

PART 3

One
Health

CASE STUDY



4.7: Performance Report & Case Study



Agenda

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The Journey

The Client

The Challenges

The Solutions

The Creatives

The Outcome



The Client

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One Health is a health-related organization seeking to enhance its digital presence and reach a wider audience through (paid) marketing campaigns across various platforms like Facebook, Instagram, Google, and YouTube.



The Challenges

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Limited Brand Awareness: Promoting a lesser-known brand requires extra effort to gain visibility and trust among the target audience. Establishing credibility and recognition might take time.

Competitive Landscape: Entering a market with established competitors necessitates finding unique selling points and strategies to stand out among similar offerings.

Audience Understanding: Understanding the audience's preferences, behaviors, and needs could be challenging, especially when there's limited historical data available for analysis.

Content and Messaging: Crafting compelling content and messaging that resonates with the audience while aligning with One Health's brand identity might pose challenges.


Budget Constraints: Working with a new brand often means a limited initial budget. Optimizing the budget for maximum impact while testing

Measuring Success: Determining the key performance indicators (KPIs) and accurately measuring campaign success without previous





The Solutions



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Build Brand Awareness: Invest in a comprehensive branding strategy that includes content marketing, social media engagement, influencer partnerships, and PR efforts to increase brand visibility and credibility.

Audience Research: Conduct thorough market research, surveys, and user interviews to understand the target audience's needs, preferences, and pain points. Use this information to tailor campaigns effectively.

Budget Optimization: Focus on cost-effective marketing channels initially and gradually allocate budgets based on the success of specific campaigns. Utilize platforms that offer targeted and measurable advertising to optimize spending.

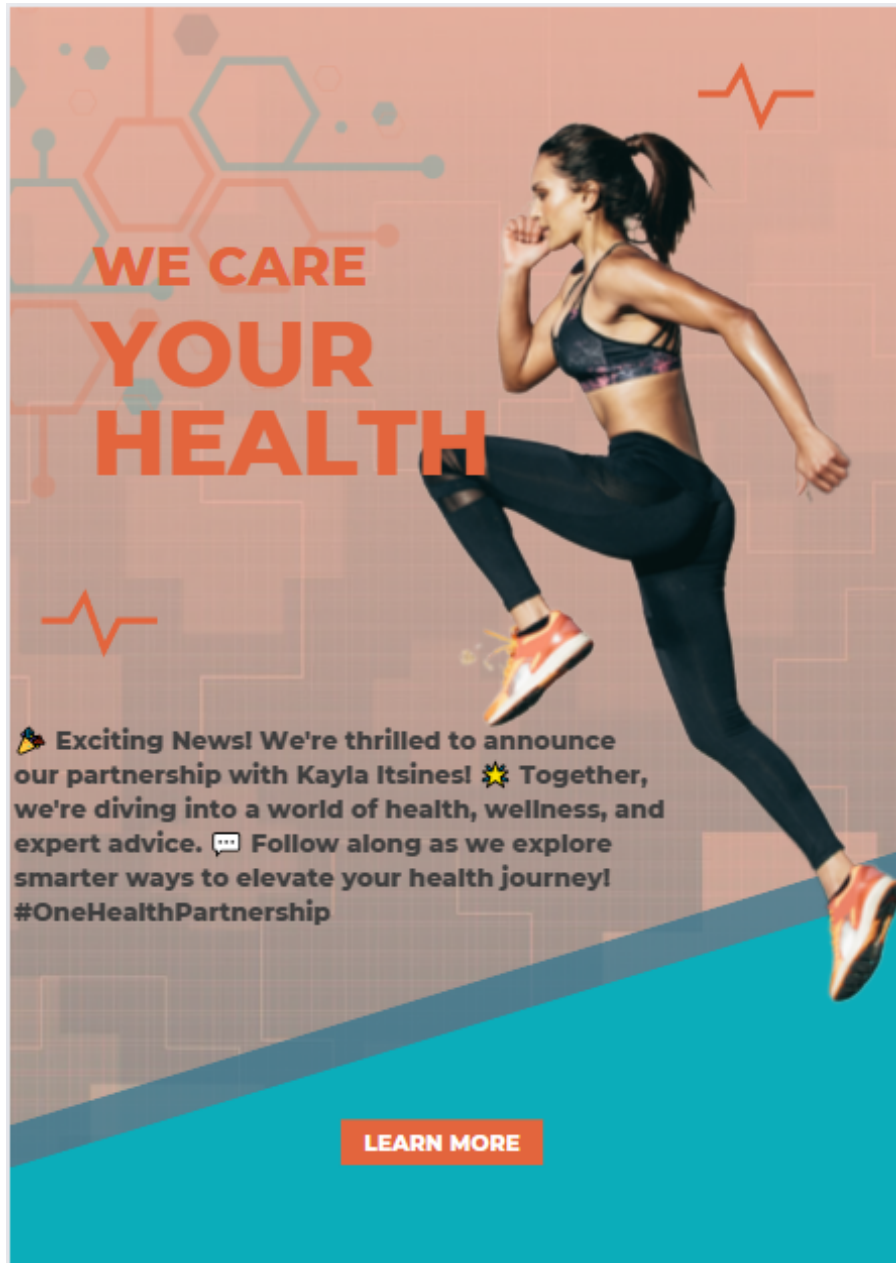
Content Development: Create engaging and informative content that educates the audience about One Health's services, benefits, and values. Ensure consistency in brand messaging across all marketing materials.

