

ONE HEALTH CASE STUDY



PERFORMANCE MARKETING
CAMPAIGN

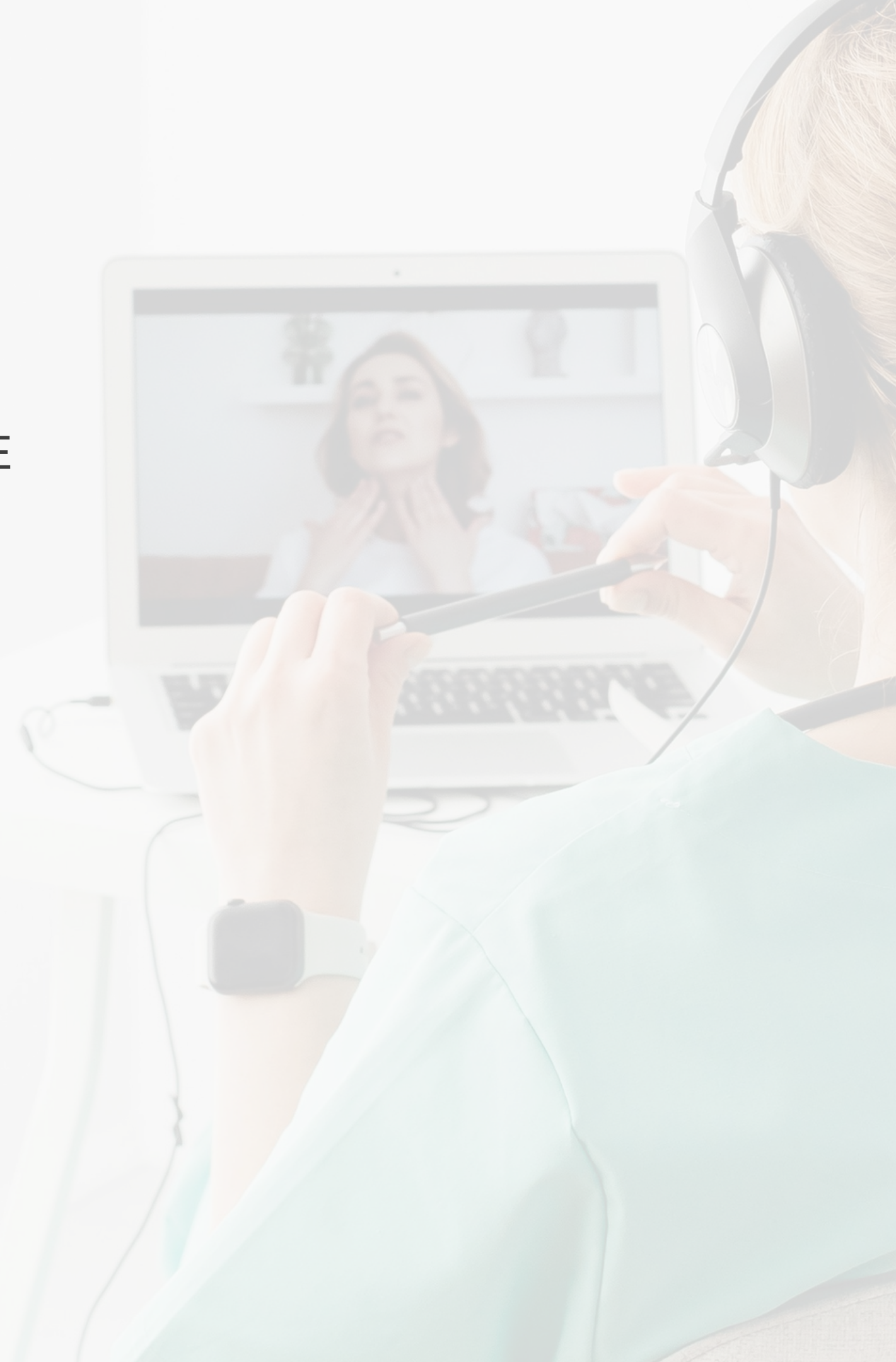


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One
Health

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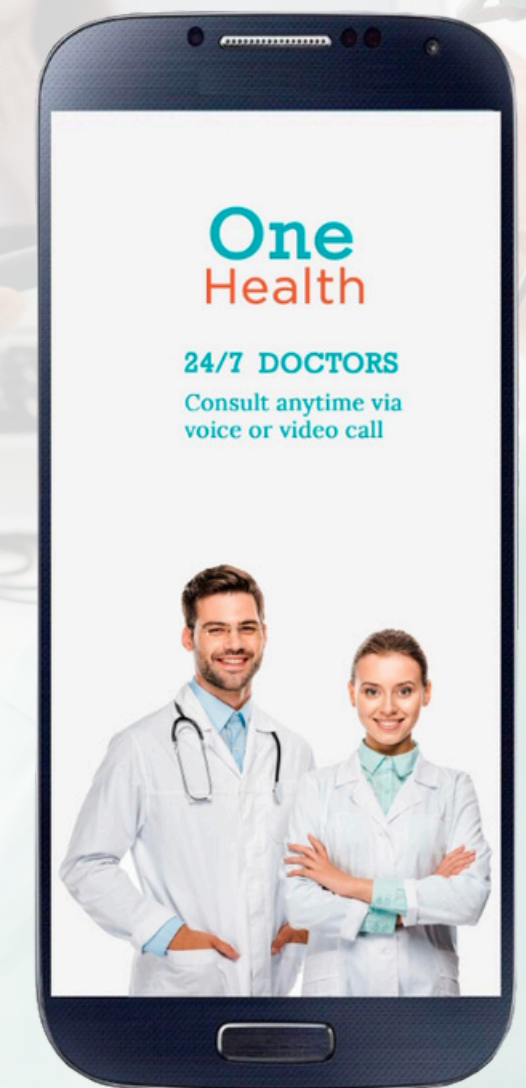
THE CLIENT

One Health is a **hospital** based in New York City.

Following a period of decline, the hospital has **successfully relaunched** as a digital healthcare provider.

The hospital now **offers 24/7 appointments online** with a range of medical professionals, including doctors, dentists and specialists.

Recently, the company worked with Nework on an organic social media campaign to **increase awareness of the brand, strengthen its reputation** and **boost subscriptions** to its new digital health service.



THE CHALLENGE

Despite the organic campaign's success, One Health's ambition was always to become **a leading voice** in the digital healthcare space.

With the website already receiving 10k visitors per month, the company wanted to **expand its customer base** and **increase sign-ups to its subscription service**.



THE CHALLENGE

The hospital turned to Nework to devise a **paid marketing campaign** that would **increase sign-ups** and set One Health on the right path to fulfilling its ambitions.

