

# Case Study: Social Media Marketing Strategy

One  
Health

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ACHIEVEMENT 3

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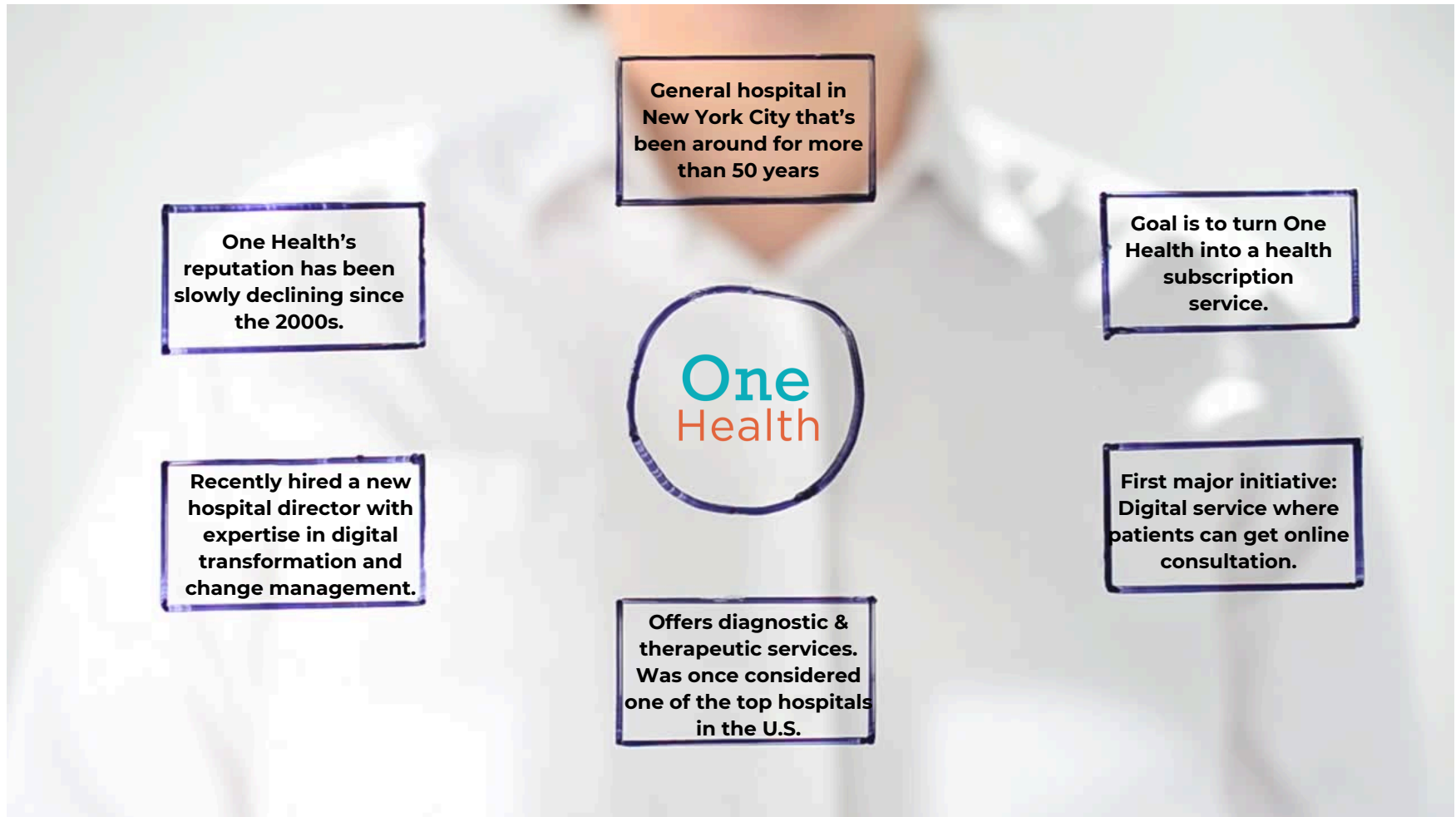
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# Client Overview



# Client goals and my role



## What

Building awareness on social media by focusing on One Health's new digital services and app.



## How

Launching a series of social media content over one month, ensuring a consistent look and brand recognition.



## Why

Aiming at expanding the customer base and becoming a top brand in the digital healthcare industry.



## My role as an agency & deliverables

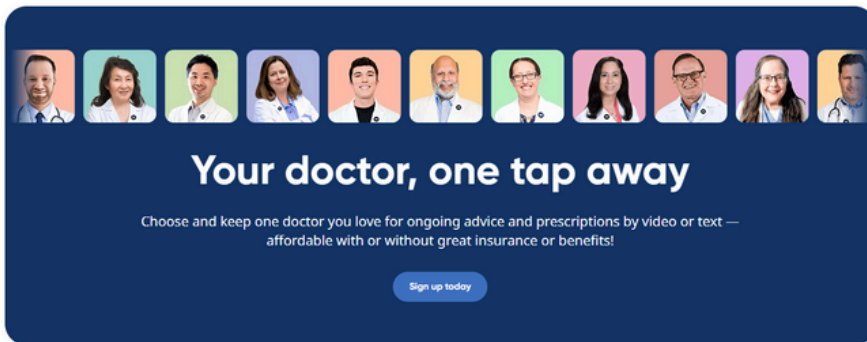
- Multi-platform social media marketing strategy (Facebook, Instagram, Twitter)
- Creative social media marketing content concept and content pillars
- Content plan and content calendar
- Expanded brand guidelines for social media content
- Client presentation of strategy, branding, and content plan
- On-brand social media content for each platform
- On-brand video content for social media
- Social media playbook and community management guidelines
- Active engagement with social media community
- Growth strategy pitch
- Case study



