Joanna
DEMENTIA EXPERT

JOANNA LAFLEUR

Dementia Care Expert | Speaker | Author | 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 a following of more than 450,000 across Facebook, TikTok, and other platforms, her videos reach millions worldwide. A dynamic and compassionate speaker, Joanna brings humor, empathy, and practical solutions to every audience. She partners with brands and organizations to create impactful, relatable content and empowers caregivers to find joy and connection in their journey.

AS SEEN IN

SELF MAGAZINE

1290 WLBY AM

USI

OHCA
OHIO HEALTH CARE ASSOCIATION

PLUS • UofM Nexus • Alzheimers Foundation of America

Institute of Gerontology

ALZHEIMER'S ASSOCIATION

Resume

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

Partnerships

LivDry

mellie

Chongker

HUNGRYROOT

Services

Brand Partnerships

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

Social Media Opportunities

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

Business Consulting

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

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

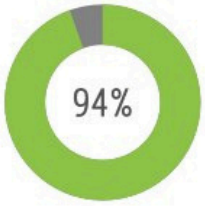
Audience Statistics

Website

380 +

Monthly Web Visitors

Facebook



Women

Ages 55-65+

Top Cities

New York
Chicago

+ 36%

Growth in Web Traffic

TikTok

Women

Ages 55-65+

Top Cities

Chicago
Houston
Atlanta
LA

Social Statistics

	FOLLOWERS	ENGAGEMENT RATE	AVG. MONTHLY NEW FOLLOWERS	MONTHLY REACH
	285K	25%	15.5K	2.7M
	125K	3.5%	4.4K	700K

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

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@JoannaLaFleur
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Pricing Bundles

Basic Package

$6,000

per month

- **Four** videos/month
- **One** Facebook & Instagram Story sets videos/month
- **One** cross-posted ads

Standard Package

$12,000

per month

- **Eight** videos/month
- **Two** Facebook & Instagram Story sets videos/month
- **One** cross-posted ads
- **One** live Q&A session
- **Unlimited** usage rights

Premium Package

$20,000

per month

- **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