

OneHealth Paid Digital Marketing Campaign Case Study

OneHealth, a General Hospital in New York which had been providing healthcare to the community for over 50 years, sought our assistance in extending their outreach in the digital realm as they had recently launched a Telehealth online platform.

OneHealth engaged our services with the primary goal of increasing the total number of subscribers to their app, whilst building brand awareness.

In this case study, we will delve into our strategy and execution, the key results from the campaign as well as the efficacy of various marketing channels show our strategic roadmap for OneHealth moving forward.



The Challenge

The Goal: Achieve a 30% increase in subscribers (equivalent to 120) after the first month of the campaign.

To achieve this goal, we focussed on the following 3 steps:

1) Increasing brand awareness

2) Introduce One Health's digital health services to a broader audience.

3) Educating potential customers about One Health's brand and emphasising the App's unique value proposition (UVP).

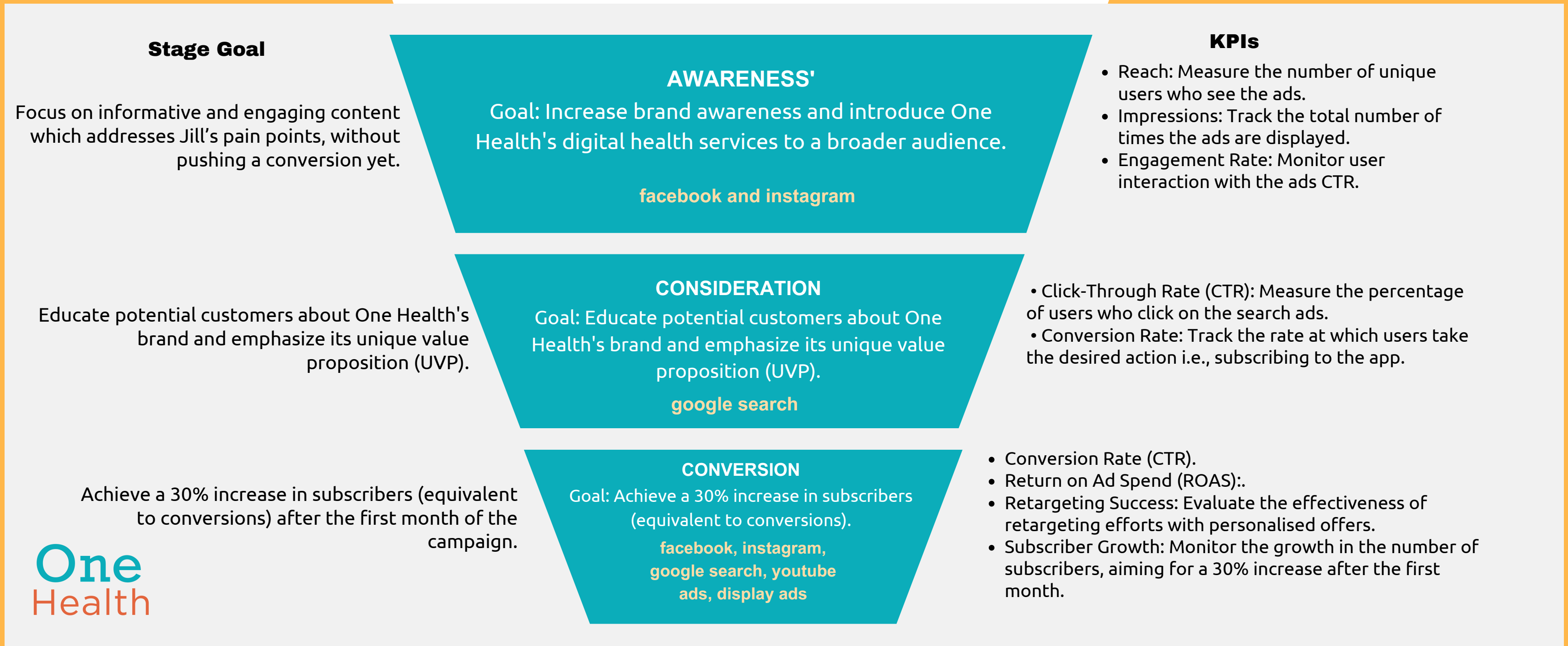
Based on earlier research around the **buyer personas** of OneHealth's **target market**, this campaign focussed on the persona we call **Jill**.

