

Bassett Healthcare Network

Project: Brand Awareness & Lead Generation

Overview

Bassett Healthcare Network, a prominent healthcare institution located in Upstate New York, needed marketing support to elevate awareness and drive volume for its services. Bassett partnered with EVR Advertising for a comprehensive marketing strategy and campaign development.

Challenge/Objective

EVR was challenged to increase recognition of Bassett’s healthcare services, including the way they are marketed and delivered to their rural catchment area. Competition from regional metropolitan areas was also a factor for consideration. Early on in the partnership, COVID-19 added its own set of challenges shared by healthcare institutions nationwide. Nevertheless, the objective remained clear: Position Bassett Healthcare Network as a trusted provider of healthcare services—remote or in-person—close to home.

Strategic Approach

EVR’s primary strategic approach was to highlight the concept of “Bringing care to where you are,” with an additional emphasis on the term “connected” to convey the idea that Bassett could provide top-tier care regardless of a patient’s location. While the concept originated as a nod to the network’s rural location, it was later adapted to meet the needs brought on by the pandemic.

Tactics

Bassett’s target audiences were diverse in terms of media consumption behavior, so campaign tactics were designed to leverage both traditional and digital media placements. Consistent messaging promoting exceptional care close to home was pushed out through local print, radio, billboards, OTT, Facebook video and programmatic banner ads.



Results

The telehealth campaign garnered more than 5.7 million impressions. On Facebook alone, the campaign generated 850 high-level consumer engagements and resulted in 157 high-value conversions. Furthermore, the campaign contributed to a 24.5% surge in organic web traffic, with 10,863 link clicks and an impressive 607,637 completed video views.

In Numbers

24.5%
Increase in organic web traffic

10,863
Link clicks

607,637
Completed video views



Bassett Healthcare Network



EVRadvertising.com
155 Dow Street, Suite 300
Manchester, NH