



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.

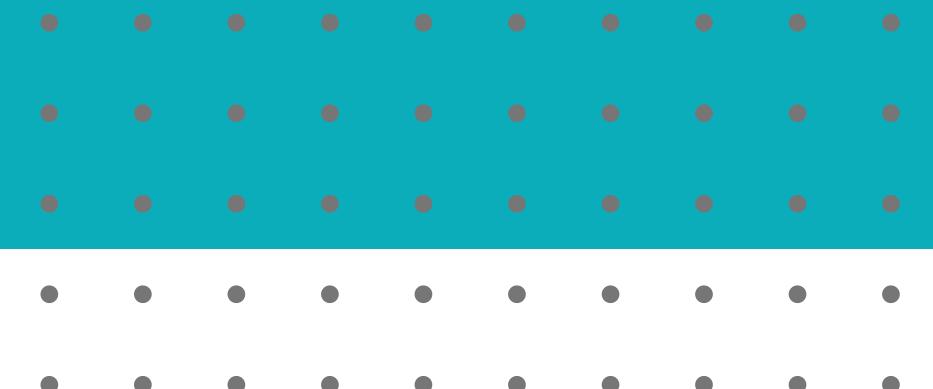
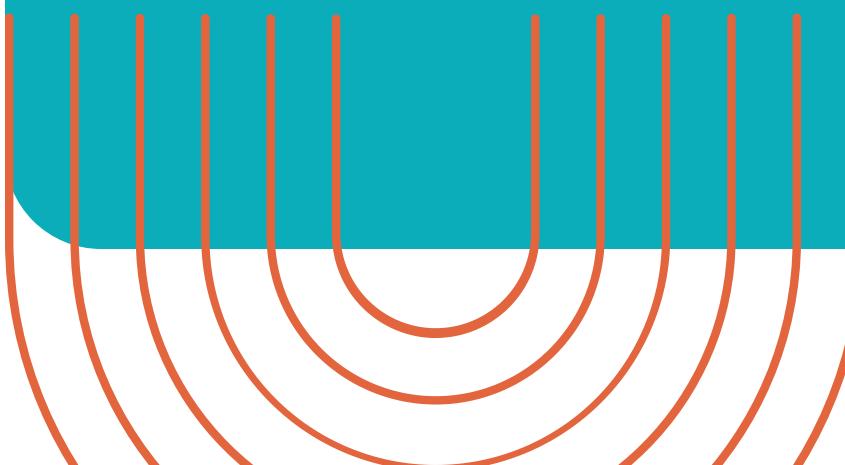
They wanted to raise awareness about its brand and increase subscriptions.

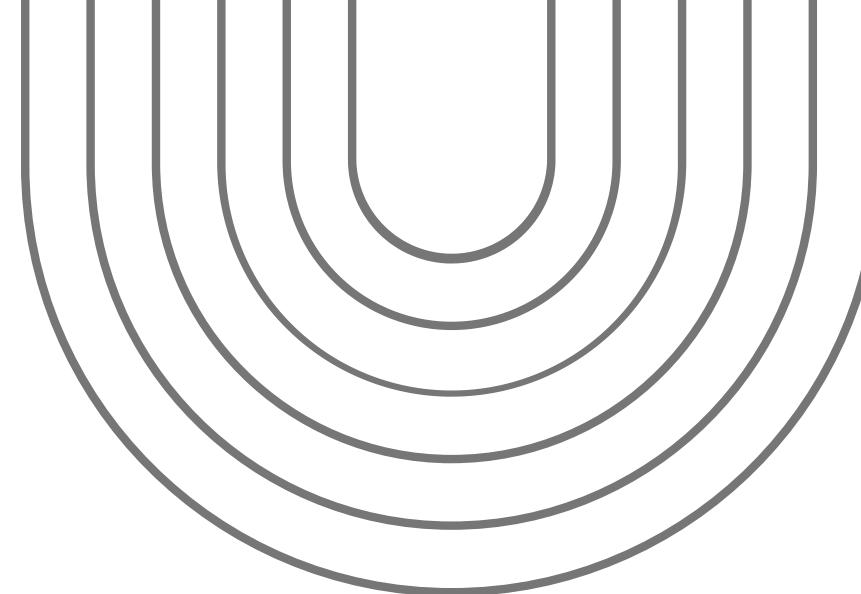
They have increased the number of subscribers by 34.5% in 1 month with the digital marketing strategies implemented

