WTWH Healthcare presents

ASPECT MARKETING & ADVERTISING AWARDS

LifeSkills

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Bowling Green, KY 42103
270-901-5000

Critical Details

Date of Campaign Run: 11/01/2024-08/31/2025

Title of Campaign: Adult Foster Care

Industry: Behavioral Health

Campaign Category: Social Media Campaign

Company: LifeSkills, Inc

Company Contact (Phone / Email):
Joe Dan Beavers CPA, MHA - President/CEO
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Agency or Firm: CrowdSouth

Agency Contact (Phone / Email):

Jason Heflin CEO/Owner

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Image Credit(s): Forerunner

LifeSkills
Premium Healthcare Services

For Consideration: Adult Foster Care Recruitment Campaign

LifeSkills,Inc identified an urgent gap in Adult Foster Care (AFC) recruitment. AFC provides individuals with acute physical and medical support needs a family-centered alternative to nursing facilities. Despite the life-changing impact of AFC, recruitment traditionally relied on word-of-mouth, limiting the reach to potential caregivers. The challenge was clear: build awareness of AFC as a career opportunity, expand recruitment pipelines, and attract qualified candidates in South Central and Western Kentucky.

To succeed, the campaign had to both inform and inspire. AFC is a deeply personal role, so authenticity guided the creative approach. Storytelling through real provider experiences became the foundation, with an emphasis on three themes:

- **Flexibility** – work from home while earning steady, tax-free income.
- **Support** – access to 24/7 guidance and comprehensive training.
- **Purpose** – provide meaningful care that changes lives.

The campaign tone was bright, approachable, and hopeful, underscoring the core promise: *AFC provides a meaningful career opportunity from the comfort of your own home.*

For Consideration: Adult Foster Care Recruitment Campaign

Execution
A fully integrated plan utilized:

- **Video interviews** – Real caregivers shared their stories, creating emotional resonance and trust.
- **Digital & social ads** – Targeted campaigns reached likely candidates, such as people with healthcare or caregiving backgrounds.
- **Web integration** – Each piece of creative included unique URLs and form fills to directly connect interested individuals with LifeSkills intake staff.

Results
The campaign marked a significant shift from passive recruitment to proactive, measurable outreach. Early outcomes demonstrated:

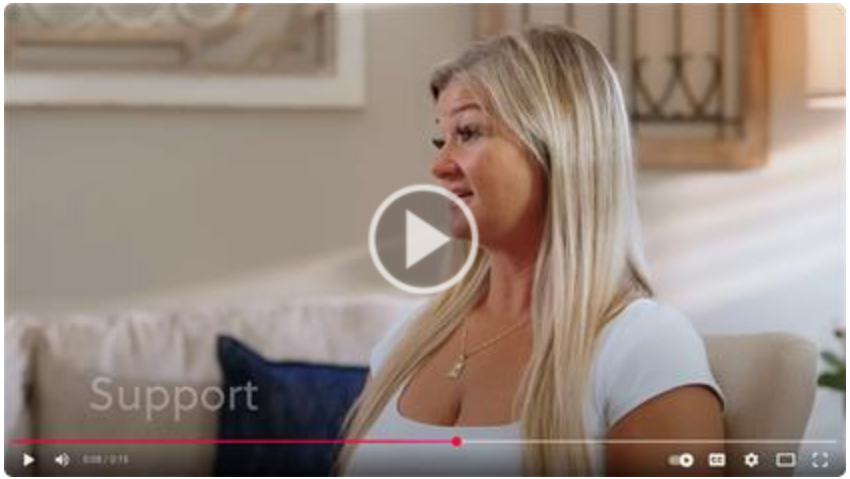
- A measurable increase in website visits and form fills tied directly to AFC pages.
- Higher call volume to intake coordinators from individuals actively seeking information.
- Greater awareness reflected in social engagement metrics (views, shares, and comments).
- An expanded pool of prospective providers, moving beyond the traditional word-of-mouth network.

Conclusion
By combining strategic planning, outstanding creative execution, and a clear marketing plan, LifeSkills transformed how AFC is presented and understood in their communities. The campaign not only generated leads but also elevated the profile of AFC as a vital, rewarding caregiving career—improving the lives of both caregivers and those they support.

