

HeartLife Foundation Phase 2 Results

May 26, 2021

proof
STRATEGIES

AGENDA

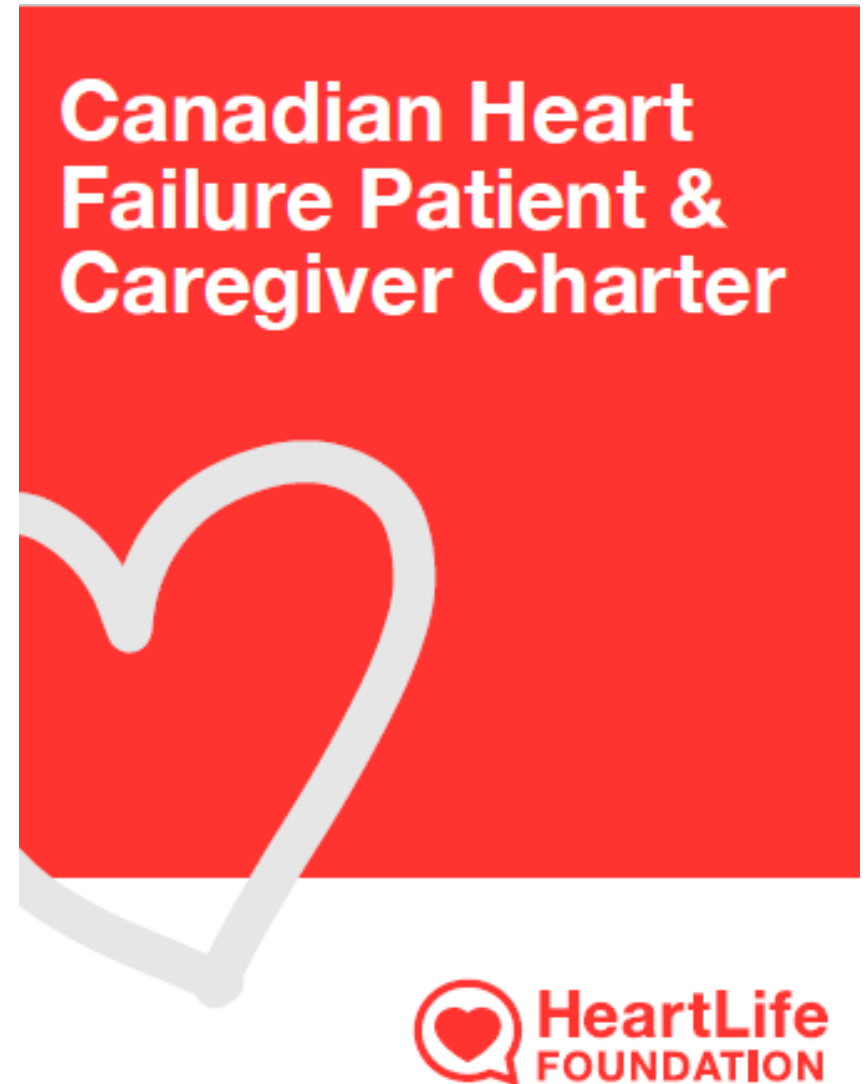
- The Ask
- Strategy
- Tactics & Assets
- Results
- Insights & Learnings

The Ask

Building off heart month activities, get key audiences to endorse the Charter by raising awareness of HF and the need to support high quality, consistent care across the country, by driving to the Charter, and putting HLF and HF top of mind.

