

One Health

Paid Social Media Campaign
A Case Study

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Background

One Health introduced a digital medical service

- One Health is a general hospital in New York City offering diagnostic and therapeutic services.
- Patients can consult with their doctors online via an app.
- Goal of the paid social campaign is to support their organic social media efforts with the goal to **increase awareness and trust** in One Health Digital Services and **increase their subscriptions**.

Context

- This One Health campaign is part of my digital marketing course at Career Foundry to demonstrate my skills to develop strategy and execute and implement paid social and paid search ad campaigns.



Challenges

Market is local

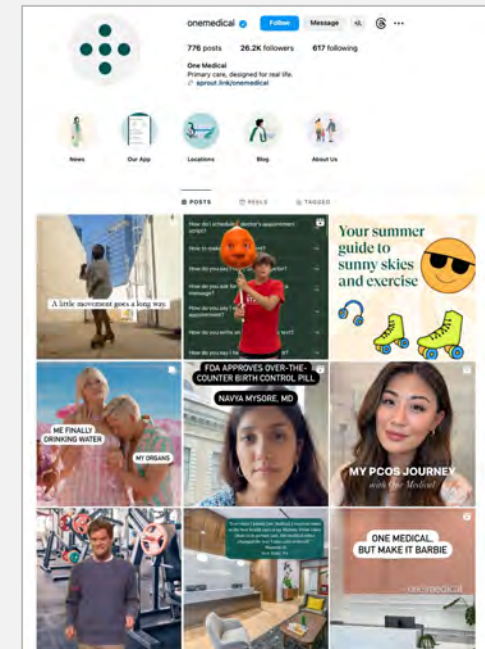
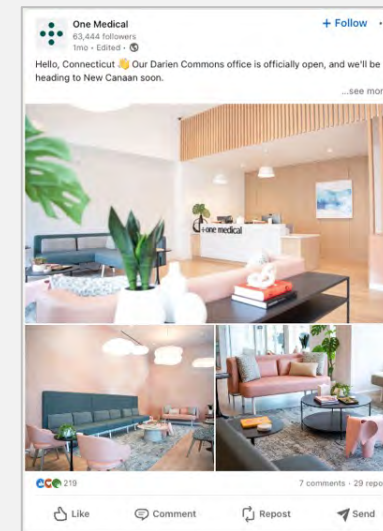
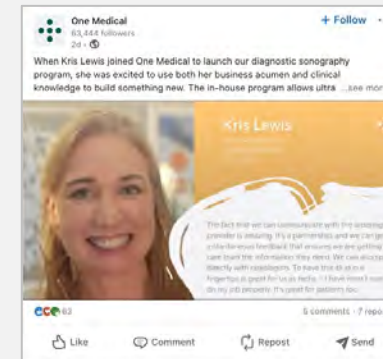
- One Health's needs to drive leads from the New York City region where the hospital is located.
- This will require careful geo-fencing.
- Keyword selection needs to be focused on creating high-quality leads while attaining a lower average cost per lead.

Competitors are national and focused on younger audience

- Competitors like One Medical operate in multiple markets across the US and focus on a younger, more social media savvy audience that will most likely need lower-cost health services.

Competitor

One Medical created a membership-based primary care practice designed around the patients' convenience including online digital services. The target audience age is 20-35.



Target Audience

Core target audience ages 30-64

- Customers younger than 30 are very tech savvy and like using apps.
- They are also less conscious of their health and the need for regular check-up.
- Customers 65+ have a harder time with technology and using digital services. They might require a different communication approach.

