

# LOCAL HOSPITAL-CASE STUDY

## THE CHALLENGE:

A regional hospital needed to reach consumers across their complex decision-making journey while managing multiple service lines including Cancer Care, Orthopedics, Primary Care, and Specialty Services. Each required different targeting approaches and messaging strategies to reach patients at the right moment. Privacy restrictions limited tracking capabilities, particularly in sensitive areas like Cancer Care. Additionally, the organization needed to balance patient acquisition with healthcare talent recruitment—requiring dual strategies within budget constraints.

## THE STRATEGY:

We took each service line and created a customized multi-channel approach, weighing priority, budget, and the consumer journey for optimal impact. Using Display, OTT/CTV, Facebook Advertising, and Social Management, we developed tailored marketing plans for each service area. While SEM was handled separately by another vendor, we worked closely with them to ensure all products aligned seamlessly. This included additional strategies such as addressable geofencing (AGF) for specialty services like Cancer Care and Orthopedics, expanded recruitment marketing tactics, and enhanced social media strategies to combat algorithm changes—all while maintaining HIPAA compliance and consistent brand presence.

## THE RESULTS:

- 10% increase in overall digital actions (147,436 vs 134,265 previous year)
- 33% increase in display actions (26,727 vs 20,061 previous year)
- Facebook reach increased by 2.63x compared to previous yea. LinkedIn engagement rate reached 10.64% (vs 1.23% industry average)
- Cancer service line generated 52,708 total actions with strategic budget allocation

### HEALTHCARE

#### CHALLENGE

Reach Healthcare Consumers Across Complex Journey While Managing Multiple Service Lines & Recruitment

#### DURATION OF CAMPAIGN: ANNUAL

BUDGET: Varies by Service Line  
Overall Annual is \$350,000 a year  
Using Display/CTV/Facebook Advertising & Social Management

#### RESULTS

- ❑ 10% Increase in Total Actions
- ❑ 33% Increase in Display Actions
- ❑ 2.63X Facebook Reach Growth