



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.

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.



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

ABOUT THE CLIENT

Who they are: Healthcare organization

Industry: Healthcare

Number of employees: 5,000

In business since: 1984

Headquarters: Norfolk, VA



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

Week One	Friday 2/11	Saturday 2/12	Sunday 2/13	Monday 2/14	Tuesday 2/15	Wednesday 2/16	Thursday 2/17
Topic	Coronary Artery Disease	Heart-Healthy Recipe	Exercise/Meditation	Heart Failure	Heart Surgery	Heart Attacks	Atrial Fibrillation
Facebook	What is 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/Sentara/Cardio/Pages/Coronary-Artery-Disease.aspx	Cold weather calls for comfort food. Your diet calls for heart-healthy food. Can the two be reconciled? Sure, with a heart-friendly mac 'n cheese recipe from the National Heart, Lung and Blood Institute. http://www.heart.org/healthy-living/healthy-eating/articles/mac-cheese-hm	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.aha.org/healthy-living/exercise/meditation	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/Cardio/Advanced-Heart-Failure/Pages/Advanced-Heart-Failure-Home.aspx	Imaging open 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/Cardio/Minimally-Invasive/Pages/Minimally-Invasive-Heart-Surgery.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/Cardio/Pages/Heart-Attack.aspx	Do you know how to recognize signs of atrial fibrillation, or Afib? It's the most common irregular heartbeat. Learn about Sentara's approach to treating Afib at http://www.sentara.com/Health/Articles/Recognizing-Heart-Attack.aspx
Tweets	Coronary artery disease often precedes a heart attack. Learn your risk factors and treatment options. http://t.co/1uAN8L	Mac 'n cheese + heart-healthy? Yes you can! http://t.co/1uAN8L	Need to move? On this cold Sunday morning, warm-up with these tips to getting more movement in your day. http://t.co/1uAN8L	Can you recognize the symptoms of heart failure? Learn about Sentara's approach to heart failure treatment at http://t.co/1uAN8L	Open heart surgery. Why the "open." Sentara heart surgeons use minimally invasive procedures whenever possible. Learn more http://t.co/1uAN8L	Did you know that a woman may have a heart attack even without experiencing chest pain? Learn more at http://t.co/1uAN8L	Know the signs of Afib? http://t.co/1uAN8L
Pinterest		http://www.heart.org/healthy-living/healthy-eating/articles/mac-cheese-hm					
Week Two	Friday 2/18	Saturday 2/19	Sunday 2/20	Monday 2/21	Tuesday 2/22	Wednesday 2/23	Thursday 2/24: Valentine's Day
Topic	Coronary Artery Disease	Heart-Healthy Recipe	Exercise/Meditation	Heart Failure	Heart Surgery	Heart Attacks	Heart Attacks
Facebook	How a balloon can save your life. Learn more about angioplasty at Sentara. http://www.sentara.com/Services/Cardio/Pages/Angioplasty.aspx	What's for dinner? How about Quick Beef Casserole? Download this PDF today, filled with nutritious heart-healthy Latino recipes. http://www.heart.org/healthy-living/healthy-eating/recipes	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 or download now! http://www.sentara.com/Services/Cardio/Advanced-Heart-Failure/Pages/Total-Artificial-Heart.aspx	Here's a heart: Sentara is the only facility in Hampton Roads to offer the Cardiac Total Artificial Heart. For patients awaiting a heart transplant, the total artificial heart can be life saving. Learn more http://www.sentara.com/Services/Cardio/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's doctors have performed hundreds of heart transplants since 1985. http://www.sentara.com/Services/Transplant/Pages/Heart-Transplant.aspx	It's all medical jargon to me—do you know what an EKG, CT, nuclear 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/Cardio/Pages/Cardio-Imaging-Diagnostic-Tests.aspx	Facing broken hearts. At Sentara we do it all year, not just on Valentine's Day. In this short video, Sentara cardiologists explain all cardiac ablation, often used to treat Afib. http://t.co/1uAN8L
Tweets	Angioplasty. Cardio does a balloon. Learn more http://t.co/1uAN8L	Dinner tonight. Your favorite Mexican recipe, prepared in a heart-healthy way. http://t.co/1uAN8L	Go to a tropical place without leaving home—Sentara's meditation CDs will get you there. http://t.co/1uAN8L	Have an artificial heart in your chest? Here's how you can save your life while you wait for a donor heart. Learn more http://t.co/1uAN8L	If you heart is in good hands, 100s of heart transplants since 1985. http://t.co/1uAN8L	Learn the test behind the name—do you know what an EKG, CT and nuclear stress test are? http://t.co/1uAN8L	At Sentara, we hear heart of loved one and team of about 200 cardiologists, explained in under 2 min. http://t.co/1uAN8L
Pinterest		http://www.heart.org/healthy-living/healthy-eating/recipes					
Week 3	Friday 2/25	Saturday 2/26	Sunday 2/27	Monday 2/28: President's Day	Tuesday 2/29	Wednesday 2/29	Thursday 2/27
Topic	Coronary Artery Disease	Heart-Healthy Recipe	Exercise/Meditation	Heart Failure	Heart Surgery	Heart Attacks	Atrial Fibrillation
Facebook	CAHD: Pronounced like the leafy vegetable, it's a life-saving operation for people with coronary artery disease.	Imagine your favorite Southern, deer-hood chicken, biscuits, mashed potatoes prepared in a heart-healthy way.	Count your steps! Use our new app to track your steps and more.	When George Washington was in bed, his doctors opened a vein and let him convalesce.	What's "Tubed" about Sentara's Hybrid Cardiac Operating Suite? Discover how our new MRI elements?	What's so gear about 04 ablation? 04 Afib, catheters, 3-d catheters plus CT scan, the most advanced, latest and most accurate CT	There are some of the types of stroke that can be treated. Learn about

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.

ABOUT AHA MEDIA

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

GET IN TOUCH

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