- Jill is a 43 year old mother with 2 young children who works part time from home.
- Needs the convenience of remote consultations for herself & her family & wants to save unnecessary time spent waiting for appointments & and doctors rooms
- Wants to feel confident that she can provide great quality healthcare to her family.
- For social media use, Jill is on Instagram and Facebook.



Marketing Funnel

We designed a bespoke, full-funnel, ethical paid marketing Strategy for the OneHealth buyers journey



Facebook Campaign

In targeting correctly in **facebook ads manager**, an audience of **35-50 years of age** was selected as well as those with interests such as **parenting, home-schooling** and **remote working mums**.

For the **awareness stage** of the funnel, a campaign of **3 Facebook advertisements** was created with three different types of creative. **Image, carousel** and **video**.

The content strategy was based primarily around Jill's need to provide quality healthcare for her family whilst accessing the convenience and ease of a Telehealth service like OneHealth.

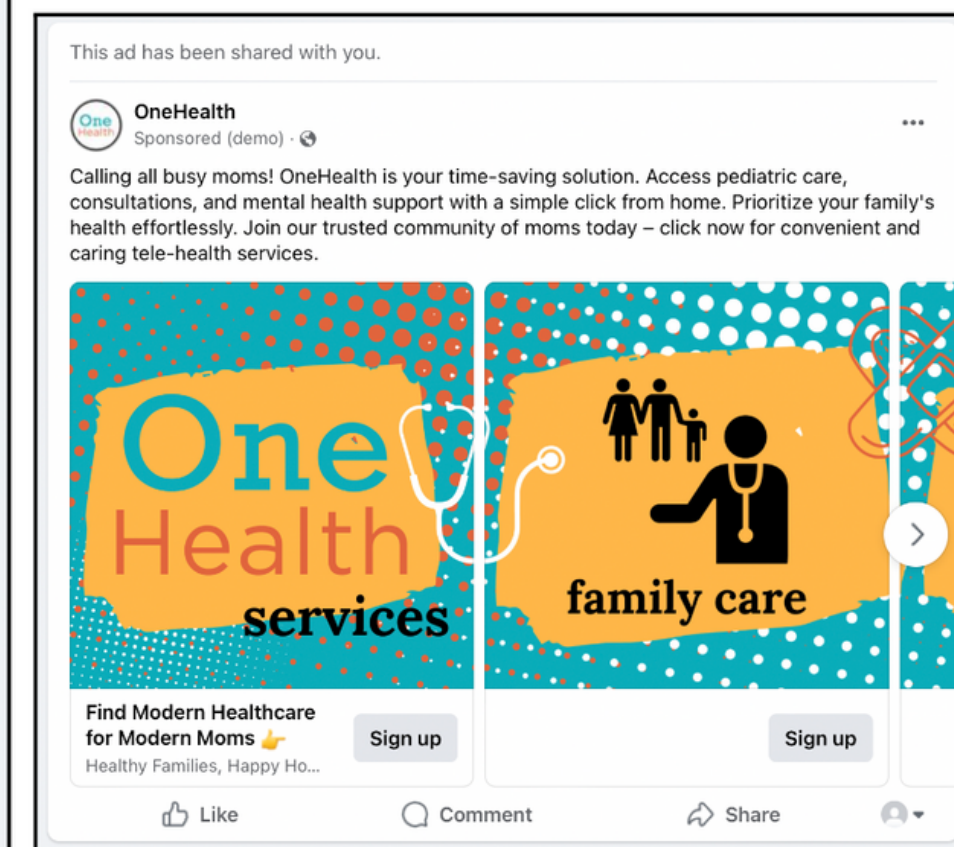
As such, each creative was selected to show young mothers with children or highlighting the particular family care solutions that OneHealth

