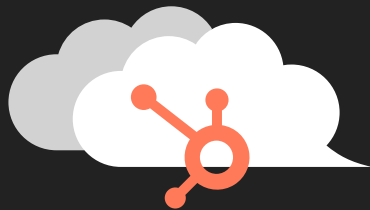


How Oxford Health Group

United 10+ Brands into One CRM

Your Business Could Be Next



A Unified CRM Solution - HubSpot





Spoiler:

You can unify your brand, simplify your tech, and scale smarter. Here's how.

Managing one website is hard enough.
Now imagine managing 13

Different brands. Different domains. Different forms. Different teams are logging into different platforms, trying to keep it all running.



It's not just inefficient, it's a digital headache

that slows down marketing, fractures your user experience, and drains internal resources.

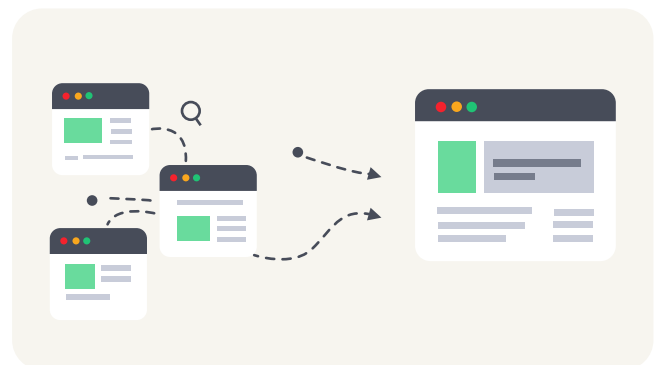


This was exactly the challenge faced by Oxford Health Group. A renowned senior care organization in Southern California, Oxford provides compassionate, expert-led services across a growing network of skilled nursing facilities, assisted living centers, and home-based care programs.

Their offline care was seamless.

But online? Not so much.

What should have been a clear and trustworthy digital experience had turned into a fragmented web of competing domains, outdated platforms, and misaligned branding.



So we helped them hit reset and **rebuild everything from the ground up**, powered entirely by **HubSpot's Marketing Hub Professional** and **CMS Hub Enterprise**.

Here's how we turned more than 10 disconnected sites into one powerful, scalable ecosystem and how you can too



The Challenge:

One Brand, Many Islands

From a distance, Oxford's digital presence looked fine. But underneath the surface, things were messy.

Each facility had its own domain.

Each site repeated the same services but in slightly different ways

Each had different branding. Different user flows.

Different systems to manage forms and content.



It may have started with good intentions

("let each facility manage their own site"), but it had grown into a digital sprawl that hurt them on multiple fronts:

1 Disjointed User Experience

Patients and families couldn't figure out which website to trust or where to go. There was no central source of truth.

2 Operational Overhead

Making updates was exhausting. If something changed, it had to be manually updated across every individual site a recipe for errors and inefficiencies.

3 Inconsistent Branding

Visuals, tone of voice, messaging all varied from site to site. It didn't reflect the unified excellence of Oxford's care.

4 Lost SEO Potential

Search engines were confused too. With so many duplicate pages across different domains, Oxford's SEO strength was being diluted instead of concentrated.

5 Scattered Data

Forms, contacts, and submissions were all over the place, making it nearly impossible to get clean reporting or use data to drive decisions.

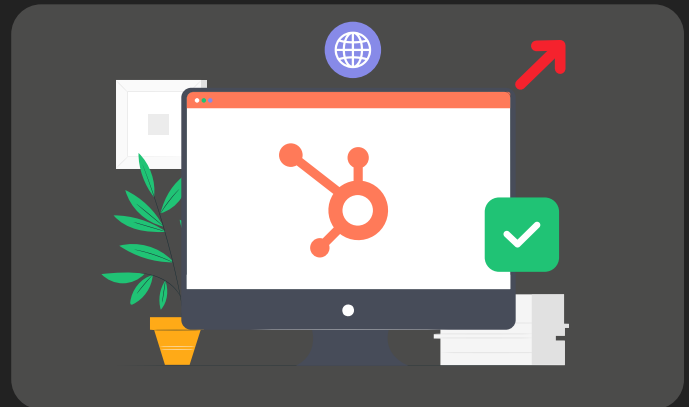
They needed a transformation. Not just a website redesign but a **complete digital restructure**.



The Solution:

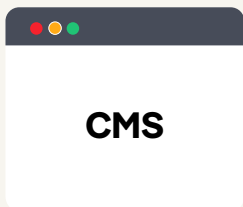
One HubSpot Portal to Power Them All

Instead of patching things up, we built a brand-new digital architecture using HubSpot's Marketing Hub Professional and CMS Hub Enterprise, a powerful duo that gave us the flexibility and scale we needed to make Oxford's vision a reality.



Why HubSpot?

