

# Engaging infographics campaign doubles social media responses, cuts costs

## Their challenge

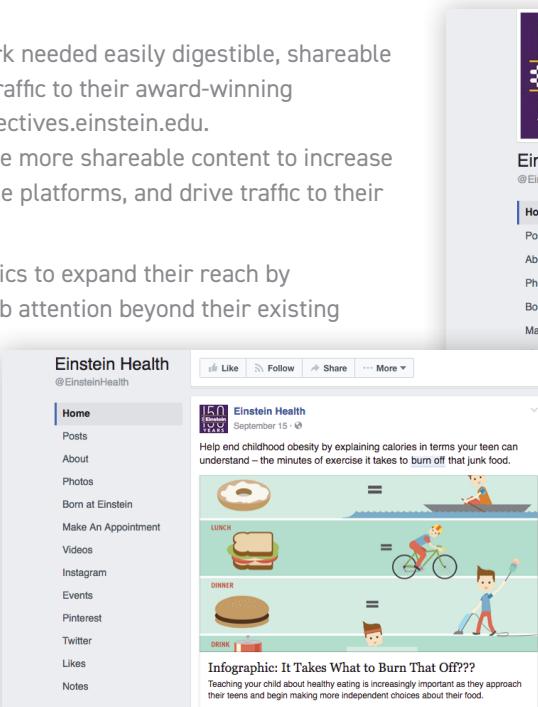
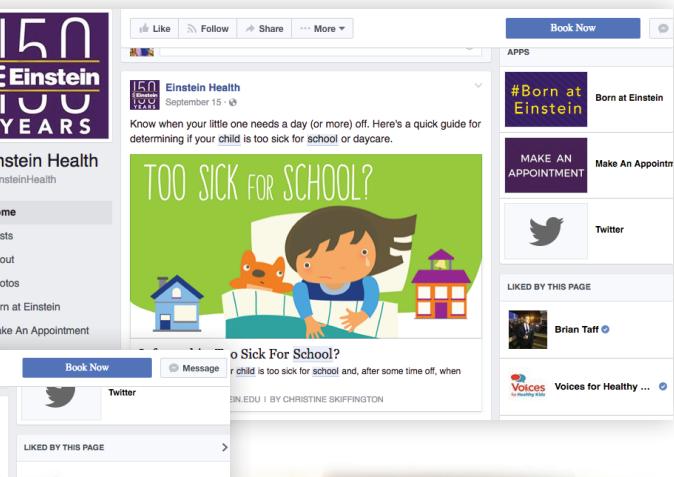
Einstein Healthcare Network needed easily digestible, shareable wellness content to drive traffic to their award-winning Perspectives blog at [perspectives.einstein.edu](http://perspectives.einstein.edu).

Einstein's goal was to utilize more shareable content to increase engagement across multiple platforms, and drive traffic to their blog.

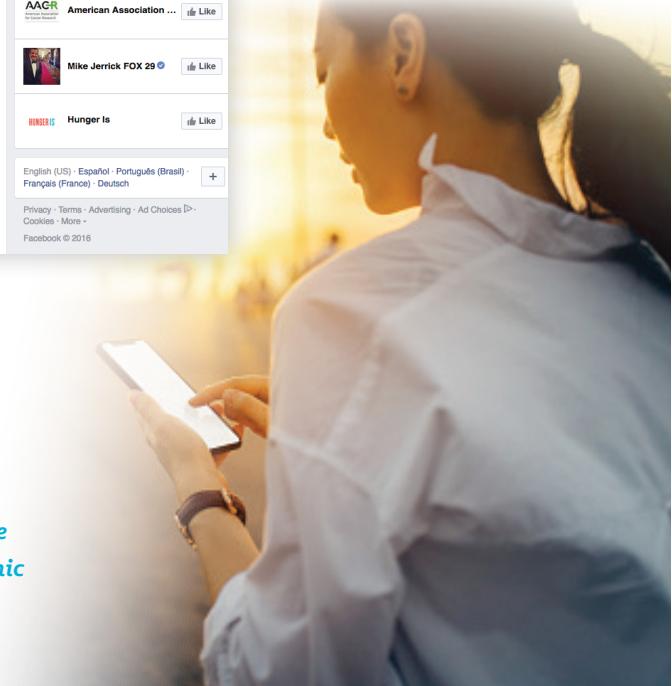
- Focus was on infographics to expand their reach by sponsoring posts to grab attention beyond their existing audience
- Infographics filled a content gap for Einstein since they were easily digestible pieces of information, and included quick tips and tricks to encourage health and wellness

