

Performance Marketing

Omar Galarzo

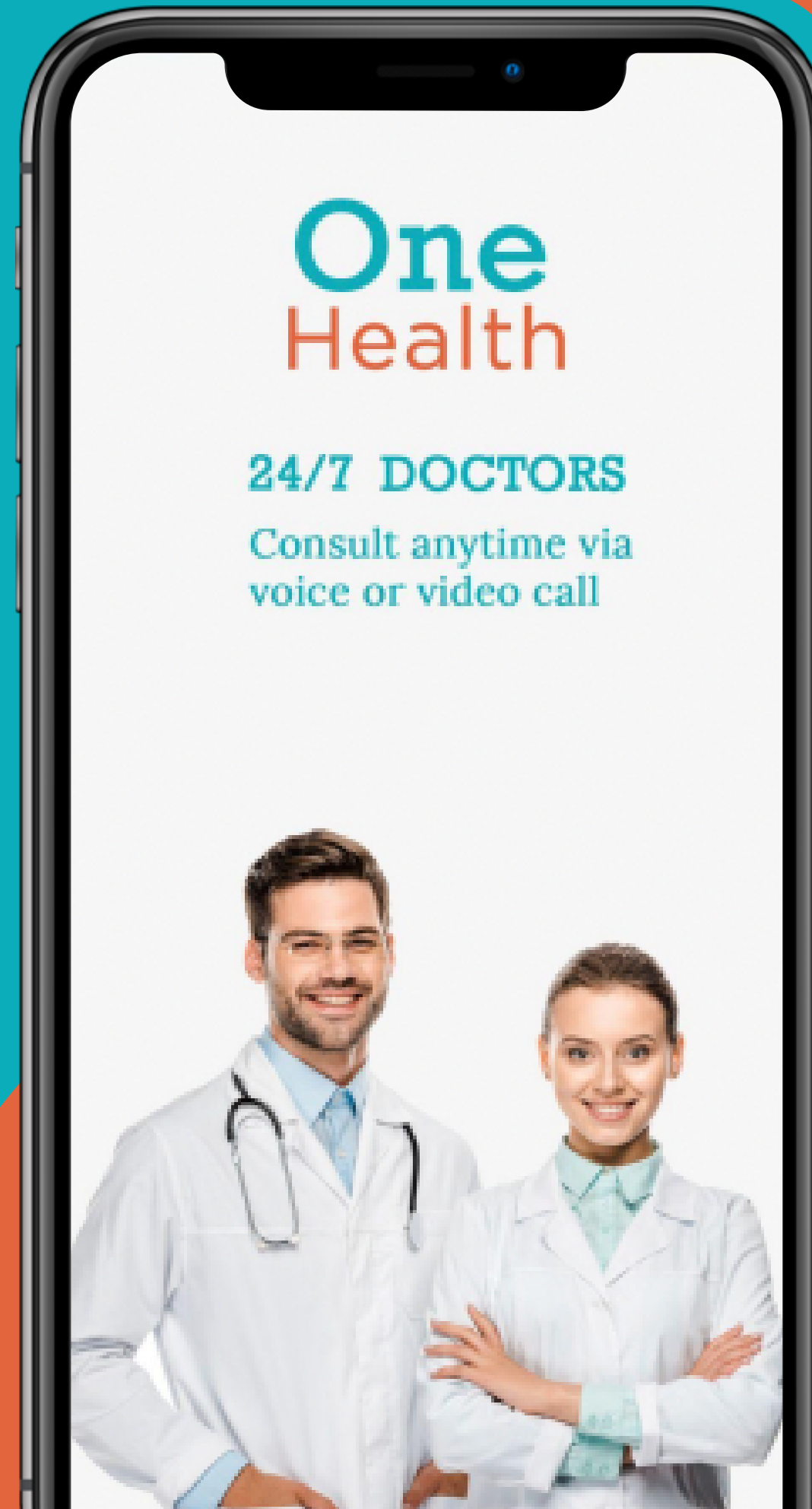
i One Health: Case Study

One
Health



Overview

1. Purpose
2. The Client
3. Approach
4. Solution
5. Key metrics overview
6. Recommendations



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Health

Purpose

In this case study, I will showcase my expertise in paid marketing through a project undertaken for One Health. This case study highlights the strategies, skills, and outcomes achieved, with a focus on how my approach and execution contributed to the campaign's success.



The Client

One Health, a healthcare service provider, sought to enhance its online presence and drive conversions. The client's goals were to generate brand awareness, nurture leads, and guide potential customers toward conversion. The project involved creating a comprehensive paid marketing strategy and implementing campaigns across multiple platforms.