# Competitor analysis

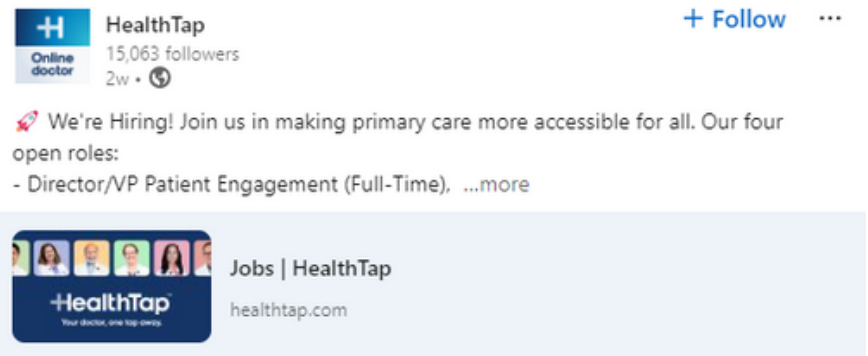
**HealthTap**

Online doctor visits you can afford



## KEY FINDINGS:

- Customer reviews on the website
- Social media channels mentioned on the website: X, LinkedIn, but Facebook and Instagram can be found too (although they haven't been updated since March)
- Current approach seems to be focusing on the B2B market



- **LinkedIn:** Company insights, articles about virtual health, job ads.
- **X:** Company news, customer reviews, research and current topics from the industry

Screenshots: HealthTap website and social media channels

# Content planning and calendar





# Target audience

**Rob (28, HR Manager):** Looking for a cost-effective health partner for his company, balancing employee well-being with other demands and limited budgets.

**Marnie (42, IT Manager):** A professional who prioritizes her health, tech-savvy, and seeks efficient solutions for her lifestyle.

**Sica (35, New parent/Business owner):** Prioritizes her family's health, is interested in health and natural solutions, seeks accessible health services and community support.

**Bob (65, Retiree):** He avoids complex health services due to anxiety, values simple and practical solutions, enjoys outdoor lifestyle and family time, and is a bit skeptical towards digital health services.

# Content pillars

## INTERNAL COMPANY UPDATES

## EXTERNAL COMPANY UPDATES

## HEALTH INFO AND EDUCATION



### PURPOSE

Promote One Health as a company and reliable organization in the eyes of potential job candidates, B2B clients looking for a health care partner and investors.

Demonstrate One Health as a reliable source of information and expertise, showcase positive impact on customers' lives

Educate and inform audience, highlight the importance of self-care and health awareness from the primary care perspective



### HASHTAGS

#lifeatOneHealth  
#OneHealthnews

#virtualhealth  
#digitalhealth

#primarycare  
#healthcare  
+ any relevant hashtags from other sources



### CONTENT IDEAS

- Job ads
- Staff introductions
- Product updates and discounts (e.g. subscription model)
- Company announcements regarding financials, leadership etc.

- Events and webinars
- Service updates and discounts (e.g. scope of our services or areas of our expertise)
- App promo and how to use our services on a practical level, FAQ
- Customer reviews and testimonials

- Visuals, infographics and tips on different topics
- Health related national/international campaigns
- Trustworthy content, e.g. articles and research, created by external sources

# Social media Do's & Dont's


## Do's

- ✓ Educating and informing broad audience by sharing facts in a respectful and professional way
- ✓ Using inclusive language and imagery across all the platforms
- ✓ Showcasing our expertise by sharing webinars, articles etc. created by One Health experts (company calendar)
- ✓ Sharing valuable health related info created by trustworthy organizations (company calendar)
- ✓ Sharing images of our people with text, staff introductions (doctor photos folder)
- ✓ Sharing anonymous customer testimonials (project brief)
- ✓ Promoting events and webinars beforehand and sharing snapshots/clips from webinars afterwards
- ✓ Promoting open jobs in the company
- ✓ Sharing company news and product updates according to each channel's purpose and target audience
- ✓ Implementing best practices across all platforms and constantly researching social media trends

## Dont's

- ✓ No personal medical advice via social media channels; instead directing potential customers to our service support
- ✓ No content sharing from unreliable sources
- ✓ No content including intimidating assumptions or stereotypes
- ✓ No political views or opinions
- ✓ No exclusive language or imagery
- ✓ No paid advertisement on any channel that is against the platform's rules and policies
- ✓ No competitors mentioned, tagged etc. directly

# Content calendar

	A	B	C	D	E	F	G	H	I
1	Pillars colors:	Internal company updates	External company updates	Health info and education					
2									
3	WEEK 1	Date	Time	Copy for Facebook	Copy for Instagram	Copy for Twitter	Images / Links / Source	Example visual (all image formats in Google Drive folder, link on the left)	Alt text
4	MONDAY	07.10.2024	15:00	Have you already heard about One Health app? With One Health, you can have your appointment with your health care expert online or via phone; anywhere, anytime. Our experts are just a few clicks away as you may easily book your appointment in our app. Our new Group Subscription model is now out, allowing small businesses to bring their employees into a company plan with One Health. This is an amazing opportunity to take care of your company's most important asset, your people. We offer 20% off for all companies who subscribe to the group plan until 15th of October. Taking care of your health	Have you already heard about One Health app? With One Health, you can have your appointment with your health care expert online or via phone; anywhere, anytime. Our experts are just a few clicks away as you may easily book your appointment in our app. Our new Group Subscription model is now out, allowing small businesses to bring their employees into a company plan with One Health. This is an amazing opportunity to take care of your company's most important asset, your people. We offer 20% off for all companies who subscribe to the group plan until 15th of October. Taking	With One Health, you can have your appointment with your health care expert online or via phone; anywhere, anytime. Our new Group Subscription model is now out, allowing small businesses to bring their employees into a company plan. An amazing opportunity to take care of your company's most important asset, your people. Check more info on our web site. #OneHealthnews #OneHealth #digitalhealth #primarycare #discount	<a href="https://drive.google.com/drive/folders/1X4GjwAtIzV_y_Cf0SwmULMvGWNQQFw5?usp=drive_link">https://drive.google.com/drive/folders/1X4GjwAtIzV_y_Cf0SwmULMvGWNQQFw5?usp=drive_link</a>		Smart phone with One Health app, office view in the background. Other half of the image text: 20% off for all the companies subscribing to the new group plan.