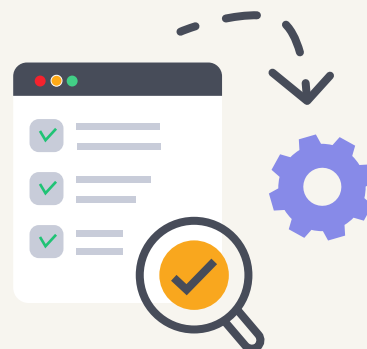
HubSpot gave us everything under one roof:



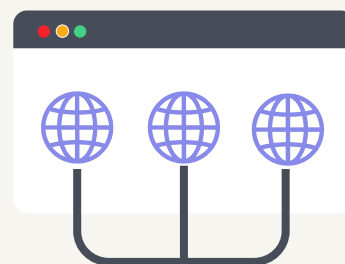
Smart forms
+ workflow
automation



SEO-friendly
tools +
reporting



The ability to connect
multiple domains
under one portal





It was the only platform that could simplify Oxford's complexity without sacrificing flexibility.

Here's exactly what we designed and developed on the HubSpot platform:

1 Connected More than 10 Domains into One Unified Portal

We migrated all of Oxford's websites into a single HubSpot instance, linking each domain to one centralized system.

This meant:

- One login for the entire team
- Shared assets across sites
- A centralized structure for analytics, forms, and content libraries, ready to support internal workflows



Each site still had its own domain (to maintain trust and branding at the local level), but now they were all speaking the same language.



2 Built a Custom, Flexible Theme System

We designed and developed a custom global theme that could adapt to the needs of each facility while maintaining a consistent Oxford brand identity.

- Each site has its own unique look and feel
- All branding aligns with the master brand's tone and values
- Pages are modular, meaning the team can reuse and reconfigure blocks easily without custom development

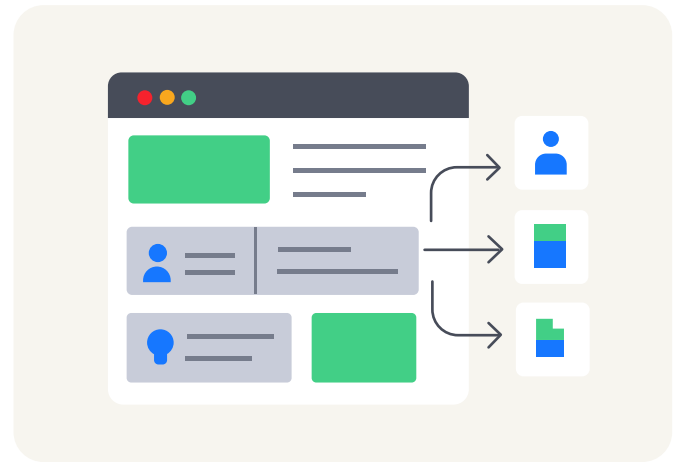
This flexibility helped Oxford strike the perfect balance between **individuality and unity**.



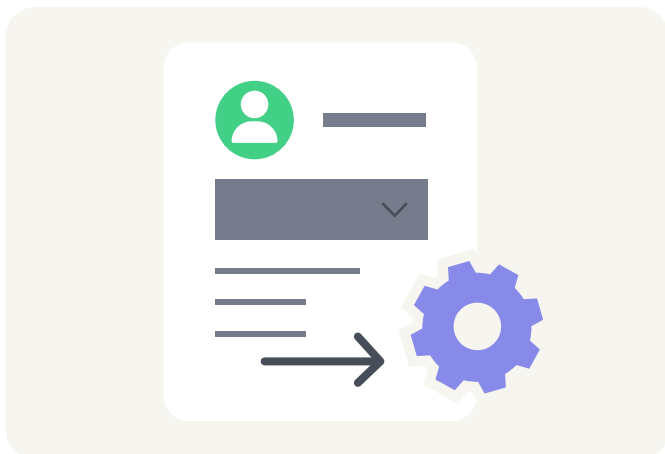
3 Created Shared Sections & Smart Modules

To keep things streamlined, we developed reusable components that adapt to each website's content.

- Global headers and footers, tailored to each site
- Dynamic CTAs and forms based on facility type
- Shared sections (like testimonials, contact blocks, location maps) that pull from a central library but can be customized as needed



This approach drastically reduced content duplication and design inconsistencies.



4 Developed Smart, Routed Forms Framework

We built forms and custom modules in HubSpot that were designed to support advanced routing and tracking logic as per Oxford's internal requirements:

- Route submissions to the right department based on user selection
- Be easily connected to future workflows
- Work seamlessly across domains and device types

This ensured Oxford's forms were scalable, reportable, and ready for seamless integration into their broader marketing workflows.

5 Cleaned Up the Small Stuff (Because It Matters)

We didn't just focus on the big-ticket items, we handled the polish too.

