



JOANNA LAFLEUR

Dementia Care Expert | Speaker | Content Creator

Joanna LaFleur is a dementia care expert with over 20 years of experience as a caregiver, memory care operator, and educator. She creates engaging content to help caregivers communicate and navigate daily challenges with their person with dementia. With 240,000+ followers, her videos reach millions across Facebook, TikTok, and more. A dynamic speaker, Joanna brings humor, empathy, and practical solutions to audiences. She partners with brands and organizations to create impactful, relatable content.



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Resume

- B.S. Therapeutic Recreation
- Certified Therapeutic Recreational Therapist
- CEO/Founder Dementia Specialists Homecare
- CEO/Founder Memory Lane Assisted Living
- CEO/Founder Memory Lane Foundation

Partnerships



Services

Brand Partnerships

- Sponsored content creation
- Social media takeovers
- Brand ambassadorships
- Influencer campaigns
- Collaborative video content
- Webinar hosting

Business Consulting

- Corporate dementia-friendly training
- Product development consulting
- Product testing and research
- Expert Reviewer

Social Media Opportunities

- User generated content
- Influencer campaign
- Contests and giveaways
- Influencer collaborations
- Live Q&A sessions
- Social media analytics and reporting

Education

- Media interviews and features
- Keynote speaking
- Continuing education courses

Sample Videos

TikTok

- Why your person with dementia doesn't want to change their clothes
 - 733.k views 13.5 likes
- Alzheimer's stages 1,2,3
 - 774.4k views 11.8k likes
- Why your person with dementia hates showering
 - 608K views 10.7 likes

Facebook

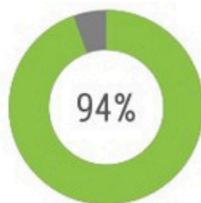
- What to do when your person with dementia says "I wanna go home"
 - 1.3M views 25.6 likes
- What to do when your person with dementia shouldn't be driving anymore
 - 1.1M views 11.7 likes
- Alzheimer's stages 1-3
 - 1.1M views 8.8k likes

Audience Statistics

Website

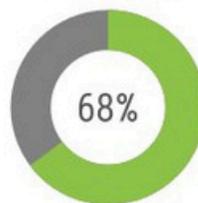
380 +

Monthly Web Visitors



Women

Facebook

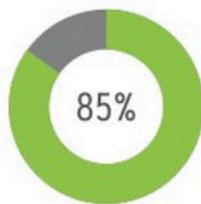


Ages 55-65+

Top Cities
New York
Chicago

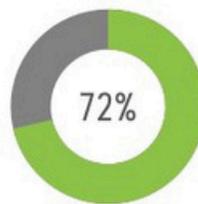
+ 36%

Growth in Web Traffic



Women

TikTok



Ages 55-65+

Top Cities
Chicago
Houston
Atlanta
LA

Social Statistics



165K

FOLLOWERS

5%

ENGAGEMENT
RATE

4.5K

AVG. MONTHLY
NEW FOLLOWERS

750.5K

MONTHLY REACH



93.5K

FOLLOWERS

3.5%

ENGAGEMENT
RATE

4.4K

AVG. MONTHLY
NEW FOLLOWERS

438.5K

MONTHLY REACH

LET'S WORK TOGETHER!

I'm always eager to explore new partnerships and share valuable resources with my audience.

For a custom quote, feel free to reach out—I'll get back to you within 48 hours.

I look forward to the opportunity to collaborate!

Joanna

Get in Touch



EMAIL

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WEB

www.mlfnd.org



INSTA

@joanna.dementia.expert



TIKTOK

@joanna.dementia.expert



FBOOK

/Joannalafleur



YOUTUBE

@MLFoundation

Pricing Bundles

Basic Package	Standard Package	Premium Package
\$6,000 per month	\$12,000 per month	\$20,000 per month
<ul style="list-style-type: none">• Four videos/month• One Facebook & Instagram Story sets videos/month• One cross-posted ads	<ul style="list-style-type: none">• Eight videos/month• Two Facebook & Instagram Story sets videos/month• One cross-posted ads• One live Q&A session• Unlimited usage rights	<ul style="list-style-type: none">• Sixteen videos/month• Four Facebook & Instagram Story sets videos/month• Two cross-posted ads• One exclusive webinar• One live Q&A session• Unlimited usage rights

À La Carte Pricing

Not interested in a bundle? You can create your own by selecting at least two options from the a la carte pricing.

\$1,000

SINGLE VIDEO (1 POST, ALL PLATFORMS)

\$8,000 /mo.

2 VIDEOS PER WEEK (8 VIDEOS/MONTH)

\$16,000 /mo.

4 VIDEOS PER WEEK (16 VIDEOS/MONTH)

\$24,000 /mo.

6 VIDEOS PER WEEK (24 VIDEOS/MONTH)

\$2,500+

LIVE Q&A / PANEL DISCUSSION (30-60 MIN)

\$5,000+

EXCLUSIVE WEBINAR (45-90 MIN)

\$500+

CROSS-POSTING CONTENT

\$250+

FACEBOOK & INSTAGRAM STORIES

Custom

BOOSTED POST COLLABORATION

+\$250

PREMIUM EDITING & BRANDING

+\$200

DEDICATED CALL-TO-ACTION