



KEYNOTE PRESENTATION

Market

ooo

One Health

MULTI PLATFORM MARKETING STRATEGY

Presented by Vivian Kvitka

Branding



Content

CAREERFOUNDRY

Portfolio Project

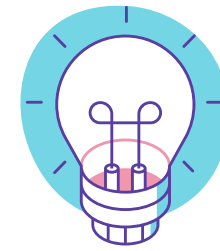
AGENDA

THE CLIENT



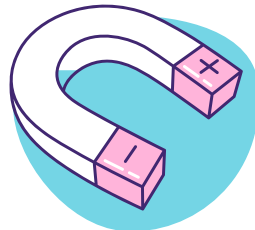
Their Needs & My Role

MARKET



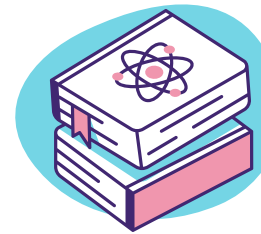
Competitor Analysis

BRANDING



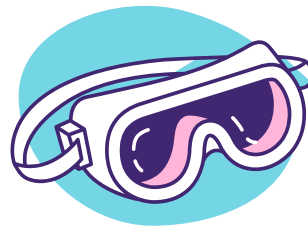
So much more than a logo

CONTENT



Content Pillars

CMR



Dos and Don'ts guide

RESULTS



Post Campaign Analysis

THE CLIENT

One Health is a general hospital in New York City that has just launched its virtual service where patients can consult with their doctors online.

Their new service will be offered as a health subscription to individuals as well as part of an employee benefits program.

One Health has outsourced its social media marketing to Networks a marketing agency that specialises in social media.





MY ROLE

My role in this case study was to research One Health's market and competitors to develop a strategy appropriate for Twitter, Facebook, and Instagram respectively.

My role also included creating content and defining guidelines so that another designer could create content and easily stay on brand.

COMPETITOR ANALYSIS

PLATFORMS

One Health's competitors are active on Twitter, Facebook, Instagram and LinkedIn. Each platform targets a different kind of user.

TOPICS

- Healthcare tips
- Promotions
- Influencer Videos
- How to Guides
- Holidays
- Articles
- Events

