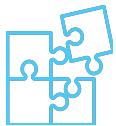


HEARST
BAY AREA

Healthcare

HEARST SERVICES

Hearst Newspapers provides organic social media, paid social media, and boosting solutions to help the brand reach their goals.



ORGANIC SOCIAL MEDIA

Organic social media content is any free content shared on social media profiles including posts, videos, stories and more. This content can be seen by a portion of your followers, people who are following any hashtags you use and the followers of anyone who shares your post. We also include boosting in this product to make mini ads out of the organic content.



PAID SOCIAL MEDIA

Paid social is sponsored, paid advertising on social channels. These social media campaigns are intended to get more eyes on the brand through targeted ads directed at custom audiences.



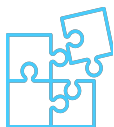
SOCIAL EVERGREEN CAMPAIGN

Hearst Newspapers built a custom strategy tailored to Client A's need for overall brand awareness and open enrollment campaigns in a highly competitive market.



OBJECTIVE

Drive awareness for their brand and services on LinkedIn, Facebook, and Instagram.



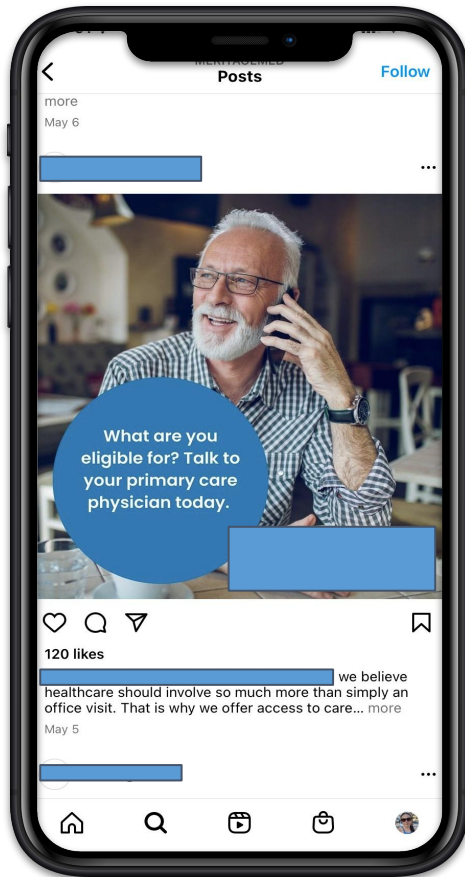
SOLUTION

Engage with target audience to promote website traffic, link clicks, and post engagements and overall more customers in the network.



ABOUT CLIENT A

Client A is a network of physicians administering care for HMO patients in San Francisco. This client has contracts with most Commercial HMO plans and five Medicare Advantage plans.



Healthcare Client A

What we have accomplished:


In one year, this client achieved over 150% engagements, 64,237 link clicks and gained 588 followers.


Services:

Organic Social Media
Paid Social Media
Boosting



7/1/2021-7/1/2022 vs. 6/30/2020-6/30/2021

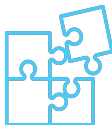

+150%
Engagements

 **175,693**
64,237
+61%
Link Clicks

 **+588**
+27.3% Fan
Growth

OPEN ENROLLMENT & AEP CAMPAIGNS

Hearst Newspapers provided organic and paid social for Client A Open Enrollment/AEP Campaigns.



OPEN ENROLLMENT

A period of time to get new customers in their network and enroll for insurance programs that were within network.



