



CASE STUDY:

Drive traffic and engagement through a strategic plan

EXECUTIVE SUMMARY

Sentara Healthcare always plans a 28 Days of Heart Health campaign in February, which is American Heart Month. In February 2013, they wanted this campaign to highlight their key strategic areas and initiatives and gain more of a following on Facebook and Twitter. At the same time, Aha Media Group (Aha Media) was rewriting many parts of the Heart website. Auditing the content made us realize that much of it needed to be rearranged, combined and some, deleted. Working with the Heart service line marketing manager, we were able to create a new information architecture (IA) to streamline the content and highlight the service areas relevant to the heart month campaign.

THE CHALLENGE

Sentara wanted their 28 Days of Heart Health to be a fun campaign, but they also had clear, specific business goals in mind. First and foremost, they wanted customers to use a heart risk assessment tool that would function as a lead nurturing tool for the healthcare system. Other objectives included facilitating ongoing conversations about heart health with potential patients and educating people about the breadth and depth of Sentara's Heart services.

All of the important content restructuring work had to dovetail with this campaign. Leveraging current assets would make the campaign less expensive. A successful campaign would be a great way to demonstrate to the C-suite what a difference effective [content marketing](#), when done well, can make.



ABOUT THE CLIENT

Who they are: Healthcare organization

Industry: Healthcare

Number of employees: 5,000

In business since: 1984

Headquarters: Norfolk, VA



ahamediagroup.com

CUSTOM CONTENT AND CONTENT STRATEGIES

AHA MEDIA'S APPROACH

Aha Media used current content to create an [editorial calendar](#) based on key messages, unique programs and services, and consumer interest. Sentara's social media and marketing team coordinated to use assets they knew would work on various social media programs, including photos on Pinterest and Facebook.

THE RESULTS

During the 28-day period, Sentara's social media properties experienced rising direct engagement with patients:

- 1,160 clicks
- 702 interactions
- 66 retweets or replies
- 528 likes
- 19 comments
- 89 shares

LESSONS LEARNED

- Engagement continued to rise after the campaign was over, proving that customers want to continue fascinating conversations with brands when they are engaged.
- Using content from the website to populate a social media campaign requires careful planning and strategic oversight, but is the most cost-effective way to repurpose content.
- A successful campaign arms marketers with important data about how to fund future [content marketing](#) efforts.

“Working with a content firm made all the difference in our 28 Days for Heart campaign. Knowing that you understood our goals helped us map and execute a successful strategy.”

