Objective

The objective of the campaign was to promote WellSky's long-term care solution as a cost-effective, high-value platform for providers navigating rising operational costs and increasing demand for care. It aimed to drive awareness, engagement, and lead generation through strategic, value-driven messaging.

Target audience

The campaign targeted long-term care providers, including administrators and decision-makers at skilled nursing facilities, assisted living communities, and other post-acute care organizations seeking scalable, affordable technology solutions.

Components of campaign

Savings calculator

This interactive tool allowed providers to visualize potential cost savings by switching to the WellSky solution. Designed with simplicity and clarity in mind, the calculator provided personalized insights, making the financial benefits of the WellSky platform tangible and immediate.

Direct mailer

A thoughtfully crafted mailer with calculator shaped cookies was sent to targeted long-term care providers. The design featured clean, modern visuals and messaging that emphasized WellSky's leadership in care technology, its commitment to affordability, and its role in helping providers thrive in a changing healthcare landscape.

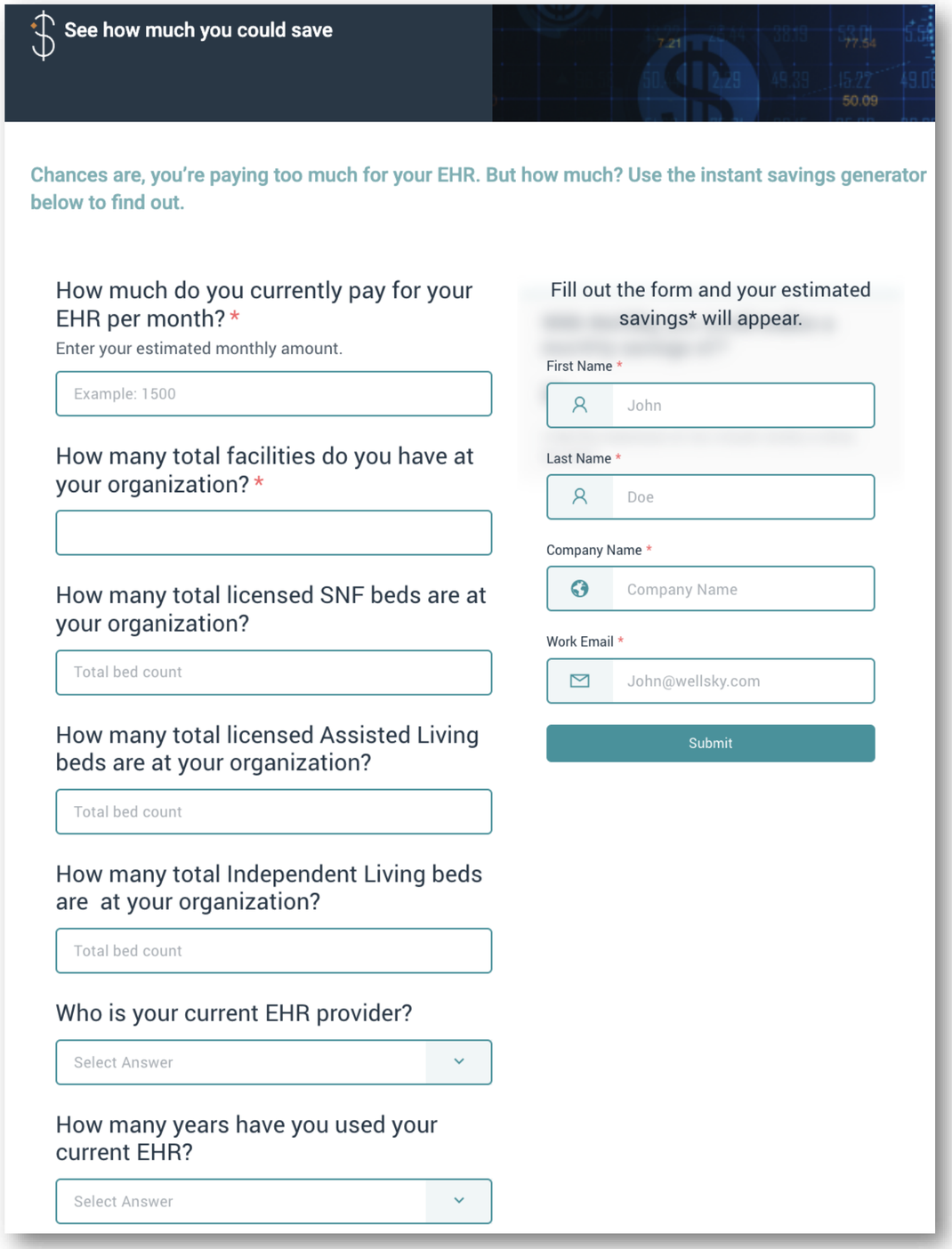
Paid social posts

A series of video ads ran across LinkedIn, using bold visuals and concise messaging to highlight the value of the WellSky solution. These posts drove traffic to the savings calculator and campaign landing page, generating engagement and qualified leads.

