

CenterWell Home Health evergreen paid social



June 24, 2025

Strategic framework



Marketing Approach

Engage with home-bound seniors and their caregivers delivering a clear message about home health services. Channels include:

- Facebook
- Instagram



KPIs

Drive efficient reach and landing page site visits, resulting in lower cost per click.

KPI	2024	2025	Target reduction
Awareness (CPM)	\$1.31	\$1.24	5%
Traffic (CPLPV)	\$0.70	\$0.67	4%



Insights

Research demonstrates this age demographic leverages social media for education and awareness:

- 10% of seniors likely to click for purchasing
- 65% of seniors willing to click and learn more



Creative Strategy

Create a single-minded message and visually compelling experience to drive awareness and traffic to hh.centerwellhomehealth.com.

- Concept 1: Value prop
- Concept 2: Education series

Static post 1

Copy (117)

Healing happens at home. Get expert care delivered where you're most comfortable—so you can focus on getting better.

Universal headline (25)

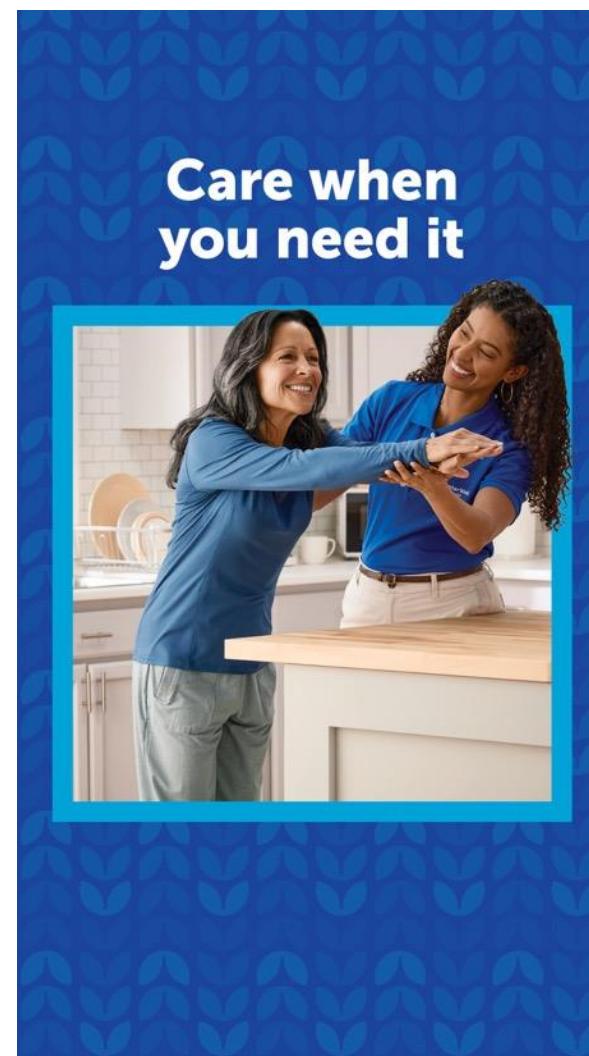
Start your home health journey

Universal copy-only appears on desktop (25)

Discover home health

CTA

Learn more



9:16 (1440x2560)



1:1 (1440x1440)

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Animated post 1

Copy (124)

Home is where you want to be. That's why CenterWell Home Health® nurses and therapists help you recover right where you are.

Universal headline (22)

Care that comes to you

Universal copy-only appears on desktop (19)

Explore home health

CTA

Learn more

Animated proofs are running through [Workfront](#)

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Recover comfortably at home



With care when you need it



Regain your independence



And enjoy a healthier, more active life



Recover comfortably at home



With care when you need it



Regain your independence



And enjoy a healthier, more active life

Animated post 2

Copy (126)

Home is where you most want to be. That's why CenterWell Home Health® nurses and therapists help you heal right where you are.

Universal headline (27)

Convenient recovery at home

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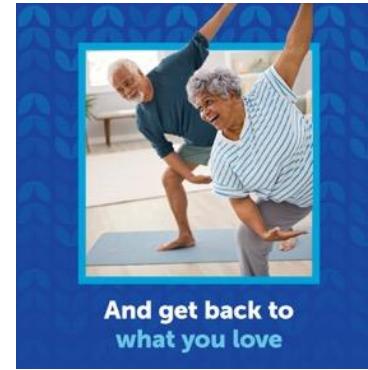
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When it comes to healthcare, one size doesn't fit all. That's why our care is personalized to your needs.

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Care made just for you

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Your health goals matter. Our nurses and therapists personalize care to support your healing journey.

