

# Campaign Development

**Client:** St. John's United      **Industry:** Senior Living / Rehabilitation / Skilled Nursing

## Opportunity

Over the decades, St. John's United has developed a strong reputation for its compassionate nursing home care and high-quality senior-living residences. Recognizing that the majority of the community simply associated the "St. John's" name with long-term care, St. John's leaders reached out Kinetic to develop a public-awareness campaign to promote and communicate the value and existence of additional programs available to people in Yellowstone County and the surrounding region.

## Actions

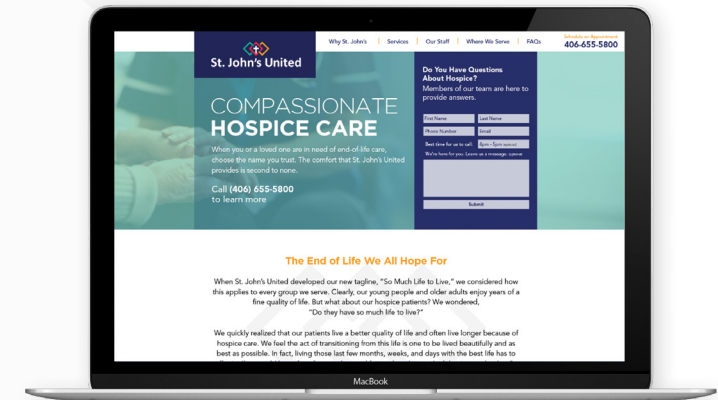
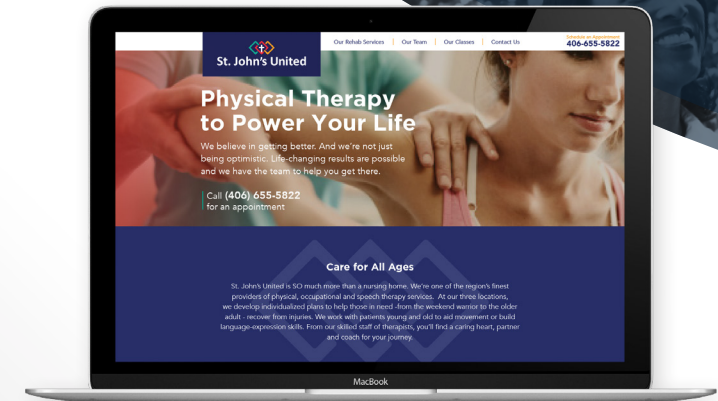
The Kinetic team undertook a cross-channel marketing campaign to promote three of St. John's lesser-known initiatives: Physical Therapy, Home Health and Hospice, and its newest program, At Home (which extends to home maintenance and health security).

Kinetic assisted in bringing clarity to the programs' value and differentiators creating new language for them to talk about themselves. Each initiative received its own landing page emphasizing the selling points through new messaging. We also developed a content strategy encompassing print ads, paid search, display ads, paid social, social media content plan and radio ads. Finally, we executed keyword search audits to see how these efforts were competing in the digital space.

## Results

St. John's has seen a measurable increase in referrals and a spike in new admissions into its rehabilitation/physical therapy program (doubling in January and February of 2020) as well as hospice. The At Home campaign also achieved an impressive level of online engagement.

St. John's continues to integrate this new design aesthetic and messaging beyond these campaigns, while continuing to tangibly grow public awareness and community connections.



**KINETIC MARKETING & CREATIVE**

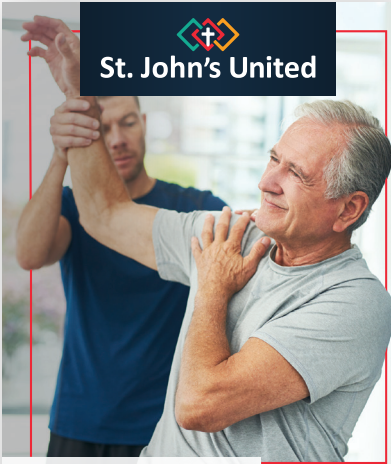
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Campaign One

Campaign Two


Campaign Three



St. John's United

**YOU WANT TO LIVE LIFE TO THE FULLEST.**

You want to get better, to live every day free of pain. You deserve someone with you every step of the way. Our team at St. John's United can deliver life-changing services to all ages.



St. John's United

**LIFE CHANGING RESULTS ARE POSSIBLE**

- Physical Therapy
- Occupational Therapy
- Speech Therapy

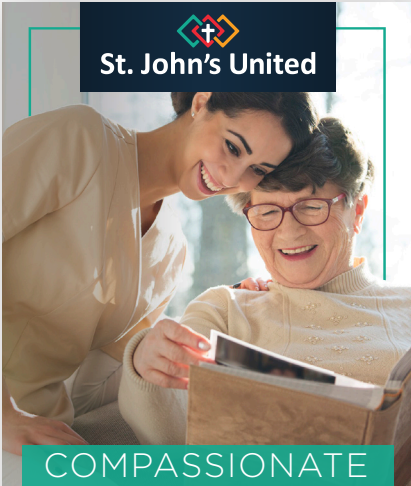
**TAKE THE FIRST STEP TO A FULLER LIFE**

for all ages:

- Physical Therapy
- Occupational Therapy
- Tech Therapy

(406) 655-5822


**LEARN MORE**



St. John's United

**COMPASSIONATE HOSPICE CARE FROM A NAME YOU TRUST.**

When you or a loved one need hospice care, St. John's is here for you. We help patients live with the highest quality of life possible in the place they call home.



St. John's United

**HOSPICE CARE**

**THE END OF LIFE CARE WE ALL HOPE FOR**

- Support for all family members
- Top satisfaction ratings in area
- High staff-to-patient ratio

**AN EMOTIONAL DECISION MADE EASIER**

St. John's United Hospice Care

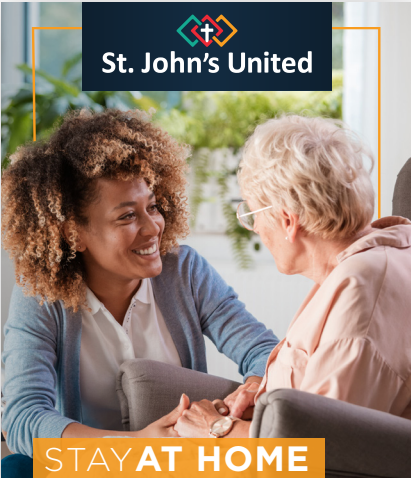
for all family members

Top satisfaction ratings in area

High staff-to-patient ratio

(406) 655-5800

**LEARN MORE**




St. John's United

**STAY AT HOME AND LIVE YOUR LIFE TO THE FULLEST**

**Join and Enjoy At Home Benefits**

- New community, activities, friends
- Services customized for your home
- Care coordination, 24/7 on-call



St. John's United

**STAY AT HOME AND LIVE YOUR LIFE TO THE FULLEST**

- Services customized for your home
- New community, activities, friends
- Care coordination, 24/7 on-call


**COMMUNITY SERVICES YOUR OWN HOME**

Join and Enjoy At Home Benefits

- New community, activities, friends
- Services customized for your home
- Care coordination, 24/7 on-call

(406) 655-7722

**LEARN MORE**




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- Occupational Therapy
- Speech Therapy

(406) 655-5822

**LEARN MORE**




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