading digital marketing agency based out of Fort Lauderdale FL. We help companies create compelling marketing campaigns via social media, content marketing, PR and SEO.

Website: https://blueinteractiveagency.com/services/fort-lauderdale/seo/

Email: sales@speaktoblue.com

Phone: (954) 779-2801