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CHALLENGES & SOLUTIONS





SOLUTION

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

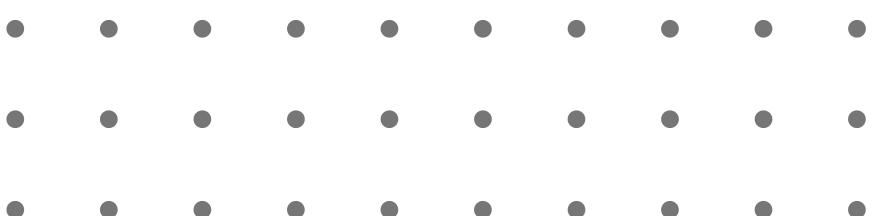
CHALLENGES

Low Brand Recognition

Establishing a Trustworthy
Digital Presence

Educating on Digital Services

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.

A 3x10 grid of 30 black dots, arranged in three horizontal rows and ten vertical columns. The dots are evenly spaced and have a consistent size and color.

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

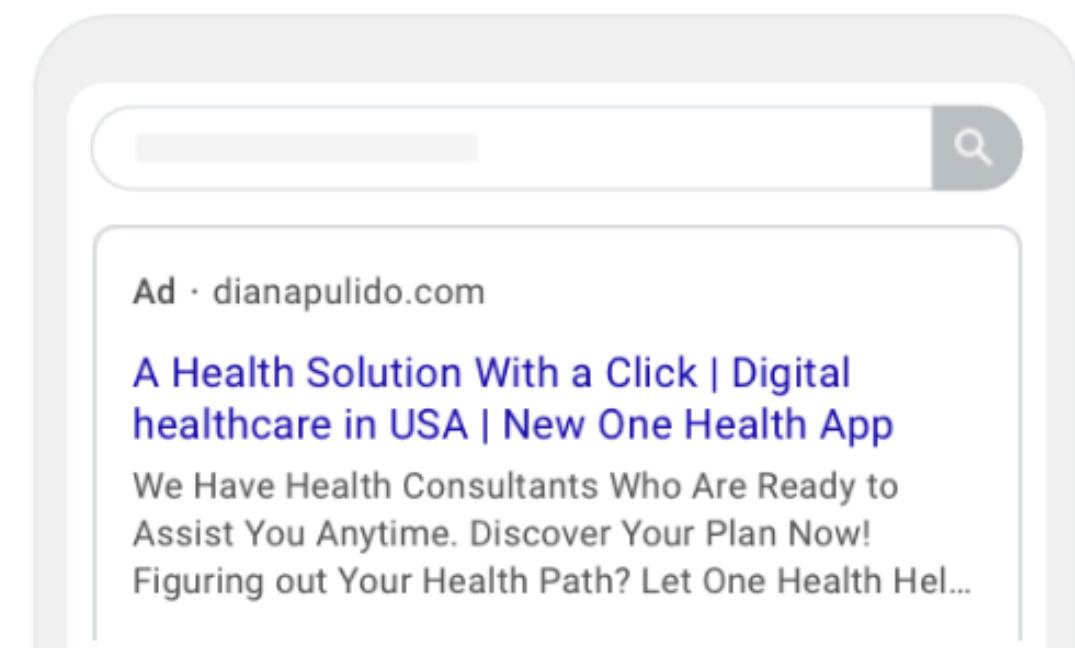
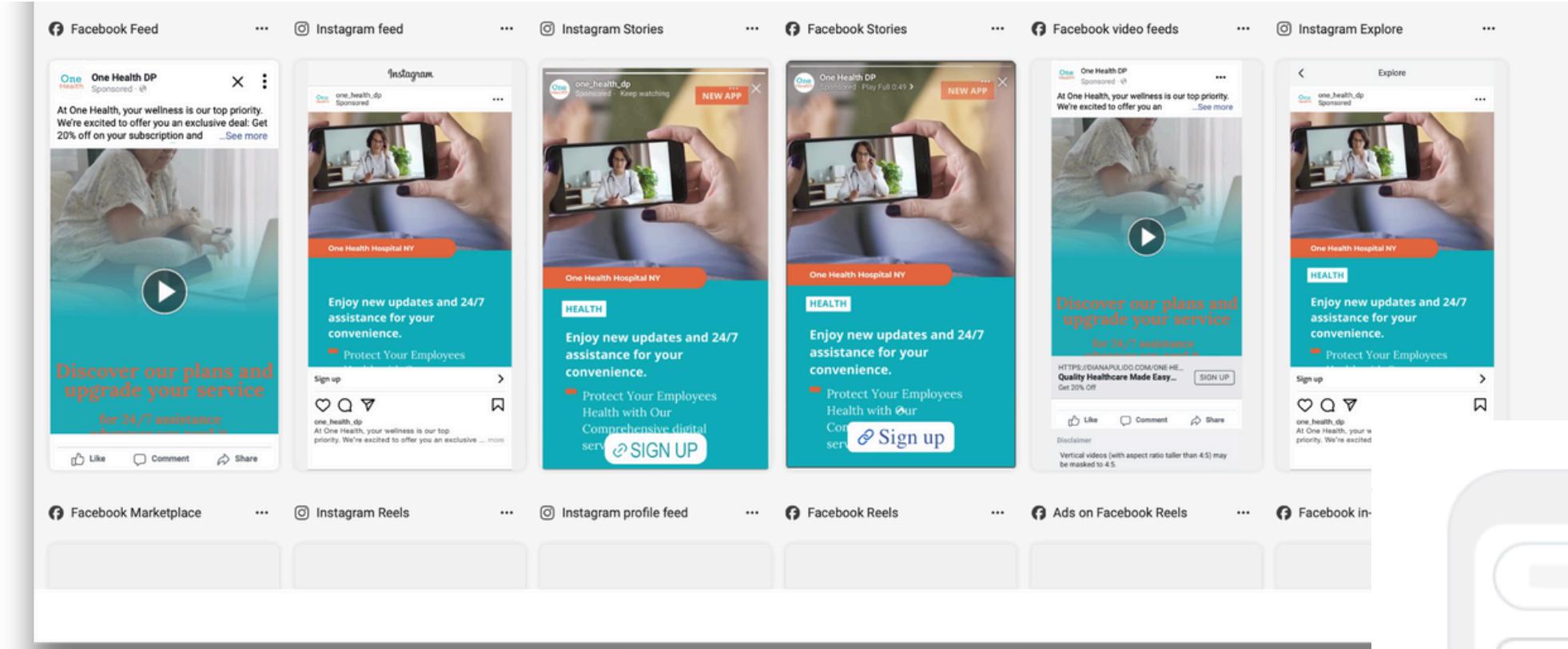
Encourage the audience to consider a healthier lifestyle in today's fast-paced world.