As the paid marketing specialist I **planned and implemented the campaign**. My goal was to **increase subscribers by 30%** within the first month of the campaign.



THE 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.

PAIN POINTS

- Being too busy to book a doctor’s appointment;
- Not being able to fit a doctor’s appointment around her work schedule;
- Difficulty getting an appointment soon enough;
- High levels of anxiety about going to the doctor;
- Lack of reliable digital options for managing her healthcare needs.

THE SOLUTION: A HIGHLY-TARGETED PAID AD STRATEGY

#1 Devising a complete marketing funnel

Stage	Goal	Platforms	Ad types	KPIs
Awareness	Increase awareness of One Health brand	Facebook Instagram	Paid social ad	Reach, engagement, clicks and CTR
Consideration	Increase visibility, familiarity and uniqueness of brand	Google Facebook	Paid search ad Paid social ads	Clicks, CTR, Reach and engagement
Conversion	Increase number of subscribers	Facebook retargeting Google	Paid social ad Paid search ad	CTR, Conversion rate

THE SOLUTION: A HIGHLY-TARGETED PAID AD STRATEGY

#1 Devising a complete marketing funnel

Rationale for funnel

- **Awareness:** use social media's wide reach to attract interest and awareness of the brand.
- **Consideration:** attract those actively searching for solutions using keywords.
- **Conversion:** drive conversions using retargeting as well as Google Search.

