

One Health

Social Media Marketing and Branding

A Case Study

Exercise 3.8
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22.09.2023

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Campaign Goals

The One Health business goal

By expanding the customer base for app usage and subscriptions, One Health has cemented its status as one of the top brands people think of when it comes to their everyday health.

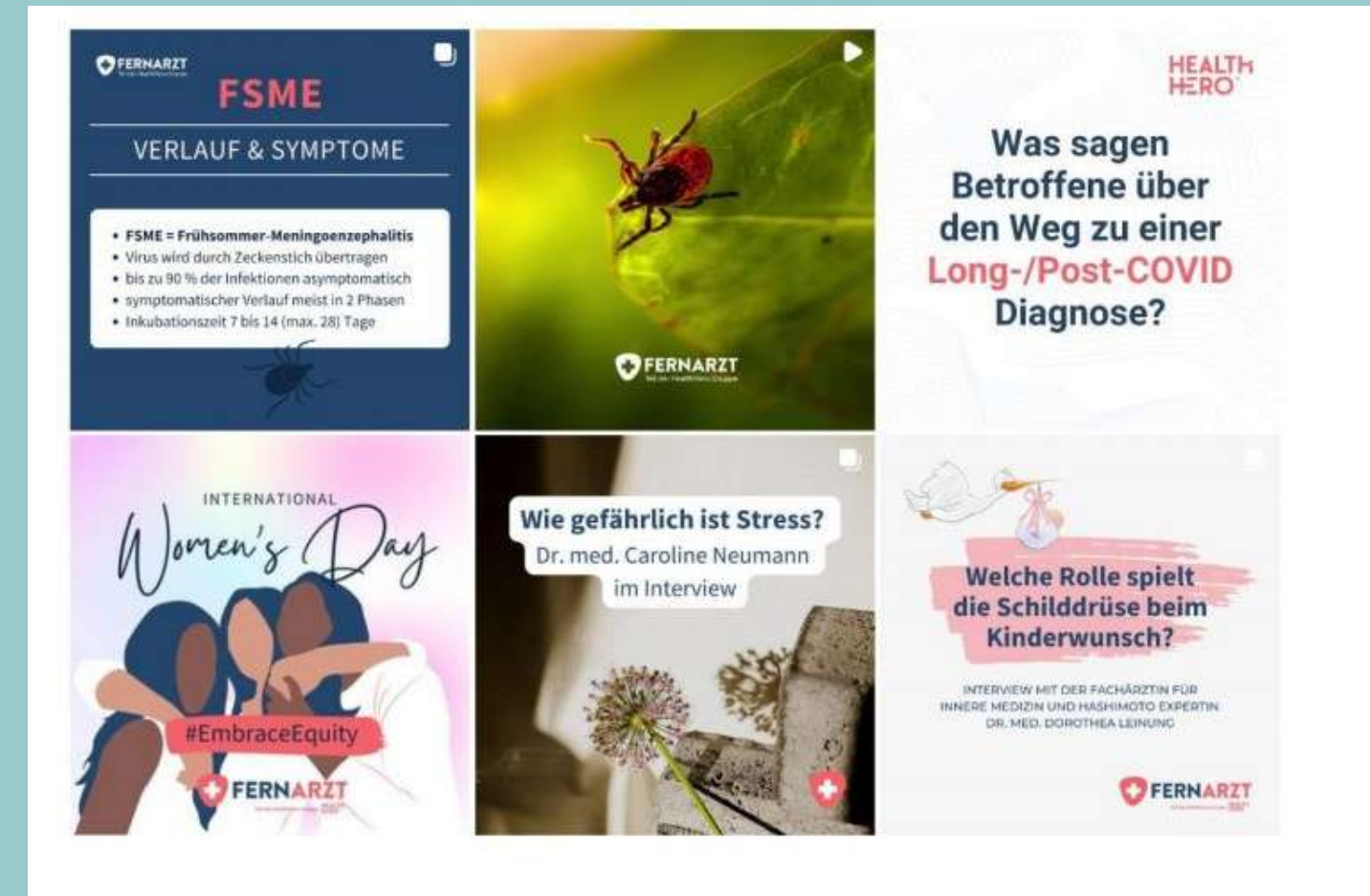
Campaign Goals

- Generate awareness for the One Health digital service.
- Drive sign-ups for the digital service.
- Build a loyal community of followers and advocates.