Savings calculator

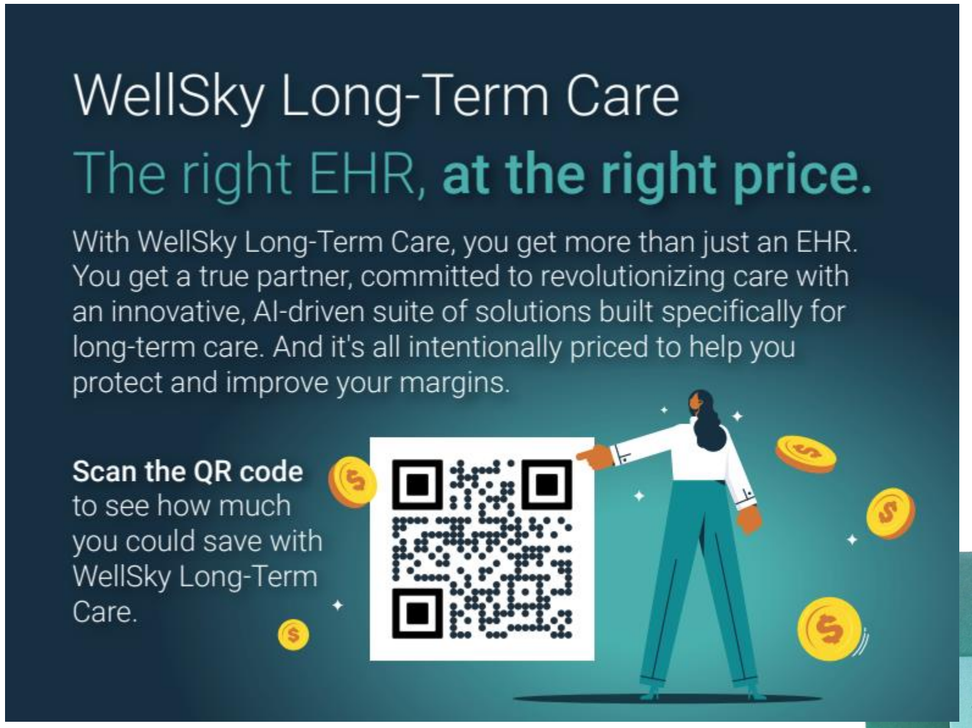
Objective:
Provide personalized potential cost savings insights, making the financial benefits of the WellSky platform tangible and immediate.

Used across various channels:
Marketing email
Paid social posts
Organic social posts
Trade shows
Direct mailer
Sales outreach

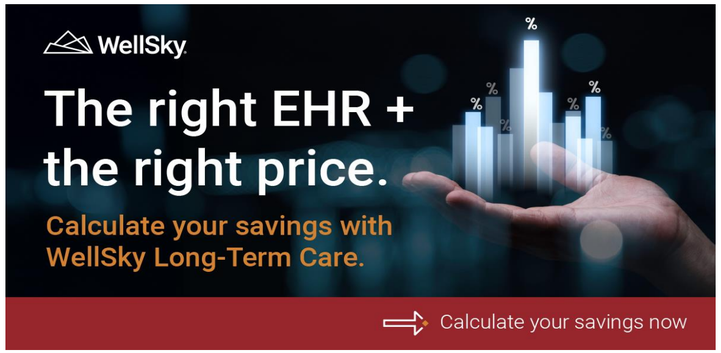


Direct mailer

Objective:
A thoughtfully crafted mailer with calculator shaped cookies and a flyer was sent to 30 targeted long-term care providers. The creative featured messaging that emphasized WellSky's leadership in long-term care technology, its commitment to affordability, and its role in helping providers thrive in a changing healthcare landscape.



Paid social posts



Objective:
Create awareness and drive the target audience to the pricing calculator.

