

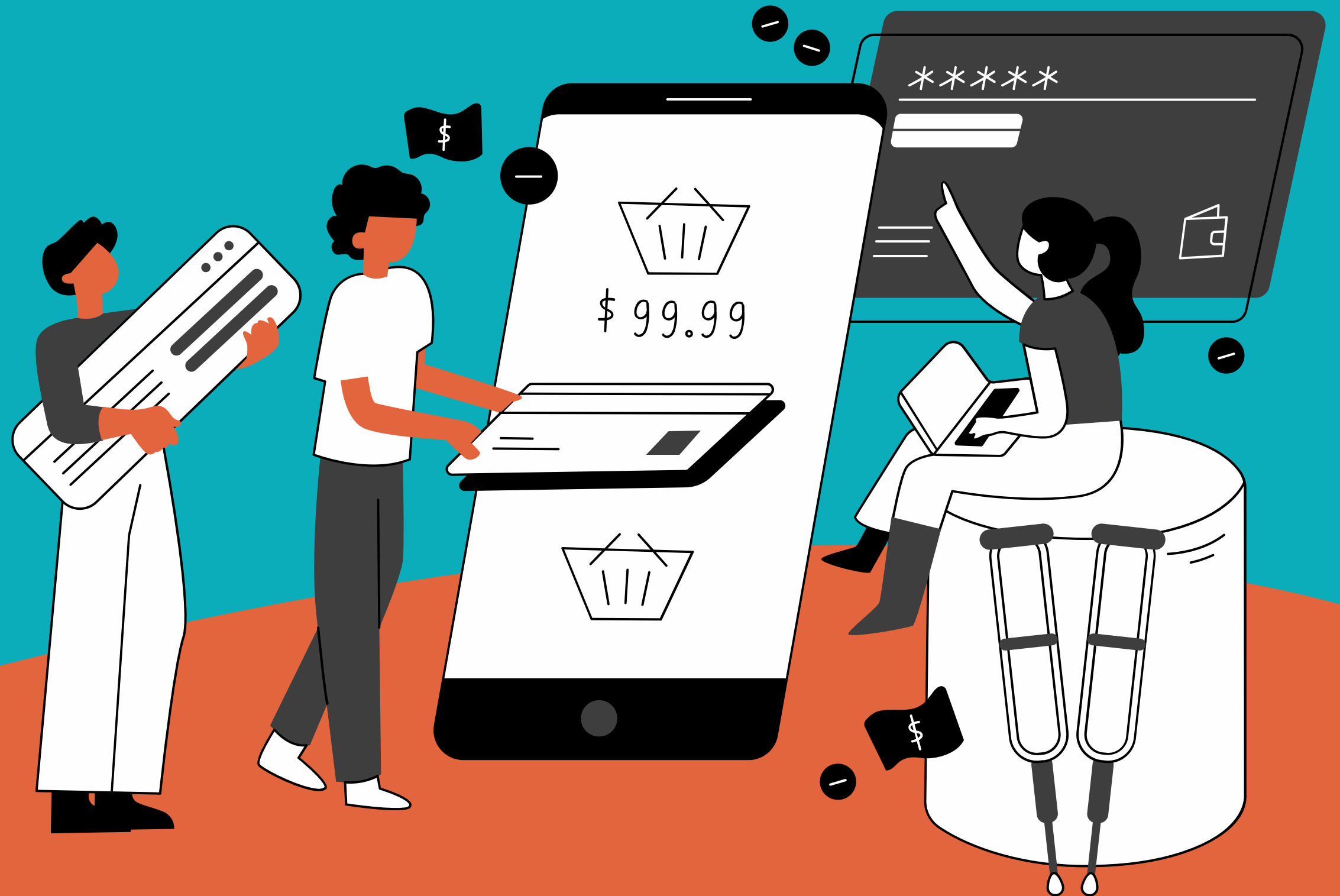


Case Study

Social Media Marketing and Branding

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Campaign Goals



The One Health business goal

- Enhance brand awareness, particularly for the new digital initiative.
- Establish One Health as a leading digital health service provider.

