

# 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](https://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)

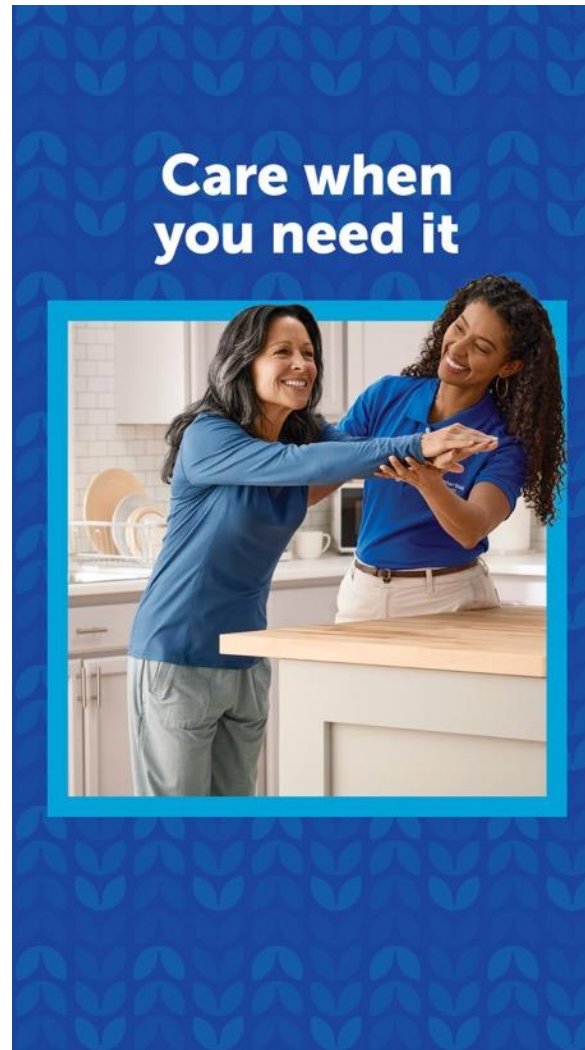
Start your home health journey

## Universal copy—only appears on desktop (25)

Discover home health

## CTA

Learn more



9:16 (1440x2560)



1:1 (1440x1440)

# Static post 2

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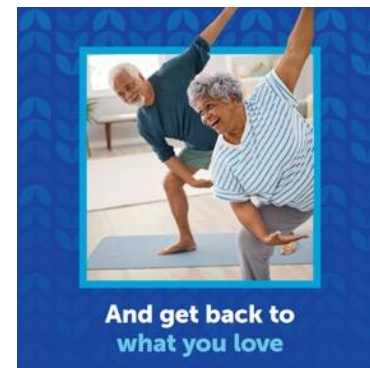
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When it comes to healthcare, one size doesn't fit all. That's why our care is personalized to your needs.

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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.

## **Universal headline (31)**

Home health centered on you

## **Universal copy-only appears on desktop (21)**

Recovery begins today

## **CTA**

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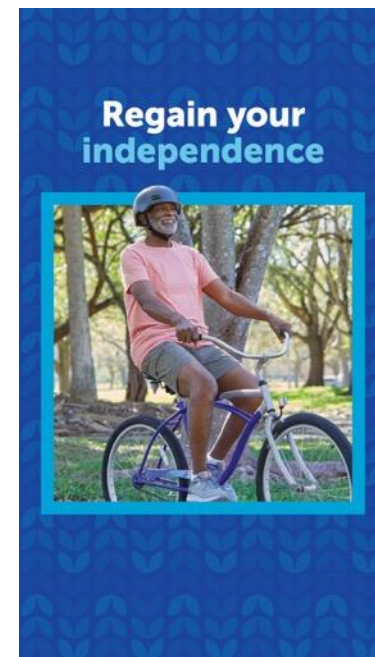
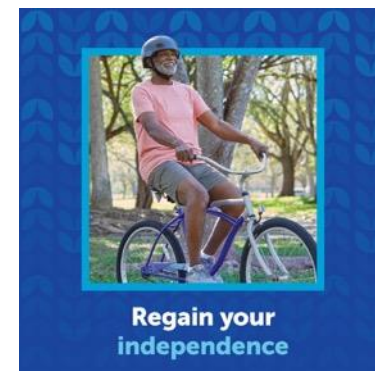
Home health centered on you