From Research to Strategy to Execution

- Analyze a competitor's strategies to discover the USP for One **Health**.
- **One Health: Your Personal Doctor, Anytime, Anywhere**



www.fernarzt.com

- Evaluate the **target groups**, their concerns, and the most effective way to communicate with them.
- Core group: 30-64 years old



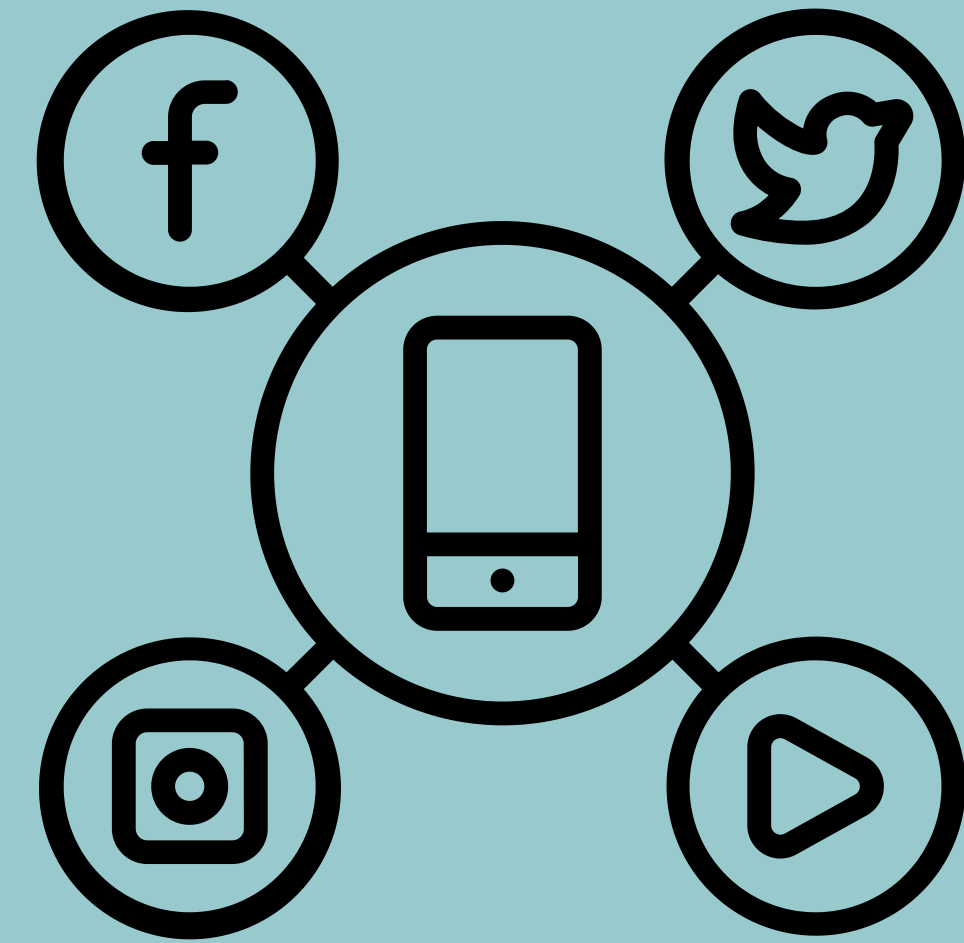
From Research to Strategy to Execution

Research the **most effective social platforms** for the target group, including hashtag research and selection of social platforms.

Establish a set of **guidelines and templates** for the visual identity and branding for One Health.

Develop a schedule for social engagement over the some week period, produce content for posts, and **conduct image/video production.**

Analyze **community engagement** to determine answers to questions and make adjustments to content as necessary.