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Home health centered on you

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Recovery begins today

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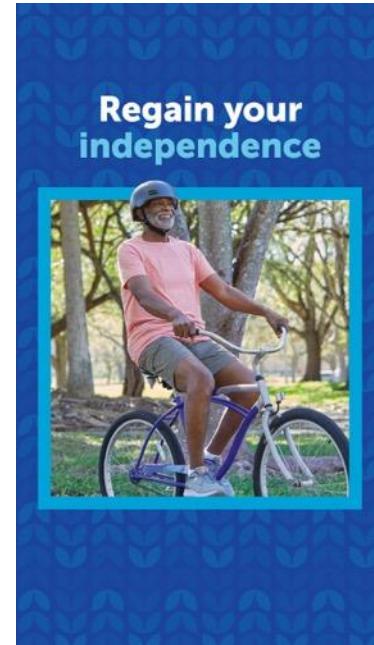
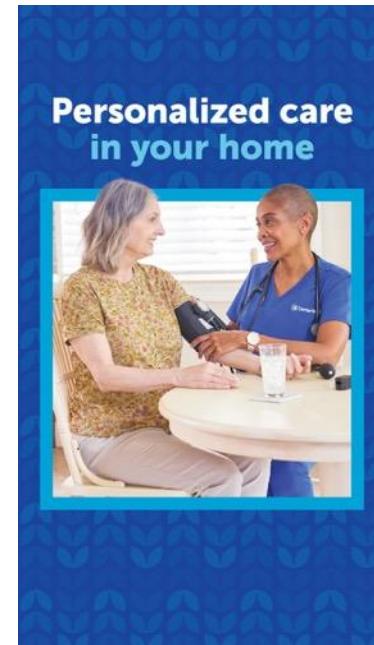


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[Learn more](#)

Animated post 2

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Our nurses and therapists really get to know you, your needs and health goals. Because everyone's healing journey is unique.

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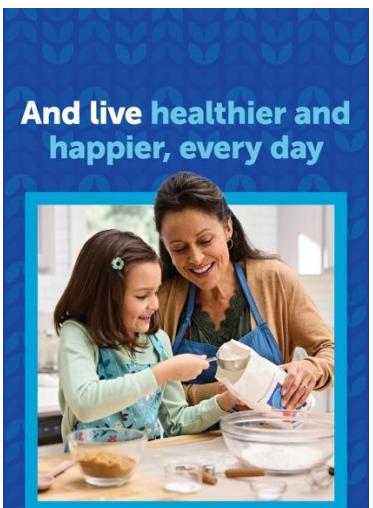
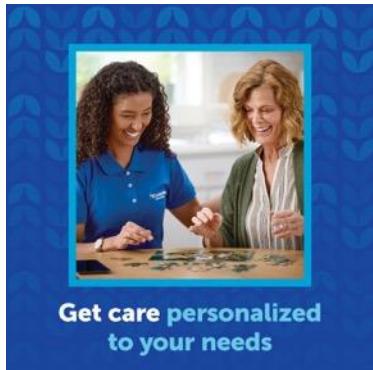
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You deserve quality care that supports you every step of the way—helping you recover, feel supported and thrive at home.

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Where quality meets care

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Heal comfortably at home

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Your care matters. When you choose CenterWell Home Health®, you'll be in the hands of an expert care team.

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Recover with a home health leader

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Experience and expertise

CTA

Learn more

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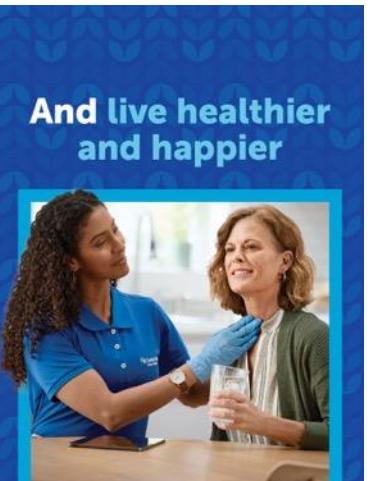
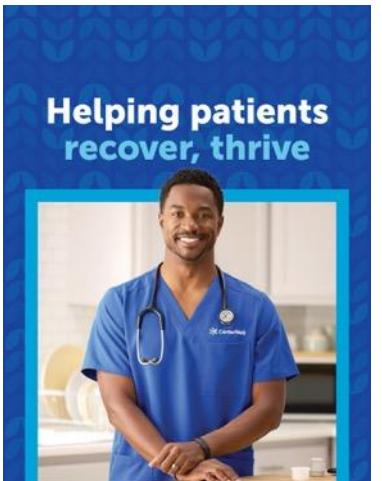
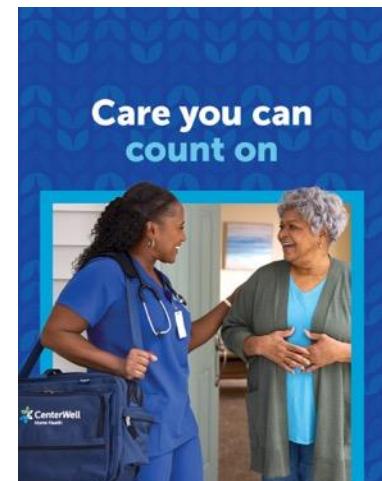
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For patients who qualify, our in-home nursing and therapy services may be covered 100% by Medicare and private insurers.