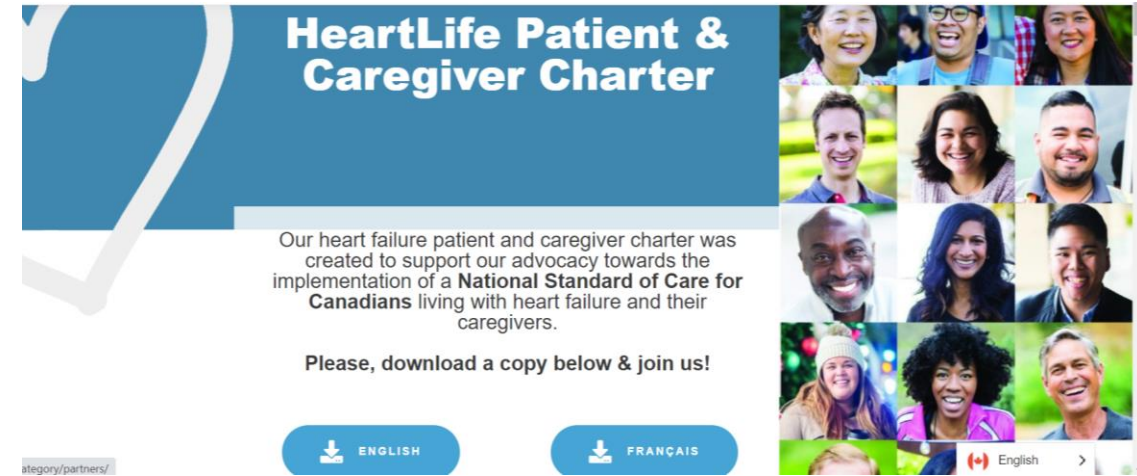
Key audiences include:

- Government decision makers
- Healthcare providers (HCPs) / stakeholders
- General public / patients / caregivers (focusing on two provinces, BC & ON)



Strategy

- Build awareness amongst key audiences to advocate for a national standard of care, working towards getting more endorsement from the healthcare network and government for the Charter by sharing content on social, organically and via paid promotions
- Leverage HLF social channels and personal social media (Facebook, Twitter, LinkedIn) to reach audiences, including HCPs / stakeholder community, bureaucrats and officials building toward government advocacy
- Leverage Heart Failure Awareness Week (May) to further amplify HF messaging – before, during and after
- Create a space on HLF website dedicated to the Charter, making it simple and quick for people who come to the site to learn about the value of the Charter



Tactics

- Develop link ad driving to the Charter on Twitter, LinkedIn and Facebook and accompanying social posts
- Set up, manage and execute a 3-week campaign to broaden the reach and targeting of content, and directing audiences to the website to learn more
- Update website to allow people to download the full PDF and include CTA: download a copy below & join us!
- Set up Google Analytics for measurement and reporting

HeartLife Foundation Retweeted

Marc Bains @MarcBains · May 2

May 3-9 is National Heart Failure Awareness Week! To increase awareness and promote a national standard of care, read & share the first & only Canadian Heart Failure Patient and Caregiver Charter from @HeartLifeCanada. Learn how you can support heartlife.ca/charter/



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HeartLife Foundation

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All Canadians living with heart failure deserve a national standard of care. The Heart Failure Patient & Caregiver Charter outlines ...[See More](#)



It's About Life!

~~Not Failure~~

READ OUR CHARTER



HEARTLIFE.CA

Support Heart Failure Patients

LEARN MORE



[HeartLife Foundation](#)

38 followers

Promoted



The first and only Canadian Heart Failure Patient and Caregiver Charter supports the creation and implementation of a much-needed national standard of care for Canadians living with heart failure and their caregivers. Learn how you can help support patients with heart failure. <https://bit.ly/32R21Ft> [#ItsAboutLife](#) [#HeartFailure](#) [#PatientAdvocacy](#) [#PatientEmpowerment](#)