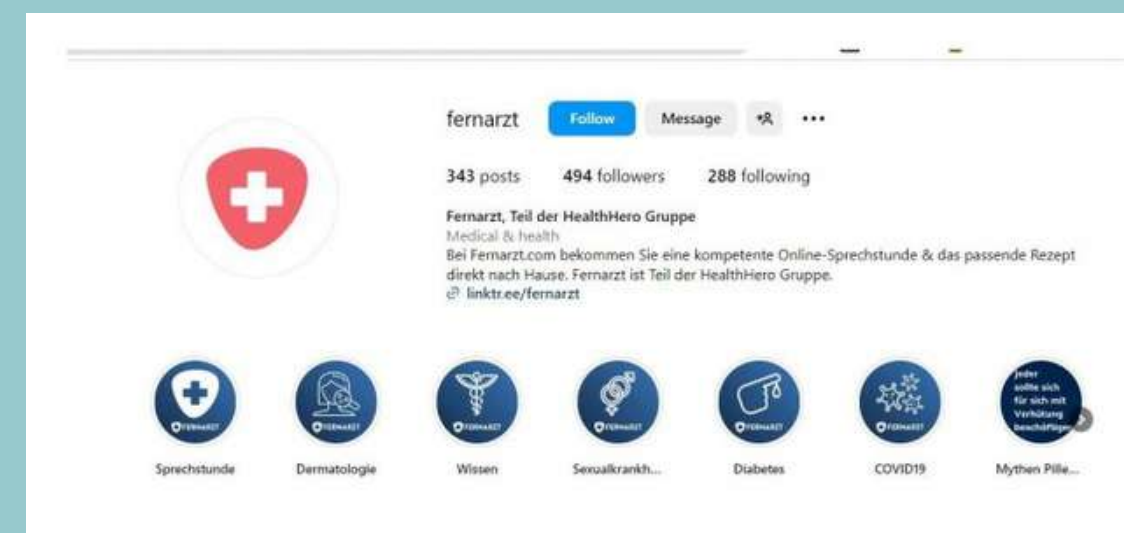


Competitor Research

Competitor : Fernarzt

Website: <https://www.fernarzt.com/>

- **Fernarzt** is a German **telehealth company** that provides online doctor consultations and prescriptions. Patients can book a video or phone appointment with a **doctor 24/7**, and the consultation typically takes about 15 minutes
- **Platforms**: Facebook, Instagram, and Twitter
- **Strategy**: Fernarzt's social media marketing strategy is to increase brand awareness and credibility through posts, customer communications, and customer service. They also use social media to promote their product and services.
- Fernarzt markets their service on social media by sharing informative and engaging content, running contests and giveaways, and responding to customer comments and questions.



Client's Persona



Rob

28 years old from Pennsylvania.

HR manager looking for a good health provider for the mid-size company he's working for.

Likes being healthy, helping people, and good communication.

Dislikes too much screen time.



Marnie

42 years old from New York.

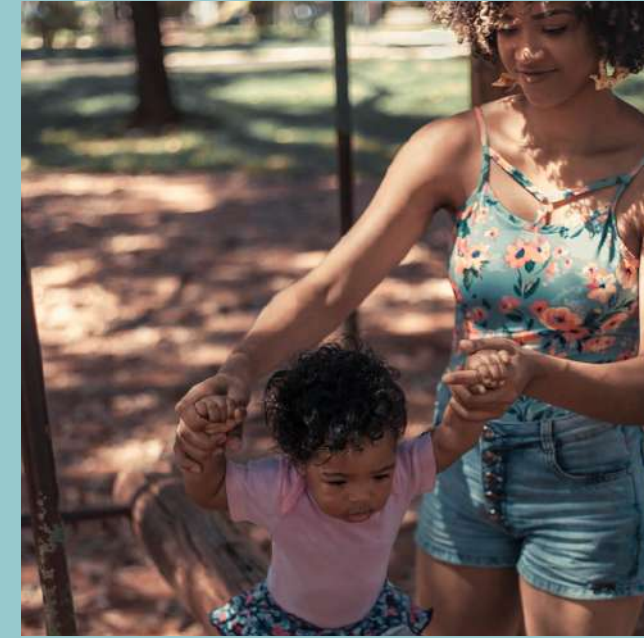
IT manager

Works 10-14 hours per day.

Sleeps 5 to 6 hours per night.

Likes a fast-paced lifestyle, tech and feeling achieved.

Dislikes exercising, doing health check ups and feeling weak.



Sica

35 years old from New Jersey

Full-time mom and wife, part-time business owner

Likes mommy groups, anything organic and ask

Dislikes waiting for dr. appointments, germs and for advice from friend.

Expensive healthcare



Phillip

65 year old for Massachusetts.

Retired and regularly visits family and friends.

Likes playing with his grandchildren, relaxing and bowling.

Dislikes going to the doctor and needles.

Isn't tech savvy.

Content Strategy

Pillar 1

Increase the familiarity with the brand and the services offered by One Health

Hashtag :

#onehealthapp
#OneHealth #Wellness
#HealthyLiving
#HealthTips

Pillar 2

Develop a relationship with the target audience for effective engagement and build trust in the brand.

Hashtag:

#OneHealthforYou
#OneHealth
#PatientExperiences
#RealStoriesofRecovery
#onehealthapp

Pillar 3

Increase conversion and sales by enticing the target audience to visit the website for subscription sign-ups.