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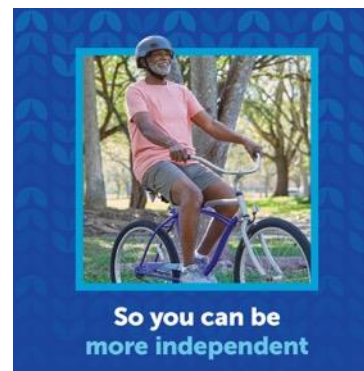
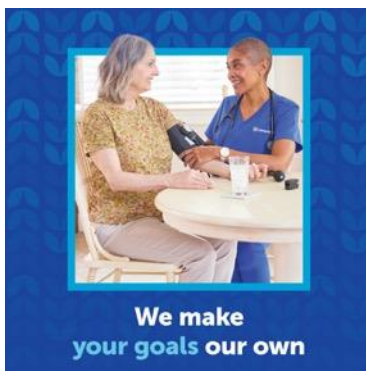
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You deserve quality care that supports you every step of the way—helping you recover, feel supported and thrive at home.

## Universal headline (24)

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.

## Universal headline (33)

Recover with a home health leader

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Experience and expertise

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Learn more

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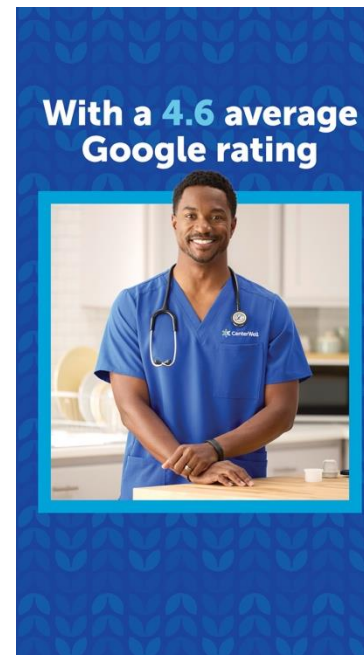
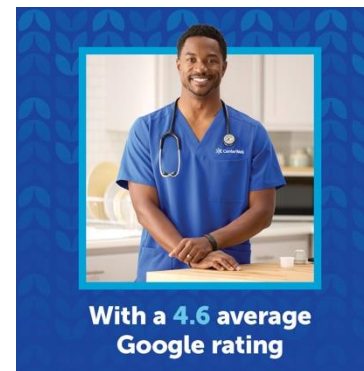
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For patients who qualify, our in-home nursing and therapy services may be covered 100% by Medicare and private insurers.

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Quality care made affordable

