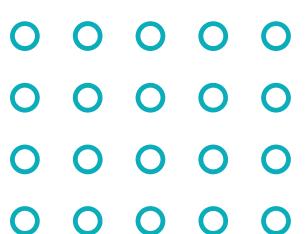


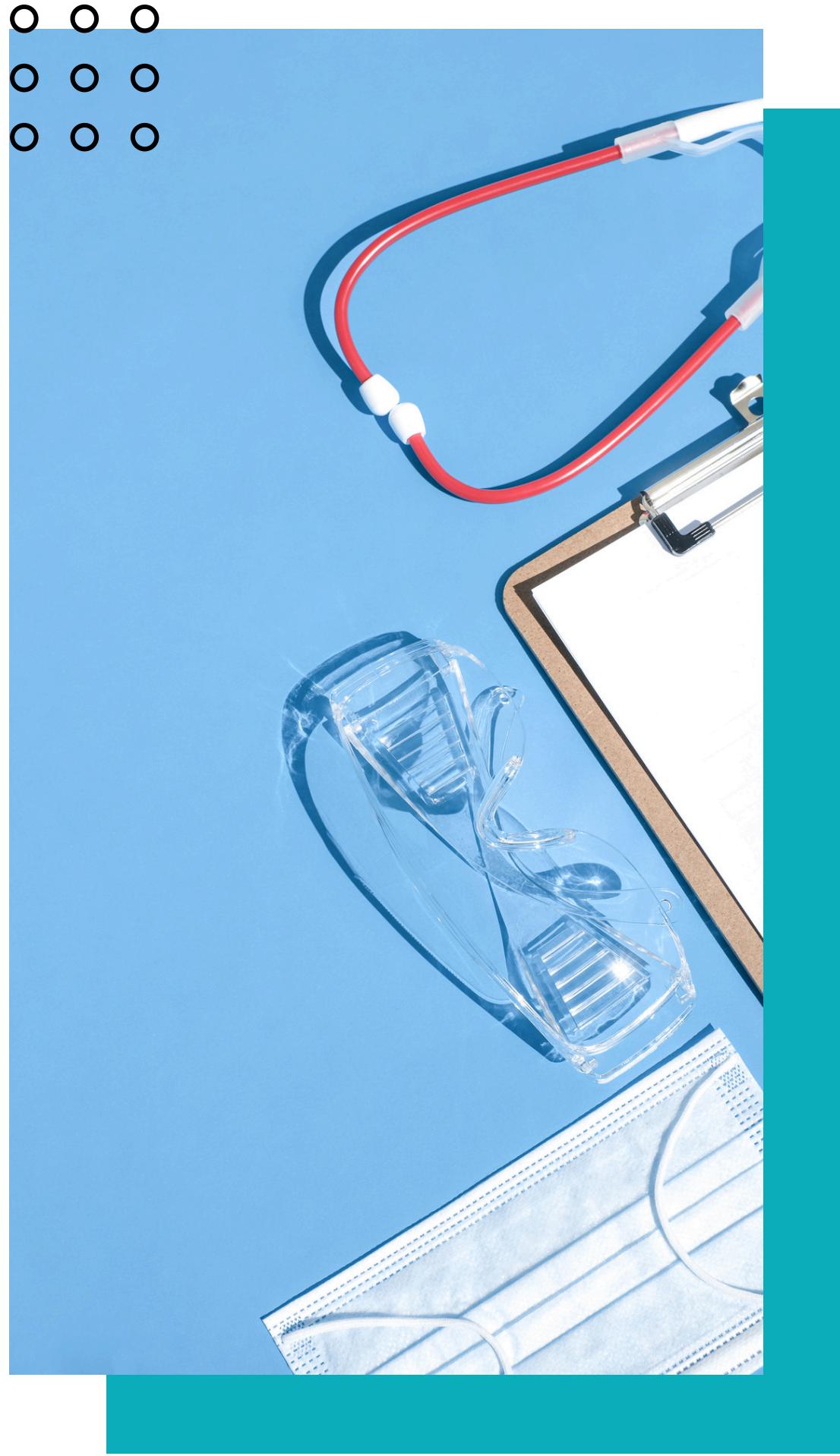


A Social Media Marketing Case Study

For: One Health



One
Health



CONTENTS:

- THE CLIENT & KEY DELIVERABLES
- MY ROLE AND RESPONSIBILITIES
- SOCIAL MEDIA GOALS
- BRANDING
- KEY STEPS IN EXECUTION & WHY THEY WERE TAKEN
- SKILLS & TOOLS UTILIZED
- CONTENT PILLARS
- CONTENT CALENDAR
- PROJECT SUCCESS & KEY TAKEAWAYS
- LINKS TO PREVIOUS PROJECTS



THE CLIENT

One Health - One Health is a general hospital in New York City that's been around for more than 50 years. It offers diagnostic and therapeutic services and was once considered one of the top hospitals in the U.S. However, its reputation has been slowly declining since the 2000s, and its hospital management is a bit behind the times when it comes to business and tech.

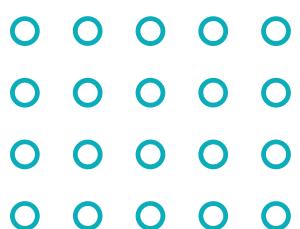
Challenge: Limited brand visibility and low engagement on social media.

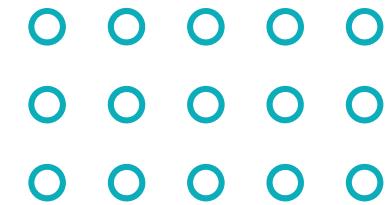
Client Need: One Health wanted a clear, actionable growth strategy to reach new audiences, strengthen brand trust, and showcase its wellness services online.

- **Project Goal:** Develop a research-driven partnership growth strategy and supporting content plan to expand brand awareness through collaboration.

Key Deliverables:

- Partnership marketing plan with co-branding activities
- Social media growth pitch
- Webinar campaign concept
- Partner brand recommendations
- Reflection and case-study documentation



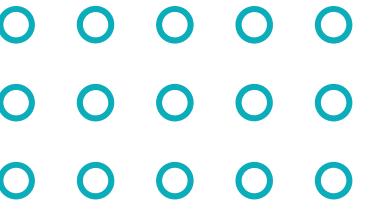


MY ROLE AND RESPONSIBILITIES

My role was to research, design, and present a partnership-based growth strategy tailored to One Health's mission and digital goals.

I was responsible for:

- Conducting audience and competitor research to identify collaboration opportunities.
- Developing a co-marketing partnership plan aligned with One Health's preventive-care brand message.
- Identifying a ideal partner – Elyzian Fitness
- Designing a webinar campaign and mock social-media visuals.
- Compiling a professional pitch presentation explaining the strategy's goals, rationale, and expected impact.



SOCIAL MEDIA GOALS



GOAL 1

Position One Health as a trusted source of reliable, community-centered health information.