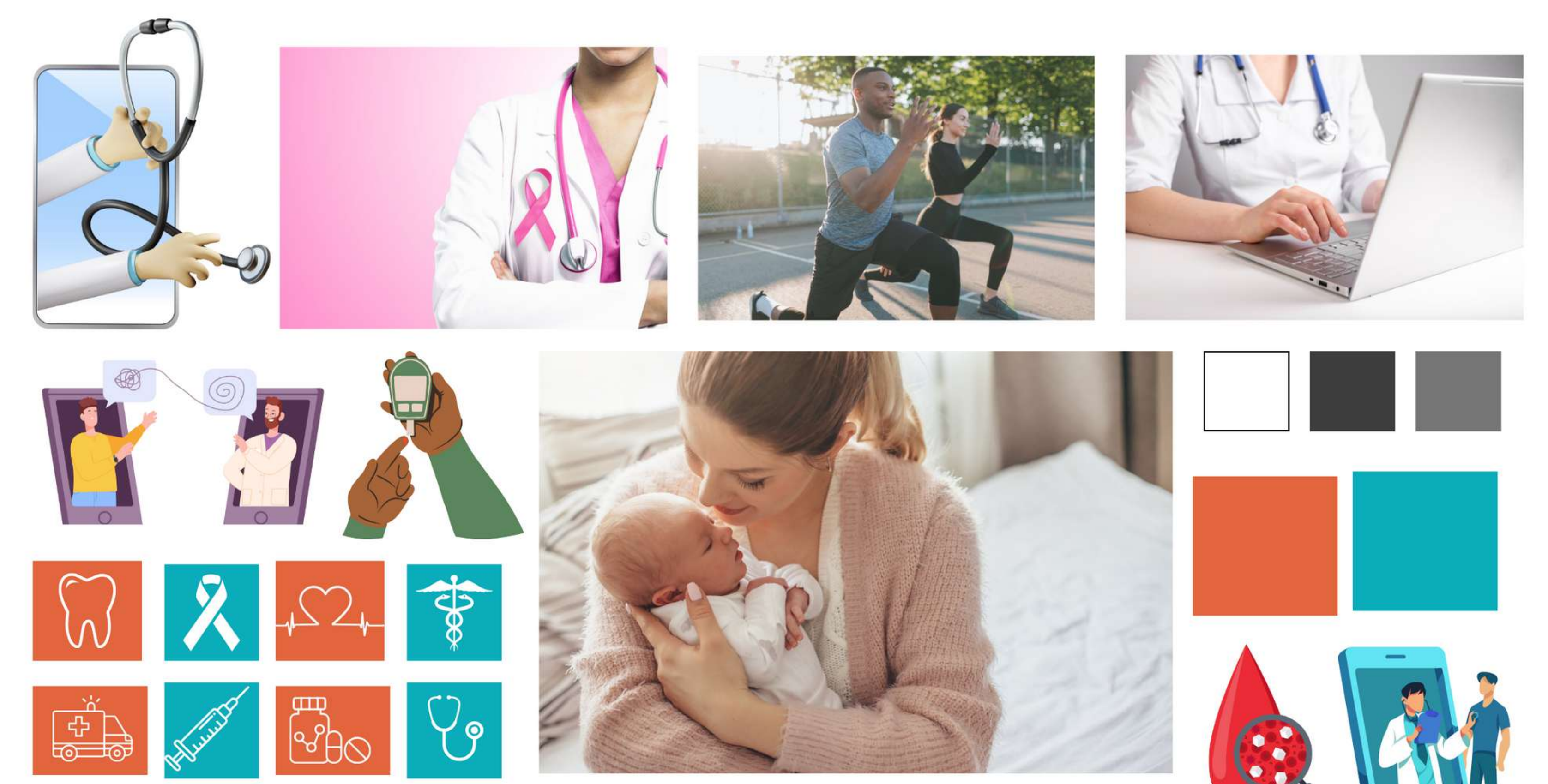
Hashtag:

#onehealth
#onehealthapp
#mentalhealth #exercise
#OneHealthforYou

Branding Guidelines

MoodBord

Branding Elements



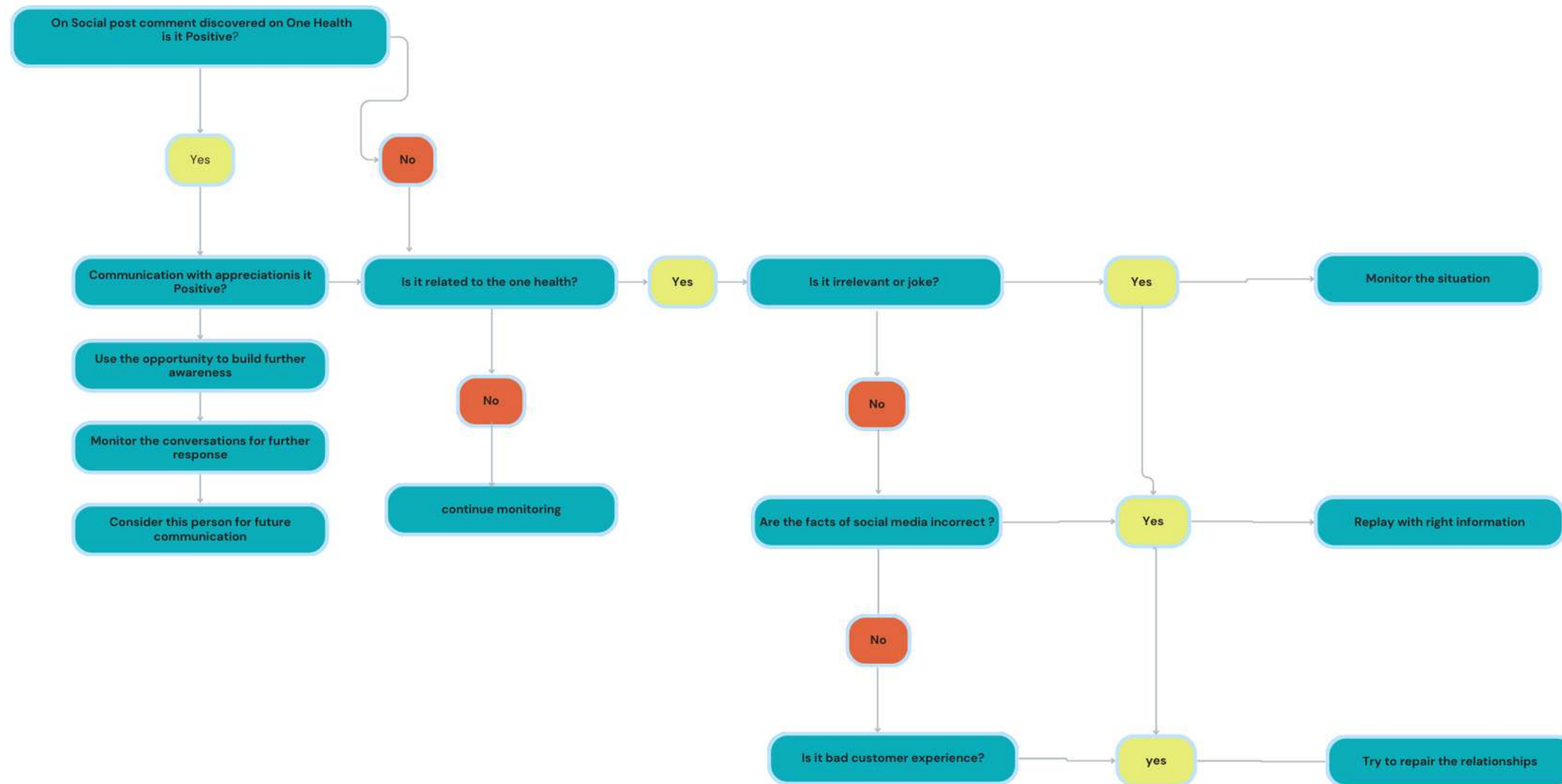
Editorial Calendar

Link: <https://docs.google.com/spreadsheets/d/1kVeZPVq6fwQ1FHPsLWHbzDO3i1YNV9mxoectdNJec7c/edit?usp=sharing>