One Health's challenge to my agency outlines the following goals:

- Generate awareness for the One Health digital service.
- Drive sign-ups for the digital service.
- Build a loyal community of followers and advocates.



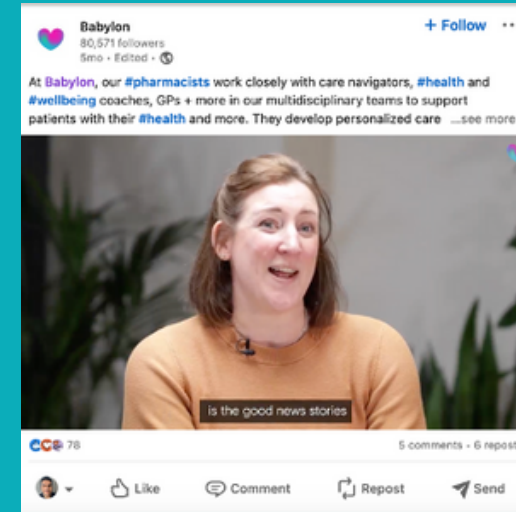
Social Media Metrics



Platform	Likes	Comments	Shares
Facebook	5 per post	5 per week on any post	2 per week on any post
Instagram	7 per post	7 per week on any post	2 per week on any post
Twitter	3 per post	3 per week on any post	3 per week on any post

Research and Strategy to Execution

- **Competitive research: find the USP for One Health through analyzing competitor's strategies.**



- **Analyze the target groups, their needs and the best way to communicate with them.**



Marnie
42 years old | IT Manager
New York

"I'm starting to feel old."

Sica
35 years old | Small Business Owner
New Jersey

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

Rob
28 years old | HR Manager
Pennsylvania

"I'm looking for a cost-effective health provider for my company."

Philip
65 years old | Retired
Massachusetts

"I'm afraid of doctor visits."

- Develop content strategy with hashtag research and platform selection.

#HEALTH #WELLNESS #HEALTHCARE
 #DOCTOR #PATIENT #ADVICE
 #TIPS #QUOTE #NEWS #EVENT #CARE

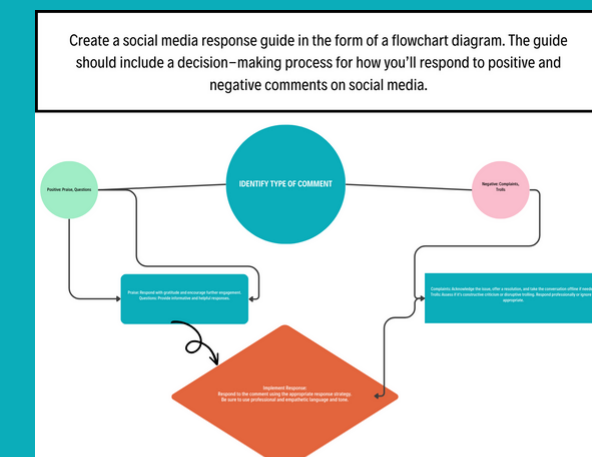
- Create One Health branding guidelines and templates.



- Plan a 4-week editorial calendar, craft posts, and produce visuals.

Time	Copy for Facebook	Copy for Instagram	Copy for LinkedIn	Copy for Twitter	Image	Source/ Links	Content Pillar
09:00	<p>🌱 Did you know that September is National Food Safety Education Month? It's a vital occasion to enhance your food safety awareness. Ensure your family's well-being with the FDA's comprehensive guide on preventing foodborne illnesses. Discover the full resource here: FDA LINK #FoodSafety #SafetyMatters</p>	<p>🌱 September arrives with National Food Safety Education Month! Let's make every meal not just delightful but safe too. Delve into the FDA's recommended practices to shield your family from foodborne health risks. Link in bio. #FoodSafety #StaySafe</p>	<p>🌱 Welcome to National Food Safety Education Month this September! Regardless of your culinary expertise, prioritizing food safety is paramount. The FDA offers a wealth of guidance to assist you in maintaining a secure and wholesome kitchen environment. Explore their expert recommendations here: FDA LINK #FoodSafety #HealthandWellness</p>	<p>🌱 September marks the start of National Food Safety Education Month! Don't miss the chance to bolster your food safety knowledge. Dive into the FDA's expert insights and safeguard your loved ones from foodborne illnesses. Explore now: FDA LINK #FoodSafety #SafetyFirst</p>	<p>https://drive.google.com/file/d/1KfO2oxyRhe4eKrCj7iZQmIT3diiZE3_n/view</p>	<p>https://www.fda.gov/food/consumers/food-safety-education-month#:~:text=September%20is%20National%20Food%20Safety,each%20year.</p>	Create awareness of the brand and services