-Jessica Carlson, Sentara Healthcare

Week 1	Friday 2/1	Saturday 2/2	Sunday 2/3	Monday 2/4	Tuesday 2/5	Wednesday 2/6	Thursday 2/7	
Topic	Coronary Artery Disease	Heart Healthy Recipe	Exercise/Meditation	Heart Failure	Heart Surgery	Heart Attacks	Arrhythmia	
Facebook	What's coronary artery disease? How is it treated? Sentara is one of the nation's leading centers for cardiology and heart disease. Learn more at http://www.sentara.com/Services/CoronaryArteryDisease.aspx	Cold weather calls for comfort food. Your diet calls for heart-healthy food. Can the two be reconciled? See what a heart-healthy meal is these recipes from the National Heart, Lung and Blood Institute. http://www.nhlbi.nih.gov/health/heart-healthy-diet/	Don't let the cold weather get in the way of your exercise. But, how can you get more movement in your day? http://www.nhlbi.nih.gov/health/heart-healthy-diet/active-getting-active.htm	Heart failure doesn't mean your heart isn't working, just that it's not working well. Common symptoms of heart failure include fatigue, shortness of breath and swelling. Learn more about Sentara's approach to heart failure treatment at http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Advanced-Heart-Failure-Home.aspx	Imagery opens heart surgery without the "open" part, whenever possible. Sentara heart surgeons use minimally-invasive procedures, requiring a few small incisions, to perform heart surgery. Find out more about minimally-invasive heart valve repair and replacement at http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Heart-Valve-Repair.aspx	Can you recognize the symptoms of heart attacks in women? Unexplained nausea, dizziness or shortness of breath could be signs. Learn more about Sentara's unique approach to heart care http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Heart-Attack.aspx	Do you know how to recognize signs of atrial fibrillation, or A-fib? It's the most common irregular heartbeat. Learn about Sentara's approach to treating A-fib at http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Atrial-Fibrillation.aspx	
Twitter	Coronary artery disease often precedes a heart attack. Learn your risk factors and treatment options. http://bit.ly/1N8186L	Has "chicken + bean" healthy? Yes you can! http://t.us.gov/1M219	Need to move? On the cold Sunday morning, warm-up with these tips for getting more movement in your day. http://t.us.gov/1M219	Can you recognize the symptoms of heart failure? Learn about Sentara's approach to heart failure treatment at http://bit.ly/1M219	Open heart surgery, with the "open," Sentara heart surgeons use minimally-invasive procedures whenever possible. Learn more http://bit.ly/1M219	Did you know that a woman may have a heart attack even without experiencing chest pain? Learn more at http://bit.ly/1M219	Know the signs of A-fib. http://bit.ly/1M219	
Pinterest	http://www.nhlbi.nih.gov/health/heart-healthy-diet/	http://www.nhlbi.nih.gov/health/heart-healthy-diet/	http://www.nhlbi.nih.gov/health/heart-healthy-diet/active-getting-active.htm	http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Advanced-Heart-Failure-Home.aspx	http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Heart-Valve-Repair.aspx	http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Heart-Attack.aspx	http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Atrial-Fibrillation.aspx	
Week 2	Friday 2/8	Saturday 2/9	Sunday 2/10	Monday 2/11	Tuesday 2/12	Wednesday 2/13	Thursday 2/14: Valentine's Day	
Topic	Coronary Artery Disease	Heart Healthy Recipe	Exercise/Meditation	Heart Failure	Heart Surgery	Heart Attacks	Arrhythmia	
FB	How a balloon can save your life. Learn more about angioplasty at Sentara. http://www.sentara.com/Services/CoronaryArteryDisease/Pages/angioplasty.aspx	What's for dinner? How about Quilt Beef Casserole? Download NINJA PDF India. Meal with zesty, aromatic heart-healthy Lentil recipe. http://www.nhlbi.nih.gov/health/heart-healthy-diet/	Yoga and meditation are great for reducing stress and improving heart health. Now, get the benefits of a yoga or meditation session without leaving your home! Sentara offers CDs and DVDs to help you begin a self-paced program. Listen to download now! http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Heart-Healthy-Heart.aspx	Have a heart? Sentara is the only facility in Hampton Roads to offer SorCard Total Artificial Heart. For patients awaiting a heart transplant, the total artificial heart can be life saving. Learn more http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Total-Artificial-Heart.aspx	Don't give your heart to just anyone. Heart transplants require an experienced and skilled team. Sentara doctors have performed hundreds of heart transplants since 1993. http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Heart-Transplant.aspx	It's all medical jargon to me—do you know what an EKG, CT, Holter monitor or nuclear stress test are? Find out more about the diagnostic tests Sentara cardiologists use to diagnose heart attacks and other heart conditions. http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Imaging-Diagnosis-Tests.aspx	Flung broken hearts. At Sentara, we don't stop just on Valentine's Day. In this short video, Sentara cardiologists explain why cardiac ablation, often used to treat A-fib, http://bit.ly/1M219	
Twitter	Angioplasty. Cardio docs + balloons. Learn more http://bit.ly/1M219	Dinner tonight? Your favorite recipe, prep-ped in 15 minutes. http://t.us.gov/1M219	Give a magical place without leaving home—Sentara's meditation CDs will get you there. http://t.us.gov/1M219	Have an artificial heart in can save your life while you wait for a donor heart. Learn more http://bit.ly/1M219	It's your heart—make sure it's in good hands. 100s of heart transplants since 1993. http://bit.ly/1M219	Learn the test behind the name—do you know what an EKG, CT and nuclear stress test are? http://bit.ly/1M219	At Sentara, we heart heart! Get a loved one and team all about cardiac ablation, explained in under 3 mins. http://bit.ly/1M219	
Pinterest	http://www.nhlbi.nih.gov/health/heart-healthy-diet/	http://www.nhlbi.nih.gov/health/heart-healthy-diet/	http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Heart-Healthy-Heart.aspx	http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Total-Artificial-Heart.aspx	http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Heart-Transplant.aspx	http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Imaging-Diagnosis-Tests.aspx	http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Atrial-Fibrillation.aspx	
Week 3	Friday 2/15	Saturday 2/16	Sunday 2/17	Monday 2/18: Presidents' Day	Tuesday 2/19	Wednesday 2/20	Thursday 2/21	
Topic	Coronary Artery Disease	Heart Healthy Recipe	Exercise/Meditation	Heart Failure	Heart Surgery	Heart Attacks	Arrhythmia	
FB	CARD: Phenomenal like the head? responsible, it's a life-saving operation for people with coronary artery disease. http://www.sentara.com/Services/CoronaryArteryDisease/Pages/CARD.aspx	Imagine your favorite Southern dinner—fried chicken, biscuits, and collard greens—inspired in a heart. http://www.nhlbi.nih.gov/health/heart-healthy-diet/	Could your sleep? Meditate your way to a better night's sleep. http://www.nhlbi.nih.gov/health/heart-healthy-diet/	How do you feel about your heart? Sentara's Heart Care Operating Suite? http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Heart-Care-Operating-Suite.aspx	What's "Huber" about Sentara's Heart Care Operating Suite? http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Heart-Care-Operating-Suite.aspx	What's so great about A-fib? A-fib, tachycardia, bradycardia, there are some of the types of heart arrhythmias. Learn all http://www.sentara.com/Services/Advanced-Heart-Failure/Pages/Atrial-Fibrillation.aspx		
Twitter								
Pinterest								



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ABOUT AHA MEDIA

Aha Media has a broad range of content expertise. See more of Aha Media's [case studies](#) and the [work](#) that we are proud of.

GET IN TOUCH

Looking for a custom content solution that suits your business objectives and audience needs? Reach out for a consultation at hello@ahamediagroup.com.