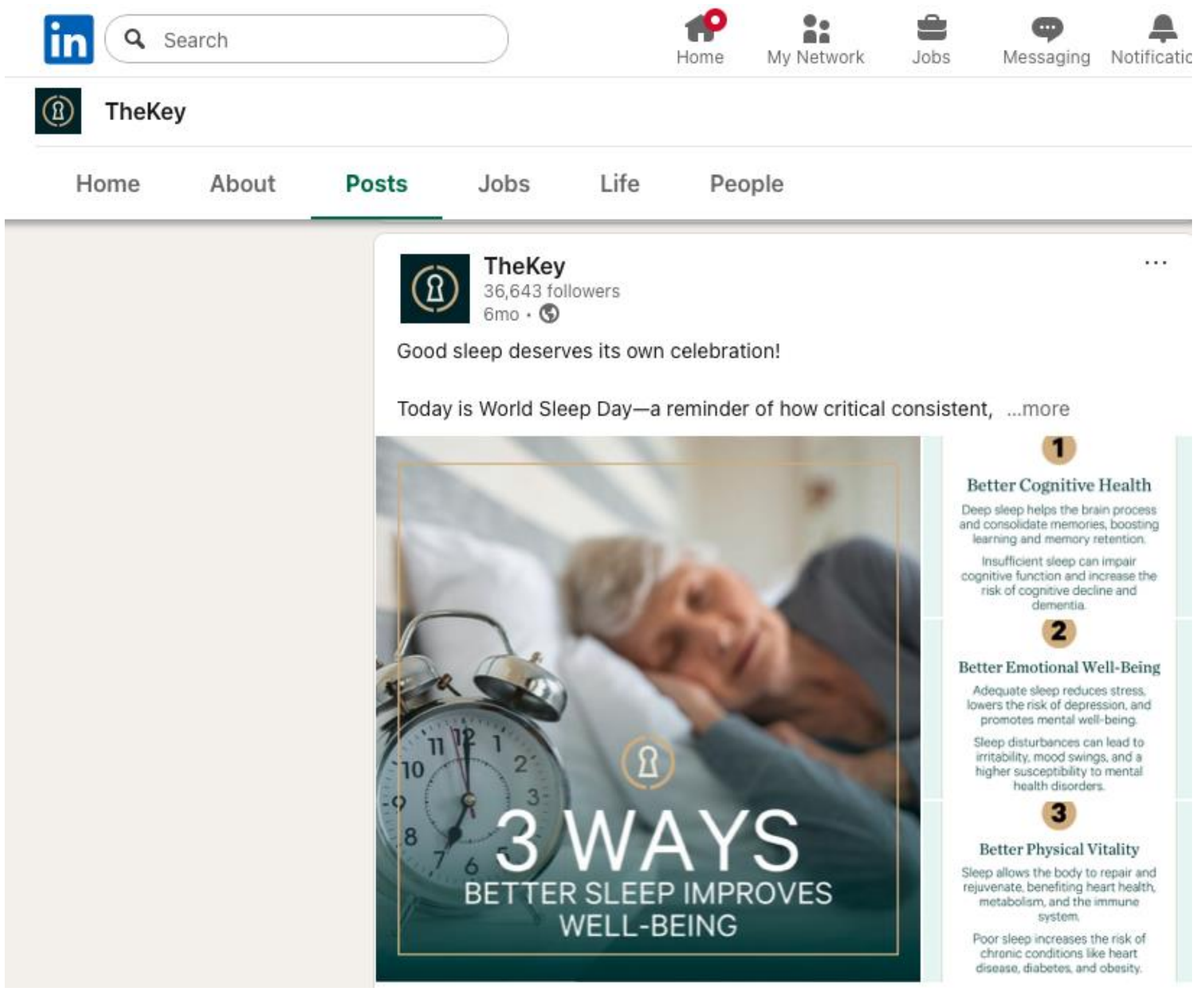
Changing the Way the World Ages | TheKey

Key Campaign Elements:

- **The Core Concept:** Instead of creating just one type of video, TheKey's campaign uses a "content atomization" approach - taking one piece of expert content and reformatting it into multiple versions optimized for different platforms and audience behaviors.
- **Multi-Platform Distribution:** YouTube optimization, LinkedIn professional targeting, Facebook family caregiver communities.
- **Snackable Content Strategy:** 90-second clips optimized for social media engagement
- **SEO-Optimized Approach:** Keyword-rich titles, descriptions, and tags targeting "dementia care," "aging in place," and "family caregivers"

[LinkedIn post:]