1- Image Ad
Rationale: This ad will focus on the extra quality time that Jill can have with her young son. The image is emotive and will pair well with the OneHealth App. The creative uses a picture of a mother in Jill's home. The image is emotive and will pair well with the OneHealth App.
Primary Text: Get the care you need, without the wait! OneHealth offers a full-service digital health experience for your family. Book consultations with our trusted doctors from home on the go - no more tiresome waiting rooms! Click to learn how we can help you and yours stay healthy today!
Headline: Find a trusted healthcare specialist
CTA: Learn More
Description: Healthcare at your fingertips

2- Carousel
Rationale: This carousel image will highlight 4 different healthcare services from OneHealth, which are needed by our buyer persona Jill and address her pain points.
Primary Text: Calling all busy moms! OneHealth is your time-saving solution. Access pediatric care, consultations, and mental health support with a simple click from home. Prioritize your family's health effortlessly. Join our trusted community of moms today - click now for convenient and caring telehealth services.
Headline: Find Modern Healthcare for Modern Moms
CTA: Get Started
Description: Healthy Families, Happy Homes

3- Video
Rationale: The final ad utilizes video to complete a well rounded campaign. Here, the video showcases our buyer persona Jill, at home with an unwell child. The music is emotive yet uplifting. The ad then switches to showing a OneHealth medical professional giving advice and then the footage begins showing happier mothers and children taking advice from the mobile app. The ad concludes with happy, satisfied mothers spending loving, quality time with their children, thanks to the services offered by OneHealth.
Primary Text: Discover the ultimate convenience of OneHealth. Say goodbye to waiting rooms and hello to quality healthcare from home. Spend more precious moments with your family while prioritizing their health.
Headline: Family focussed healthcare
CTA: Meet our family doctors
Description: Healthy Families, Happy Homes

- Each advertisement was planned with the clear strategy to address the pain-points of our persona, Jill and address her needs.
- Much planning was given to the **headline, display text, CTA, description** and of course **creative**.



Google Campaign

For the **consideration** stage of the funnel, a paid Google search campaign was launched.

- A large number of potential **keywords** for the campaign were targeted, and then further optimized taking into account **search volume, competitiveness** and **budget**.

Keyword	Average Monthly Searches	Competition	CPC
looking for a family doctor	10-100	low	0.95
remote physician	10-100	low	0.95
doctors taking new patients	100-1k	low	0.88
health wellness apps	10-100	low	0.95
us family health	100-1k	low	0.95

- **Trust, expertise** and **convenience** was the key messaging that was used when designing the Headline and descriptions, with **Calls to Action** encouraging the user to click through to learn more about OneHealth's offer.

Ad Content Planning for 3 Ads

Chosen Keywords

looking for a family doctor, doctors taking new patients, us family health, remote physician, health wellness apps

Ad 1:

Headline: "OneHealth: Instant Care Online"

Description: "The Trusted Name In Family Healthcare For 50 Years Now Available With Online Consultations".

CTA: "Get a Quote Today"

Ad 2:

Headline: "OneHealth: Anytime Access"

Description: "Whole Family Telehealth: Convenient Care."

CTA: "Learn More Now"

Ad 3:

Headline: "OneHealth: Expert Help"

Description: "Life is busy, but your health matters. Access our network of telehealth services."

CTA: "Explore Our Services"

This research was then used to plan 3 streamlined Google search Ads designed to reach Jill when she is researching healthcare options for her family.