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READ OUR CHARTER



Support Heart Failure Patients

[Learn more](#)

heartlife.ca

Results

Campaign Highlights

- Paid campaign **reached more than 300,000 users** at an avg. frequency of 3.74 times each
- During the campaign (April 27 – May 20), we saw 6,815 visits to the HLF website, resulting in 347 downloads of the Charter
 - This represents a **580% increase in visits** compared to the same period prior (April 3 – April 26)
 - The paid campaign was responsible for 74% of all visits and 91% of all downloads of the Charter
- Our paid social posts combined acquired over 1,000 social engagements with **152 people electing to share this content within their social networks**
- Looking specifically at Facebook, the platform gave **almost all our content an above average quality score ranking**. This is the platform's own algorithmic evaluation comparing how likely our audience is to click on our ads compared to other ads they see
- People felt engaged to share their personal stories, as seen through Facebook comments
- Revising our ad mid-campaign to include the human face **improved our ad performance by close to 50%**

Paid Results By Platform

- While Twitter had the lowest cost per click of all three platforms, **Facebook proved to be the most effective at reaching an engaged audience** driving almost all PDF downloads and all 14 newsletter sign-ups
- As a result, most of our budget was reallocated to Facebook to capitalize on the platform's strong performance

Platform	Spend	Reach	Impressions	Link Clicks	Social Engagements	PDF Downloads	Newsletter Sign-Ups
LinkedIn	\$443	3,713	5,229	22	8	0	0
Twitter	\$1,200	89,587	147,634	2,994	30	7	0
Facebook	\$8,300	226,322	1,041,047	7,844	1,003	310	14
Total	\$9,943	319,622	1,193,910	10,860	1,042	317	14

A Deeper Look Into LinkedIn

- LinkedIn proved to be the most expensive, least successful performing channel at driving users to site. However, it did allow us to reach specific government and healthcare audiences
- Users from our healthcare audience were on average more engaged compared to those from our government audience

Top Job Titles Reached

Job Title	Impressions
Registered Nurse	454
Public Health Nurse	210
Research Assistant	131
Licensed Practical Nurse	119
Owner	114
Board Member	113

Top Companies Reached

Job Title	Impressions
City of Toronto	317
Region of Peel	191
University Health Network	179
Trillium Health Partners	142
Frazer Health Authority	126
Ontario Ministry of Health	107

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<https://bit.ly/32R21Ft> #ItsAboutLife #HeartFailure #PatientAdvocacy #PatientEmpowerment

It's About Life!
Not Failure
READ OUR CHARTER

Support Heart Failure Patients [Learn more](#)
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A Deeper Look Into Twitter

- While Twitter users were more than twice as likely to click to site after seeing our twitter post compared to Facebook, these individuals didn't engage much beyond clicking
- Most impressions/clicks came from those who follow the Ontario Ministry of Health

Top Twitter Handles Reached

Twitter Handle	Impressions	Link clicks
@ONThealth	60,693	134
@PattyHajdu	24,470	58
@celliottability	21,518	49
@adriandix	4,400	10
@CHPI1	1,313	1
@CWHHAlliance	1,232	1



A Deeper Look Into Facebook

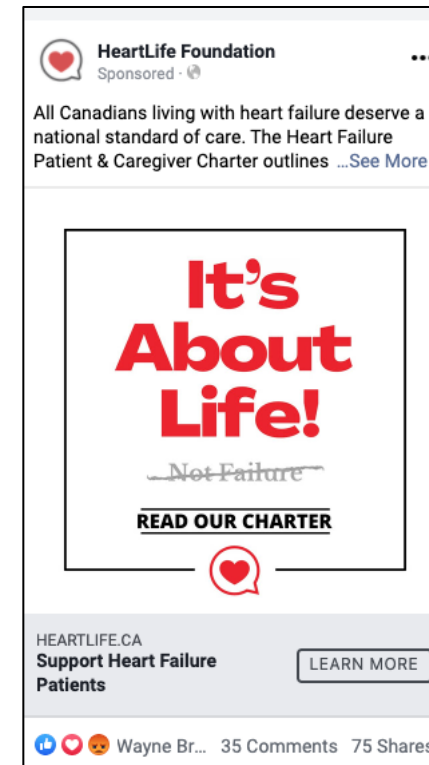
- Facebook was the top performing platform in driving Charter clicks, especially when focused on the general public, ages 35+
- Females were 20% more likely to click to site compared to males
- Those ages 65+ were almost 2x as likely to click to site compared to the younger generations
- Revising our ad to include a human face increased our avg. clickthrough rate (CTR) by 53% and increased our avg. social engagement rate (ER) by 50%