Creating Social Media Content Exercise 3.5 Akhi									
File Edit View Insert Format Data Tools Extensions Help									
Menus 100% Arial 10 B I A									
A1 Post									
	A	B	C	D	E	F	G	H	I
1	Post	Date	Time	Post Topic	Copy for Facebook	Copy for Instagram	Copy for Twitter	Image	Source/ Links
2					Say goodbye to long wait times and inconvenient appointments. Say hello to the One Health App! ❤️ With the One Health App, you can connect with a doctor from the comfort of your own home, 24/7. Whether you have a cold or the flu, or you need a prescription refill, the One Health App can help. 📱💡 Here's how it works: Download the One Health App from the App Store or Google Play. Create an account and enter your basic information. Select the type of appointment you need. Schedule an appointment with a doctor who is available. Connect with your doctor via video chat. Get the care you need, right from your phone. The One Health App is the perfect way to take control of your health. It's convenient, affordable, and easy to use. Download the One Health App today and start your health journey today! 📱 #onlinedoctor #remotecare #onehealth #videovisit #DigitalHealthcare	📱 One Health: Your Personal Doctor, Anytime, Anywhere With One Health, you can access top-notch telemedicine services with just a tap. Consult doctors, get prescriptions, and stay healthy, all from the comfort of your own home. Download the One Health App today and experience the future of healthcare! ❤️ #onlinedoctor #remotecare #onehealth #videovisit #DigitalHealthcare	📱 Get the medical care you need without leaving your home with the One Health App! The One Health App is a telemedicine platform that connects you with experienced healthcare professionals via video consultations. You can get a timely diagnosis and receive prescriptions without having to go to the doctor's office. #onlinedoctor #remotecare #onehealth #videovisit #DigitalHealthcare		https://drive.google.com/drive/u/0/folders/1UZrY7arFDBDiDreWtiRMXqF4qJ4beM https://www.fiercehealthcare.com/payers/hcare-launches-new-app-demand-tele
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6					📱 Get 20% off your company's group health plan premiums for a limited time! Sign up today and enjoy the peace of mind that comes with knowing you have access to quality healthcare, anytime, anywhere. 🌟 Sign up for your company's group health plan today and get 20% off your premiums! This is a limited-time offer, so don't miss out. ❤️📱 Click here to learn more and sign up. 📱 #Onehealthapp #Promo #Healthyliving #worklife	Save 20% on your company's group health plan premiums for a limited time! Get peace of mind knowing you have access to quality healthcare, anytime, anywhere. 🌟 Sign up for your company's group health plan today and take advantage of this limited-time offer. Click the link below to learn more and sign up. 📱 #Onehealthapp #Promo #Healthyliving #worklife	🌟 Save 20% on your company's group health plan premiums! Sign up today and get peace of mind knowing you have access to quality healthcare, anytime, anywhere. ❤️ Click here to learn more and sign up. 📱 #Onehealthapp #Promo #Healthyliving #worklife		https://drive.google.com/drive/u/0/folders/1U7DiMzl8AUqiuKKSuG8eWmFYLIaEctpn
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8						Your health is your biggest wealth. Don't neglect it, and get all the care you need with just a tap of The One Health App. Download it, register, and book an appointment today. 📱			https://drive.google.com/drive/u/0/folders/1UHy1ZVwPtWZfarzYBI7Lm6DJAubHH189
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10					📱 Exciting news! Business World takes a deep dive into the latest advancements in telemedicine, revealing the future of healthcare at your fingertips. Discover how groundbreaking technologies are transforming patient care, enhancing accessibility, and revolutionizing the doctor-patient		Exciting news! Business World takes a deep dive into the latest advancements in telemedicine, revealing the future of healthcare at your fingertips. 📱💡 📱 Discover how groundbreaking technologies are revolutionizing		