THE SOLUTION: A HIGHLY-TARGETED PAID AD STRATEGY

#2 Incorporating ethical marketing tactics

1. **Don't use scare tactics or sensationalise health issues** in the hope of gaining more conversions. Focus on educating the audience with accurate information.
2. **Don't make any false or misleading claims:** especially with regard to the services offered by the brand. Doing so will damage brand health and levels of trust.
3. **Don't target competitors:** this is especially relevant for Google paid search/PPC. Avoid criticising other healthcare providers in any messaging used as part of paid search ads.
4. **Don't use non-relevant keywords or content:** avoid trying to rank for high-traffic keywords that have little to do with the services offered by One Health or the content it publishes. Doing so would mislead the audience and weaken brand reputation.

THE SOLUTION: A HIGHLY-TARGETED PAID AD STRATEGY

#3

Developing the Facebook Strategy

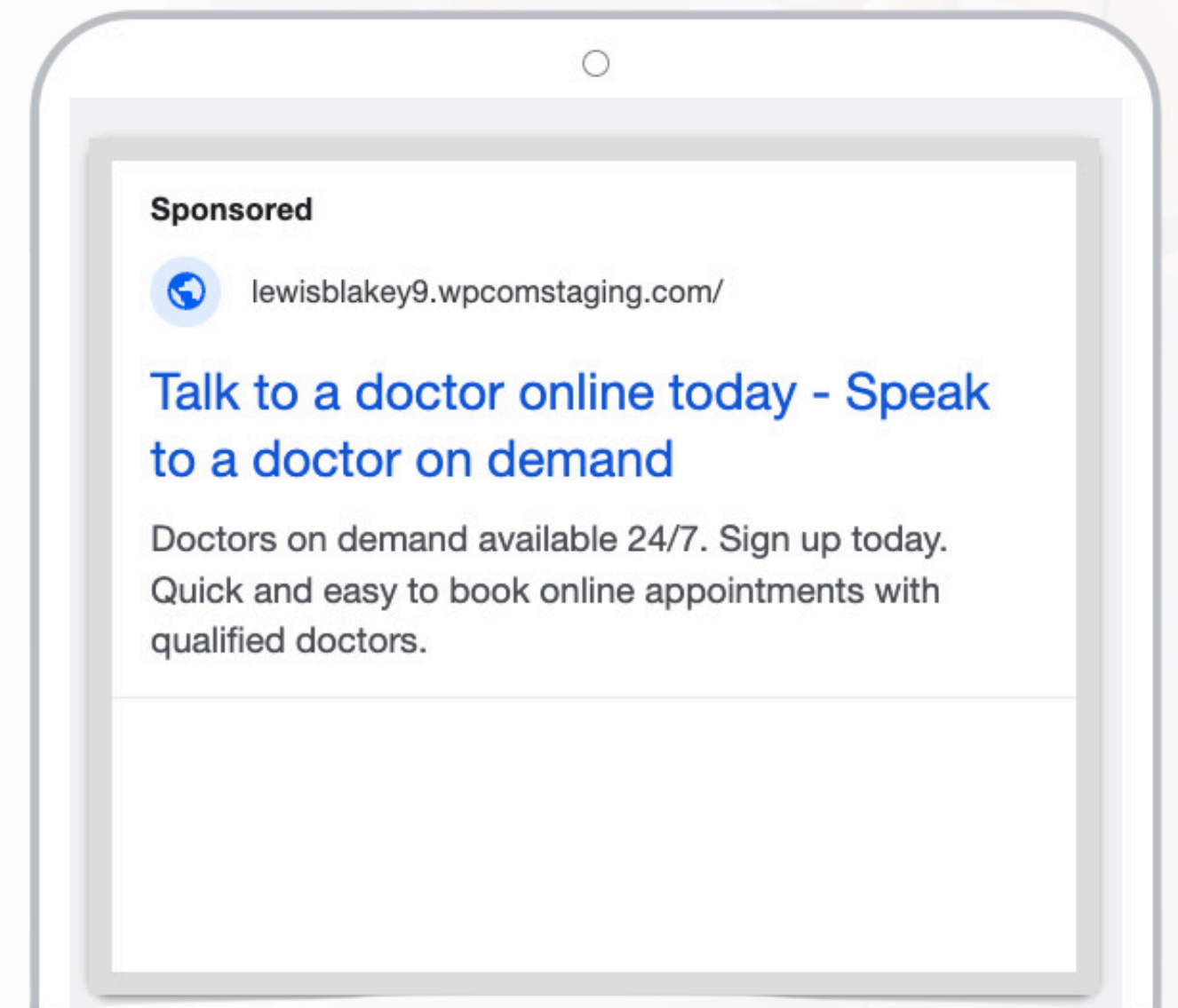
- For the Awareness stage, I decided to focus on building both interest and trust in the brand.
- This decision was made based on competitor research, which showed a level of hesitancy among new patients when exposed to a new healthcare provider.
- The resulting Facebook strategy therefore showcased the brand's credibility (e.g. its highly-qualified staff, positive client experience) to present it as a trustworthy, healthcare provider.