# Social Media Branding



**Tools & resources used in  
content creation:**

Canva  
Animoto  
Pexels



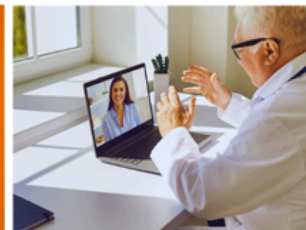
# Moodboard



minimalistic  
home  
friendly  
airy

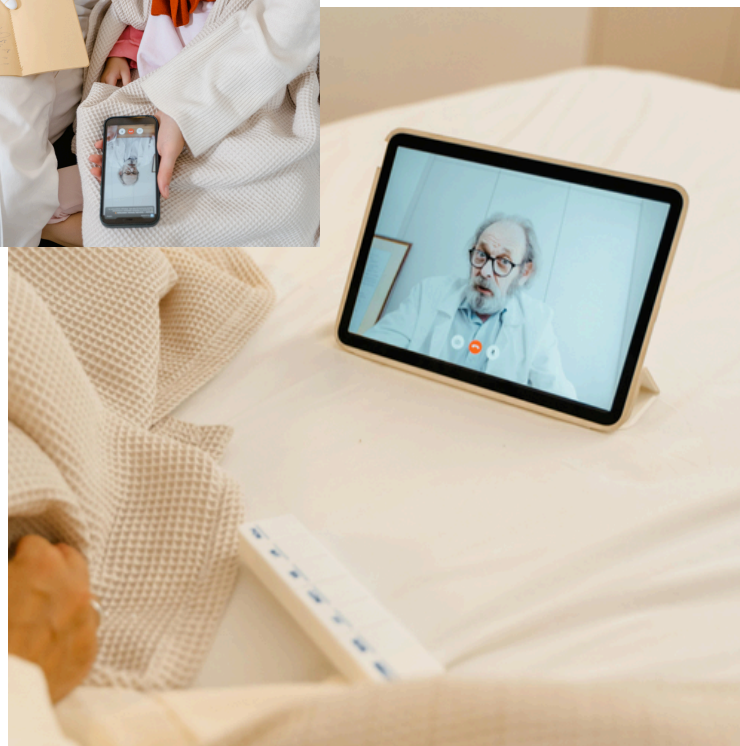
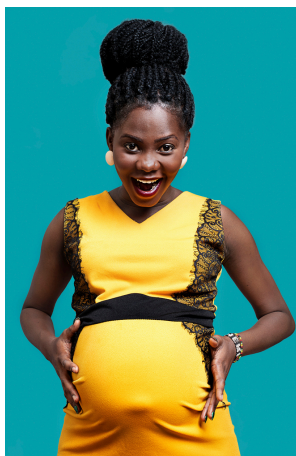
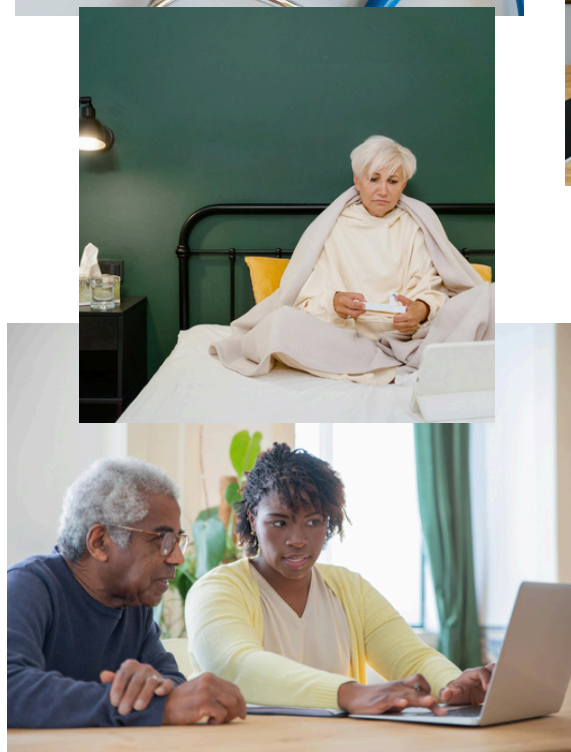


# One Health





# Image library



# Image Guidelines

1

## STYLE

- Simple & clear messaging
- Representing both our diverse clientele and employees
- Reflecting health as a serious topic, but in a friendly, easily approachable way
- Minimalistic and airy setting
- Usage of our brand colors when possible