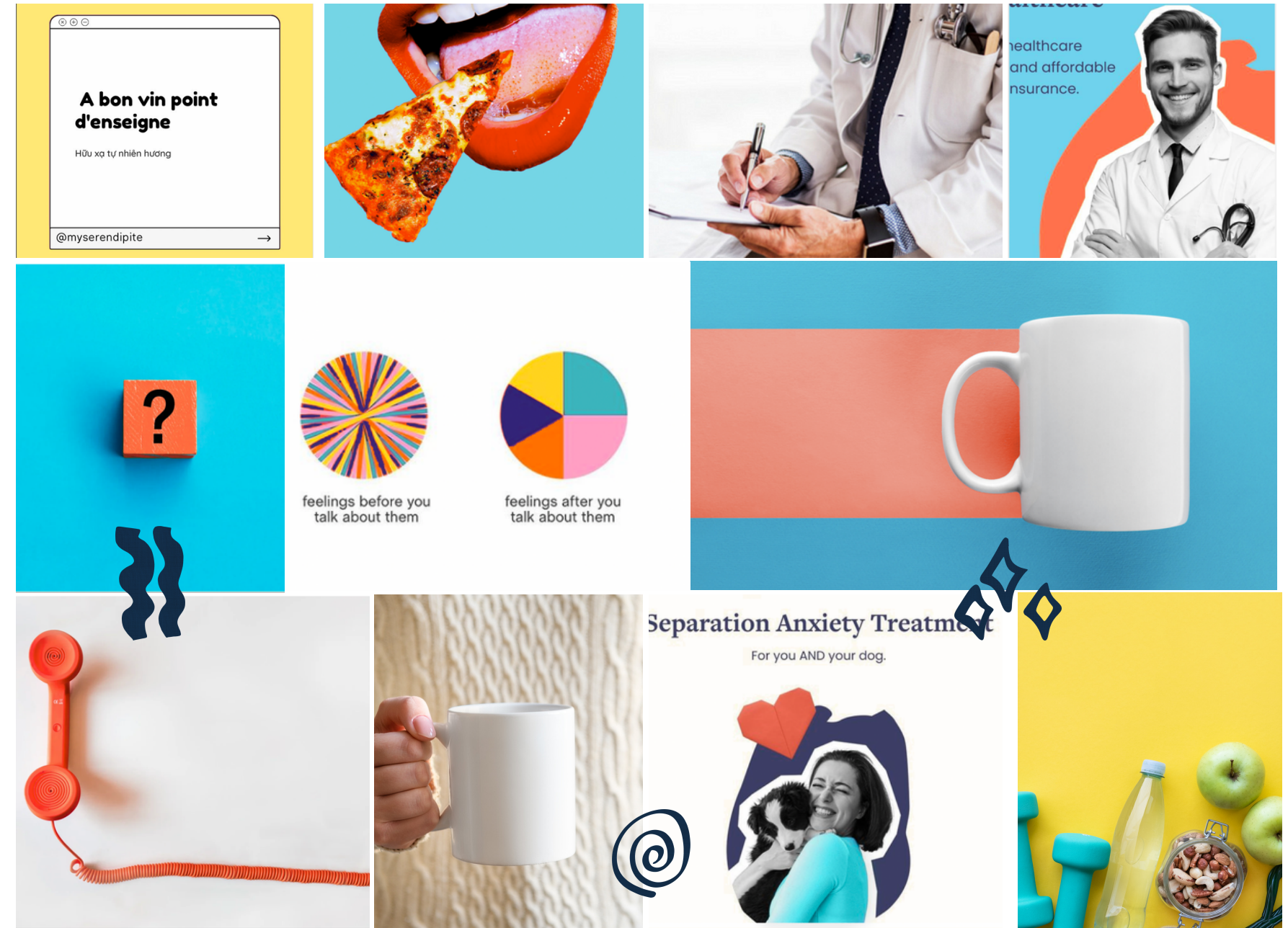
DEMOGRAPHICS

- Millenials
- Gen X
- Baby Boomers

EXPANDED BRAND GUIDE

The Branding was expanded beyond the original two brand colors and the logo. I pumped the brand full of energy with bold popping colors. Because the product is a virtual service, the brand has the opportunity to steer away from "traditional sterile healthcare" and into "friendly tech-forward."