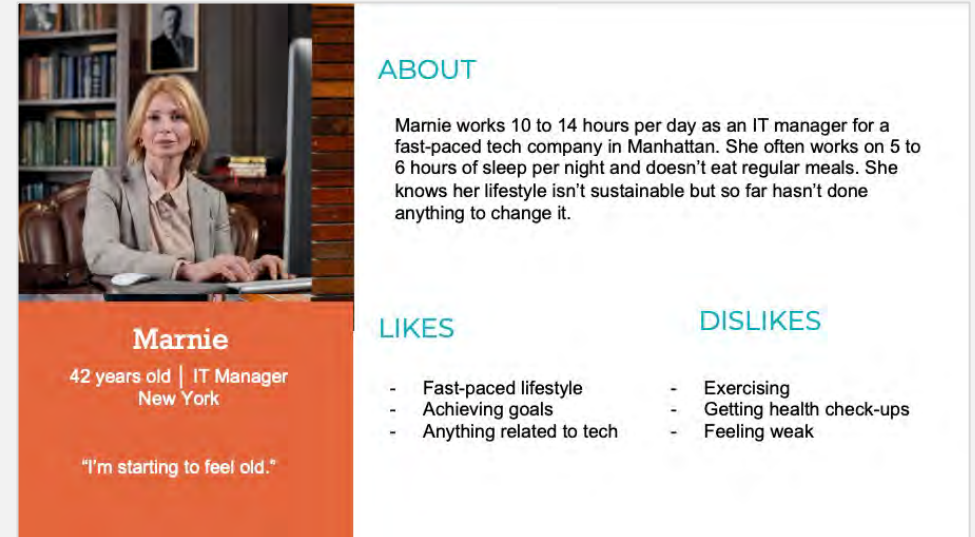
Focused target audience

Marnie: 42 years old | IT Manager | New York
Marnie is representing a large segment of the audience targeted.

Platforms to reach the target audience

Facebook | Instagram | Google | YouTube

Focused target audience



Marnie
42 years old | IT Manager
New York

"I'm starting to feel old."

ABOUT

Marnie works 10 to 14 hours per day as an IT manager for a fast-paced tech company in Manhattan. She often works on 5 to 6 hours of sleep per night and doesn't eat regular meals. She knows her lifestyle isn't sustainable but so far hasn't done anything to change it.

LIKES

- Fast-paced lifestyle
- Achieving goals
- Anything related to tech

DISLIKES

- Exercising
- Getting health check-ups
- Feeling weak

Interests and pain points

- Healthy eating habits
- Sleeping patterns and sleep apnea
- Setting goals for a healthy lifestyle
- Staying on target with routine health checks
- Reducing stress with meditation
- Incorporating exercise in the daily routine

Solution

A step-by-step-process

- **Main campaign goal:** conversion
- **KPI for the campaign:** increasing sign-ups for the digital services to 30% per month.
- **Step one:** create awareness about the new service – filling up the top of the funnel.
- **Step two:** create visibility and discoverability, establishing relevance of the service and gaining the trust of the potential customer.

Ethical considerations

consider especially around HIPAA regulations

- Do not share patient information
- Do not mention competitors explicitly
- Do not share medical advice

KPI

- Increase subscription by 30% per month
 - First month 120 additional subscribers
-

Budget

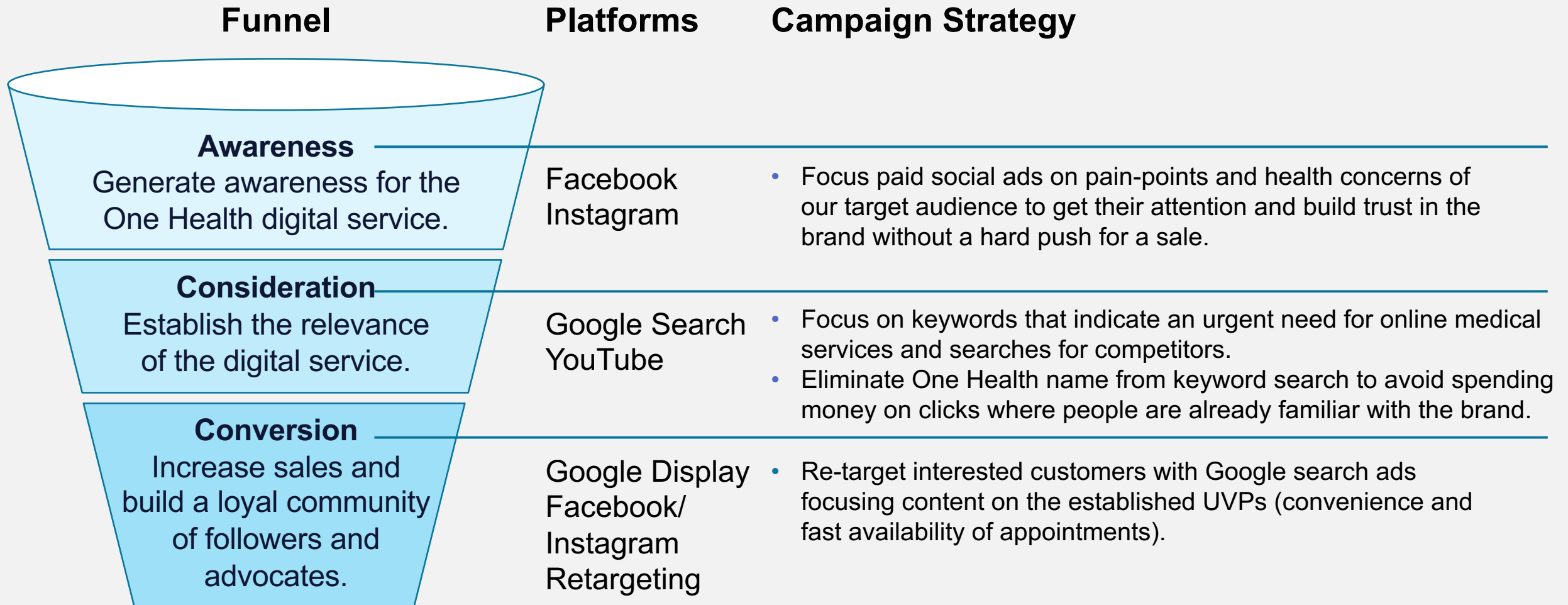
- Awareness – Paid Social: \$3,000
 - Consideration – Paid Search/Paid Social: \$2,000
 - Conversion* – Paid Social: \$3,600
-

