



# ONE HEALTH CASE STUDY

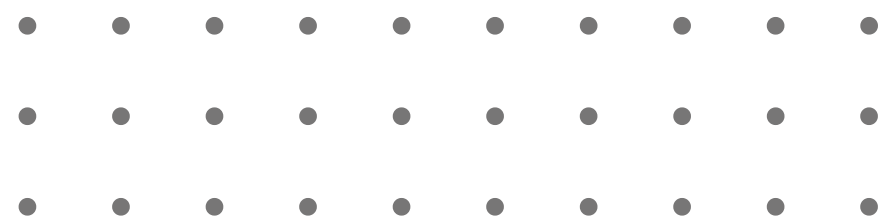


# THE CLIENT

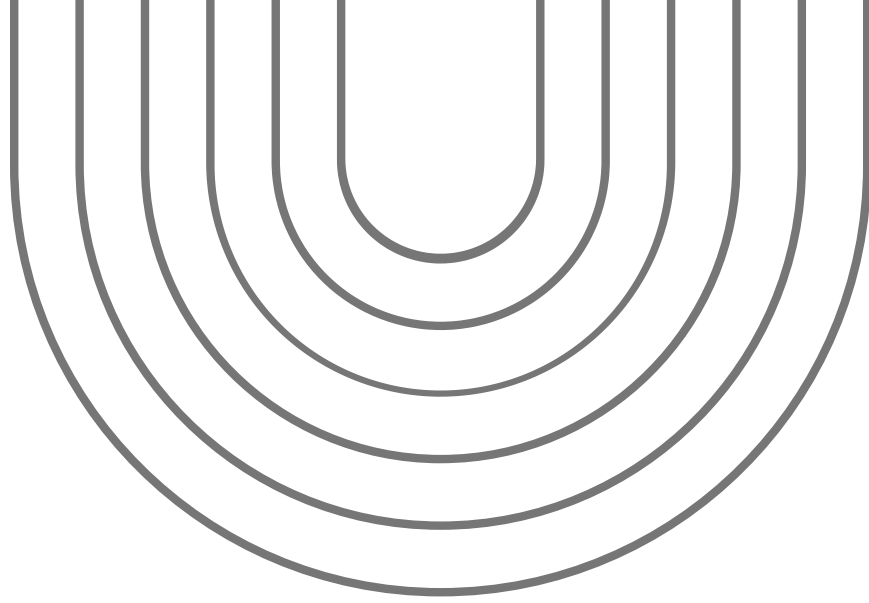
**One Health**, a general hospital in NYC, is transitioning into a health subscription service with a focus on digital services.

They wanted to raise awareness about its brand and increase subscriptions.

**They have increased the number of subscribers by 34.5% in 1 month with the digital marketing strategies implemented**



# CHALLENGES & SOLUTIONS



# CHALLENGES

Low Brand Recognition

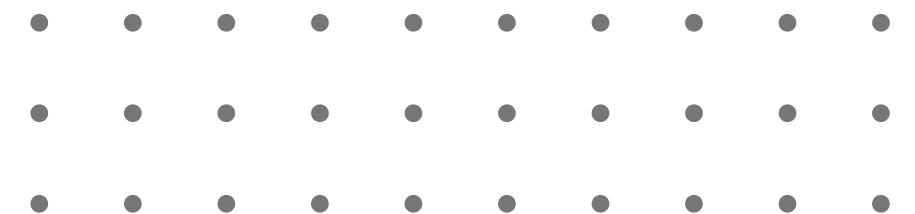
Establishing a Trustworthy  
Digital Presence

Educating on Digital Services

# SOLUTION

One Health needed to create a reliable digital presence by highlighting the expertise of its professionals and showcasing medical treatments and research progress.

Teaching people how to use their digital service and demonstrating the benefits of their 24/7 doctor consultation subscriptions..



# ONE HEALTH USERS

**Busy Professionals:** They seek quick, high-quality health solutions that fit seamlessly into their busy schedules.

**Parents:** They look for reliable and accessible healthcare options to address their family's health needs promptly

**HR Managers in Small Companies:** Interested in benefits that align with technology and innovation, enhancing the overall health offerings for their teams.

• • • • • • • • • •  
• • • • • • • • • •  
• • • • • • • • • •



# THE CONTENT STRATEGY APPLIED TO PAID ADS

## Paid Marketing Strategy

### Awareness

Showcase the simplicity of having an online consultation with One Health, highlighting the expertise and attentiveness of our doctors.

#### Facebook

Emphasize the convenience of having your medical history readily accessible

#### Instagram

Imagery of people experiencing and consultation with their doctor through One Health App.

### Consideration

Encourage the audience to consider a healthier lifestyle in today's fast-paced world.