Sponsored



dptm.org

www.dptm.org/onehealth

Doctors Taking New Patients - Remote Physician

The Trusted Name In Family Healthcare For 50 Years Now Available With Online Consultation.

Whole Family Telehealth: Convenient Care.

Keyword research chart, ad planning and final Google

Conversion Campaign Analysis

- At the conclusion of the Facebook and Google campaigns, the data was gathered and analysed to show where the campaigns had performed best



FACEBOOK CAMPAIGN	FACEBOOK AD SPEND	REVENUE GAINED	FACEBOOK ROAS
Campaign 1 Group Subscriptions	\$462	\$3,750	811%
Campaign 2 Partner Subscriptions	\$1,010	\$3,960	392%
Campaign 3 Personal Subscriptions	\$1,024	\$1,380	134%



GOOGLE CAMPAIGN	GOOGLE AD SPEND	REVENUE GAINED	GOOGLE ROAS
Display Campaign	\$400	\$975	243%
Search Campaign	\$696	\$3,732	536%
Youtube Campaign	\$42	\$258	614%

Key Findings

- The **Group Subscription** campaign on Facebook had the highest Return on Ad spend at **811%** .
- From Google, the **Youtube** Campaign had the best ROAS at **614%** followed by the Search Campaign.
- **Based on these results, we recommended allocating more budget to the Group Subscription Ad and the Youtube Campaign, as they were best helping us achieve our campaign goals.**

The TOTAL Return on Investment (ROI)

- Facebook **264%**
- Google **336%**

***Based on these findings, it would be recommended to allocate some more budget to the Google Campaigns moving forward, particularly Youtube and Search.**

Reccomendations A/B tests

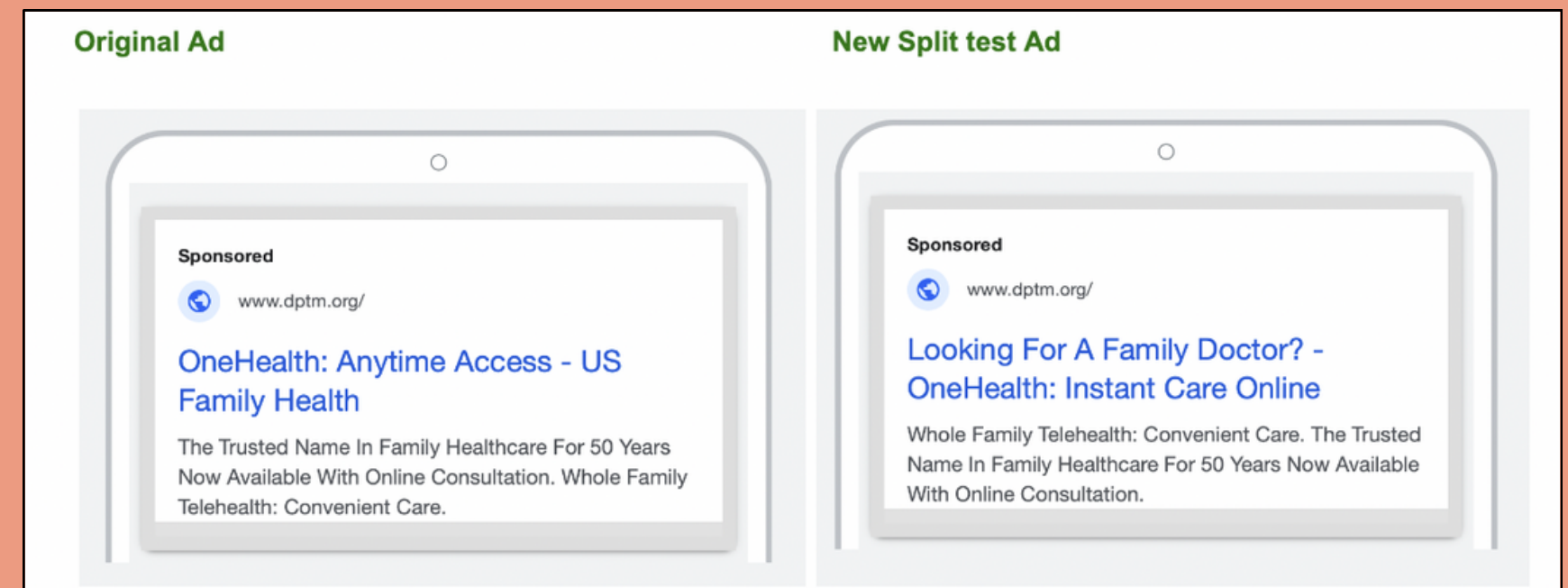
- Monitoring the results of the campaign over the first week, the data was gathered, analysed and aggregated to give insights into where the campaign was working best and how this could be futher iterated on to maximise on the ad spend budget.
- A number of A/B split tests were established to further enhance the ads which were already proving to be the best performers.