2

## CONTENT

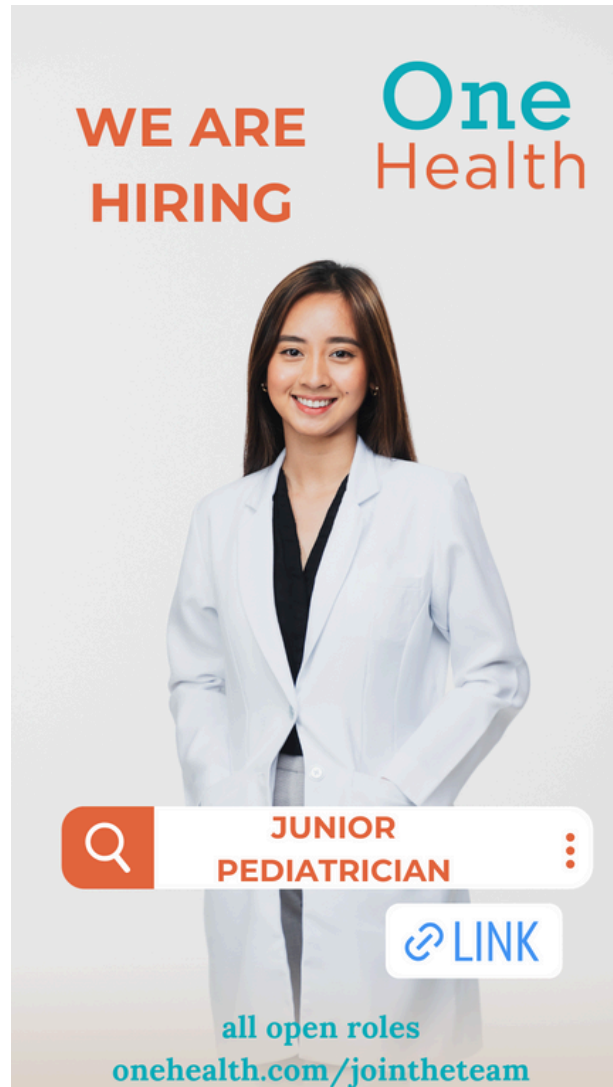
- Health care professionals
- Buyer persona-relatable people
- Medical equipment
- Digital communication & tools
- Healthy lifestyle
- Mockups of our app and platform

3

## LOGO

- An integral part of our brand identity and should be used thoughtfully and consistently
- Intended to be used on lighter backgrounds and images in order to maintain legibility
- Clear space around the logo that isolates it from competing graphic elements such as texts and photographs

# Template example



## Pillar

Internal Company Updates

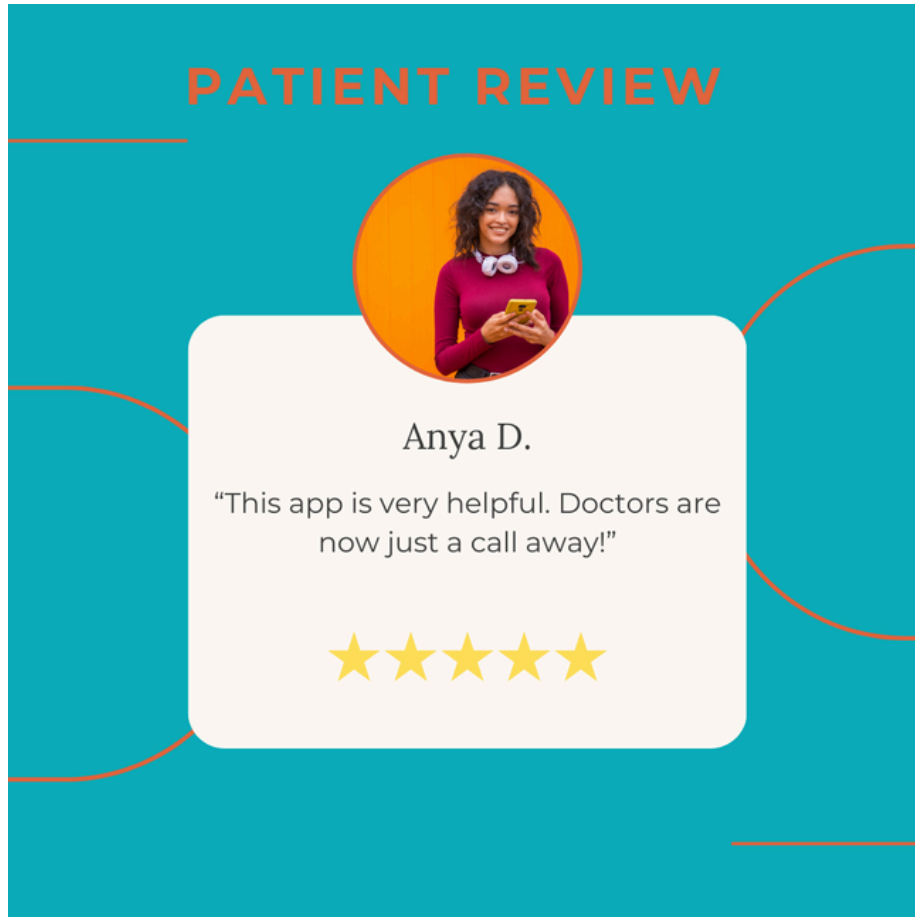
## Purpose

Promote One Health as a company and reliable organization in the eyes of potential job candidates, B2B clients looking for a health care partner and investors.

## This template to be used

Instagram Stories

# Template example



## Pillar

External Company Updates

## Purpose

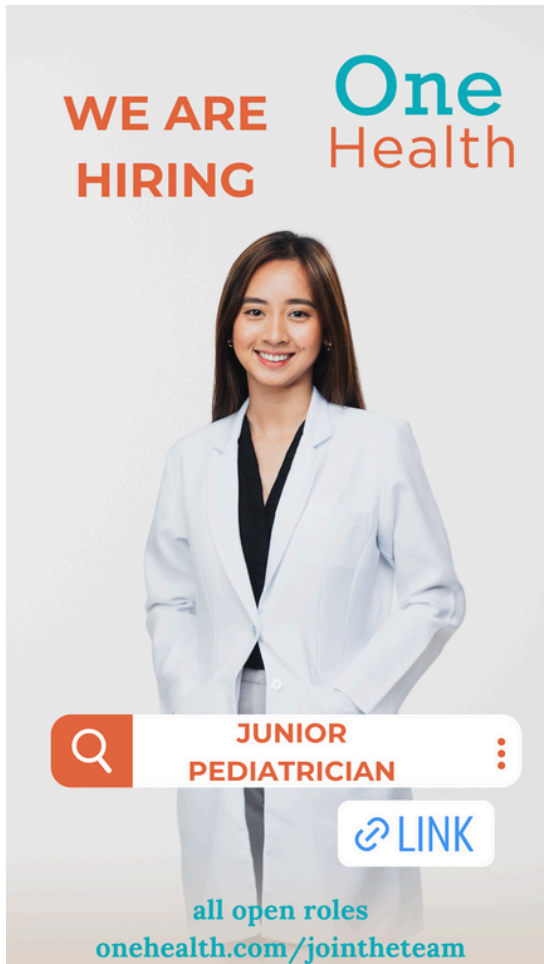
Demonstrate One Health as a reliable source of information and expertise, showcase positive impact on customers' lives