MOOD BOARD

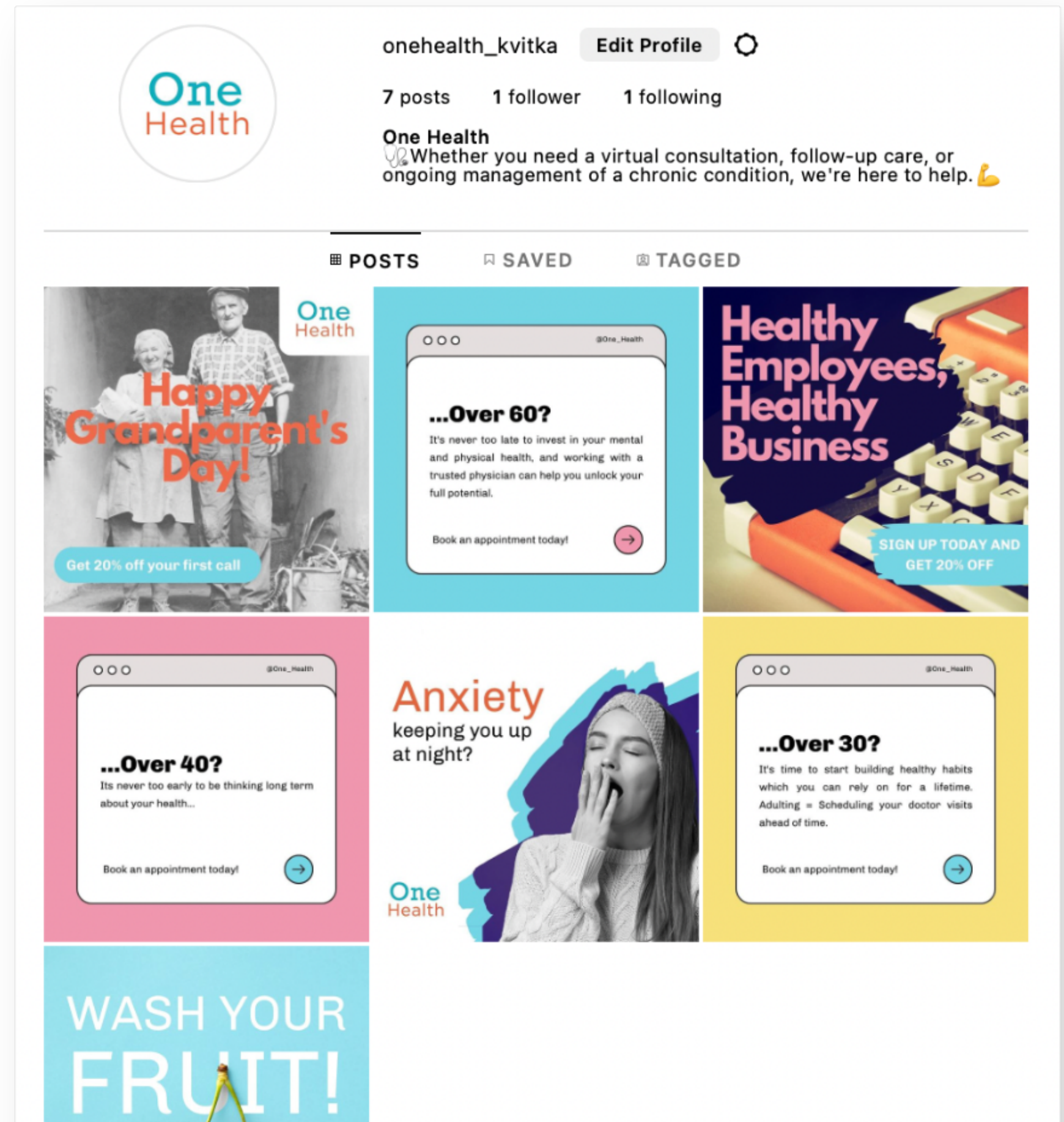


CONTENT - DESIGNED

The content needs to reflect the various formats for Facebook Twitter and Instagram.

For each pillar, I designed templates appropriate for each platform, that could be used again and again.

INSTAGRAM



CONTENT - DESIGNED

The content needs to reflect the various formats for Facebook Twitter and Instagram.

For each pillar, I designed templates appropriate for each platform, that could be used again and again.

FACEBOOK



One Health _ Kvitka

5 May at 16:19 · 🌐



Happy World Food Safety Day! As we celebrate the importance of safe food for everyone, let's remember that fruits and vegetables are not exempt from potential health hazards. Harmful germs like Salmonella, E. coli, and Listeria can sometimes be present on these foods. But don't worry! There are simple steps you can take to keep yourself and your loved ones safe. From the store to your table, follow these tips to ensure your fruits and vegetables are safe and healthy to eat!

WASH YOUR
FRUIT!



CONTENT - DESIGNED

The content needs to reflect the various formats for Facebook Twitter and Instagram.

For each pillar, I designed templates appropriate for each platform, that could be used again and again.

TWITTER



CONTENT PILLARS

HOLIDAYS

Discuss health-related holidays or promote holiday-related discounts and offers

- Facebook
- Instagram

EVENTS

Promote and build excitement around webinars and in-person events.