Project Scope

Goal:	Increase the total subscribers by 30% after the 1st month*
Your Campaigns:	Plan and implement x1 paid social campaign (awareness) Plan and implement x1 paid search campaign (consideration)
Channels:	Facebook Ads Manager Google Ad Manager
Budget:	5,000 USD (for awareness and consideration stages)
Campaign Performance Analysis	Analyze the results of your social and search campaigns Analyze the results of conversion campaigns launched by your colleagues Analyze the results of A/B test campaigns launched by your colleagues
Reporting	Final client report on outcomes and recommendations
Contract Duration:	1 month

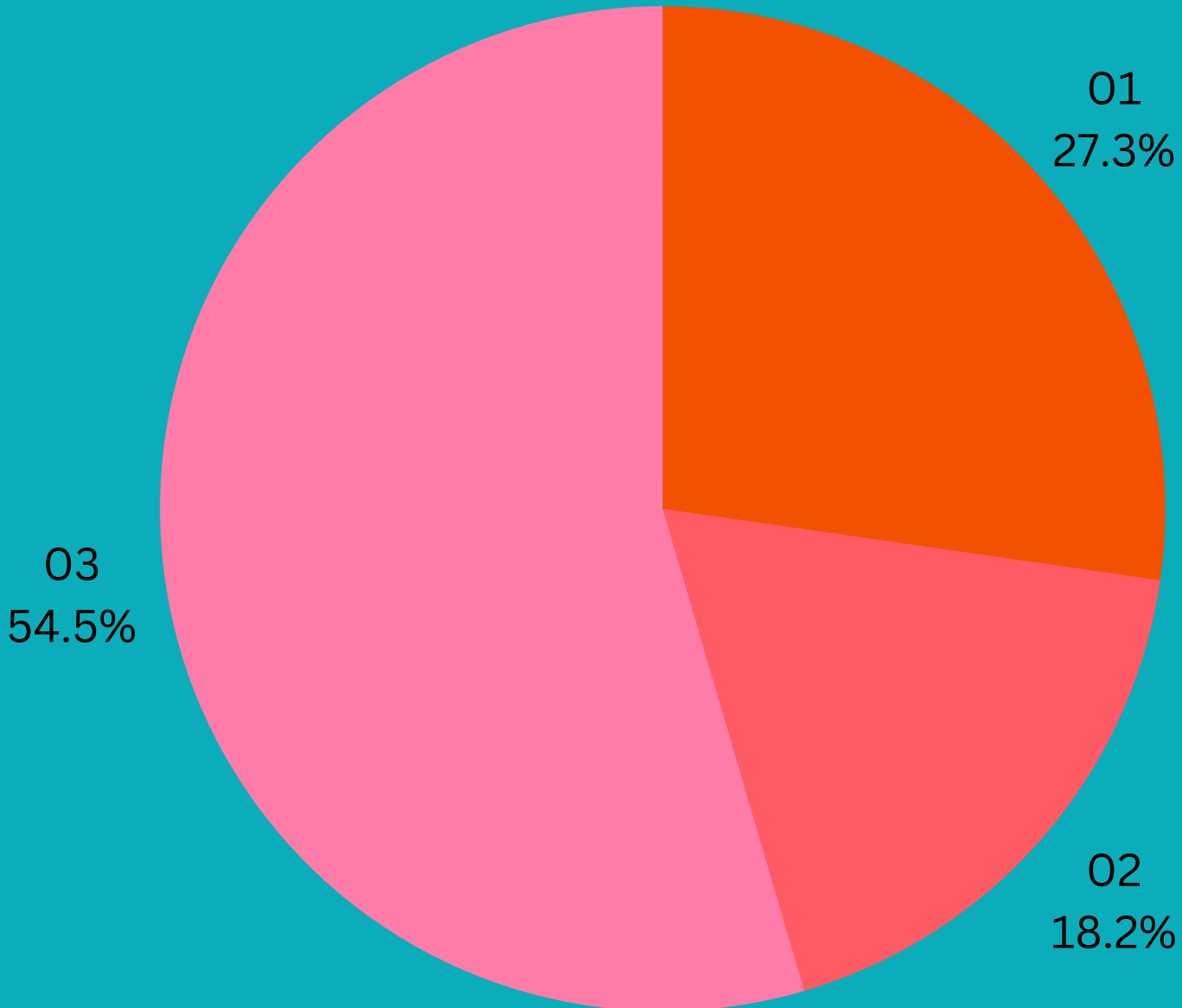
Budget

01 Awareness Stage
1200\$

02 Consideration Stage
1800\$

03 Conversion Stage
3600\$

Total Budget:
5000\$



Message and Targeting



Sica

35 years old | Small Business Owner
New Jersey

"I've prioritized health since I became a mom."