Project Scope

- Awareness – Paid social on Facebook and Instagram
- Consideration – Paid search on Google

* The scope of this project only focuses on the awareness and consideration phase, but we still have conversions as KPI.

Solution | The funnel strategy



Solution | Facebook and Instagram paid social campaign

Leaning into target audience research to find the right focus on content that resonates with the audience. Focusing on target persona Marnie for the **personal subscriptions*** since she represents one of the largest audience segments.

Funnel stage	Goal	Purpose	KPIs
Awareness	Build brand awareness	Educating the right people on the offer without necessarily pushing for a sale.	<ul style="list-style-type: none"> • Reach • Engagement • CTR


TARGET PERSONA	TARGETING CRITERIA	CONTENT DIRECTION	HASHTAGS	CTA
Marnie	Based on Marnie's interests and pain points: <ul style="list-style-type: none"> <input type="checkbox"/> Healthy eating habits <input type="checkbox"/> Sleeping patterns and sleep apnea <input type="checkbox"/> Setting goals for a healthy lifestyle <input type="checkbox"/> Staying on target with routine health checks <input type="checkbox"/> Reducing stress with meditation <input type="checkbox"/> Incorporating exercise in the daily routine 	<ul style="list-style-type: none"> <input type="checkbox"/> Introduction to One Health services <input type="checkbox"/> Expert videos <input type="checkbox"/> Customer quotes about the One Health service <input type="checkbox"/> Content downloads like guides and infographics <input type="checkbox"/> Promote events – physical and online, webinars <input type="checkbox"/> Promote blog article by experts <input type="checkbox"/> Articles about staying health, reducing stress 	<ul style="list-style-type: none"> <input type="checkbox"/> #online doctor <input type="checkbox"/> #online doctor consultation <input type="checkbox"/> #healthexperts <input type="checkbox"/> #wellness <input type="checkbox"/> #healthyliving <input type="checkbox"/> #reducingstress 	<ul style="list-style-type: none"> <input type="checkbox"/> Learn more <input type="checkbox"/> Download your free copy (for guides and infographics) <input type="checkbox"/> Sign up now

* For the scope of this project the creative execution focused on the personal subscription campaign.

Solution | Creative Facebook paid social campaign

One Health - Health Services
Sponsored (demo) · 🌐

Keeping your heart healthy is something you can work on every day. Join the One Health webinar to learn how diet, exercise and mediation can help.
Date: Thursday, October 5
Time: 10am



KEEPING YOUR HEART HEALTHY

ONE HEALTH FREE WEBINAR
Join us on World Heart Day to get tips from our Expert Dr Michelle Brown on how to stay heart-healthy.
DATE: Thursday, October 5th
TIME: 10am PST

[SAVE YOUR SEAT](#)