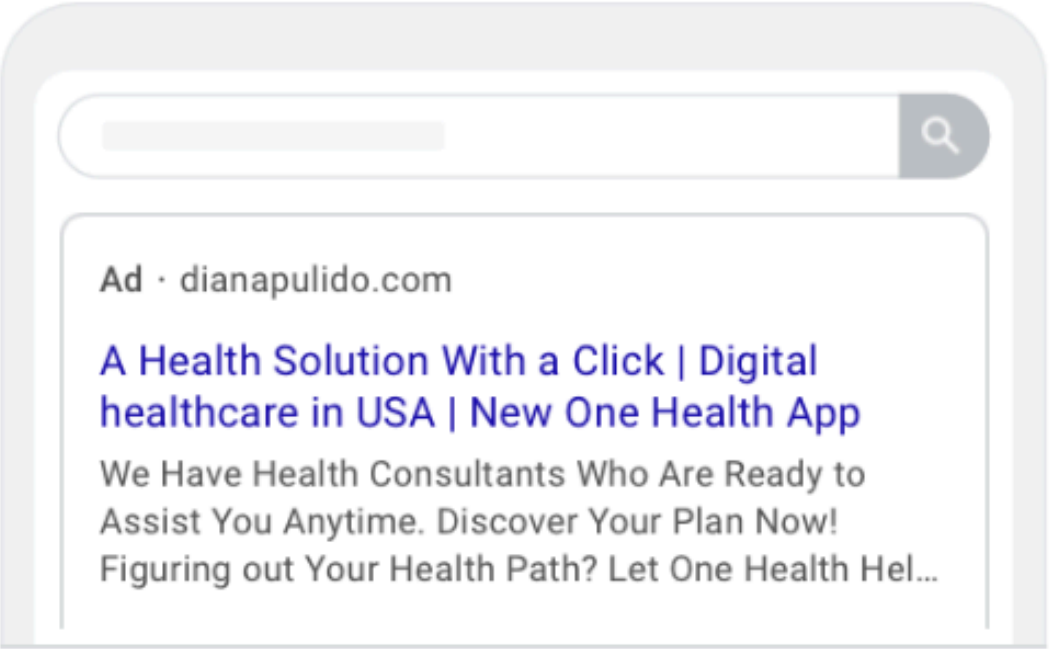
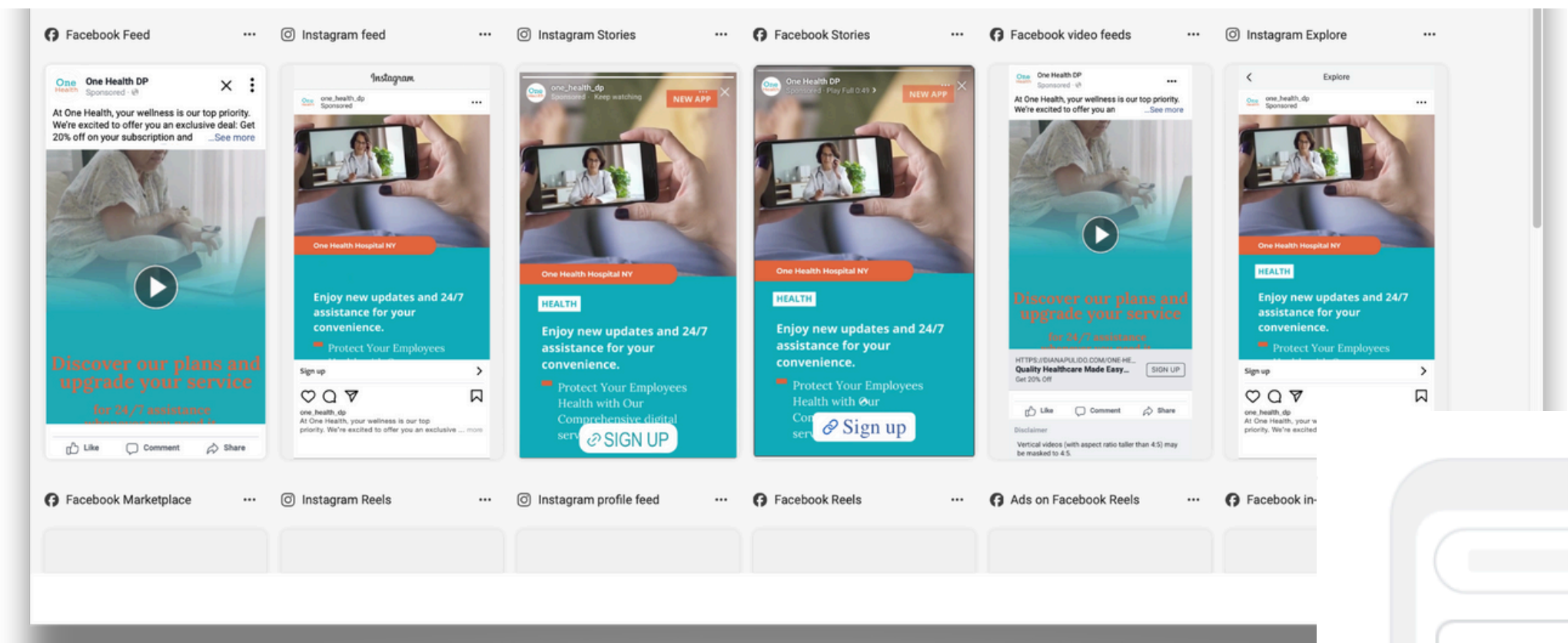
#### Google Display

Share practical tips and highlight One Health's services

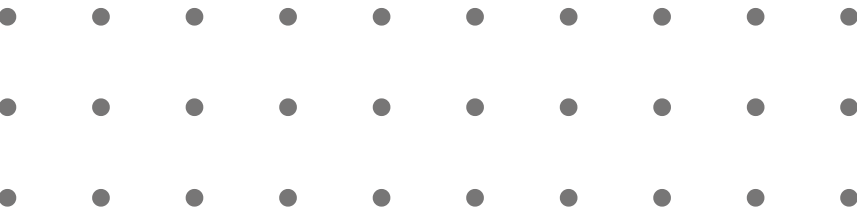
#### Google Search

Most suitable keywords considering our target persona and their interests.

# Launched Ads



Assets can be shown in any order, so make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad.



# THE RESULTS

One Health



**34.5%** INCREASE IN  
ONE HEALTH  
SUBSCRIPTIONS

The Partner and Group Subscription campaigns on Facebook proved to be the most profitable. The Group Subscriptions campaign delivered the highest **ROI at 710.2%**

# Results on Facebook campaigns

3.5%

Conversion Rate

---

263.9%

ROI

# Results on Google campaigns

2.5%

Conversion Rate

---

336.2%

ROI