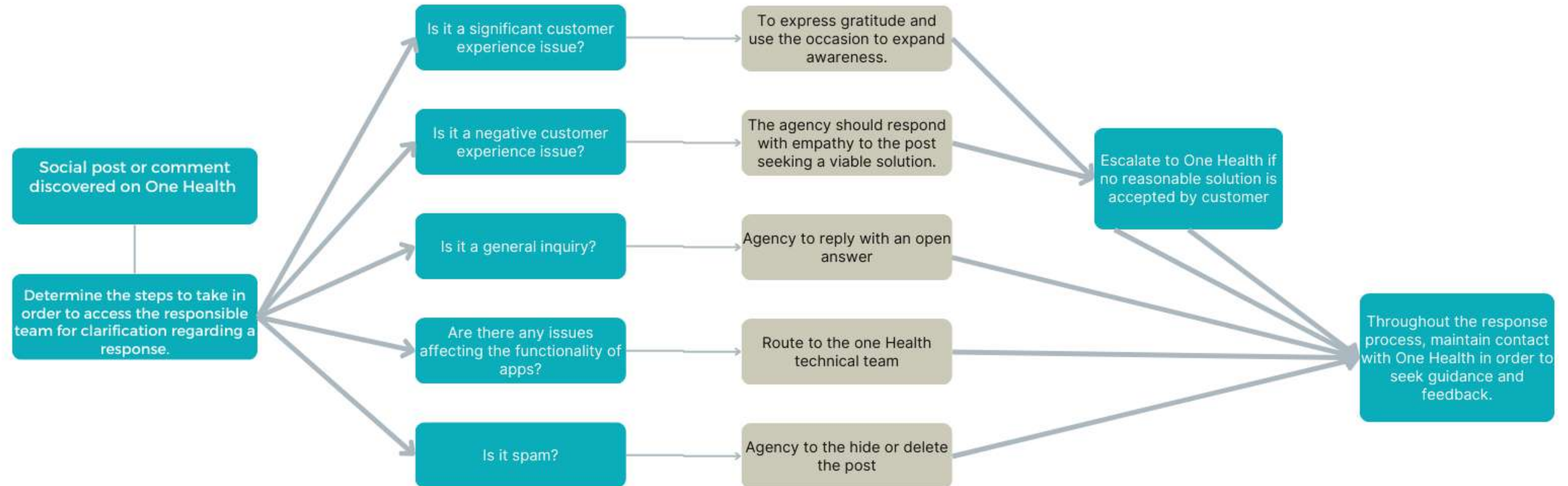
Social media playbook for One Health

Social media response guide



Social media playbook for One Health

Social media response process



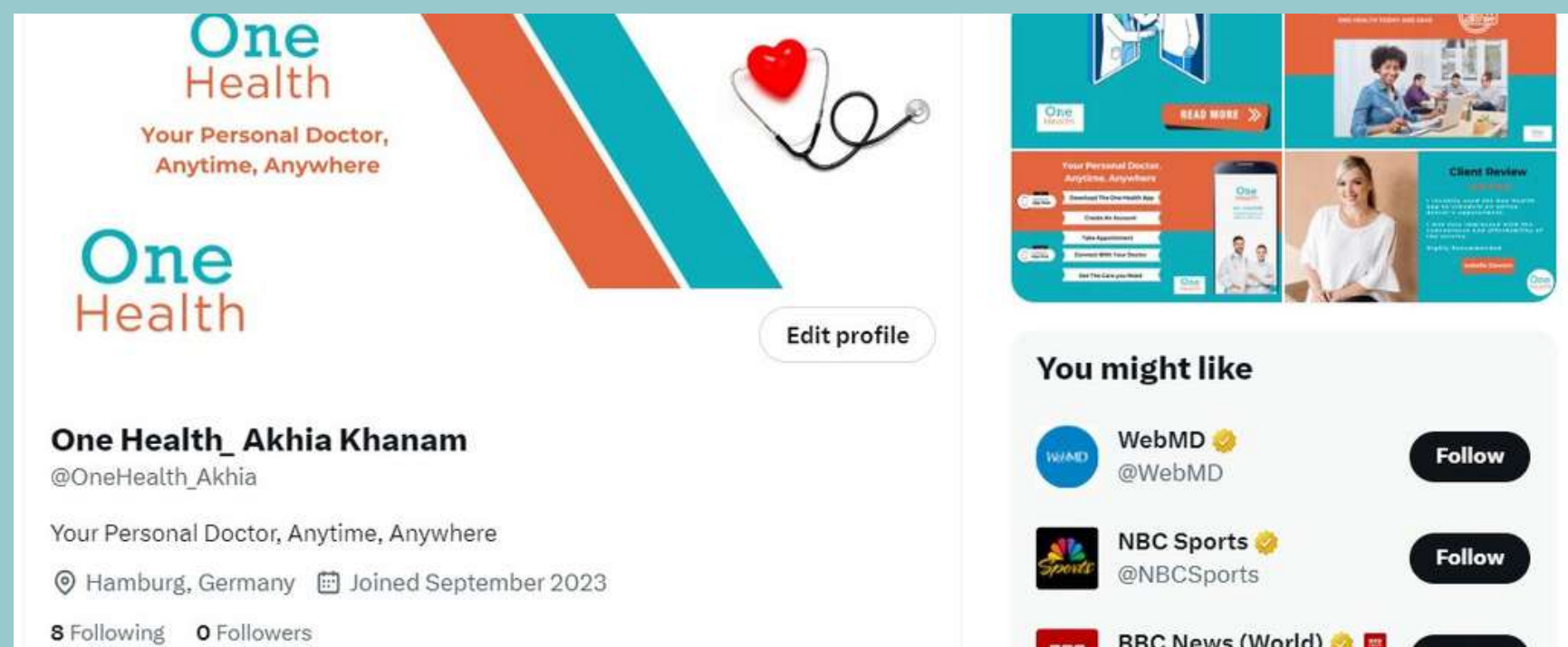
See the social media campaign for yourself