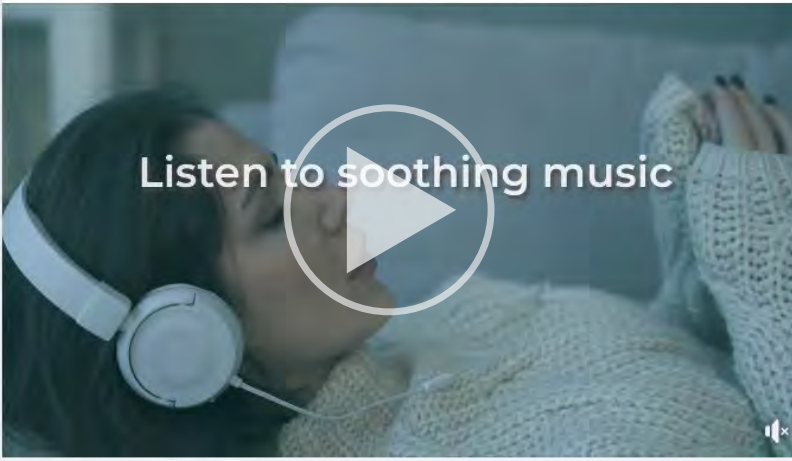
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Join the One Health webinar
Save your seat

[Sign up](#)

👍 Like 💬 Comment ➦ Share

One Health - Health Services
Sponsored (demo) · 🌐

You don't get enough Zzzzs? Time for a healthier lifestyle? Get tips from One Health expert Dr X on how to calm down anxiety at night and even prevent it from happening in the first place.



Listen to soothing music


CREATIVE.MARINALUDERER.COM
One Health expert tips
Read now

[Learn more](#)

👍 Like 💬 Comment ➦ Share

One Health - Health Services
Sponsored (demo) · 🌐

We all live busy lives and hardly have time to take care of our health or waste time in the waiting room. No more! One Health now provides 24/7 video and phone access to medical services for your convenience and for the emergencies in life. Ready to see what One Health can do for you?



Taking care of your health just got easier

Join One Health Digital Services and get 24/7 phone and video access to medical services.

[LEARN MORE](#)

CREATIVE.MARINALUDERER.COM
Stay healthy with One Health
Learn more

[Learn more](#)

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Solution | Google paid search ads

Focus on keyword search to drive lead volume with paid search. Focusing on keywords that imply an immediate need for a medical appointment. Capitalize on high-volume terms while keeping CPC low.