Engagement and Feedback: Encourage audience interaction through social media, community engagement, and feedback mechanisms. Listen to customer feedback and adapt campaigns accordingly.

Agility and Adaptability: Stay flexible and open to adapting strategies based on market changes, emerging trends, and audience feedback to remain relevant and competitive.

The Creatives

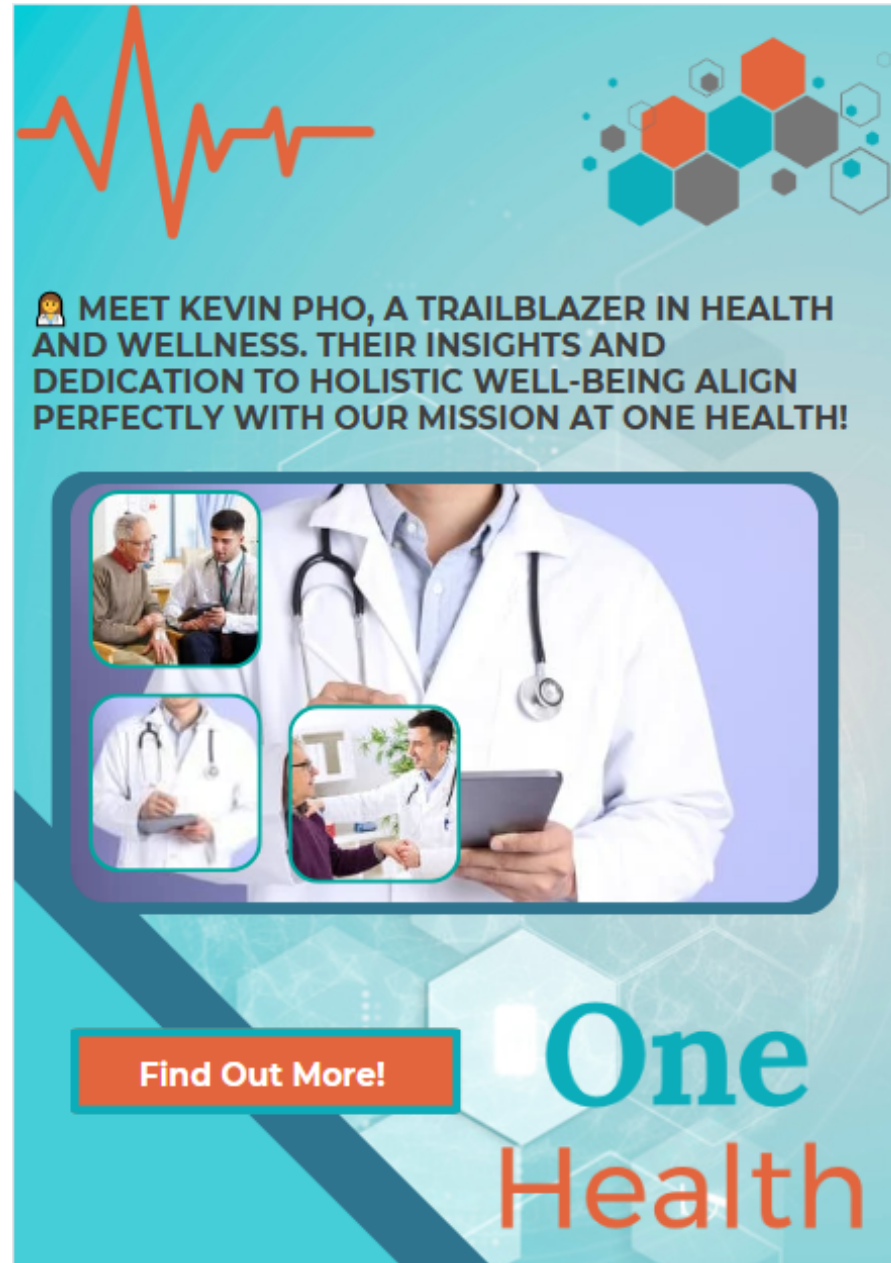
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**WE CARE
YOUR
HEALTH**