ABOUT

Sica is a full-time mom, wife, and part-time business owner. Her first priority is her family. As a first-time mom, she's quite paranoid, and her Google history is filled with questions like "Is it normal for kids to have fever when teething?", "How long should my daughter sleep?", and more

LIKES

- Asking for advice from friends she trusts
- Mommy groups
- Anything organic

DISLIKES

- Expensive healthcare
- Germs
- Waiting for a doctors appointment

Interests for Sica, our target persona:

- Parenting Blogs and Websites
- Baby Products and Gear
- New Parenting Tips
- Child Development Milestones
- Family Activities

Behaviors for Sica:

- Recently Became a Parent
- First-Time Parents
- Online Parenting Communities
- Subscription Box Services for Moms
- Online Shopping for Baby Products

Short Tail Keywords:

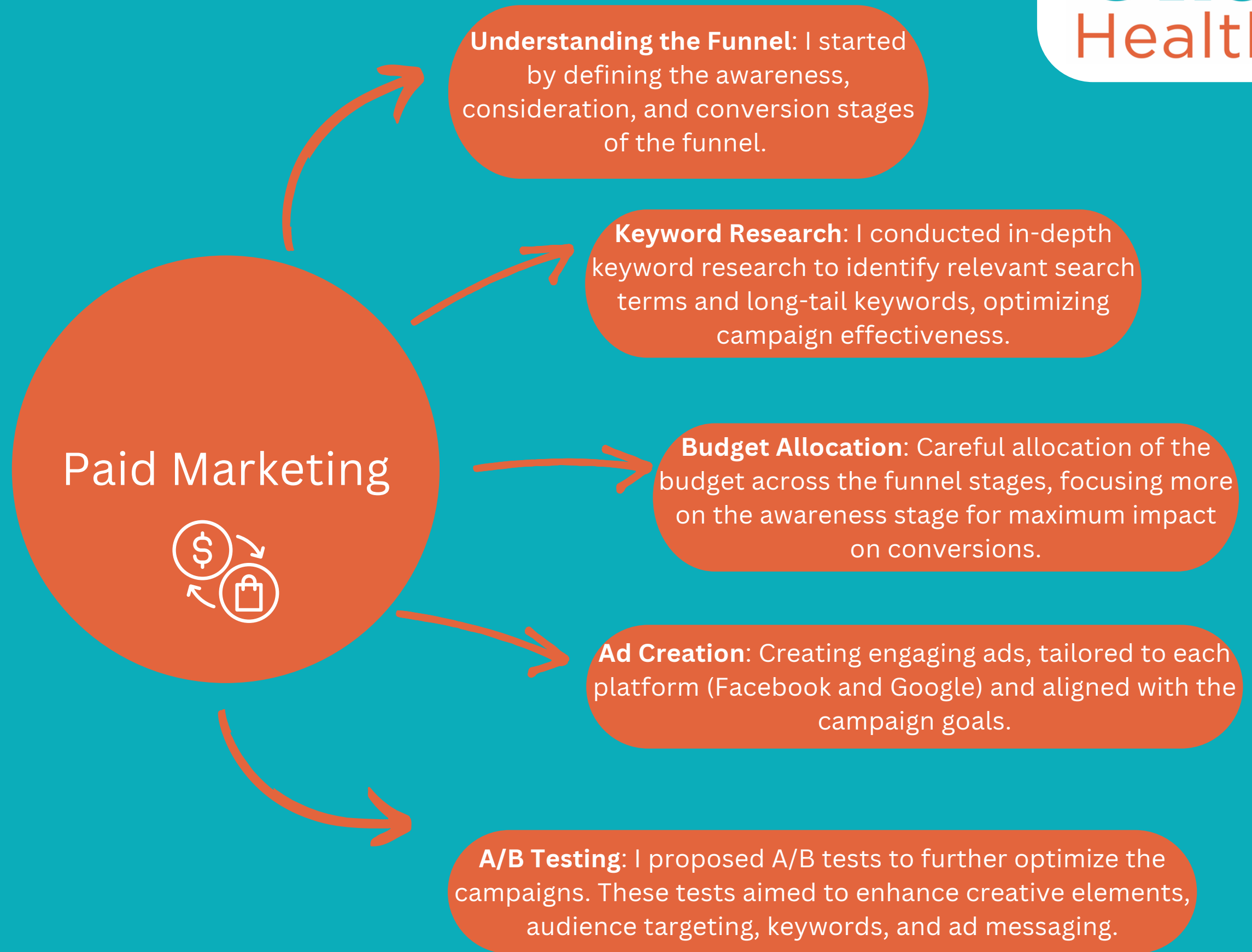
1. "Child healthcare"
2. "Pediatrician services"