Performance by Age

Age	Impressions	Link clicks
35-44	84,481	259
45-54	89,042	347
55-64	255,133	1,413
65+	612,391	5,825

Performance by Gender

Gender	Impressions	Link clicks
Female	718,170	5,654
Male	296,772	1,971
Other	26,105	219



Avg. CTR: 0.64%
Avg. ER: 0.08%



Avg. CTR: 0.98%
Avg. ER: 0.12%

Website Highlights

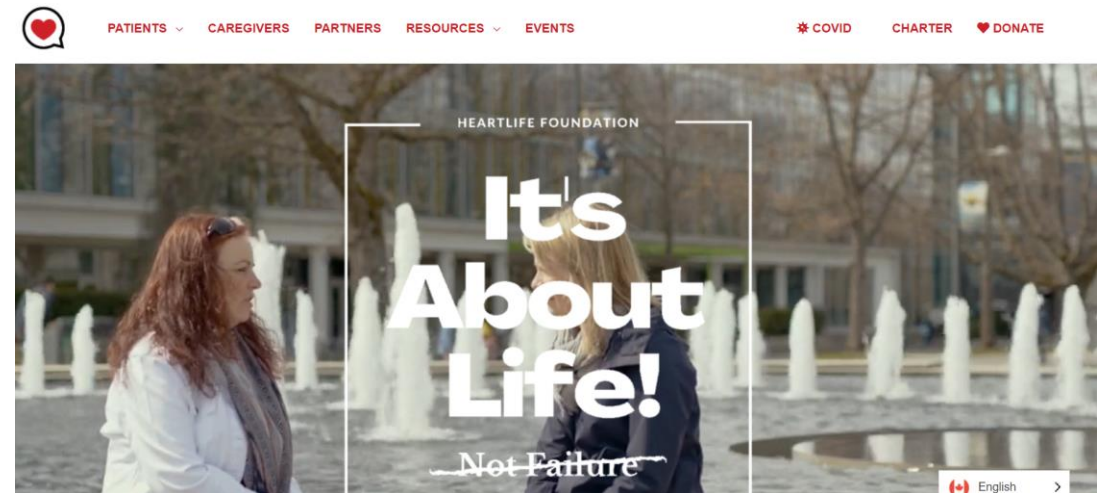
Directly attributed to the campaign*

- 5,076 visits to HLF
- 317 downloads of the Charter (8 FR, 309 EN)
- 14 newsletter signups
- 1 click on 'donate'

All traffic between April 27 – May 20

- 6,815 visits to HLF
- 347 downloads of the Charter (13 FR, 334 EN)
- 21 newsletter signups
- 3 clicks on donate

*Traffic from the campaign delivered almost 3x more site visitors and more than 10x more downloads of the Charter than would otherwise have occurred.



Sign up for updates and more information on the Charter to support our cause.

JOIN US

Insights & Learnings

Insights & Learnings

To capitalize on the momentum seen with the Phase 2 campaign, Proof recommends the following next steps to continue growing the HLF message, following and credibility with other key audiences:

- Ensure Facebook is a primary platform for paid performance
- Leverage creative that has a human face to it to create the most relatable feel to the audience
- Consider the use of a retargeting Facebook ad to reach people after they visit the site, that specifically drive newsletter sign-ups. You can even leverage the Facebook Leads form to help with the goal (builds in new subscribers directly from the platform)
- Develop a targeted advocacy strategy to build awareness about HLF and the Charter with key stakeholders in the healthcare community
- Build the HLF brand awareness and relationship with key government targets to discuss the implementation and adoption of the Charter (i.e., scheduling government meetings)



Thank you!

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STRATEGIES