## This template to be used

Instagram post

# Adapting templates

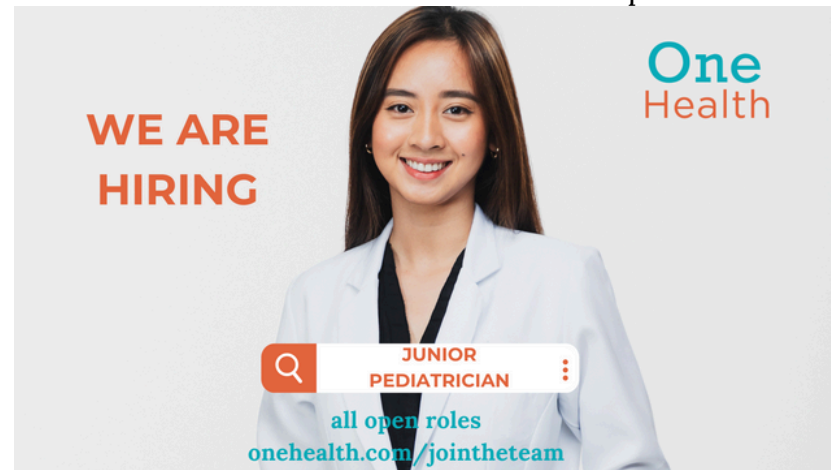
Instagram Story



Facebook post



X post







# Video content creation

## Brainstorming:

- The main goal is to launch on Facebook and Instagram (more video-oriented than X).
- Format: Recorded video
- Theme: Announcement
- Content pillar: Internal company updates
- Goal: To increase awareness around One Health's new service model
- Length: Max 30 seconds (because this is an ideal length for Instagram, but also long enough to work well on Facebook).
- Video size in Animoto: 1:1 Square, good for Instagram and Facebook in general
- Branding: Main brand colors, One Health logo at the beginning & end, airy and fresh imagery with diverse people.
- Audio: Royalty-free music from Animoto. The song needs to be appropriate for a healthcare brand, give calm, and give a trustworthy feeling, nothing too dramatic or groovy.
- Style: Friendly, easily accessible, encouraging
- Hook: Honoring the roots of a well-known, traditional hospital and embracing the new chapter of the company.

## Video storyboarding::

Scene #	Audio	Visuals	Text	Duration
1	Royalty-free music, one soundtrack for the whole video. The song needs to be something calm and appropriate for a health care brand.	One Health logo and image of an employee of the team 	"Taking care of your health has never been easier"	3 sec
2		Short text explaining the new era in One Health hospital's history (source: project brief)	"After 50 successful years in health care, it is time to turn over a new leaf in our hospital's history"	6 sec
3		Stock image of an ipad or smart phone with a doctor on a video call 	"Online consultations"	3 sec
4		Stock image of a nurse or doctor on the phone	"Voice or video call"	3 sec

**Watch the final video:**

<https://animoto.com/play/Gi411LNEoovgGHRHEKPACw>

# Community Management



# Best practices

## RESPONDING IN A TIMELY AND ORGANIZED MANNER

- We respond to all appropriate comments
- We aim to respond within 24 hours during business days. Sometimes, we need more time for our answers; in that case, we let the person know we are on it, and our goal is to respond to them as soon as possible. Our goal is to respond in a week.
- Completely inappropriate (e.g., racist, hate speech, harassment), or spam comments can be deleted without responding to them. However, the post should still be monitored carefully after this.
- If a negative comment or feedback includes personal health information, we always try to take it offline and proceed with the right department/team.
- We have a straightforward process as well as defined roles and responsibilities
- All our communication, including social media responses, needs to be aligned with current law and regulation, and ethics in the health care industry as well as social media platforms' guidelines.
- We follow our internal social media do's and don'ts in all online communication.

## SAYING THANK YOU AND WE'RE SORRY

- We always show appreciation for people taking their time to share a comment by liking their positive comments and responding to them.
- If we have the user's consent, we share the positive feedback on our channels.
- Sometimes, we must say we're sorry, even if it's just about being sorry that they are not happy.
- With an apology, we provide the next steps for resolving the issue privately/offline.

## KEEPING OUR TONE AND VALUES IN MIND

- We live by our values and use our tone of voice when responding.
- In case of any false information shared in the comments, or other mistakes, we correct them politely.
- Our style is clear, concise and human, confident but never arrogant, conversational but always appropriate and respectful, intelligent, but not intellectual, helpful but never overbearing.
- We don't use aggressive language and avoid engaging in argumentative communication.