📢 Exciting News! We're thrilled to announce our partnership with Kayla Itsines! 🌟 Together, we're diving into a world of health, wellness, and expert advice. 💬 Follow along as we explore smarter ways to elevate your health journey! #OneHealthPartnership

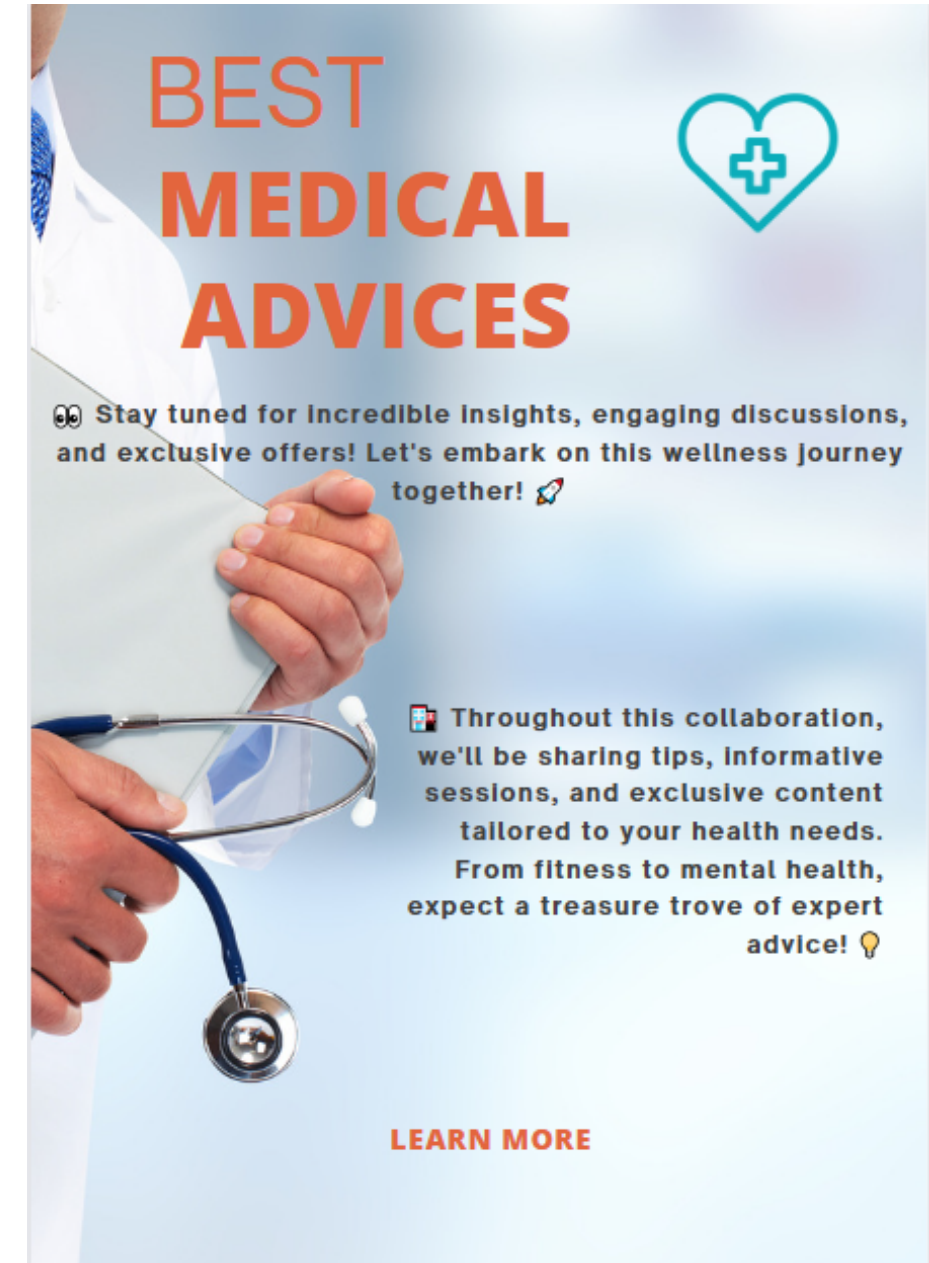
[LEARN MORE](#)