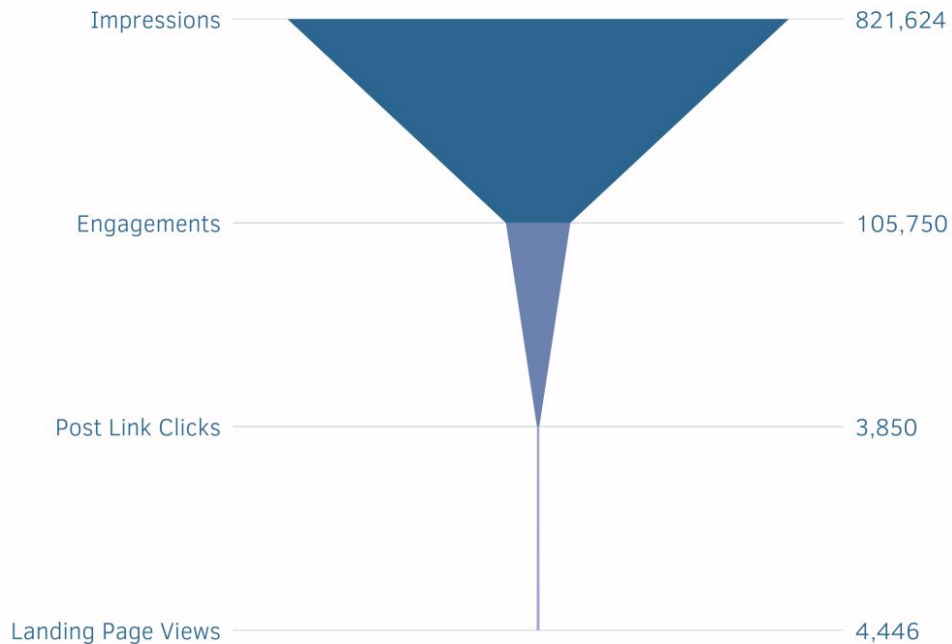
AEP

A period of time to enroll senior adults into Medicare Advantage programs within this network.



OPEN ENROLLMENT: ORGANIC SOCIAL CAMPAIGN

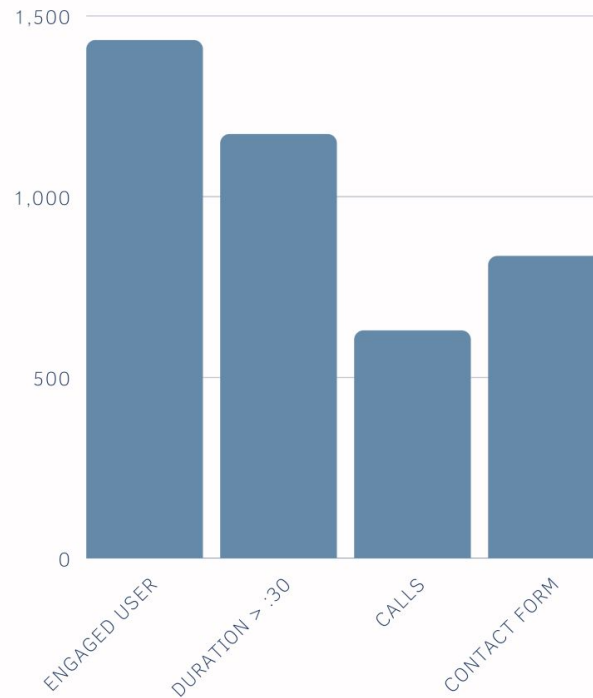
Hearst Newspapers ran organic social campaigns on both Meta and LinkedIn in order to promote this client's Open Enrollment period. The campaign objectives were brand awareness, traffic, and engagement.



HEARST
BAY AREA

ORGANIC SOCIAL MEDIA

- On Facebook and Instagram, the campaigns for both regions had 99,605 engagements with an average cost per engagement of \$0.05.
- [] generated an average cost per engagement of \$0.07 for Facebook and \$1.73 for Instagram.
- [] generated an average cost per engagement of \$0.06 for Facebook and \$0.54 for Instagram.
- LinkedIn has 1,992 engagements with an average cost of \$0.38



LANDING PAGE ACQUISITION

ORGANIC SOCIAL MEDIA



\$2.32

AVERAGE COST

PAID SOCIAL

With certified Facebook tools, our team was able to collect data and create the following custom audiences. These custom audiences allow for a wider net of viewers that are genuinely interested in the brand and product.