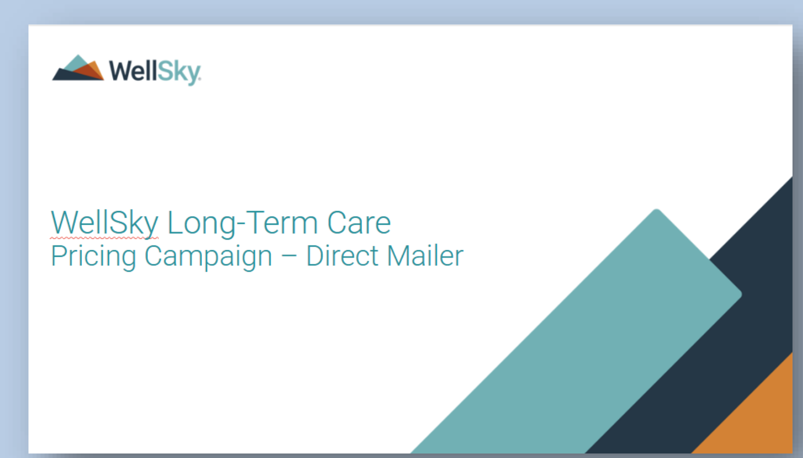
Measuring success in:
- Total impressions: 145,504
- Total clicks: 141

Run time: 1 month
Budget: $2,000
Targets:
- List of target long-term care organizations
- Industries: Long-term care, nursing homes and residential care facilities, hospitals, medical practices, hospitals and health care
- Audience demographics: healthcare services, operations, community and social services, administrative
- Job titles: owners, CEO, president, vice president, senior vice president, director of nursing, administrator

Results:
- High number of impressions, which tells us that these particular targets have been greatly exposed to this campaign in tandem with our other marketing tactics.

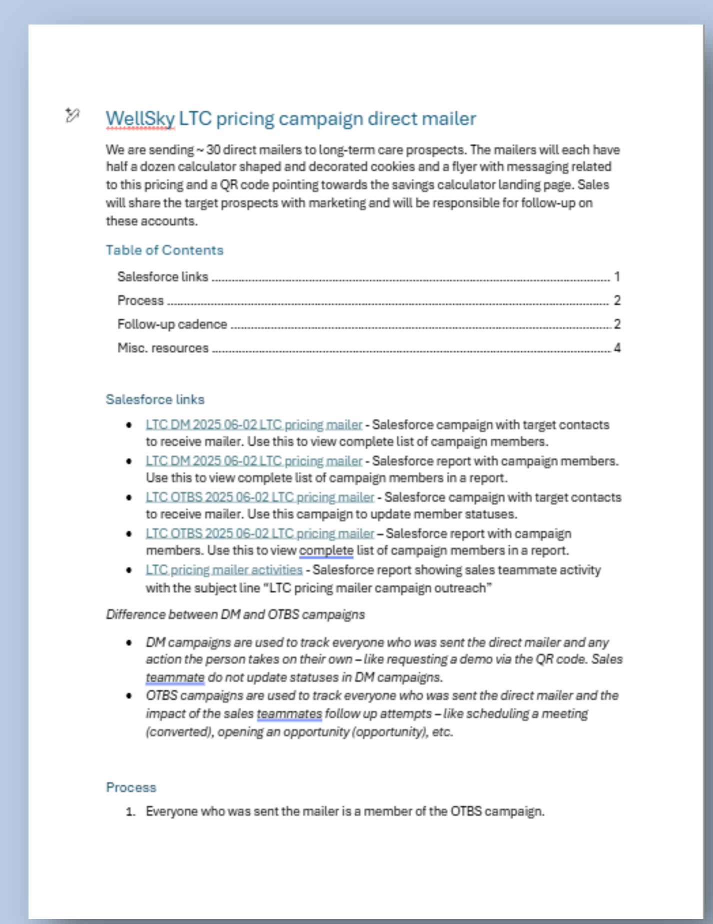
Sales enablement

Enablement deck for the campaign



Hosted enablement presentation to educate sales about the goals of the campaign, the different elements of it, and the expectations regarding outreach.

Direct mailer enablement guide



WellSky LTC pricing campaign direct mailer

We are sending ~ 30 direct mailers to long-term care prospects. The mailers will each have half a dozen calculator shaped and decorated cookies and a flyer with messaging related to this pricing and a QR code pointing towards the savings calculator landing page. Sales will share the target prospects with marketing and will be responsible for follow-up on these accounts.

