

# The BLU Group - Advertising & Marketing Launches Redesigned Website for Strive Medicare

*New website improves access to Medicare education, appointment scheduling, workshops, and location-specific resources.*

LA CROSSE, WI, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- The BLU Group Advertising & Marketing is proud to announce the launch of a [redesigned website for Strive Medicare](#), a Midwest-based company dedicated to helping individuals better understand their Medicare options.

The new website provides a cleaner, more organized online experience while making it easier for visitors to learn about Strive Medicare's services, request an appointment, register for an educational workshop, and connect with the Strive team.

## A More Accessible Medicare Experience

Medicare can be difficult to understand, particularly for individuals approaching eligibility, comparing coverage options, or reviewing an existing plan. The redesigned website reflects Strive Medicare's commitment to making the process more approachable through clear language, intuitive navigation, and a welcoming visual design.

"Our goal was to create a website that makes Medicare information feel more accessible and less overwhelming," said Tony Roberts, [CEO of The BLU Group](#). "By combining clear content, thoughtful navigation, educational resources, and practical online tools, we developed a site that helps visitors find answers at their own pace and take the next step when they are ready."

Pages throughout the website were reorganized and rewritten to help visitors quickly find information relevant to their needs. Interactive FAQ charts and other user-friendly features





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break down common Medicare topics into clear, understandable answers.

The website also offers educational videos and state-specific Medicare information, giving visitors several ways to learn about coverage, enrollment, and available options before speaking with an advisor.

Expanded Educational Resources

A new Strive TV page was developed to showcase educational videos in one convenient location. This resource gives visitors another way to learn about Medicare coverage, enrollment periods, and related topics in an easy-to-use format.

The Medicare by State section was also expanded to provide location-specific information for the geographic areas Strive Medicare serves. These pages create a more useful experience for individuals searching for Medicare guidance in their area while supporting greater visibility through local search engine optimization.

### Streamlined Online Forms and Inquiries

Online forms were integrated with Strive Medicare’s customer relationship management system to help streamline appointment requests, workshop registrations, and other inquiries.

This integration creates a more efficient experience for both website visitors and the Strive Medicare team by helping inquiries reach the appropriate internal process more quickly.

### A Collaborative Website Design Process

The BLU Group worked closely with the Strive Medicare team throughout the planning, design, content development, and launch process. Early conversations helped define the website’s goals, functionality, audience needs, and visual direction.

Continued collaboration throughout the project ensured the finished website reflected Strive Medicare’s brand identity and its approach to helping individuals understand their Medicare options.

The result is a website that combines thoughtful design, clear educational content, search engine optimization, and practical functionality to support Strive Medicare’s business goals and provide a more helpful online experience for the individuals who rely on its guidance.

### About The BLU Group Advertising & Marketing

The BLU Group is a full-service marketing agency based in La Crosse, Wisconsin. Specializing in branding, advertising, website design, search engine optimization, [and digital marketing](#), The BLU Group partners with local and national clients to develop strategic creative solutions that support their business goals.

Tony Roberts

The BLU Group

+ +1 608-519-3070

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