- Monitor community engagement and adjust content in the Social Media Playbook.



Content Pillars

PATIENT STORIES

To build trust and credibility with potential patients, and to show that One Health is committed to helping people

HEALTH AND WELLNESS TIPS

To educate and empower One Health's followers to make healthy choices.

FREE WEBINARS

To promote One Health's free webinar series and educate followers about health and wellness topics.



Moodboard

Primary Font

This font can be used for body text and headings. The regular version should be used most frequently, but the bold can also be used for headings and titles to differentiate hierarchy.

Aa Aa

Montserrat Regular

Montserrat Bold

Secondary Font

This font is used mostly as an accent.

Aa


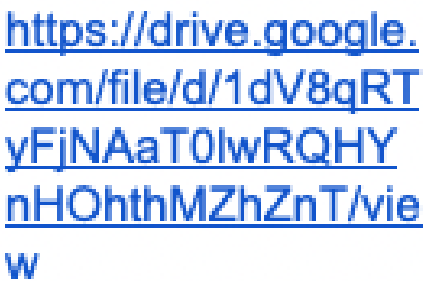
Lora Regular



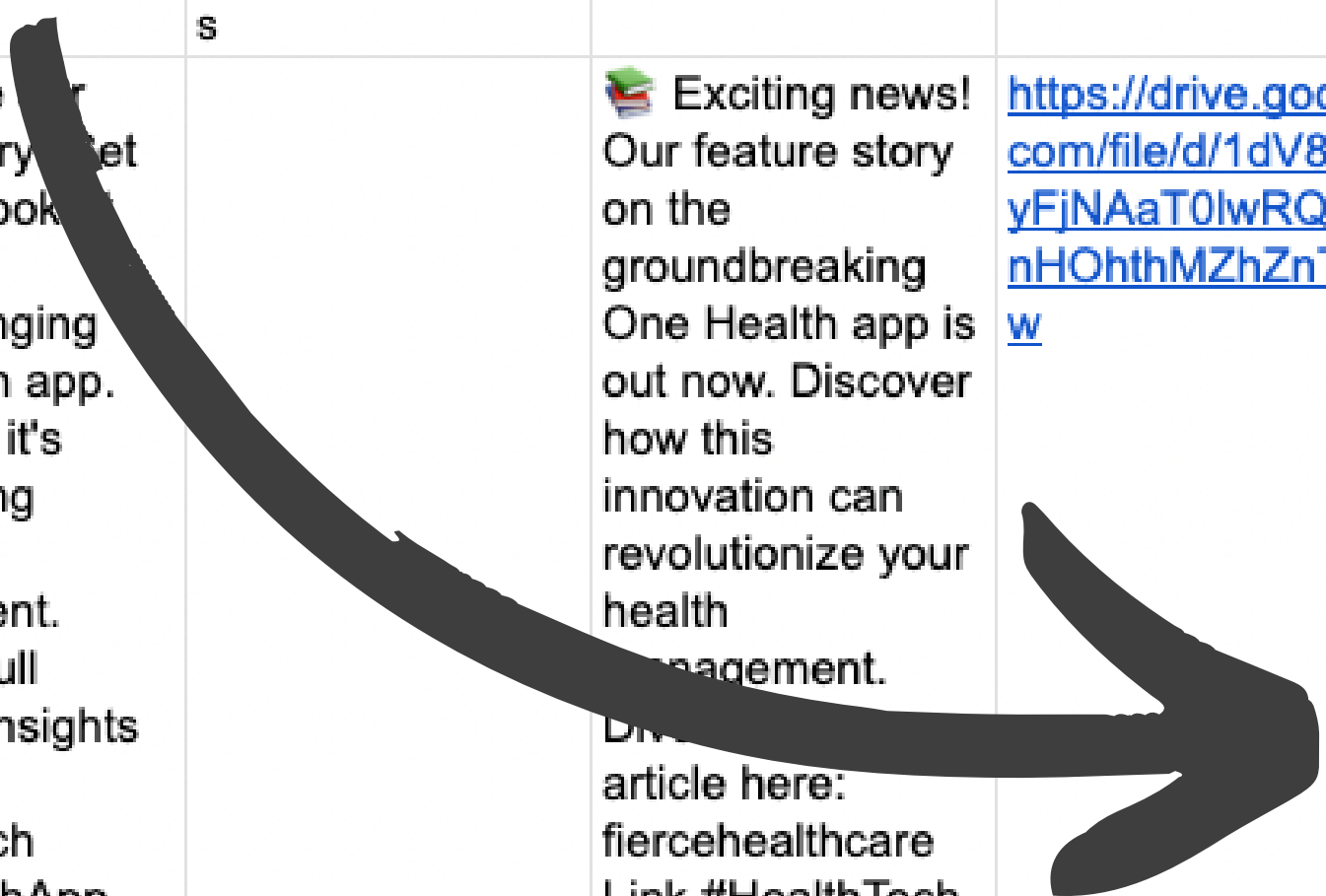
Montserrat Font

One Health's brand is characterized by:

- Confidence (sans arrogance).
- A conversational tone (always appropriate and respectful).
- Intelligence (presented without excessive intellectualism).
- Helpfulness (offered without being overbearing).
- Clarity and conciseness (maintained with a human touch).

Date	Time	Copy for Facebook	Copy for Instagram	Copy for LinkedIn	Copy for Twitter	Image	Source/ Links	Content Pillar
26.09.2023	09:00	<p>🍏 Did you know that September is National Food Safety Education Month? It's a vital occasion to enhance your food safety awareness. Ensure your family's well-being with the FDA's comprehensive guide on preventing foodborne illnesses. Discover the full resource here: FDA LINK #FoodSafety #SafetyMatters</p>	<p>🍏 September arrives with National Food Safety Education Month! Let's make every meal not just delightful but safe too. Delve into the FDA's recommended practices to shield your family from foodborne health risks. Link in bio.