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Stay home and get well

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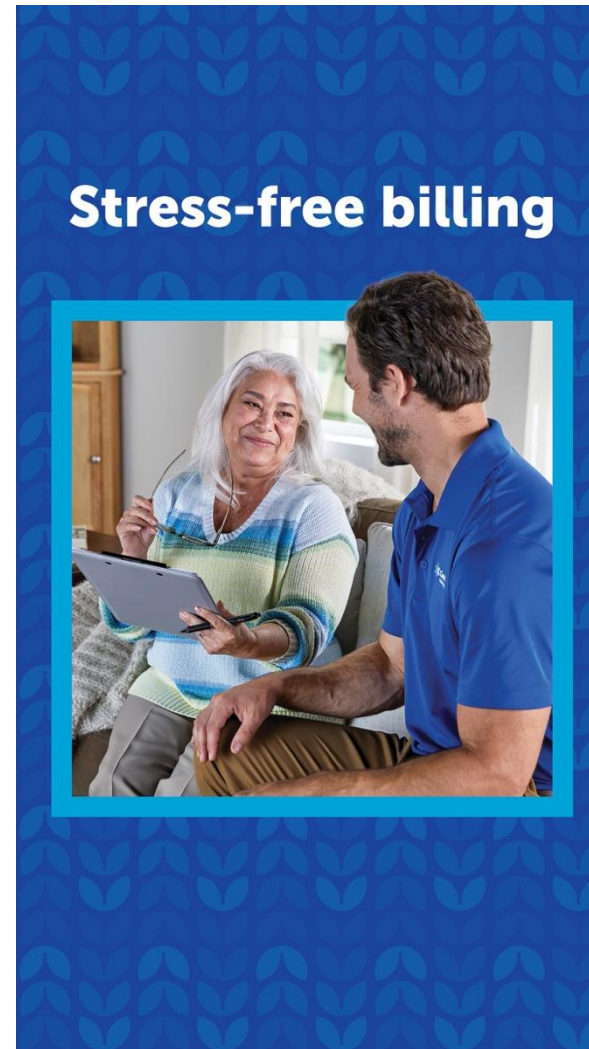
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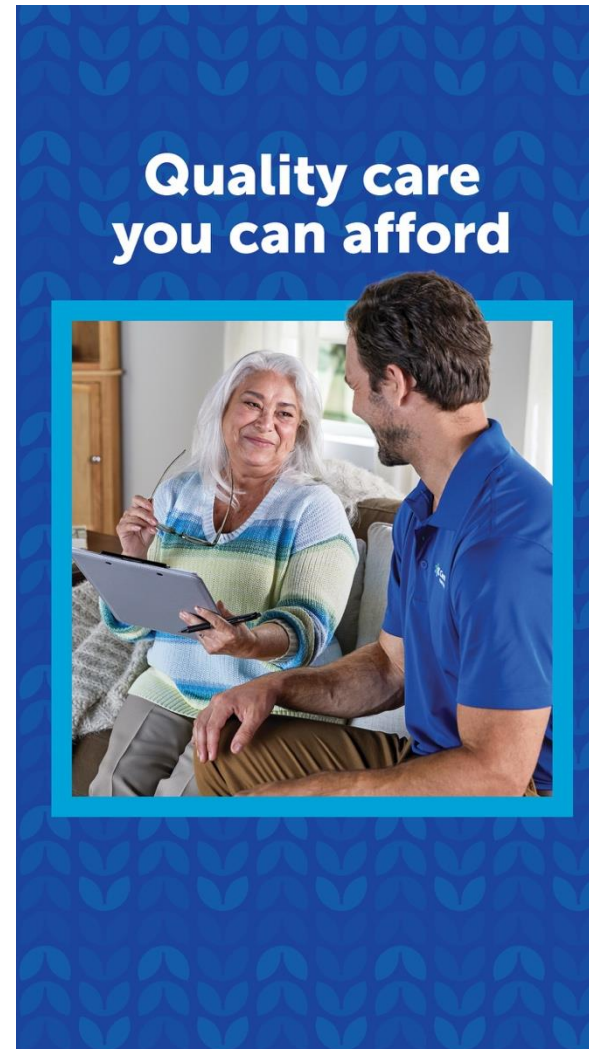
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We accept Medicare and many private insurance plans—and our services may be covered 100% for patients who qualify.

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Quality care made affordable

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Begin home healthcare

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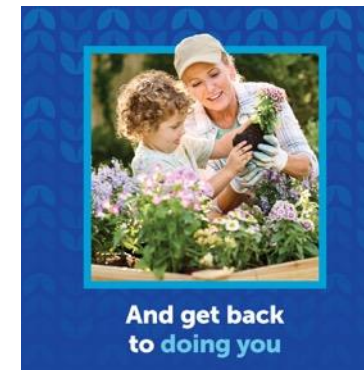
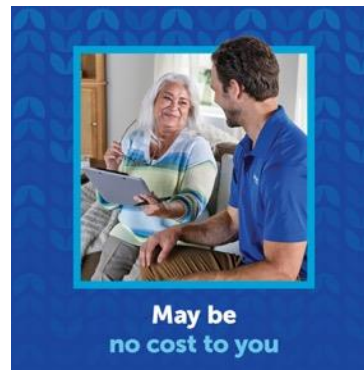
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**Recover without  
the financial stress**



**You may pay  
\$0 out of pocket**



**Plus, our clinicians  
come to you**



**So you can  
focus on getting better**



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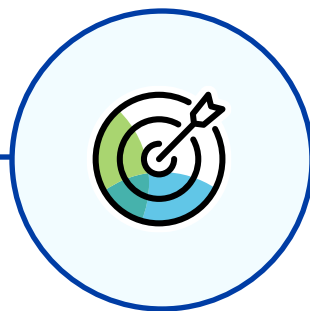