Google Display Google Search

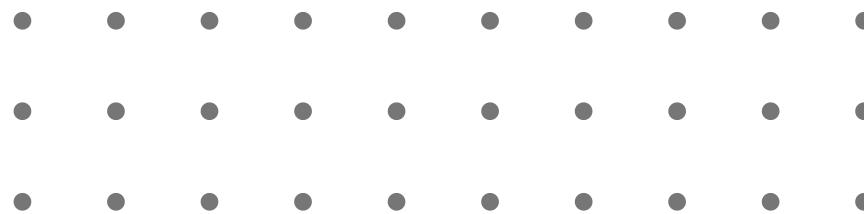
Share practical tips and highlight One Health's services

Most suitable keywords considering our target persona and their interests.

Launched Ads

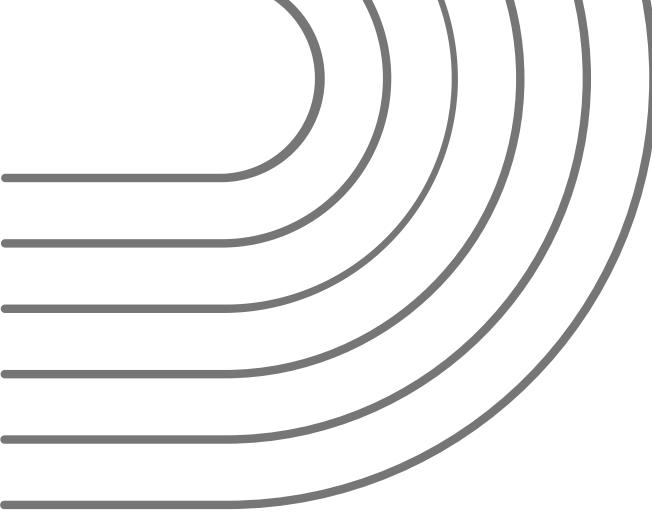


Assets can be shown in any order, so make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad.



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