Universal headline (28)

Quality care made affordable

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Stay home and get well

CTA

[Learn more](#)



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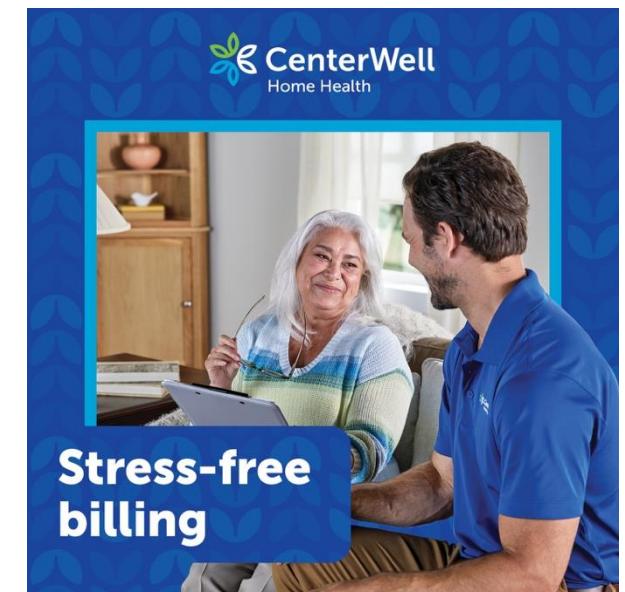
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We accept Medicare and many private insurance plans—and our services may be covered 100% for patients who qualify.

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Begin home healthcare

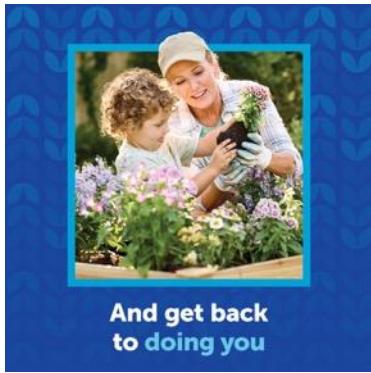
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Learn more

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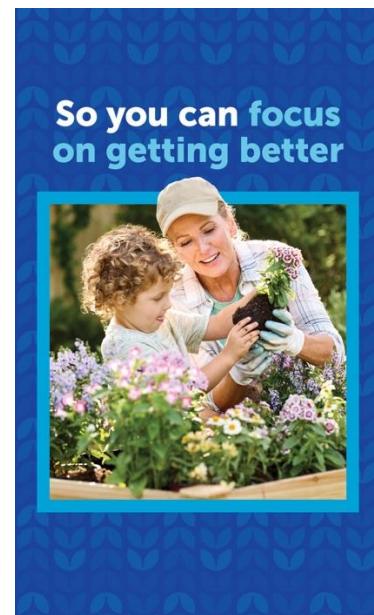
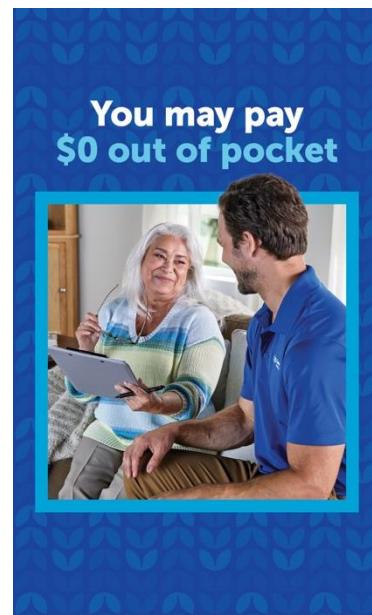
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Next steps