Long Tail Keywords:

1. "Best pediatrician in New Jersey"
2. "Child health checkup near me"
3. "Family-friendly pediatric clinic"

Approach

To meet the client's objectives, I employed a systematic approach:





Complete Paid Marketing Funnel for One Health

It was absolutely essential to have a complete understanding of the goals, the platforms, the purposes, the ad types and the KPIs for each stage of funnel before budgeting.

STAGE OF FUNNEL	GOAL	PLATFORM	PURPOSE	AD TYPES	KPIs
Awareness	Increase brand awareness and reach among the target audience.	Facebook and Instagram.	Introduce One Health to potential customers and create initial interest.	Awareness Campaign with engaging visuals.	Impressions, Reach, Engagement, CTR
Consideration	Encourage potential customers to consider One Health's services.	Google (search ads, display ads, YouTube ads)	Providing information and answers to specific queries when users are actively searching for health-related services.	Search Campaign with compelling ad copy.	CTR, Quality Score, Conversion Rate
Conversion	Drive conversions and subscriptions to One Health's services.	Facebook and Instagram (Retargeting)	To re-engage users who have shown interest and guide them towards subscribing.	Retargeting Campaign with tailored messaging.	Conversion Rate, ROAS

Facebook Ads



Awareness Stage

Image

Facebook Feeds Expand ...

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Google Ads

Consideration Stage

● Ad group 1

Top Telemedicine Experts | Experienced Medical Guidance | Your Homecare, Our Priority

[Ad](#) onehealthorg.wpcomstaging.com

Get reliable medical advice from our medical care team of specialists. Trust the expertise of our medical professionals.

[Consult Now](#)

● Ad group 2

Online Health Solutions | Stay Healthy, Stay Connected | The Future of Mobile Health

[Ad](#) onehealthorg.wpcomstaging.com

Access and monitor quality care anytime, anywhere with our remote medical care App. Stay connected with our expert medical team. Download the App.

[Consult Now](#)

● Ad group 3

Tailored Medical Services | Your Health, Your Way | Experience Personalized Care

[Ad](#) onehealthorg.wpcomstaging.com

Discover personalized healthcare tailored to your unique needs. Your health, your way. Expert care just for you.

[Consult Now](#)

Solution

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The full-funnel strategy was designed to guide users seamlessly from awareness through to conversion. I leveraged Facebook and Google Ads for a comprehensive online presence.

01

Awareness Stage: Engaging and visually appealing Facebook and Instagram ads were created to increase brand visibility. A/B tests were proposed to optimize ad creatives and audience targeting.



02

Consideration Stage: For this stage, Google Ads campaigns were launched to target users actively searching for healthcare services. A/B tests focused on keyword performance and ad copy optimization.



03

Conversion Stage: Remarketing campaigns on Facebook and Instagram aimed to re-engage potential customers. A/B testing identified the most effective creative elements and ad formats for driving conversions.



Key metrics overview

Facebook Ad spend	Facebook ROAS	Google Ad spend	Google ROAS	Total Ad spend	Total ROAS
2497.9	6592.1	1138.11	3826.89	3636.01	10418.99
Channel	Ad spend	CTR	Conversion	Conversion rate	ROI
Facebook	2497.9	0.60%	88	3.52%	263.91%
Google	1138.11	0.50%	50	2.57%	336.25%

- In the **awareness stage**, I would continue to use **video creatives**, but considering to refine targeting to improve CTR and conversions.
- In the **consideration stage**, I would **expand on the successful keywords** (online doctor consultation & virtual doctor visit near me) and monitor their performance. Still keeping to optimize CPC and CTR.
- For the **conversion stage**, focusing **more budget and effort on retargeting ads** ("online_doctor_retarging A") (more than the used 650\$) due to their high conversion rate.
- **Continue A/B testing** of creatives and refine audience targeting for better results.
- On **Google**, **monitor the effectiveness of high-converting keywords** and allocate more budget to those.
- Consider **expanding to other platforms** that show promise in achieving conversion goals.
- **Review every day** and **update campaigns** to adapt to changing trends and audience behavior.
- We need to **optimize audience targeting** and delivering to the most relevant segments (apart from creative) in order to boost CVR.

Recommendations



THANK YOU!

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