</p> <p>#FoodSafety #StaySafe</p>	<p>🍏 Welcome to National Food Safety Education Month this September! Regardless of your culinary expertise, prioritizing food safety is paramount. The FDA offers a wealth of guidance to assist you in maintaining a secure and wholesome kitchen environment. Explore their expert recommendations here: FDA LINK #FoodSafety #HealthandWellness</p>	<p>🍏 September marks the start of National Food Safety Education Month! Don't miss the chance to bolster your food safety knowledge. Dive into the FDA's expert insights and safeguard your loved ones from foodborne illnesses. Explore now: FDA LINK #FoodSafety #SafetyFirst</p>		<p>https://www.fda.gov/food/consumers/food-safety-education-month#:~:text=September%20is%20National%20Food%20Safety,inc%206%20Americans%20each%20year.</p>	Create awareness of the brand and services
		<p>📖 Dive into our latest feature story! Discover how the revolutionary One Health app can empower you to take charge of your health journey. Explore its incredible features and benefits in our in-depth article. Read more: fiercehealthcare Link #HealthTech #OneHealthApp</p>	<p>📖 Explore our latest feature story and get an inside look at the game-changing One Health app. Learn how it's transforming healthcare management. Read the full article for insights in our bio. #HealthTech #OneHealthApp</p>		<p>📖 Exciting news! Our feature story on the groundbreaking One Health app is out now. Discover how this innovation can revolutionize your health management. Read the full article here: fiercehealthcare Link #HealthTech</p>		<p>https://www.fiercehealthcare.com/payer/unitedhealthcare-launches-new-app-demand-telemedicine</p>	Educate the target audience about a health topic