- Facebook
- Twitter

ARTICLES

highlight key interesting facts from blog articles and link back to blog

- Facebook
- Twitter

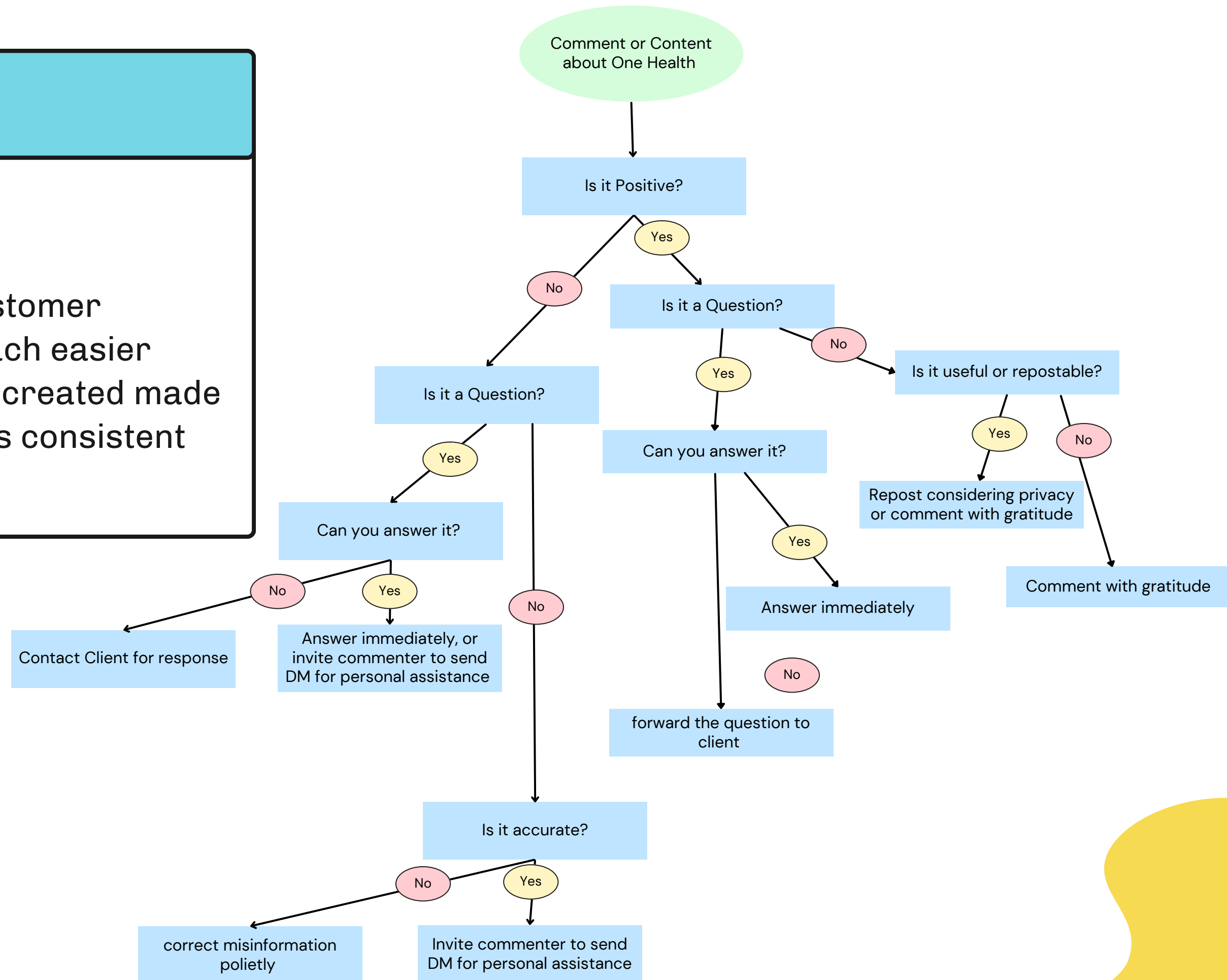
HEALTH TIPS

Offer insight on trending health topics or share health reminders for specific audience groups.