## Our solution

StayWell collaborated with Einstein's marketing department to pilot a social media campaign featuring strategically selected infographics from the StayWell library. For three months, Einstein boosted content featuring StayWell Infographics on Facebook, Twitter, Instagram, and LinkedIn. StayWell's content marketing experts also provided organic social media content.

***"Content marketing is a key focus of our efforts here at Einstein," says Len Matty, web director, Einstein Healthcare Network. "By partnering with StayWell on this infographic campaign, we were able to strategically leverage their graphic assets with our analytics-based, multi-channel approach to digital."***



## How we delivered

Engagement with this visual content outperformed Einstein's expectations. On Facebook, posts with infographics averaged 239 likes, besting Einstein's 200 average for a paid boost. Infographics also nearly doubled their average blog views per month from 290 to 558 and inspired nine conversions.

Einstein uses this StayWell content elsewhere as well. This reuse helps promote overall continuity and branding through company audiences:

- "Join Team Einstein" microsite
- Company intranet
- Employee newsletters
- External newsletters to all subscribers



## Other key successes

- Infographics provided via social media were always top performers that week or month
- Facebook Best Performer overall was a vaccination post
- LinkedIn Best Performers were posts on eye safety and blood cancer
- Organic content performed best on Instagram

## Results

- **StayWell's content helped drive traffic** to Einstein's health library, as confirmed using Google Analytics.
- StayWell **infographics outperformed expectations**.
- **Infographics cost less than half** of other boosted content, with better return.
- Infographics greatly contributed to the success of blog's performance during the three-month pilot:

Total blog views were  
**41,266**, up 28%  
from prior three months.

- Infographics were **four of top 10** performing blog posts.
- Overall campaign **helped Einstein establish themselves as thought leaders** in the community.

The screenshot shows the Einstein Health Facebook page. A purple banner at the top features a yellow gift box icon and the text 'Adopt-a-Patient give a gift of warmth'. Below the banner, there's a post about the campaign. The sidebar on the left shows the Einstein 150th anniversary logo and links to various Einstein pages like 'About', 'Photos', and 'Events'.

The screenshot shows the Einstein Healthcare Network Twitter page. A purple banner at the top features a photo of a baby and the text '#BornAtEinstein'. Below the banner, there's a post about the campaign. The sidebar on the left shows the Einstein 150th anniversary logo and links to various Einstein pages like 'About', 'Photos', and 'Events'.

## About StayWell

StayWell is a health empowerment company that enables populations to improve health outcomes through the science of behavior change. For more than 40 years, the company has been a pioneer in employer well-being and patient education solutions that lower risks and reduce costs. StayWell has earned numerous top industry honors for its population health programs, including the C. Everett Koop National Health Award and the Web Health Award. The company has also received Utilization Review Accreditation Committee (URAC) and National Committee for Quality Assurance (NCQA) accreditation for several of its programs. StayWell is majority-owned by Healthcare Services & Solutions, LLC, a wholly owned subsidiary of Merck & Co., Inc. The company is headquartered in Yardley, Pa., with additional locations including St. Paul, Minn.; Portland, Ore.; and Atlanta. To learn more, visit staywell.com or connect with StayWell on Twitter, Facebook, or LinkedIn.



Contact your StayWell representative at **800-333-3032**.  
[staywell.com](http://staywell.com)