The screenshot shows a Facebook advertisement for 'One Health'. At the top left is the 'One Health' logo, followed by 'Sponsored' and a small globe icon. In the top right corner are a close button (X) and a menu icon (three dots). The main text of the ad reads: 'One Health is proud to work with a fantastic team of highly-trained medical professionals. This means we not only offer you convenient online appointments 24/7, but also a highly comprehensive level of care, thanks to our doctors, dentists and specialists. But who actually are they? Well, here's your chance to meet some of them and get a sense of the kind of care One Health provides..'. Below the text is a large image featuring a circular portrait of a female doctor with her arms crossed. To the left of the circle, the text 'DR ROGERS' and 'ENT specialist for 15+ years' is visible. To the right, 'DR SANCHEZ' is partially visible. At the bottom left, the text 'Meet (some of) our team!' is followed by 'Expert care a...'. At the bottom right, there is a 'Learn more' button and the text 'Meet ou'.

THE SOLUTION: A HIGHLY-TARGETED PAID AD STRATEGY

#4 Developing the Google Strategy

- For the Consideration stage, I decided to emphasise the “convenience” and “ease of use” elements of the brand’s to form a clear USP,
- This was done to directly address the target market’s need for quick and hassle-free healthcare.
- Selecting keywords such as “doctor on demand” and “online consultation” therefore positioned One Health as a clear, convenient solution.



THE RESULTS

#5

Calculating the conversion results

CAMPAIGN	NUMBER OF CONVERSIONS	% CHANGE
Social media	88	+22%
Google	50	+12.5%
TOTAL	138 ✓	+34.5% ✓

The campaign **exceeded** the goal of increasing subscribers by 30%.

In fact, I increased subscribers by 34%.

THE RESULTS

#6 Providing recommendations for optimising

1 Continue to push high-performing campaigns (Partner and Search) to allow the subscriber numbers to increase. Keep an eye on CPA and ROAS, so budgets are used wisely.

2) Consider de-prioritising low ROI display ads and reallocating the resources to other campaigns that showed greater potential based on ROI or conversion rates (Group FB)

3) Improve ad copy or creatives, using A/B testing where relevant, to increase the CTR rates of lower-performing ads (Facebook subscription campaign).

THANK YOU!



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