- Facebook
- Instagram

CRM

Deciding how to respond to customer comments and messages is much easier using a flow chart. This guide I created made replying to customer comments consistent and quick.

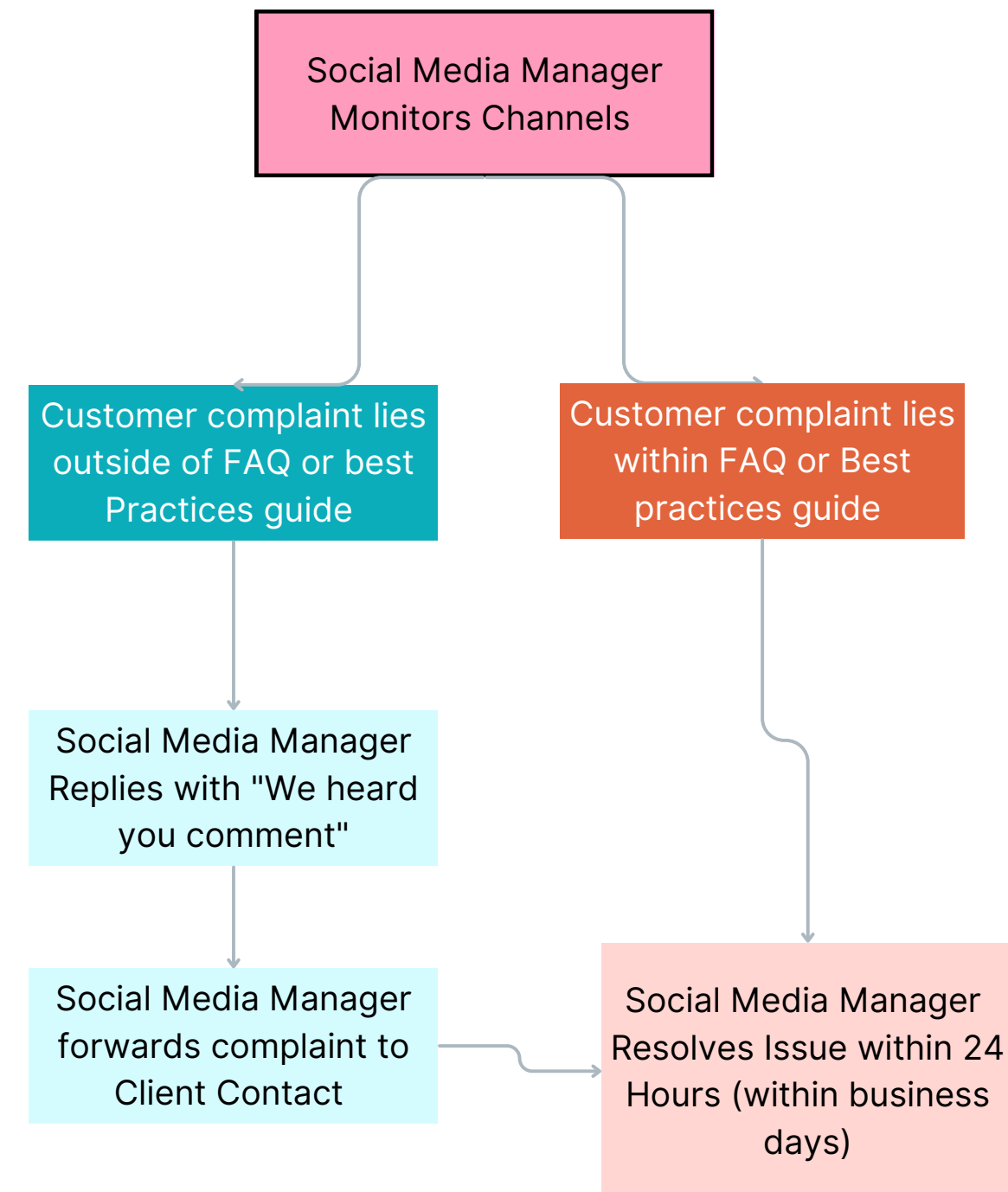


CRM

Deciding how to respond to customer comments and messages is much easier using a flow chart. This guide I created made replying to customer comments consistent and quick.