Funnel stage

Consideration

Goals

- Visibility and discoverability
- Establish relevance of the service

Purpose

- Build trust in the brand
- Communicate USPs

KPIs

- Clicks
- CTR to website

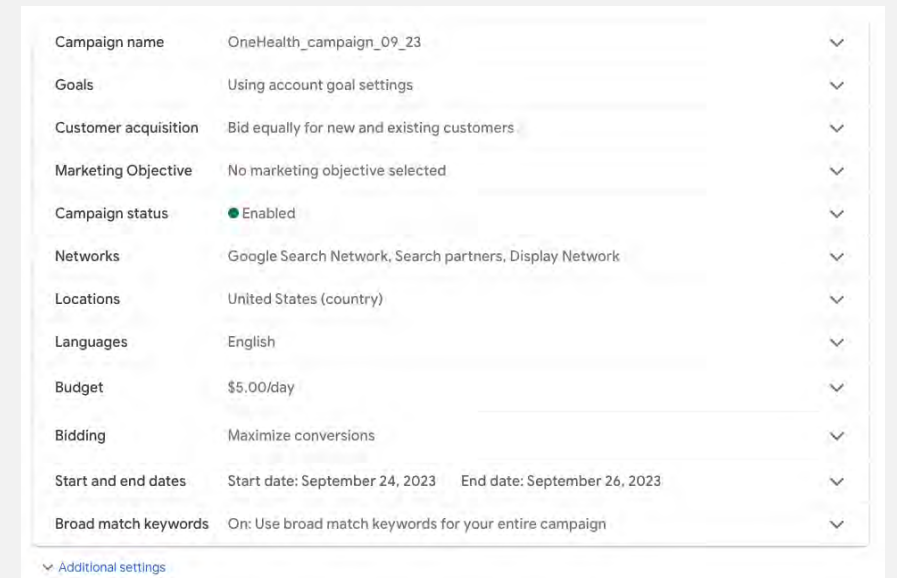
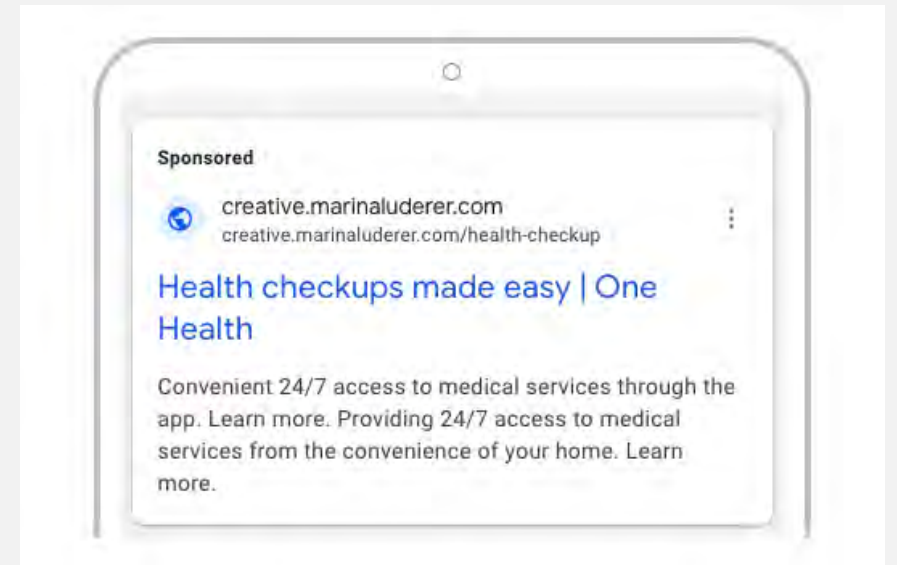
KEYWORD SEARCH	AVERAGE MONTHLY SEARCH	COMPETITIVE DENSITY	COST PER CLICK (USD)	TOP 5	RATIONAL
One Health	6,600	0.03	1.76		No need to pay for people already searching for One Health
One Medical	110,000	0.10	3.61	x	Direct competitor, CPC high, but also high search volume
One Medical app	210	0.08	2.74		Too expensive
Telemedicine	27,100	0.47	5.47		Too expensive
Telemedicine appointment	2,400	0.57	6.72		Too expensive
Urgent care online appointment	1,000	0.49	3.96	x	Expensive, but targeting people with an immediate need for services
Video call doctor	110	0.47	5.94		Too expensive
Health app	4,400	0.59	1.08	x	Vague, health app can also be not medical related, but one of the few cheaper ones
Online doctor consultation	720	0.13	0.72	x	Expresses urgent need of appointment; not expensive
Best telemedicine apps	140	0.56	4.96		Too expensive
Online medical visit	90	0.82	6.50		Too expensive
Online doctor	720	0.25	2.99	x	Expensive, but targeting people with an immediate need for services

Solution | Google paid search ads

Campaign Goal

Website traffic and clicks. CTR measured by Google Analytics

AD GROUP	KEYWORDS	KEYWORD THEME	HEADLINE NO MORE THAN 30 CHARACTERS	DESCRIPTION NO MORE THAN 90 CHARACTERS
1	<input type="checkbox"/> One Medical <input type="checkbox"/> One Medical App <input type="checkbox"/> Online doctor	Learn about the One Health App	One Health App rated best by consumers 20% off health app subscription	Convenient access to healthcare with the One Health telemedicine app. Voted best – sign up now for 20% off.
2	<input type="checkbox"/> One Medical <input type="checkbox"/> Health app	Health routine appointments	One Health Health checkups made easy Easy app for health checkups Health checkups from home	> Providing 24/7 access to medical services from the convenience of your home. Learn more. > Convenient 24/7 access to medical services through the app. Learn more.
3	<input type="checkbox"/> Urgent care online appointment <input type="checkbox"/> Online doctor consultation	Immediate need for services	One Health One Health here for you 24/7 Easy video access for urgent medical questions	> Talk to a doctor now. Sign up with One Health Services for urgent appointments. > Urgent care and health checkup video appointments. Get the app now.



