



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.

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

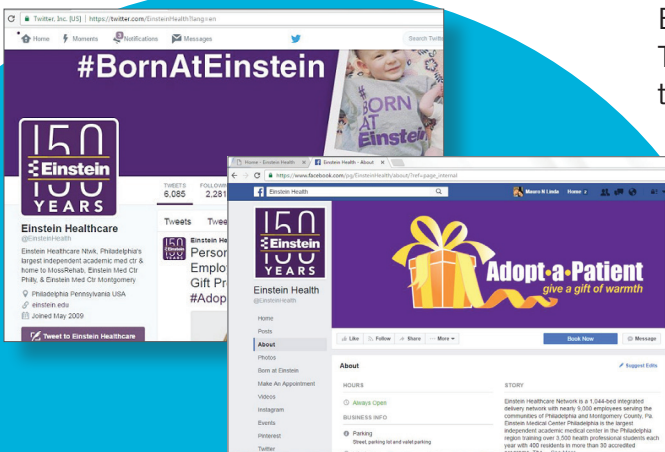
- Focus was on infographics to expand their reach by sponsoring posts to grab attention beyond their existing audience
- Infographics filled a content gap for Einstein since they were easily digestible pieces of information, and included quick tips and tricks to encourage health and wellness

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.

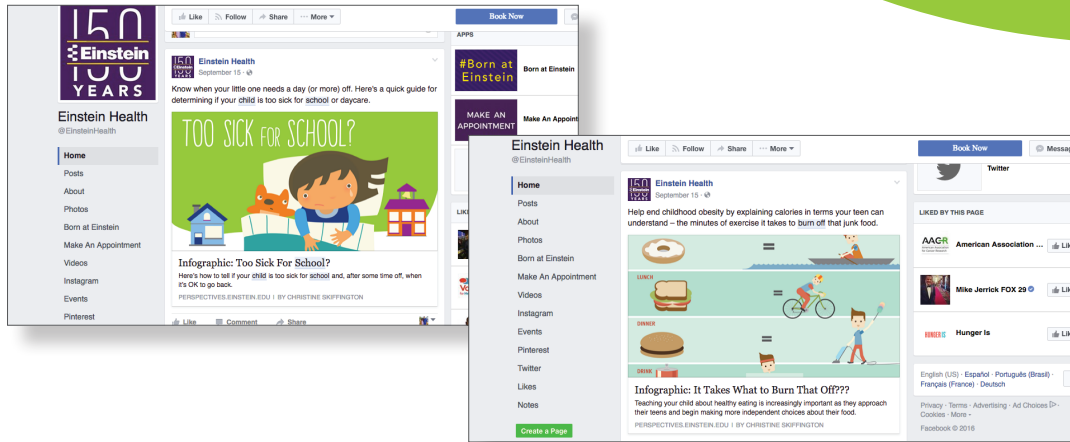
How we delivered.

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.
- Overall campaign helped Einstein establish themselves as thought leaders in the community.

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.

“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.”



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