Design

Our design team reworked out layouts and templates to showcase each presenter for optimized views on both desktop/tablet and mobile experiences.

Video Links



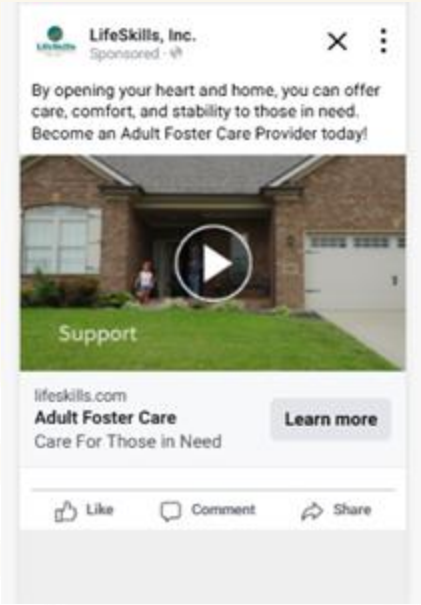
15 second

Full Video

Meta Performance

4,609	360,866	68,150
Clicks	Impressions	Reach

- Dates: Oct 28, 2024 – Jun 30, 2025
- Amount Spent: $2,162.51 ($300 a month)
- Campaign Objective: Traffic to the Landing page
- Link Clicks: 4,609
- Impressions: 360,866
- Reach: 68,150
- Video played 100%: 15,028 views
- Video plays at 50%: 33,947 views

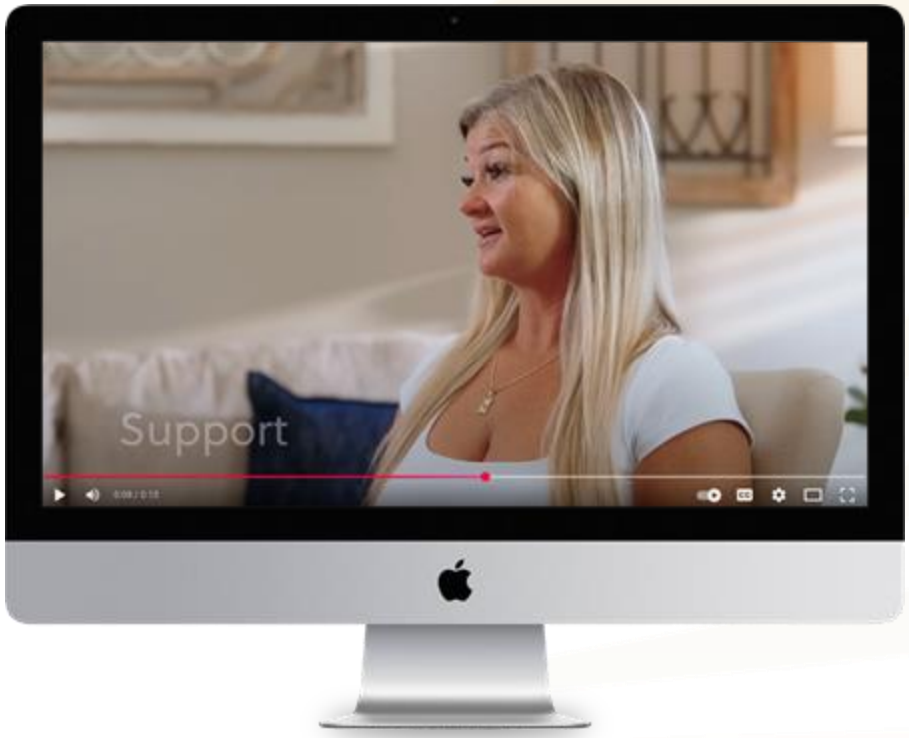


Meta

YouTube Performance

549K	401K	73.19%
Impressions	Views	View Rate

- Impressions = 549K
- Views = 401K
- View Rate = 73.19%
- Daily Budget = $10/day or approx. $300/month
- Total Spend = $3,037.46



Results

4,000
Clicks

50
Form Fills

Timeframe: January - August 2025

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