Table of Contents

Salesforce links

- LTC DM 2025 06-02 LTC pricing mailer - Salesforce campaign with target contacts to receive mailer. Use this to view complete list of campaign members.
- LTC DM 2025 06-02 LTC pricing mailer - Salesforce report with campaign members. Use this to view complete list of campaign members in a report.
- LTC OTBS 2025 06-02 LTC pricing mailer - Salesforce campaign with target contacts to receive mailer. Use this campaign to update member statuses.
- LTC OTBS 2025 06-02 LTC pricing mailer – Salesforce report with campaign members. Use this to view complete list of campaign members in a report.
- LTC pricing mailer activities - Salesforce report showing sales teammate activity with the subject line "LTC pricing mailer campaign outreach"

Difference between DM and OTBS campaigns

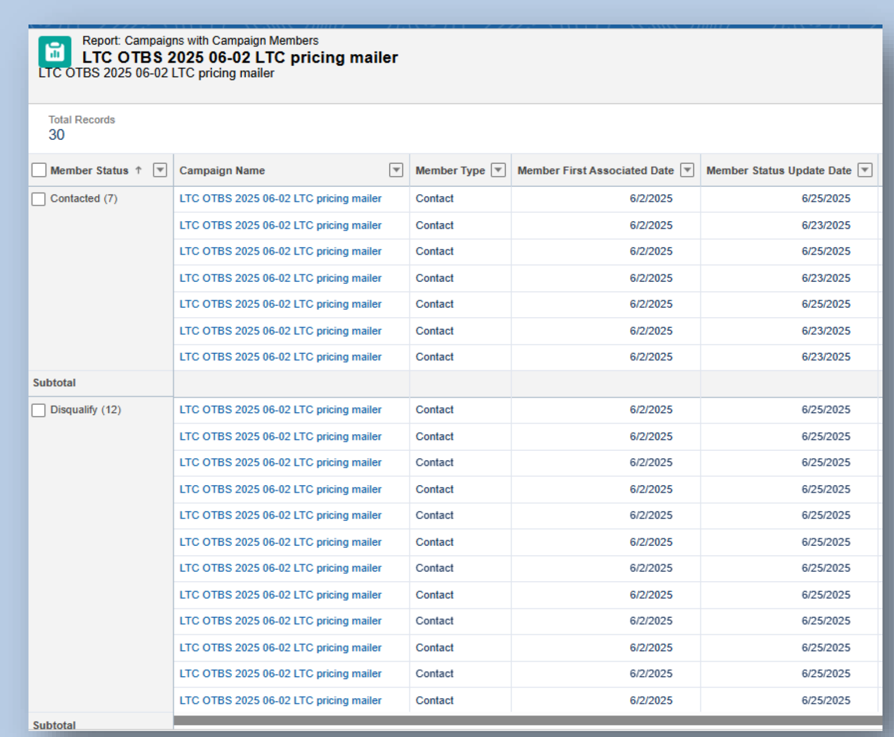
- *DM campaigns are used to track everyone who was sent the direct mailer and any action the person takes on their own – like requesting a demo via the QR code. Sales teammate do not update statuses in DM campaigns.*
- *OTBS campaigns are used to track everyone who was sent the direct mailer and the impact of the sales teammates follow up attempts – like scheduling a meeting (converted), opening an opportunity (opportunity), etc.*

Process

1. Everyone who was sent the mailer is a member of the OTBS campaign.

Created an enablement guide for the sales team to reference; it included details about the different marketing motions and the corresponding outreach templates and Salesforce campaign links.

Outbound sales campaign in Salesforce



Report: Campaigns with Campaign Members
LTC OTBS 2025 06-02 LTC pricing mailer
LTC OTBS 2025 06-02 LTC pricing mailer

Total Records
30

Member Status ↑	Campaign Name	Member Type	Member First Associated Date	Member Status Update Date
Contacted (7)	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/25/2025
	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/23/2025
	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/25/2025
	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/23/2025
	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/25/2025
	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/23/2025
	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/23/2025
Subtotal				
Disqualify (12)	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/25/2025
	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/25/2025
	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/25/2025
	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/25/2025
	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/25/2025
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	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/25/2025
	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/25/2025
	LTC OTBS 2025 06-02 LTC pricing mailer	Contact	6/2/2025	6/25/2025
Subtotal				

Created an outbound sales campaign for sales to monitor outreach and document notes.