



# Anonymous Case Study

APRIL, 2017

## Our Goals

Advance 360 partnered with a community hospital to achieve 2 goals. These goals were refined from larger initiatives into measurable, incremental changes that could be tracked historically as well as into the future.

**Goal 1 - 7% REVENUE INCREASE ACROSS KEY SERVICE LINES \***

**Goal 2 - INCREASED RETENTION OF EMPLOYEES WITH LESS THAN 2 YEARS' TENURE**

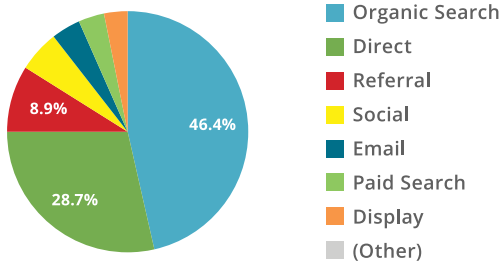
\*AS MEASURED IN PART BY RELATIVE VALUE UNITS (WRVU'S)

# Website Highlights

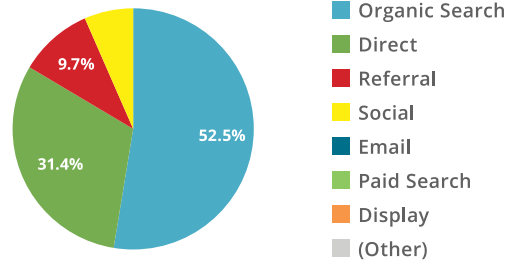
Having established a holistic marketing effort across all channels and services of the hospital, in the first seven months of the campaign dramatic changes were visible. Large increases in both organic search and direct traffic were felt throughout the organization, and the mix of traffic generation far more healthy (diverse) that the previous year.

DEFAULT CHANNEL GROUPING	SESSIONS	NEW SESSIONS	NEW USERS	BOUNCE RATE	PAGES/SESSIONS
	42,75% ▲ 220,992 vs 154,814	16.90% ▲ 50.28% vs 43.01%	66.87% ▲ 111,108 vs 66,583	13.32% ▼ 51.13% vs 45.12%	3.62% ▲ 2.64 vs 2.55
<b>1. ORGANIC SEARCH</b>					
Jul 1, 2016 - Mar 31, 2017	102,521 (46.39%)	51.00%	52,281 (47.05%)	45.90%	2.60
Jul 1, 2015 - Mar 31, 2016	81,655 (52.74%)	48.93%	39,953 (60.00%)	38.78%	2.78
% Change	25.55%	4.22%	30.86%	18.36%	-6.35%
<b>2. DIRECT</b>					
Jul 1, 2016 - Mar 31, 2017	63,405 (28.69%)	48.19%	30,556 (27.50%)	45.90%	3.28
Jul 1, 2015 - Mar 31, 2016	48,559 (31.37%)	32.42%	15,741 (23.64%)	38.78%	2.36
% Change	30.57%	48.67%	94.12%	-2.87%	38.74%

JUL 1, 2016 - MAR 31, 2017



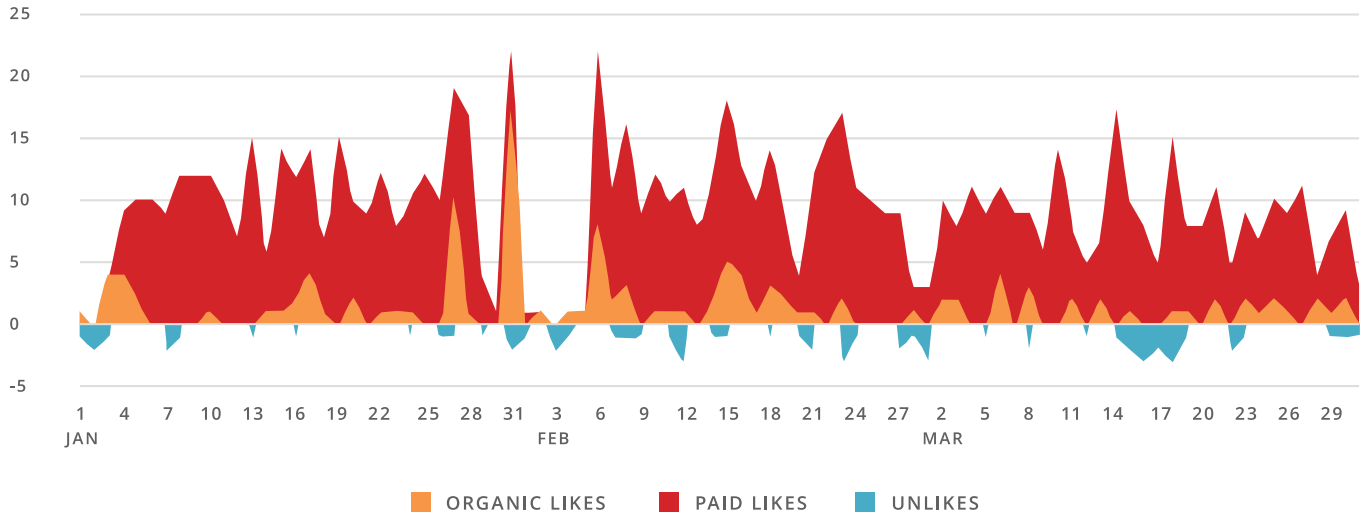
JUL 1, 2015 - FEB 28, 2016



# Social Media Highlights - YTD

The Social Media Space offered additional insights. Total fans increased by nearly 24% in the first four months of 2017. Promoted posts and other paid social media took hold, generating 722 new fans over the same period.