Results | Key metrics | Facebook and Instagram

The overall picture

Ad spend	Conversions	Revenue	Conversion Rate	CTR (click through rate)	CPC (cost per click)
\$2,497	88	\$9,090	3.70%	0.59%	\$1.09

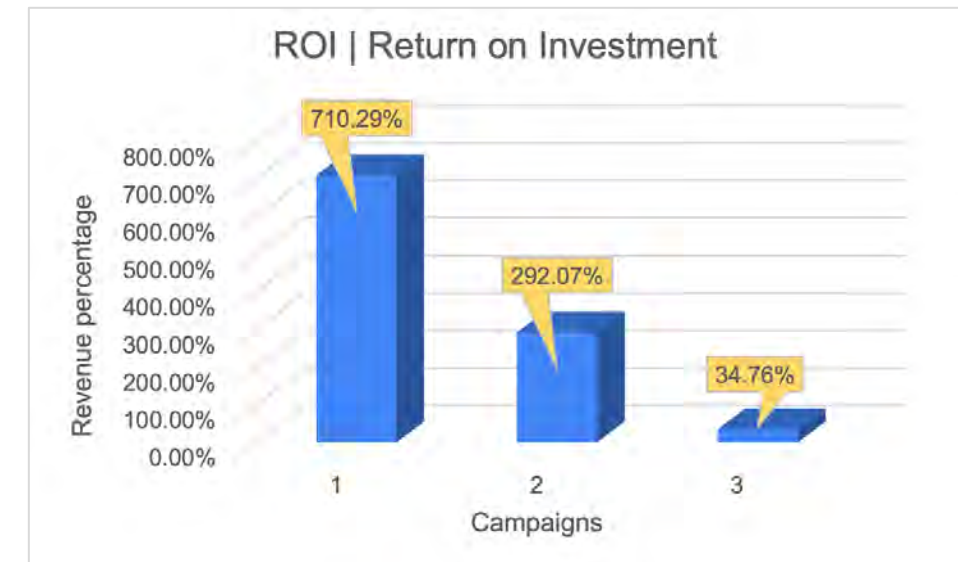
What we learned

- Even though the goal of this campaign is to build awareness, it has created a healthy **conversion rate of 3.70%**
- Performance: the campaigns targeting group and partner subscriptions had outstanding performance with an **ROI of 710% and 292%** respectively.
- The personal subscription campaign did not as well, and we **recommend additional A/B testing** to improve.
- In addition, Facebook ads outperformed Instagram ads by 183%.

The detailed picture

The paid social campaign focused on three subscription types:

1. Group subscriptions
2. Partner subscriptions
3. Personal subscriptions*



* For the scope of this project the creative execution focused on the personal subscription campaign only.

Results | Key metrics | Google paid search

The overall picture

Ad spend	Conversions	Revenue	Conversion Rate	CTR (click through rate)
\$1,138	50	\$4,965	4.58%	0.40%

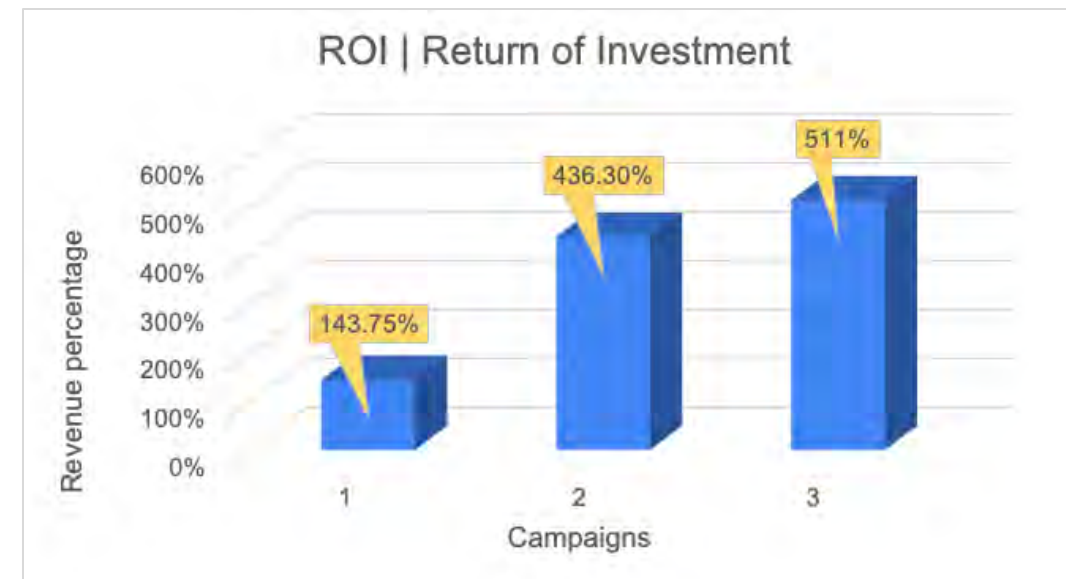
What we learned

- Overall, the 3 campaigns produced a healthy **conversion rate of 4.58%**
- Performance: the YouTube campaign performed best with an **ROI of 511%**.
- The Google search campaign came in second with an **ROI of 436%**.
- Display campaign did not perform well. Recommendation to eliminate and **increase the budget for search and YouTube**.