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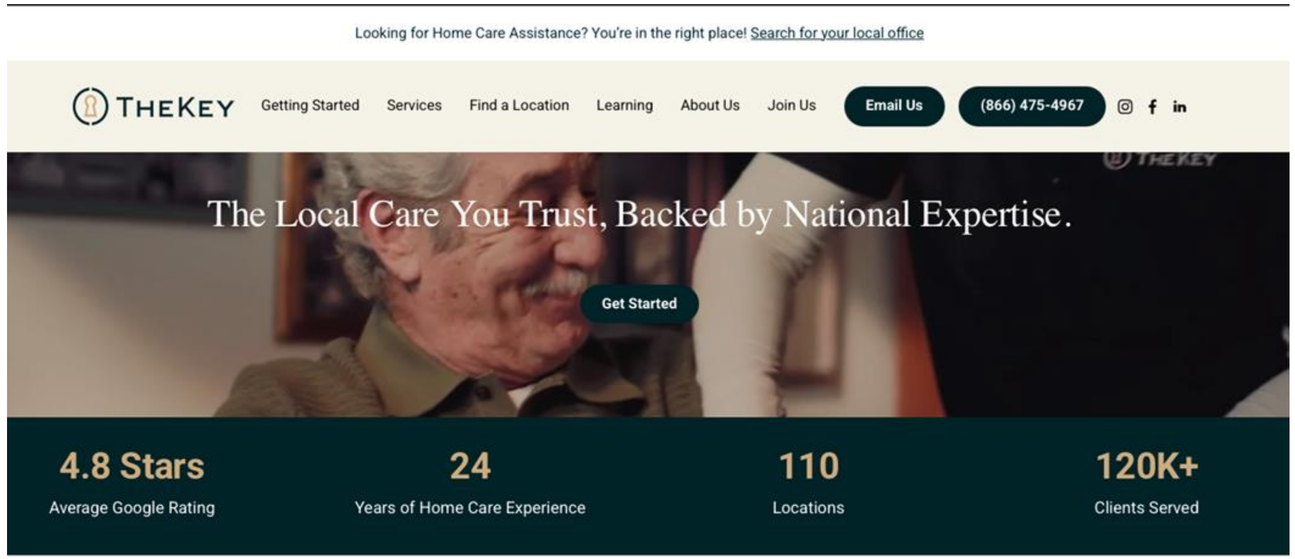
Educational Campaign

YouTube Ad:

Marketing Execution:

- Media partnership with People, Inc.that consisted of a mix of custom content (videos and articles) that speak to the benefits of aging at home, and distributed on people.com, realsimple.com, verywellhealth.com, and their social channels
- Strategic spot market buys to in priority markets that surrounded the Bradley Cooper produced documentary, “Caregiving”
- Data-Driven programmatic buys meant to reach prospective clients and shoppers via display and video placements on platforms like Disney+, Hulu, Investopedia
- Contextually targeted YouTube buys meant to intercept prospective clients during strategic moments in their in-home care shopping journey
- Targeted social posts on Meta and LinkedIn that reached healthcare professionals, clinicians, and other professions that aid in referring our services to their clientele, as well as prospective clients
- Robust paid search campaigns designed to harvest demand in strategic markets
- Email campaign integration driving traffic to video content
- Cross-platform hashtag strategy: #TheKeyCaregivers #AgingInPlace #DementiaCare

TheKey official homepage:



Get the home care you need in the place you love.

Defined Success Metrics:

- People Inc. media reach and engagement (19M+ impressions and 48.7k clicks)
- Programmatic media delivery and engagement (65.4M impressions and 64.1k clicks across CTV and display)
- YouTube engagement and reach (55.3M impressions, 78.4K clicks)
- Social media performance across platforms (12.8M impressions, 247K clicks, 1.94% CTR)
- Website traffic increase to care-related pages (320% increase in total new users)
- Lead generation from digital content and campaigns (150% increase target)

Achieved Results:

- Over 158 million total impressions across YouTube, social, search, and display channels
- 320% increase in total website new users (1.1M in FY25 vs 264K in FY24)
- 887% increase in paid social traffic and 1,435% increase in paid search traffic
- 16,295 new inquiries generated through campaign efforts (150% increase from 6,517 in FY24)
- Social media engagement rate of 1.94% - significantly above industry benchmarks for healthcare (typically 0.9-1.2%)

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Facebook Ad:

Challenges Overcome:

- Balanced clinical authority with approachable, conversational tone that resonated with audiences, driving a 320% increase in website engagement and 1.94% social media click-through rate
- Coordinated multi-platform content optimization while maintaining message consistency across 158+ million impressions, achieving exceptional performance with 887% growth in paid social traffic and 1,435% increase in paid search engagement
- **Industry Differentiation:** Distinguished science-based wellness approach from traditional medical task marketing, resulting in 490% increase in referral/partner leads
- **Premium Positioning:** Elevated home care perception from necessity to lifestyle enhancement, generating 16,295 qualified leads (150% increase) and converting to 761 new clients through premium messaging

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[Let’s Talk About Aging YouTube Series:]

Innovation & Impact:

- **Thought Leadership Platform:** Established TheKey's clinical team as industry authorities on engaged aging, with content generating 55.3 million YouTube impressions and 78,400 clicks
- **Focusing on Holistic Care:** Shifted market conversation from task-completion to whole-person wellness, driving 103% increase in qualified opportunities (4,413 vs. 2,178 previous year)
- **Long-term content:** Created evergreen educational content that continues generating leads beyond campaign period, contributing to sustained 175% growth in email-driven traffic and ongoing organic search performance