## LIKES BREAKDOWN, BY DAY



### AUDIENCE GROWTH METRICS

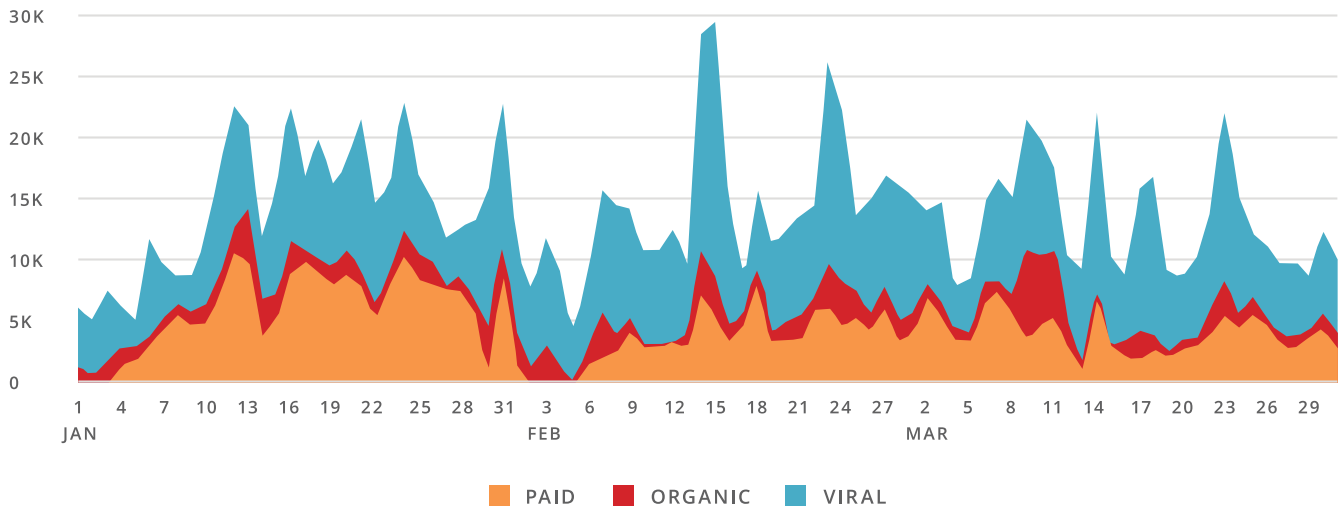
	TOTALS
Total Fans	4,165
Paid Likes	722
Organic Likes	126
Unlikes	64
Net Likes	784

Total Fans Increased  
by  
**23.9%**  
since previous date range

# Social Media Highlights - YTD

Similarly, impressions were dramatically increased, growing by 34% and achieving more than 1.2 million impressions and almost 700,000 unique users.

## PAGE IMPRESSIONS, BY DAY



### IMPRESSIONS METRICS

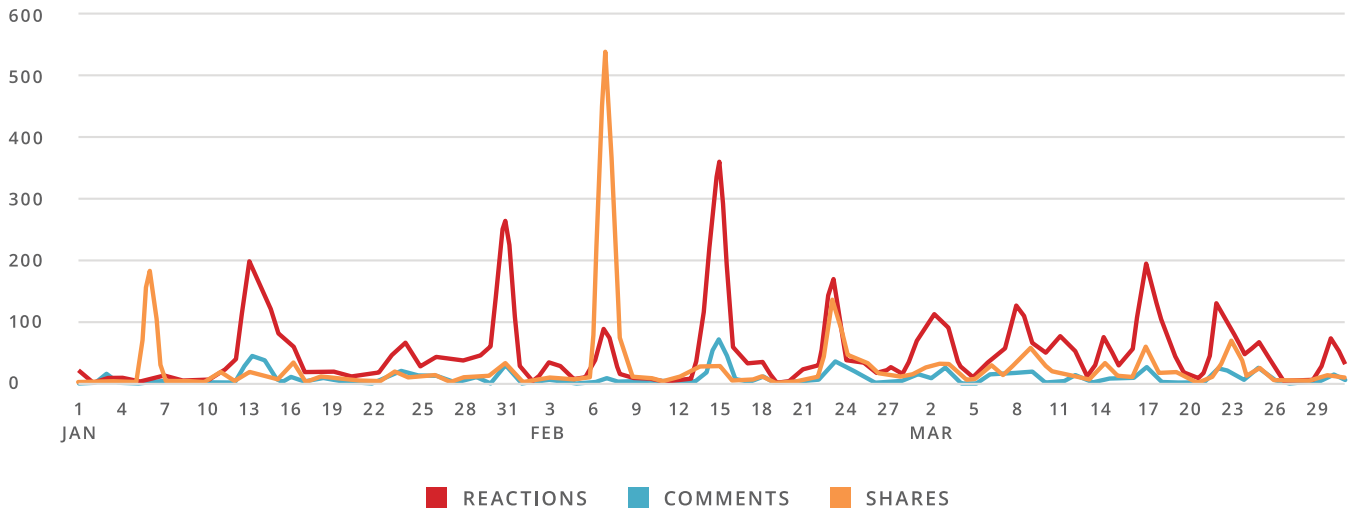
	TOTALS
Organic Impressions	148,30
Viral Impressions	708,021
Paid Impressions	403,554
<b>Total Impressions</b>	<b>1,259,935</b>
Users Reached	697,426