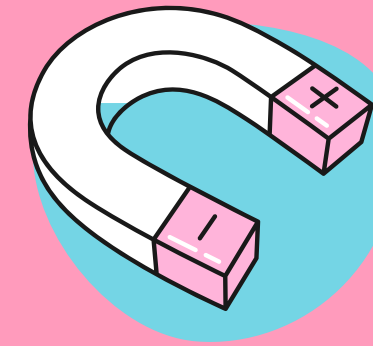
One Health

Response Process Proposal



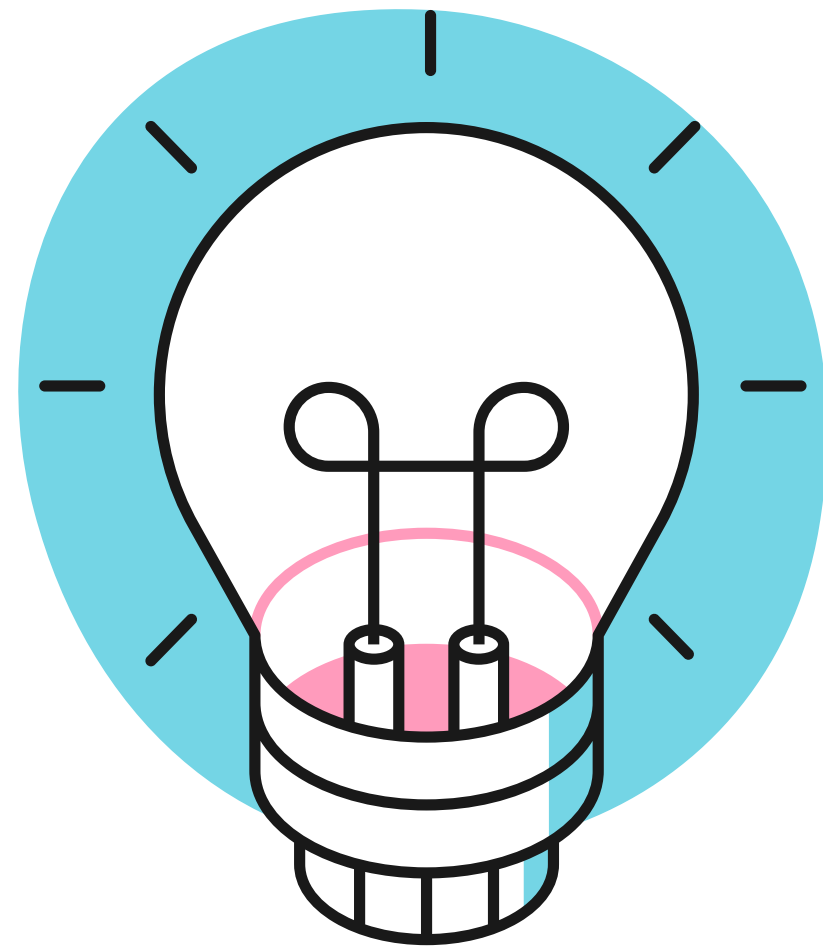
CAMPAIGN RESULTS

With only two weeks of content published, it's perhaps too early to analyse the success of organic traffic. However the branding is recognisable and striking, the templates are tested and functional for a variety of content, and the pillars are broad enough to be used for years while staying relevant and interesting.



WASH YOUR
FRUIT!





REFLECTIONS

This case study was a helpful learning experience for thinking through how to share the same message using different language and imagery for each platform.

Crafting the message and strategy for a client offering a service rather than a physical product was a new experience but not as much of a challenge as I anticipated.



ONE HEALTH

THANK YOU

For reading all the way through this case study!

Thoughts? Questions?

Email me at: Vivian.Kvitka@Gmail.com