👤 MEET KEVIN PHO, A TRAILBLAZER IN HEALTH AND WELLNESS. THEIR INSIGHTS AND DEDICATION TO HOLISTIC WELL-BEING ALIGN PERFECTLY WITH OUR MISSION AT ONE HEALTH!

[Find Out More!](#)

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**BEST
MEDICAL
ADVICES**

👂 Stay tuned for incredible insights, engaging discussions, and exclusive offers! Let's embark on this wellness journey together! 🚀

📺 Throughout this collaboration, we'll be sharing tips, informative sessions, and exclusive content tailored to your health needs. From fitness to mental health, expect a treasure trove of expert advice! 💡

[LEARN MORE](#)

The Creatives

[Click here to watch Video Ad #1](#)

#1

Are you in urgent need of a doctor but have to schedule an appointment?



Would you like to learn more about our outstanding personnel?



“A healthy Mind is only fit to a Healthy Body”
Socrates.



One Health

Quench Your Health, Quench Your Thirst.

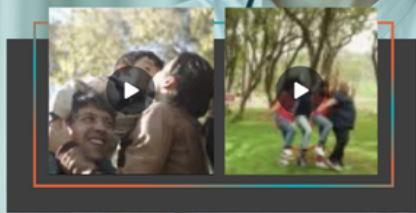


One Health



[Click here to watch Video Ad #2](#)

One Health
KEEP YOUR DREAMS GOING



The Outcome

Campaign	SUM of Impressions	SUM of Clicks	SUM of Ad Spend
conversion-campaign-group-subscriptions	71376	419	462.80
conversion-campaign-partner-subscriptions	190062	1379	1010.85
conversion-campaign-personal-subscriptions	152049	703	1024.25
Grand Total	413487	2501	2497.90

Campaign	Platform	SUM of Conversions	SUM of Revenue
conversion-campaign-group-subscriptions	Facebook	15	2250
	Instagram	10	1500
conversion-campaign-group-subscriptions Total		25	3750
conversion-campaign-partner-subscriptions	Facebook	30	2970
	Instagram	10	990
conversion-campaign-partner-subscriptions Total		40	3960
conversion-campaign-personal-subscriptions	Facebook	12	720
	Instagram	11	660
conversion-campaign-personal-subscriptions Total		23	1380
Grand Total		88	9090

Campaign	Impressions	Clicks	Ad spend	Conversions	Revenue
Display Campaign	157,890	897	400.00	10	975
Search Campaign	204,770	1,015	695.88	37	3732
Youtube Campaign	23,883	33	42.23	3	258

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Grand Total	413487	2501	2497.90	88	9090

CPA	CTR	CPC	Conversion Rate	ROI
18.52	0.58	\$1.10	5.96	709.93%
25.27	0.72	\$0.73	2.9	292.07%
44.52	0.46	\$1.46	2.25	34.76%



The Journey

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Our journey with One Health embodies an evolution rooted in innovation and collaboration. From a nascent idea to a dynamic brand, we've navigated the uncharted waters of the healthcare industry together. Through strategic marketing, data-driven insights, and a shared vision, we've fostered growth, turning challenges into opportunities. Our partnership reflects a commitment to excellence, constantly evolving strategies to meet the ever-changing landscape. Together, we've forged a brand that resonates, impacting lives and creating a legacy in the healthcare space.



Thank You

For Your Time