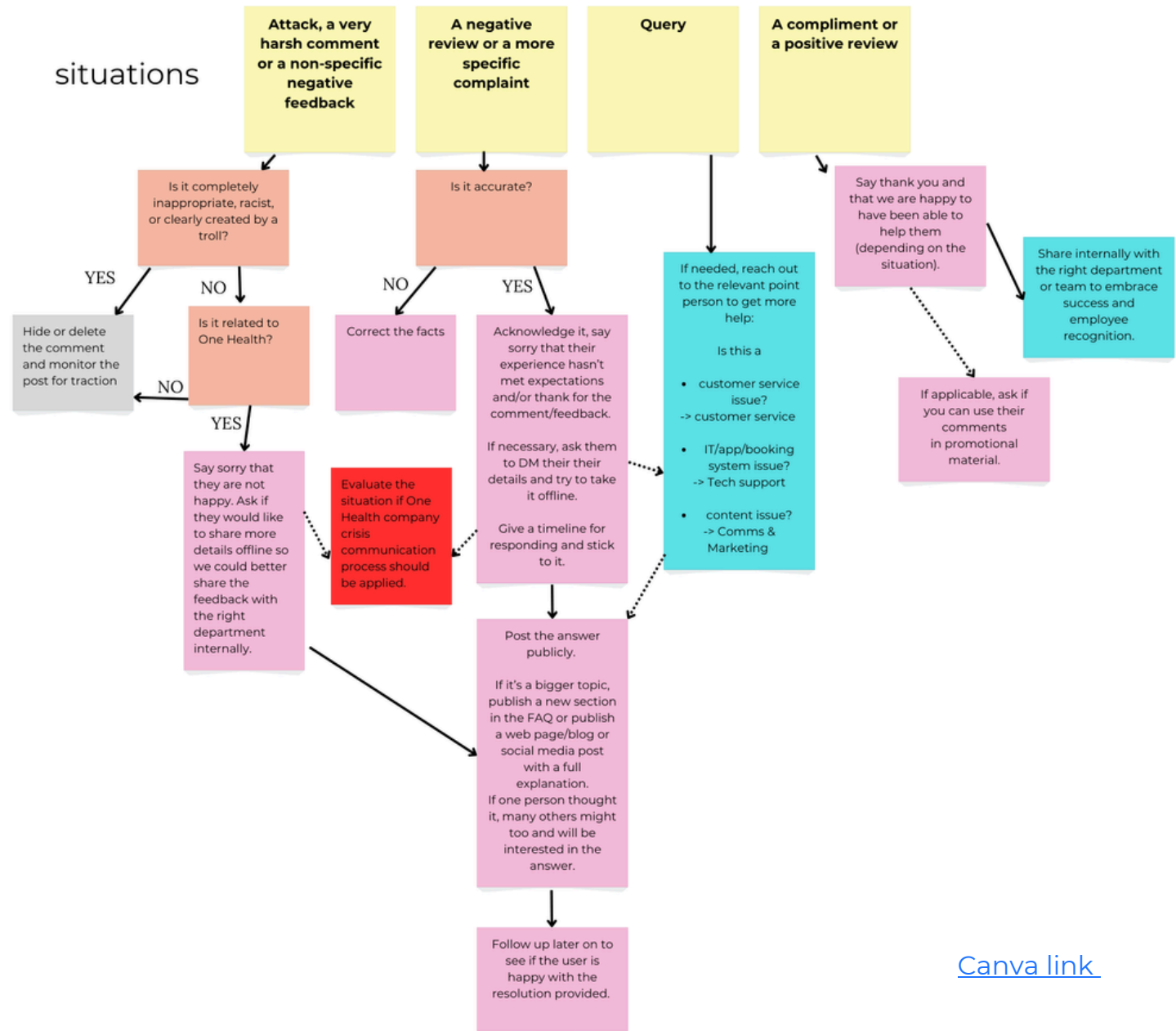
## TAKING ACTION WHEN NEEDED

- We keep in mind that if one person thinks of something, many others may have the same question/feedback in mind. We focus on responding to a broader audience.
- Sometimes, this might mean we must take the topic up internally, gather more information, and collaborate on the response.
- We publish a full explanation on social media, blog etc. when it makes sense.
- When we receive a potential idea or a proposal, we forward it to the correct department.
- Sharing positive feedback received on social media with the right department/team is also an essential part of our internal company culture and employee appreciation.
- With positive comments or feedback, we may ask for their approval for a proper client review.



# Social Media response process

situations



color codes

Evaluation/assessment of the situation

Communication with the user

Internal process

Hiding or deleting content

Crisis communication process

[Canva link](#)

# Roles and responsibilities

## RACI Matrix

Who's responsible for, accountable for, consulted about, and informed about which tasks.

How to respond - general guideline  
(see more detailed advice on the flow chart)



**One Health**  
Comms & marketing

**One Health**  
Customer service

**One Health**  
Tech support

**Positive comment**

Responsible

Informed

Say thank you and add a short, more personalized comment if appropriate. Share the comment if you get their consent. Review the comment/feedback as a potential official customer review and share with the One Health Marketing team.

**Negative comment  
(specific, One Health-related)**

Responsible

Accountable

Acknowledge the feedback and use neutral but human language. Say we are sorry that they are not happy, and provide next steps if applicable.

**False information**

Responsible

Consulted

Consulted

Correct false information and misunderstandings with right information.

**Services/booking**

Informed

Consulted

Responsible

Informed

Apologise the issue and provide next steps for resolving the issue.