Audit

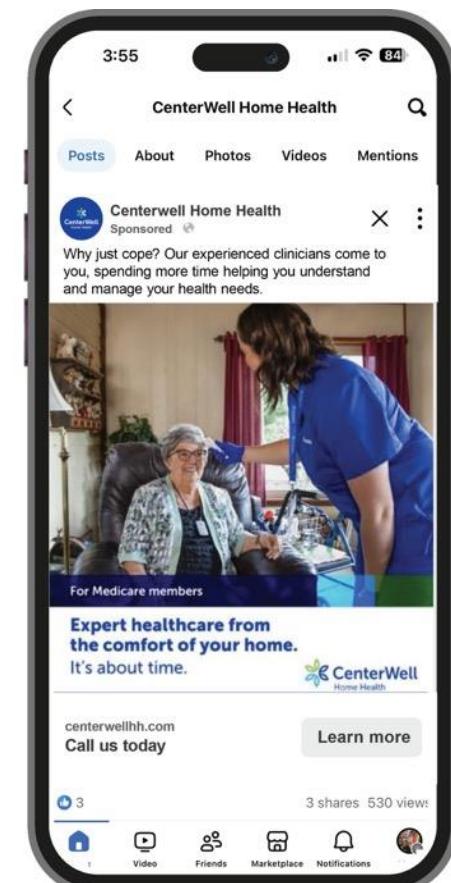
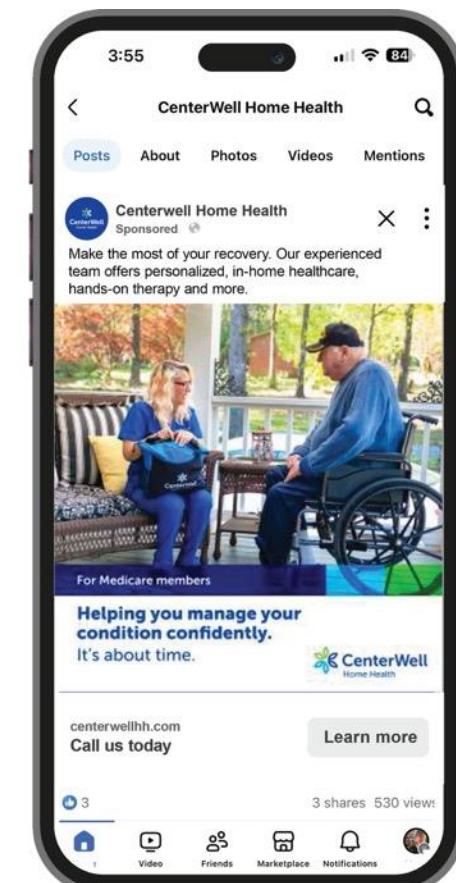
PT/OT campaign

- Refreshed creative launched 4/1 (Hive)



Current evergreen campaign

- Currently running (Rain)



Concept 2: Education series

Copy (124)

For patients who qualify, we help you begin your recovery journey within 48 hours of receiving a referral from your doctor.

Universal headline (34)

Heal where you're most comfortable

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Your health, your home

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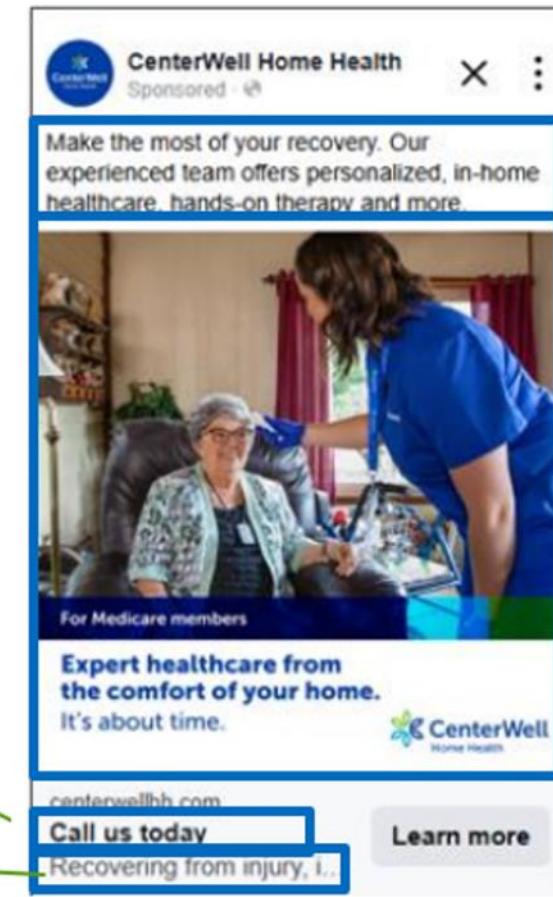
Overview



Concept 1



Concept 2



Universal headline
(up to 40 characters)

Universal copy
(up to 25 characters characters)

Copy (truncates after 50 characters, 125 characters max)

Creative with copy overlay

(most important component to capture attention/message)