Google Display	Version	Impressions	Avg. CPC	Clicks	CTR	Keywords	Conversions	Cost	CPA
online_doctor_display_conversion	A	204,770	\$0.69	1,015	0.50%	best online doctor	57	\$2,684.96	\$47.10
online_doctor_display_conversion	B	167,980	\$0.97	2768	1.65%	24/7 online doctor	62	\$700.35	\$11.30

Facebook/Instagram Retargeting Ads	Version	Creative	Reach	Impressions	Likes	Clicks	CTR	Conversions	Cost	CPA
online_doctor_retargeting	A	video 1	864	9,009	989	939	10.98%	64	\$657.30	\$10.27
online_doctor_retargeting	B	video 2	679	123,120	789	620	0.50%	28	\$595.20	\$21.26
online_doctor_retargeting	C	video 3	569	98768	890	890	0.90%	38	\$792.10	\$20.84

- To further Improve the quality of the ads we were running for OneHealth, we assigned some budget to split test the ads that were already performing well**

- This invloved making small changes to the ad text, media or calls to action to see which ad would perform best when 2 versions of the ad were ran simultaneously.



- Data was again collected to ascertain which ad perfomed better in our key metrics, and that advertisement was chosen to be displayed with the potential for more slit/tests and optimisations within the campaign to be continuously refining and optimising ad performance.

Client Report

At the culmination of my campaign, we diligently compiled a comprehensive report tailored to our client's needs.

Clarity and conciseness are vital in conveying the results of our campaign.

Our aim was not just to share data but to offer a deeper understanding of our achievements and their impact.

Through this report, we've provided a window into the journey we embarked on together, showcasing the milestones reached and the strategies that drove our success.

Effective communication, in our view, is the cornerstone of a fruitful partnership, and we remain dedicated to maintaining this standard in all our endeavors.



OneHealth Digital Marketing Campaign Report

OneHealth, a General Hospital in New York which had been providing valuable healthcare to the community for over 50 years, sought our assistance in extending their outreach in the digital realm as they had recently launched a Telehealth online platform.

OneHealth engaged our services to **increase total subscribers** to their app, **increase brand awareness** and **grow their customer base**.

In this report, we will delve into the key results from the campaign, including conversion data and ROI analysis. We will also discuss the efficacy of various marketing channels and provide a strategic roadmap for moving forward.



The Challenge



Our agency was tasked with

- **Increasing brand awareness** and introducing One Health's digital health services to a broader audience.
- **Educating potential customers** about One Health's brand and emphasising its unique value proposition (UVP).

With these objectives, we were given the clear goal to focus the campaign.

The Goal: Achieve a 30% increase in subscribers (equivalent to 120) after the first month of the campaign.

To achieve this, we settled on a strategy to allocate the budget of **8600 USD** to the following stages of the **Paid Marketing Funnel**. The division of the budget was based on a typical online buyers journey of **Jill** (a previously established buyer persona).