RETARGETING

Audiences in this group have been collected from data within website traffic, social platform engagement, and previous campaign objectives. The people within these audiences are often familiar with the brand and receive the sales information at optimized intervals.



LOOK-A-LIKE (LAL)

This audience is a mirror image of selected data sources. LAL audiences are copied from another group by determining similar to near exact traits, such as age, gender, location, interests, etc. Once the affinity and determined is made, the ads are then delivered.



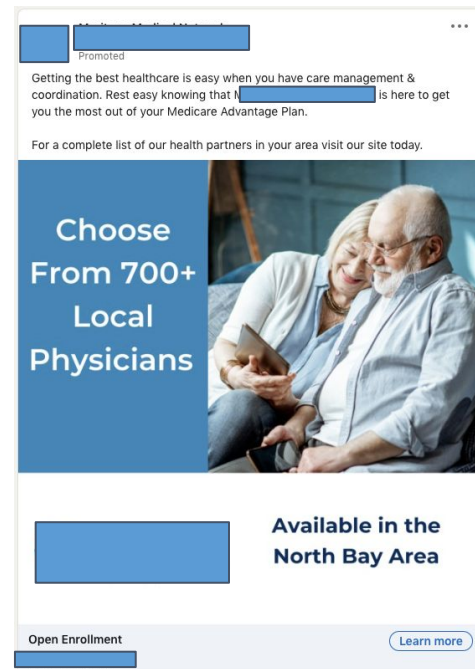
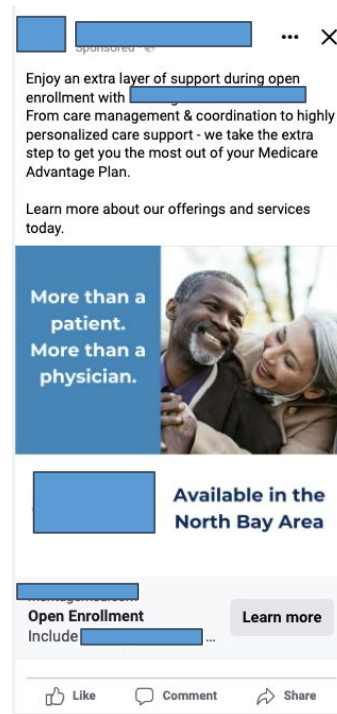


OPEN ENROLLMENT: PAID CAMPAIGN

Hearst Newspapers ran paid campaigns on both Meta and LinkedIn in order to promote this client's Open Enrollment period. The campaign objectives were engagements and landing page views.

CROSS-PLATFORM METRICS (FB/IG/LI)

-  **3,122,448 impressions**
-  **581,937 people reached**
-  **46,068 engagements**
-  **22,665 landing page views**



HEARST
BAY AREA

RECRUITMENT CAMPAIGNS & REBRAND

Hearst Newspapers provided organic and paid social for Client A's Recruitment Campaigns.



RECRUITMENT

Meritage Medical Network purchased another branch and expanded territory and needed a push of 50 new jobs filled.



CLIENT A RECRUITMENT/REBRAND CAMPAIGN

Hearst Newspapers provided organic and paid social for Client B's rebrand for a merger company. The campaigns ran on Facebook, Instagram and LinkedIn.



Cross-Platform Metrics (FB/IG/LI)

-  **536,901 impressions**
-  **105,025 people reached**
-  **2,813 engagements**
-  **2,468 link clicks**

Top Performing Creative

Total Engagements ⓘ	370
Reactions	108
Comments	1
Shares	1
Post Link Clicks	119
Other Post Clicks	141

Total Engagements ⓘ	9
Likes	8
Comments	1
Saves	0

Total Engagements ⓘ	37
Reactions	17
Comments	0
Shares	1
Post Link Clicks	19

HEARST

B A Y A R E A

**Let's talk about how Hearst Bay Area
can help your business thrive.**

[Contact us](#) today to learn more.