**App/tech issue**

Informed

Consulted

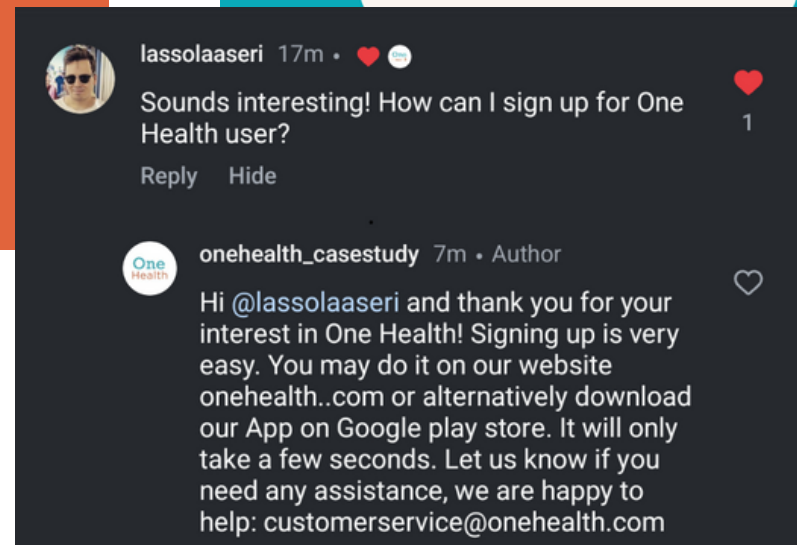
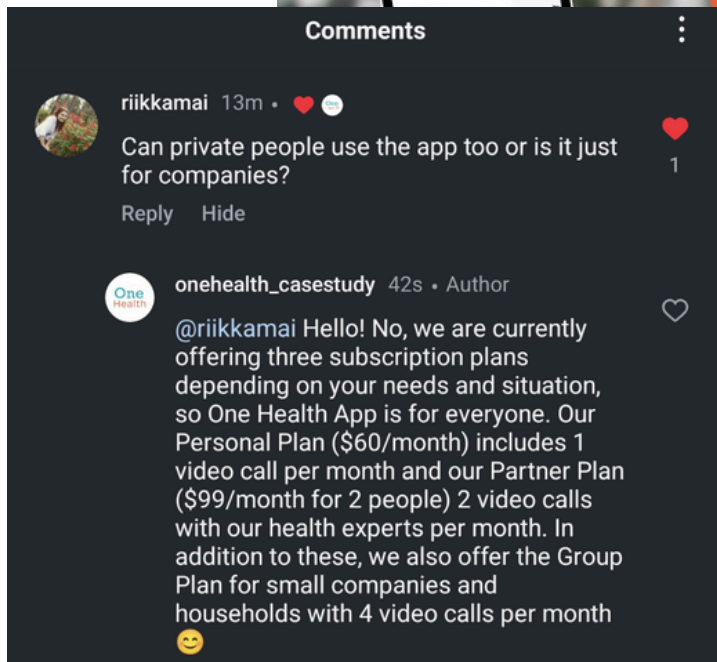
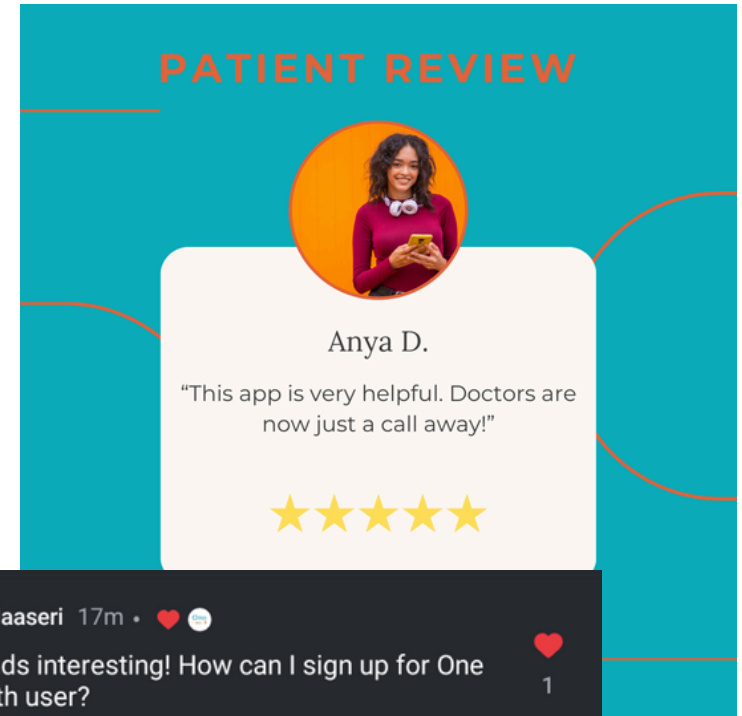
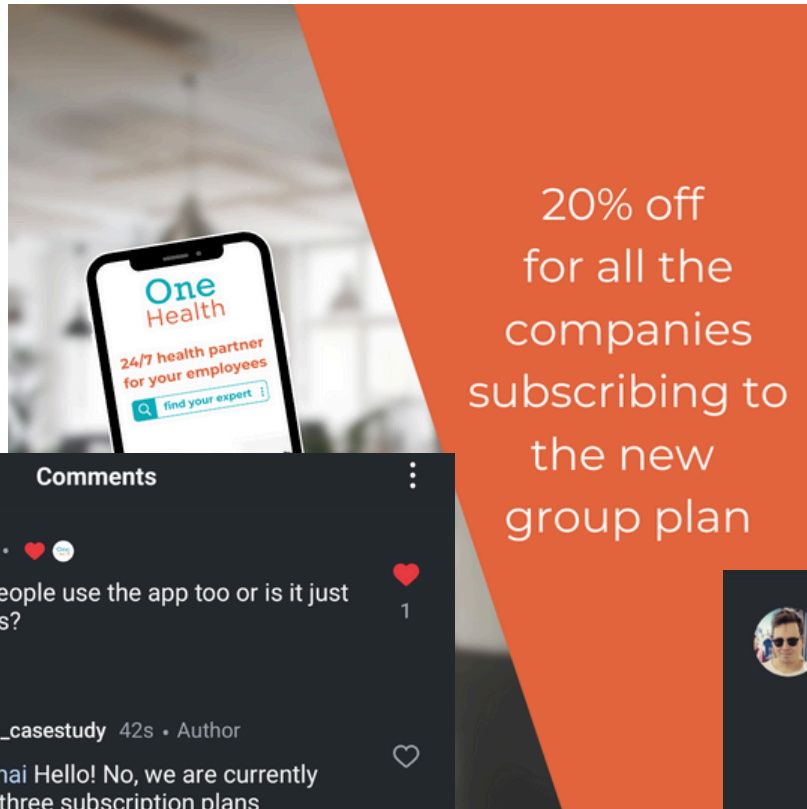
Informed

Responsible

Apologise the issue and provide next steps for resolving the issue.