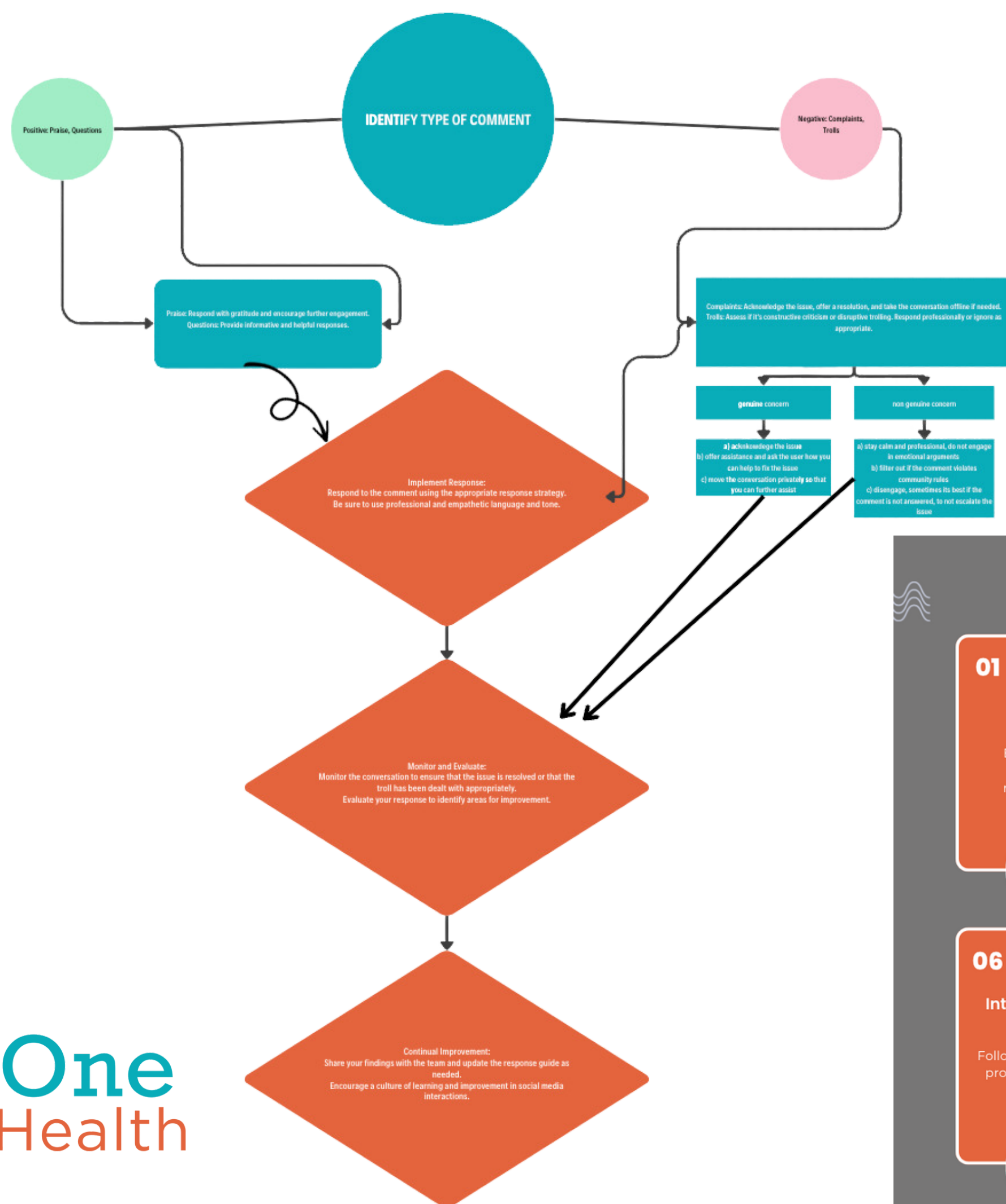
Guidelines Editorial Calendar



Link

Social Media Playbook

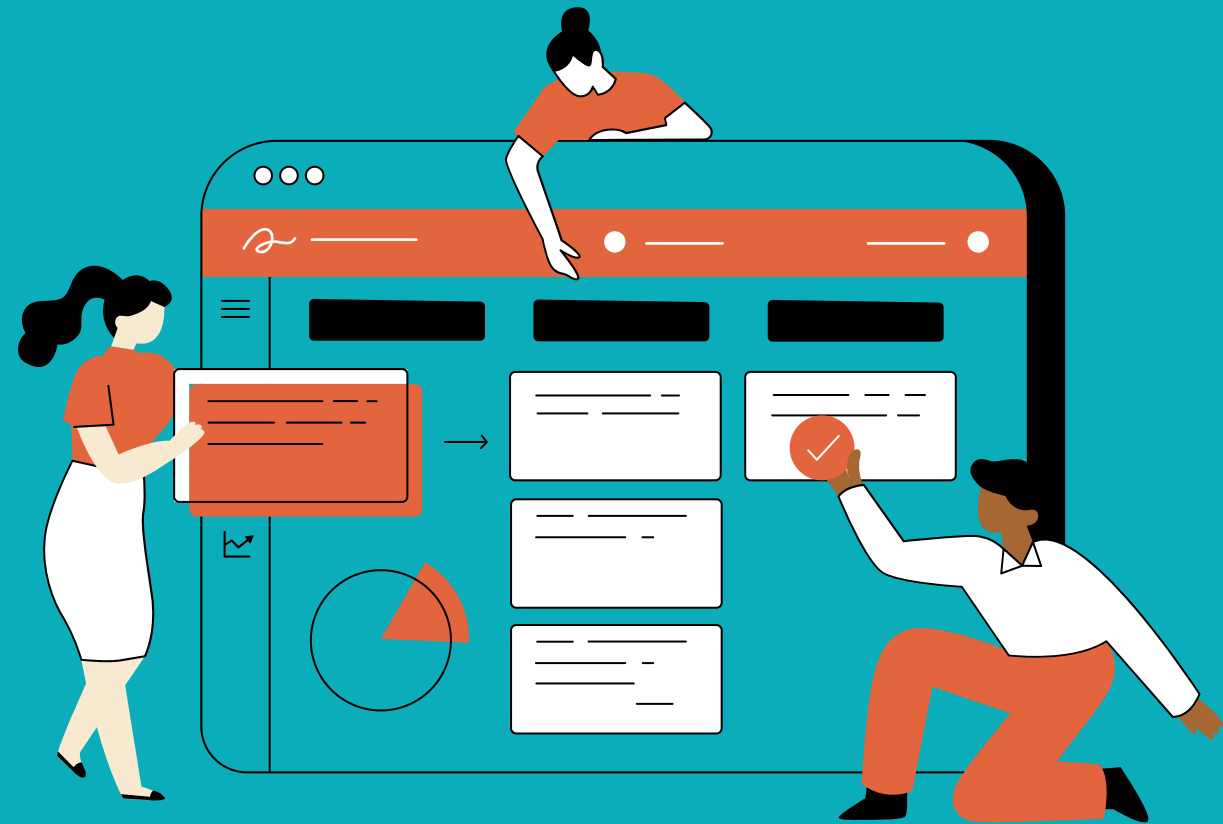
Social



Legal Services Workflow: From Consultation to Resolution