- Favicon and browser icon updates for all domains
- Metadata, alt tags, and SEO best practices baked in
- URL structures are standardized across all websites
- Responsive performance across all screen sizes and devices



These small details add up to create a **professional, trustworthy experience**, one that matches Oxford's real-world care.



The Results: A Digital Platform Built to Scale

Oxford Health Group didn't just get "new websites." They got a digital ecosystem that works for their users, their team, and their growth.



Here's what changed:



More than 10 Sites, One System

No more siloed platforms. Oxford's marketing and operations teams now manage everything through **one centralized HubSpot portal**.



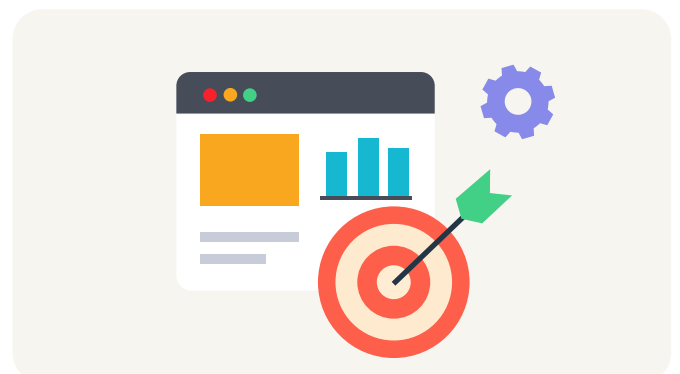
Brand Harmony Across the Board

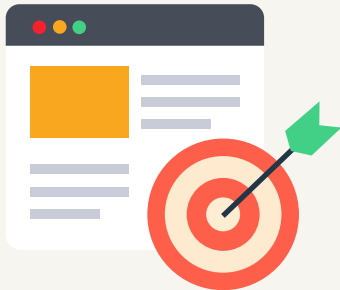
Each site looks like it belongs to the same family without looking identical. The user journey is clearer, faster, and more reassuring.



Real-Time Control

The Oxford team can now easily launch new pages, update content, and review analytics within HubSpot. With reusable modules and a streamlined backend, managing their digital presence is faster and more flexible than ever.





SEO Strength, Finally Unlocked

By streamlining their content strategy and domain structure, Oxford can now run targeted SEO campaigns from a centralized hub, building domain authority instead of spreading it thin.



Built-In Future Readiness

As Oxford grows, its system can scale with it.

More sites? No problem. New services? Plug and play. Their infrastructure is now **future-proof**.



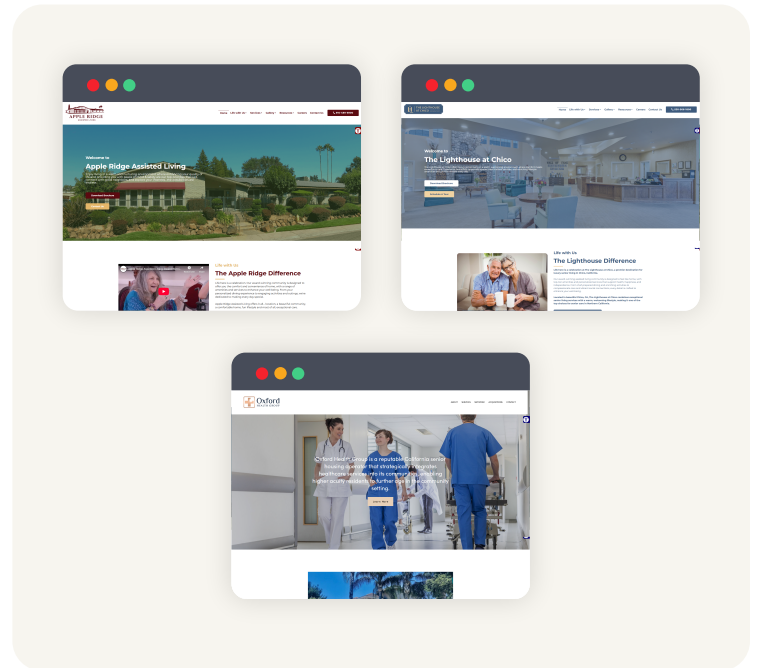


What This Means for You

If you're dealing with:

- Multiple locations, each with its own site
- Branding that's all over the place
- Team members who spend hours updating the same thing in different places
- Scattered data, clunky forms, and missed marketing opportunities

Then it's time to consider a better way.



HubSpot isn't just a CRM or marketing platform, it's a digital backbone.

And with the right setup, it can bring all your chaos into clarity just like it did for Oxford Health Group.



Ready to Reimagine Your Digital Foundation?

Whether you're a multi-site operator, a franchise brand, or just a business that's outgrown its tech stack, we're here to help.

Let's build something that's not just
beautiful, but smart, scalable, and future-ready.



Beautiful



Smart



Scalable



Future-Ready

We did it for
Oxford Health
Group.
We can do it for you.

Let's talk