The detailed picture

Three different Google campaign approaches for the conversion phase:

1. Display campaign
2. Search campaign*
3. YouTube campaign



* For the scope of this project the creative execution focused on the Google search campaign only.

Results and conclusions

Facebook and Instagram campaigns

- **Redistribute the budget** with 70% for Facebook and 30% for Instagram.
- **Boost the ad spend for the group subscription campaign** to increase the overall ROI numbers. Currently highest ROI with the lowest ad spend.
- **A/B test the partner subscription campaign** to increase the conversion rate. Highest CTR, but lower conversion.
- **A/B test the personal subscription campaign** lags significantly on CTR and conversion.

Google and YouTube campaigns

- **Eliminate the Google display campaign**
- **Distribute budget:** 50% go to YouTube campaign to take advantage of the excellent performance. 50% go to Google search campaign to increase the conversion rate.



KPI

Exceeding target
KPI of 120 by 15%



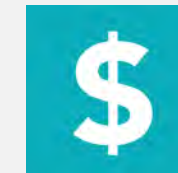
CONVERSIONS

138 new subscriptions



ROI

Overall Return on
Investment 354%



REVENUE

Total revenue \$14,055

Recommendations for optimization

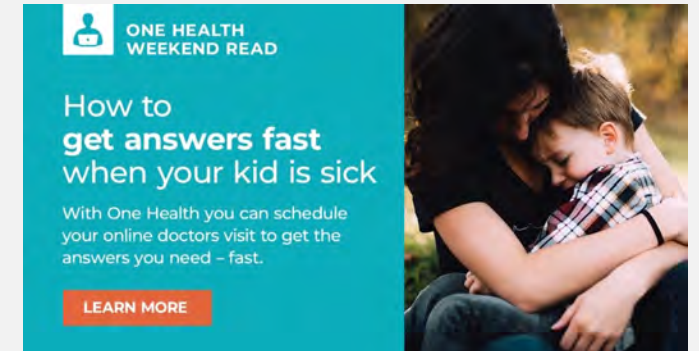
Facebook and Instagram campaigns

- **Redistribute the budget** with 70% for Facebook and 30% for Instagram to take advantage of the better performing platform.
- **Boost the ad spend for the group subscription campaign** to significantly increase the overall ROI numbers. It has the highest ROI with the lowest ad spend.
- **A/B test the partner subscription campaign** to increase the conversion rate. It has by far the highest CTR, but a lower conversion.
- **A/B test the personal subscription campaign** lags significantly on CTR and conversion.

Google and YouTube campaigns

- **Eliminate the Google display campaign**
- **Distribute display campaign budget:** Use 50% on the YouTube campaign to take advantage of the excellent performance. Use the other 50% for the Google search campaign to increase the conversion rate.

A/B test pitch



Focus on younger audience

- With reach being the objective of the awareness campaign, the ads reach was 78% men and women ages 45-64
- Target a younger audience, testing creative that focuses more on parents and their pain points.
- Duration 2 weeks, budget \$500
- Rational: As a health care provider, you want to reach all age groups

Learnings

The biggest challenge: identify the most effective digital marketing strategy to drive high quality leads for One Health while keeping cost per lead in line with profit goals.

Start with a focused keyword search to ensure to catch the searcher intent while keeping cost per click down.



Improvements for next time

spend more time and effort on keyword research including investigating strategies of competitors.

While focusing on one segment of the target audience might simplify the messaging, it also leaves out the pain points of other groups that are just as important to target.



Target multiple target audiences to cover a wider variety of age groups and their respective pain points.

Videos and carousel creative performed much better than static images, but they are also more expensive to produce



Try to use as many videos and carousels as the budget allows to and include a budget for the production in the cost estimate for the campaign.

Thank You

Contact: Marina Luderer

The logo for "One Health" is centered within a white circle. The word "One" is written in a teal color, and the word "Health" is written in an orange color. The background of the slide is a light teal gradient.

One
Health