Media Campaign Platforms

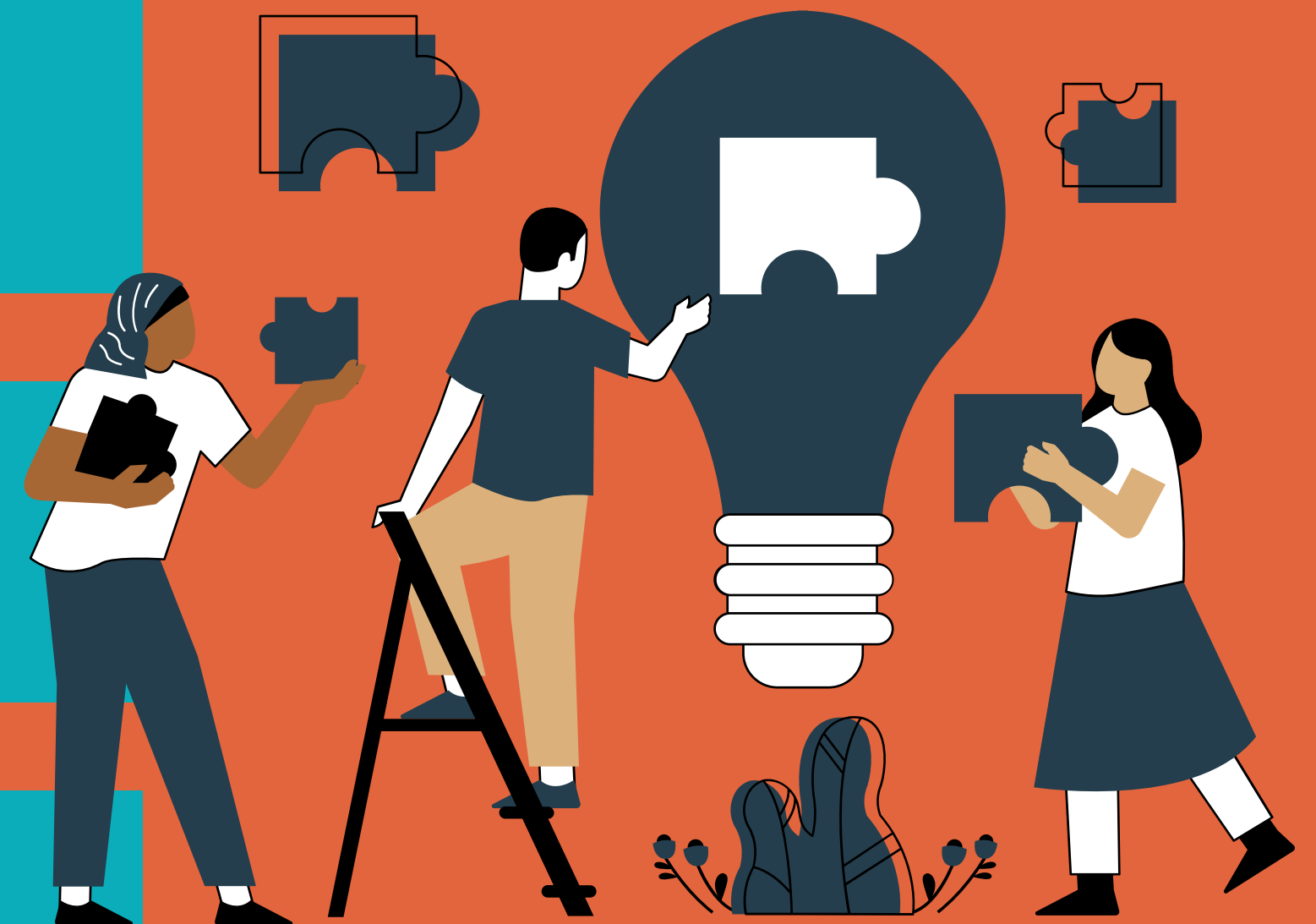


Strategic Engagement

1. Content Creation
2. Brand Partnerships
3. Content Publication

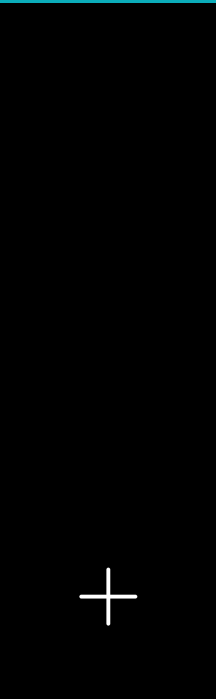
4. Partner Brand Sharing
5. Benefits for One Health
6. Monitoring and Optimization

Growth Strategy Pitch
[Link to the whole pitch/presentation](#)





Thank you!



Written by Omar Galarzo