Successful Marketing Campaigns on Social Media

SITUATION

77% of online women use Facebook (Pew Research Center). And since 90% of U.S. women are responsible for healthcare decisions, Facebook is an ever-growing platform for healthcare facilities to reach women and drive admissions...but hospitals need powerful messaging to succeed.

SOLUTION

Leveraging the Women's Choice Award 'America's Best Hospitals' seal prominently within Facebook ads, will yield greater engagement and click-through rates.

SUCCESS

In a week long Facebook ad campaign directed at the East China and Detroit, MI population, ads showing the Women's Choice Award seal received significantly more click throughs than ads without the seal. In fact, the healthcare ads with the Women's Choice Award seal had a 30% average increase in click through rates.

To learn how we can support your success, please call (954) 922-0846 or email sdeleon@womenschoiceaward.com