# Next steps



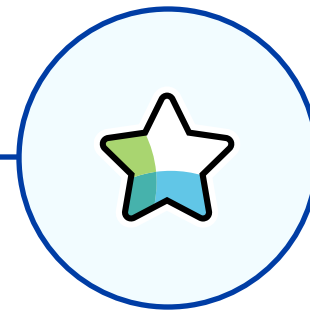
**Marketing review**

6/27



**Workback schedule**

7/2



**Deliver final files**

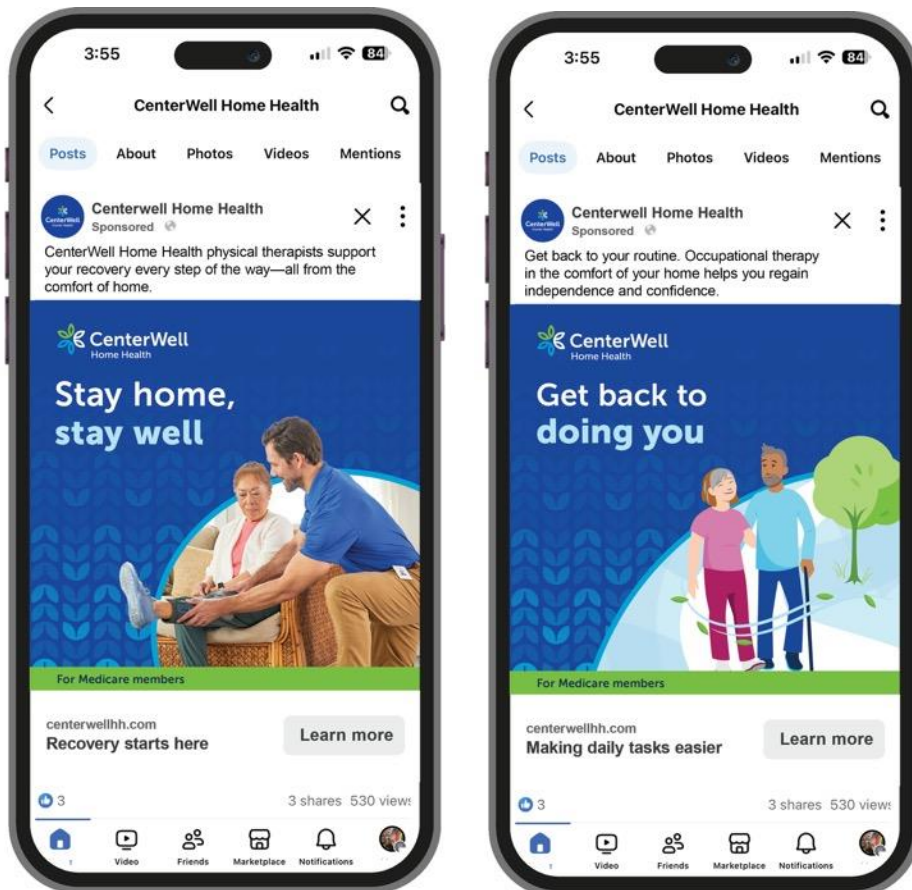
7/30



# Audit

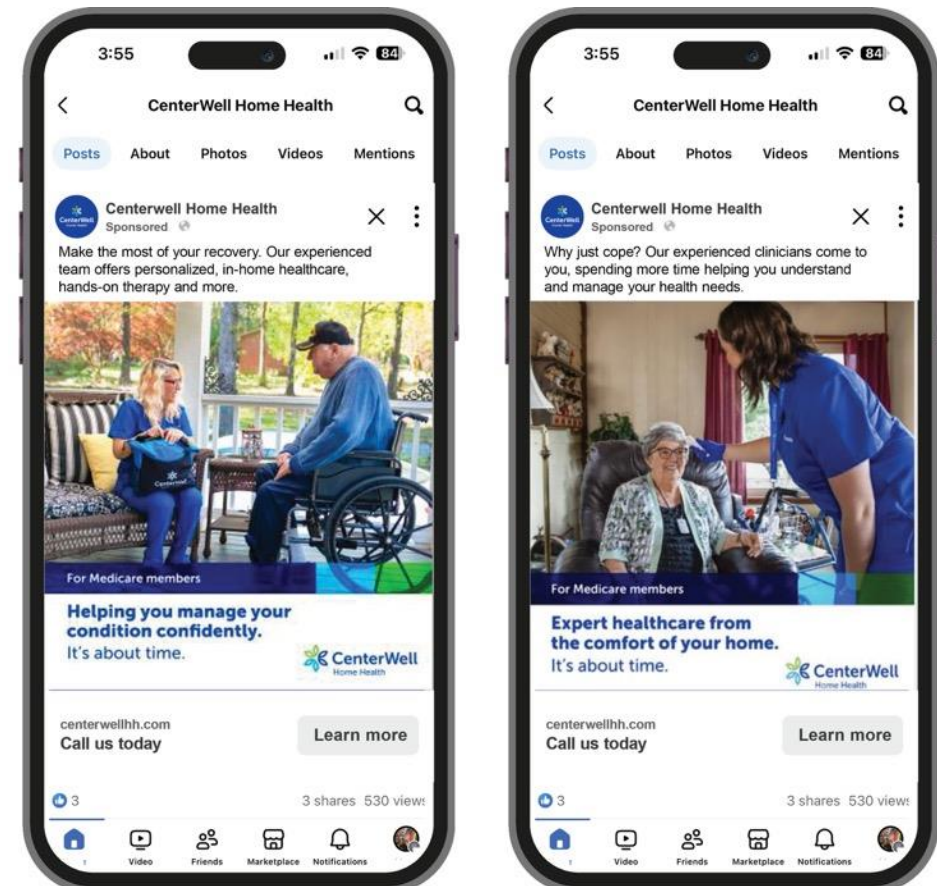
## PT/OT campaign

- 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)

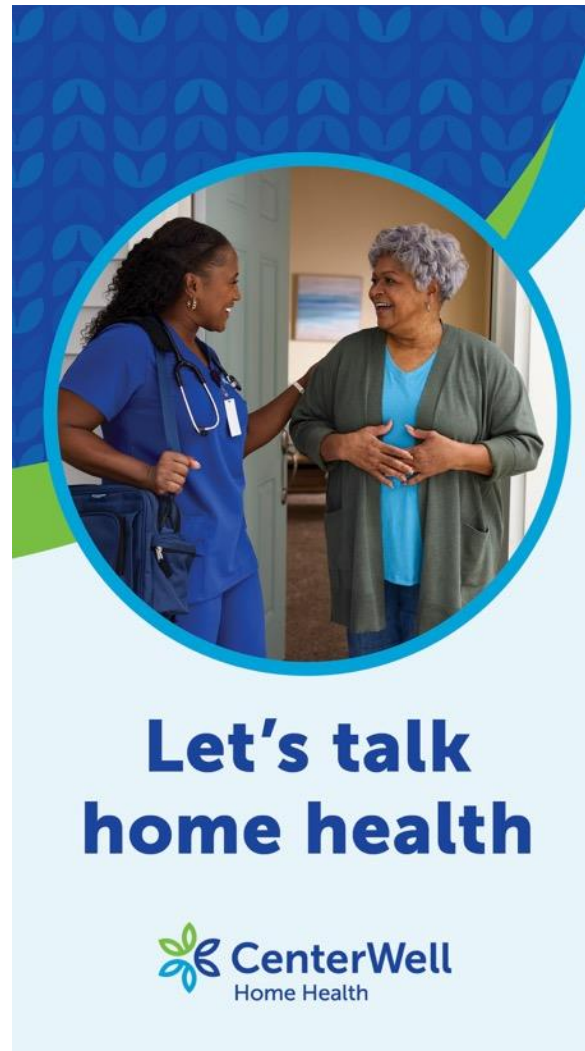
Heal where you're most comfortable

## Universal copy—only appears on desktop (22)

Your health, your home

## CTA

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1:1 (1440x1440)




# Overview




Concept 1




Concept 2

 **CenterWell Home Health**  
Sponsored ·  

Make the most of your recovery. Our experienced team offers personalized, in-home healthcare, hands-on therapy and more.



For Medicare members

**Expert healthcare from the comfort of your home.**  
It's about time. 

[centerwellhh.com](https://centerwellhh.com)  
**Call us today**  
Recovering from injury, i...

[Learn more](#)

**Copy** (truncates after 50 characters, 125 characters max)

★ **Creative with copy overlay**  
(most important component to capture attention/message)

**Universal headline**  
(up to 40 characters)

**Universal copy**  
(up to 25 characters characters)