One
Health



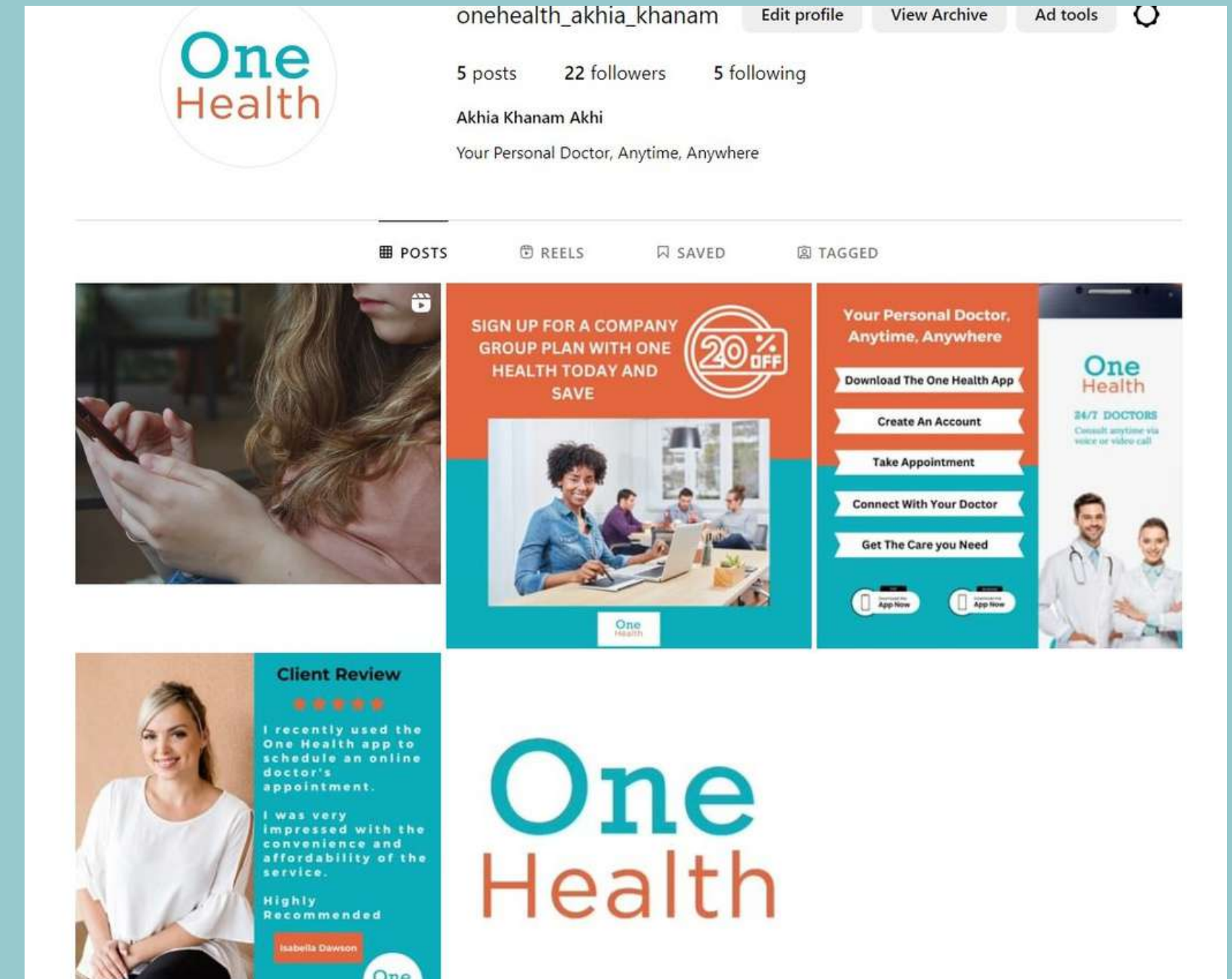
Facebook

<https://www.facebook.com/OneHealthakhi>



Twitter

https://twitter.com/OneHealth_Akhia



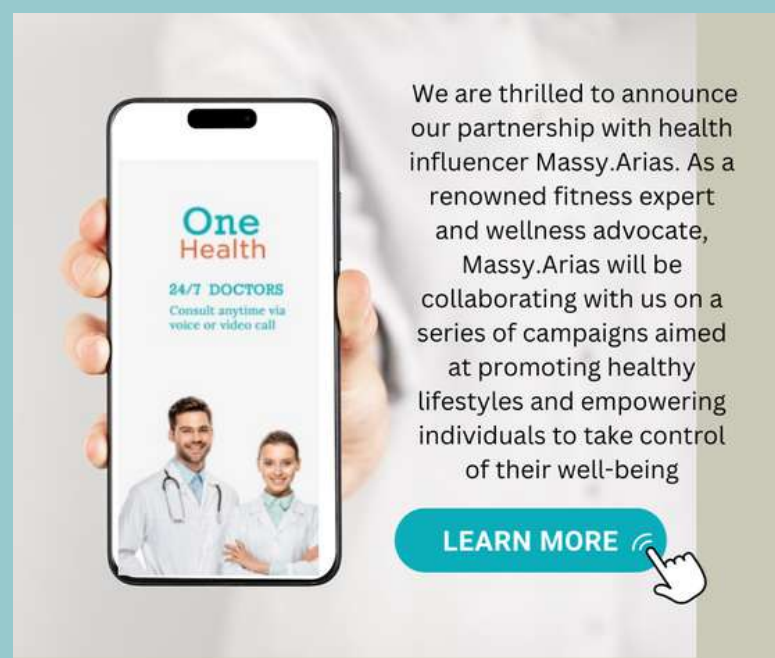
Instagram

https://www.instagram.com/onehealth_akhia_khanam/

Partnership strategy

Collaboration with health and wellness influencers

- These influencers have built a large and engaged following of people who trust their recommendations.
- By partnering them we can tap into their audience and reach a wider range of potential customers.
- Additionally, influencers can help us to build trust and credibility with potential customers, as their followers view them as experts in their field.



THANK YOU!

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Health