[Canva link](#)

# Initial post engagement



# Growth Strategy Pitch: Charity partnership



# Rationale



**Increasing  
awareness  
about the  
company  
values and  
ethics**



**Building the  
community of  
One Health  
advocates and  
boosting long-  
term loyalty**



**CSR  
initiatives  
enhance  
brand  
reputation**

# Charity partnership

## Charity project during the HIV/AIDS awareness week:

- One Health will donate 10 % of sales during the whole week to well-known NGOs and non-profits working against HIV/Aids, supporting research, testing, increasing awareness, etc.
- Possible partner: Aids Healthcare Foundation.
- This kind of campaign could also include celebrity collaborations with famous people active in HIV/AIDS awareness work. Having these influencers onboard and sharing the campaign in their own channels will help reach new customers and retain current ones.

# Benchmark: Abbvie

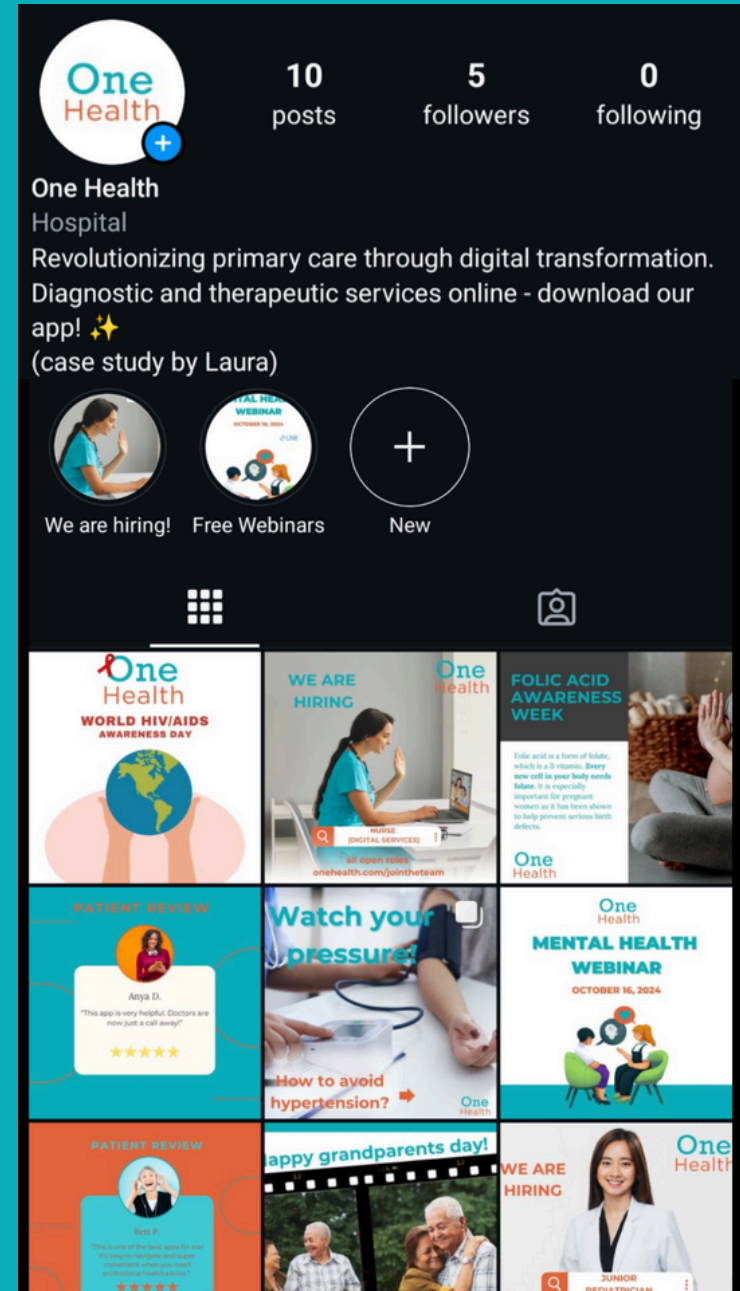




# Mockups



onehealth\_casestudy Did you know that the first World AIDS Day took place in 1988? 🌍 Already back then, it provided a platform to raise awareness, educate, and honor the lives of those affected by the illness. Luckily, there has been significant progress in addressing HIV and AIDS thanks to advancements in medical research, improved access to treatment and prevention, and a broader understanding of the virus. 💧 During HIV/AIDS Awareness Week, One Health wants to join forces with organizations that do remarkable work around the globe. We will donate 10% of our sales to HIV/AIDS awareness work and research. 📌 #OneHealth #HivAidsAwareness #RedRibbon





# Key Learnings



# Learnings and reflection

## Client collaborations:

- Stakeholder management and communication and importance of communicating in a way that the other person can understand (e.g. non-specialists in marketing vs. marketing person at the client company)
- Documentation and clear processes with roles and responsibilities
- Setting realistic expectations and timelines, including tangible KPIs and metrics

## Multi-platform social media marketing:

- Importance of target audience research in the beginning and customizing content for appropriate channels
- Understanding the practical differences between social media platforms (e.g. formats, image sizes etc.)
- Expanding the content variety