GOAL 2

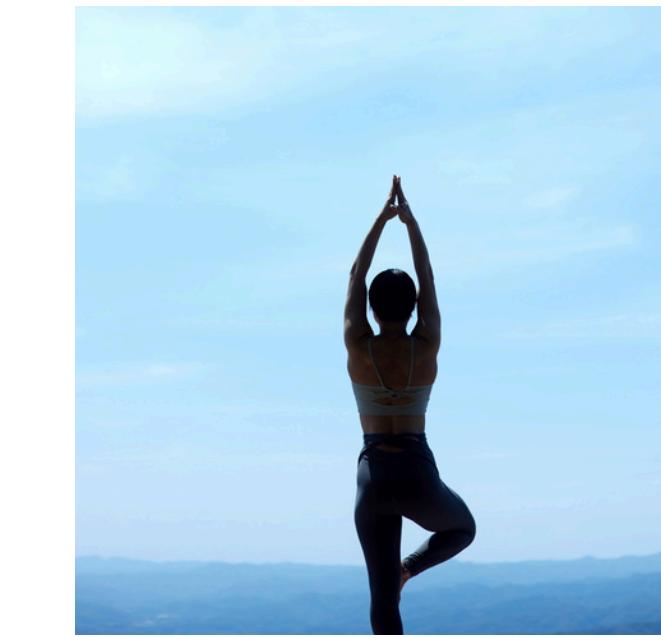
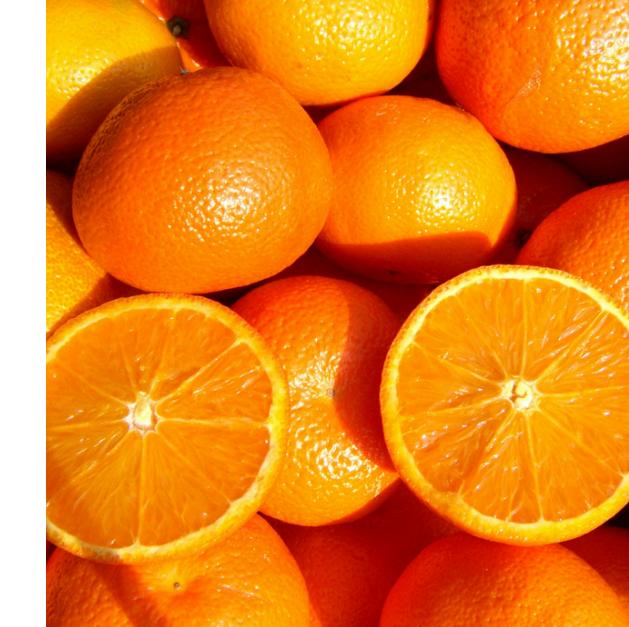
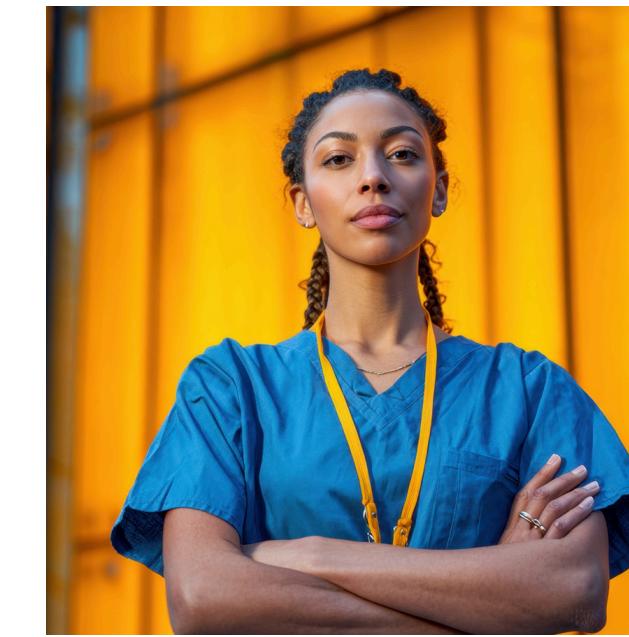
Build an active and supportive online community that interacts with One Health's content and initiatives.



GOAL 3

Increase awareness and usage of One Health's clinics, programs, or partner services through targeted campaigns.

Branding



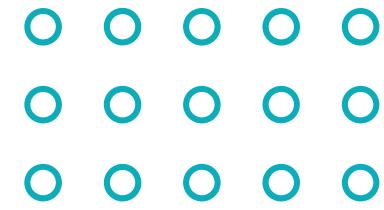
Branding

Brand Tone:

- Confident (but never arrogant)
- Conversational (but always appropriate and respectful)
- Intelligent (but not intellectual)
- Helpful (but never overbearing)
- Clear, concise, and human

Image Guidelines:

- Principles: Authentic & Positive, Clean & Clear, People-Focused (diverse individuals emphasizing human connection), Brand Colors (complementing teal/cyan and orange).
- Logo Integration: High- resolution images with the logo placed on lighter backgrounds with clear space for legibility.



KEY STEPS IN EXECUTION & WHY THEY WERE TAKEN

1. Research & Strategy Development

I began with an analysis of One Health's target audience and competitors.

