THE CHALLENGE:

Community Health Resources is a non-profit behavioral healthcare provider. They have been a long-term client of Meredith Connecticut. Through their partnership they have helped spread community awareness and improve public perception of behavioral health with their marketing efforts.

Community Health Resources started advertising with Meredith Connecticut in 2016, on the 50th anniversary of the company. They had several clear goals for the campaign:

- Raise their profile
- Increase awareness of the work they do
- Increase their patient base
- Increase donations and fundraising
- Increase social media following

One of its more prominent goals, according to Maureen McGuire, Vice President of Communications, Business Development, and Marketing for Community Health Resources, has always been to raise awareness of who the agency is and what it's able to accomplish, both for its clients and within the community.

The problem? Raising that vital awareness requires a concentrated campaign that can reach people from many different walks of life and provide them with vitally-needed information about the programs Community Health Resources offers. Meredith Connecticut has worked with Community Health Resources to help improve that awareness through a widespread campaign effort.
THE PROCESS:

Community Health Resources, in partnership with Meredith Connecticut, chose to run a multi-platform campaign that included several important elements that helped raise awareness of their practice. By incorporating that advertising across multiple platforms, Community Health Resources was able to substantially raise awareness of its campaigns and goals, including establishing itself as an active member of the community.

Working with numerous on-air segments. After five years on the air, Community Health Resources is currently working on its third ad. The ads usually run for about two years. In addition, they sponsor the Closings & Delays segment of local news reports, which appears whenever schools and businesses must close down due to weather. “Along with our on-air advertising, we are the healthcare sponsor for Closing & Delays, which is a big deal in New England. This has given us tremendous visibility and it has really bolstered other elements of our campaign,” notes Maureen McGuire. The company has also done several segments on Better Connecticut: news stories that are done in magazine format. They have covered issues like new therapies that treat people who have dealt with trauma, foster care, therapy dogs, or what their donors are accomplishing.

Digital displays and marketing. Community Health Resources has a strong digital presence that has allowed the company to combine its on-air advertisements with its off-air efforts. In addition, the company focuses strongly on email marketing: communicating more information about its goals and programs through its email list.

Event sponsorships. Community Health Resources works with local events and provides sponsorship that helps to increase awareness of the program and everything it has done for the community. This sponsorship also helps highlight Community Health Resources’ community involvement.

Social media marketing. Community Health Resources focuses on two key elements of social media marketing. One of its most important tools is its regular Facebook Live segments. During the segments, specialists come in and speak on the programs they work on or the problems those programs address. In May, which is Foster Care Awareness month, one of the therapists with the foster care program introduced the program and its benefits. Community Health Resources also uses boosted Facebook posts and links its marketing efforts with Meredith Connecticut’s platforms, which gives the company access to its media partner’s more than 500,000 social media followers.

Meredith Connecticut has worked with Community Health Resources to help generate integrated campaigns that help spread awareness of the company across multiple different platforms. This partnership has also helped keep Community Health Resources’ marketing efforts consistent, maintaining its brand voice across every platform.
THE RESULTS:

As a result of its partnership with Meredith Connecticut, awareness of Community Health Resources is growing. Since 2016, the company has noted a number of key results:

- **Gained more than triple the number of social media followers**
- **Saw a 40% increase in the number of clients seen**
- **Double-digit growth each year in fundraising totals**

“WSFB [Meredith Connecticut],” says Maureen McGuire, “has been a real partner for us. The first year we advertised, they were the media sponsor for our 50th Anniversary Gala and one of their anchors was the emcee. They also helped to provide items for the silent auction. Meredith Connecticut has also been a media sponsor for our 5K, and last year they became the sponsor of our golf and tennis outing. We get additional on-air advertising that is exclusively for the event.”

Not only has this helped raise awareness, it has shown an incredible degree of partnership and assistance— the kind that comes from a media partner dedicated to helping ensure the success of its clients.

Maureen McGuire has also noted several things she loves about working with Meredith Connecticut, including its beginning-of-the-year brainstorming sessions, strategy meetings, and the talented, supportive individuals who believe in the mission of helping people and come alongside Community Health Resources to help make that vision a reality.

Community Health Resources is just one of the companies that have experienced extraordinary benefit from partnering with Meredith Connecticut—but it’s clear that the results have been well worth the investment.

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