



## **CASE STUDY:**

### **Increase blog traffic to your hospital blog by 330%**

#### Executive Summary

The Henry Ford LiveWell site was originally designed to provide a gateway to Henry Ford's 90+ wellness programs. Much of the content was directed at the 23,000 employees within the Henry Ford Health System.

The LiveWell team came to Aha Media Group and asked for help creating a content strategy that would clearly define audiences, extending the publication to an external audience. The team also wanted to clearly define business priorities.

After creating the content strategy and publishing custom content, traffic to the newly repurposed LiveWell blog rose 330 percent.

#### About Henry Ford

Henry Ford Health System is a six hospital system located in the Detroit, MI area. With approximately 3.2 million outpatient visits a year and 88,000 surgeries performed annually, Henry Ford is one of the biggest academic medical centers in the Midwest.

#### About the Project

The LiveWell site was not originally conceived of as a blog. Rather, it was a publication designed to host syndicated content. Wellness topics directed users to wellness program information.

However, the LiveWell team found the syndicated content boring and bland. It didn't align with the goals that they had for the publication, which was to create relevant, engaging and personalized content for their target audiences.

There was also a business concern that traffic was mostly coming from employees, who were directed to the site as the source for wellness programs. The LiveWell team wanted to see traffic coming from a variety of external sources.

### Discovery: Define the Challenge

Aha Media Group began discovery in the summer of 2013. After discovery, which included stakeholder interviews, a content audit and social media analysis, we created personas and messaging around identity.

The LiveWell team made a business decision to repurpose the website into a blog, where external audiences could find wellness topics. From those blog posts, readers would be directed to wellness program content within the Henry Ford Health System.

### Custom Content: The Key

Working closely with the LiveWell team, Aha Media began writing content for the new LiveWell site in the spring of 2015. An analysis in November of 2015, showed that blog traffic had risen 330 percent. Monthly, the content was directing almost 100 users per month to the Henry Ford wellness programs.

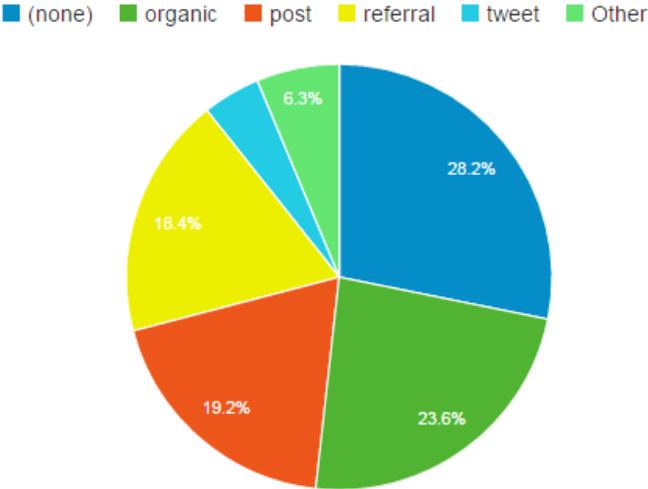


*Traffic rose by 330%*

The syndicated, vanilla content that the team didn't like became custom content that spoke directly to the strategic personas. Now you can find blog posts like:

- Are digital devices harming your vision?
- Is your Fitness Tracker making you fat?
- Are you experiencing care giver burnout?

Traffic was also nicely split between organic, posts and referrals, showing that traffic was coming from a variety of sources—one of the business goals.



*Traffic comes from a variety of sources*

You can see this case study in this Slideshare publication: [Using Data to Improve Hospital Marketing](#)

### Get in Touch

Looking for a custom content solution that suits your business objectives and audience needs? Reach out for a consultation at [info@ahamediagroup.com](mailto:info@ahamediagroup.com).