Total Impressions Increased  
by  
**34.0%**  
since previous date range

# Social Media Highlights - YTD

A regular cadence of engagements began to emerge. The most valuable of the social media highlights, engagements increased by more than 60% in three months.

## AUDIENCE ENGAGEMENT, BY DAY



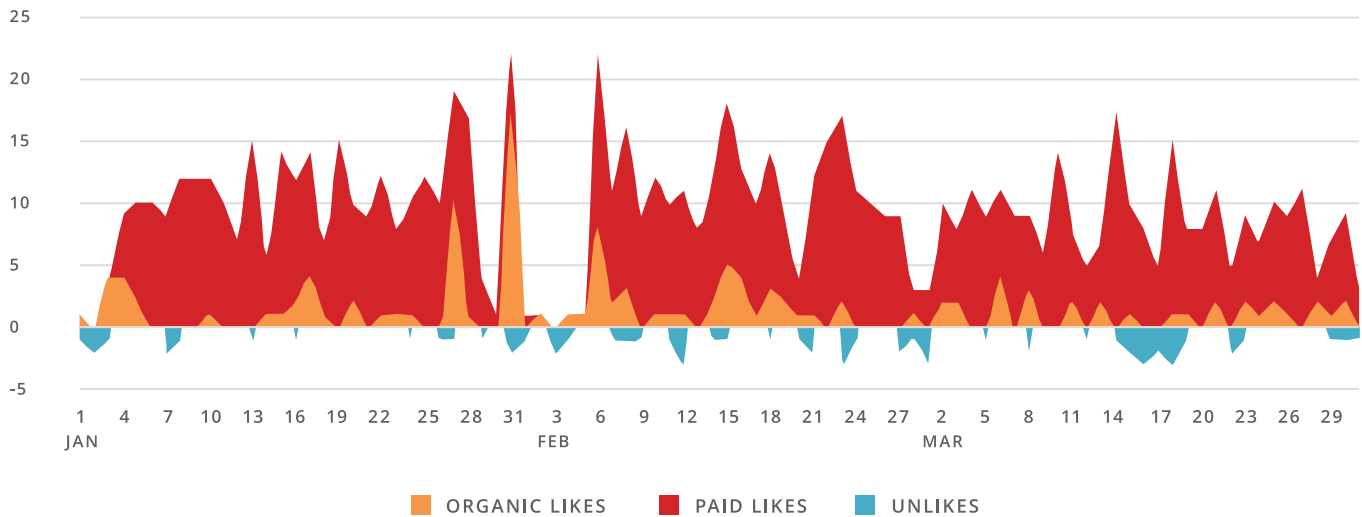
ACTION METRICS	TOTALS
Reaction Metrics	4,202
Comments	648
Shares	1,993
<b>Total Engagements</b>	<b>6,843</b>

Total Engagements Increased  
by  
**63.7%**  
since previous date range

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## LIKES BREAKDOWN, BY DAY



### AUDIENCE GROWTH METRICS

	TOTALS
Total Fans	4,165
Paid Likes	722
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Unlikes	64
Net Likes	784

Total Fans Increased  
by  
**23.9%**  
since previous date range

# Social Media Highlights - YTD

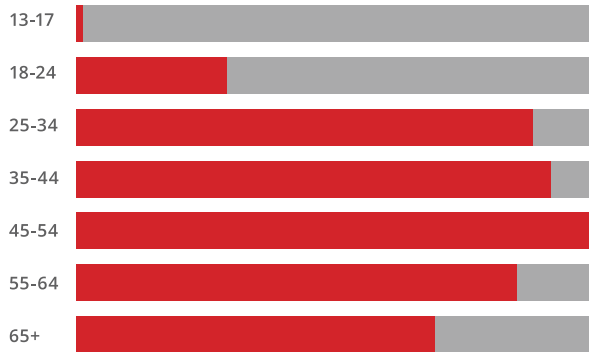
## DEMOGRAPHICS

PAGEFANS

PEOPLE REACHED

PEOPLE ENGAGED

### BY AGE



### BY GENDER



77.0%

MALE

23.0%

MALE

Women between the ages of 45-54 appear to be the leading force among your fans.