- Why: To ensure the partnership approach aligned with both audience behavior and market gaps.
- Action: Reviewed successful healthcare collaborations (e.g., Fitbit × Headspace) to model best practices.

2. Partner Identification & Proposal

I shortlisted wellness brands whose audiences overlapped with One Health's values.

- Partner 1 - Elyzian Fitness: offers holistic training, yoga, and mindfulness programs.
- Partner 2 - Nature's Way Health Shop: focuses on nutrition, supplements, and holistic living.
- Why: Their credibility and customer bases complement One Health's preventive-health mission.

3. Campaign Design - "Healthy Living Webinar"

I proposed a co-hosted webinar as the activation event.

- Structure: 45-minute session with a One Health doctor and an Elyzian Fitness trainer.
- Topics: Stress management, healthy habits, and the mind-body connection.
- Why: Educational content builds authority, engagement, and community trust.

4. Content Planning & Presentation

Created mock-ups of social-media posts promoting the webinar and partnership.

- Visuals designed in Canva using One Health's color palette.
- Drafted captions, hashtags, and CTA examples ("Join us for Healthy Living Webinar").
- Compiled everything into a 5-slide pitch deck for client review.

5. Feedback & Refinement

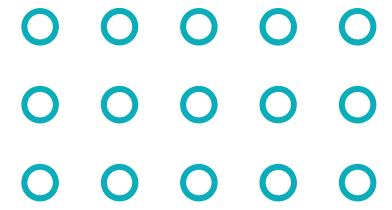
Reviewed structure and KPIs to ensure clarity and feasibility.

- Why: To make the plan measurable and results-oriented.
- Added metrics such as engagement rate, sign-ups, and partner cross-mentions.



SKILLS & TOOLS UTILIZED

- Research & Analysis: Competitor and partnership trend research using Google Trends and brand case studies.
- Content Creation & Design: Canva for post templates and pitch visuals.
- Project Planning: Google Sheets for partnership timelines and KPI tracking.
- Presentation Design: Canva Presentation for the growth-strategy pitch deck.
- Communication & Client Management: Professional correspondence and progress reviews to ensure strategy alignment.



Content Pillars

Instagram

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Health



Everyday Health:

Exercise

It helps you to live a longer, healthier life:

- Strengthens your heart: Keeps your heart and blood flowing smoothly.
- Boosts your immunity: Helps your body fight off sickness.
- Manages weight: Prevents health problems like diabetes.
- Builds strength: Keeps your muscles and bones strong as you age.
- Lifts your mood: Releases feel-good hormones and eases stress.
- Sharpens your mind: Improves memory and focus.
- Improves sleep: Helps you fall asleep faster and rest better.

The One Health Advantage:

- Early Access to Health Campaigns & Events: Be the first to know about exclusive wellness drives, screenings, and giveaways.
- Virtual Doctor Consultations: Access licensed professionals online anytime, anywhere.
- Priority Appointment Booking: Skip the wait – book faster with our priority scheduling.
- 20% Off All Specialist Consultations: Access top doctors and specialists at discounted rates.
- Free Fitness & Nutrition Plans: Get a personalized wellness plan designed by our in-house experts.
- Mental Health Support Sessions: Enjoy two complimentary therapy or counseling sessions per year.
- Discounts on Partner Pharmacies: Save up to 15% on prescriptions and wellness products.

Everyday Health Explained

The 'One Health' Advantage

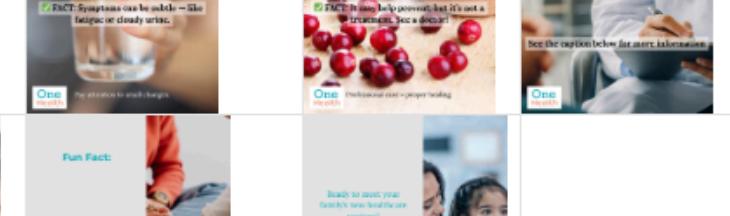
Our People, Our Partners

Meet Dr. S W Keits

Dr. S W Keits is a highly respected Urologist who has been an integral part of our company for the past five years. With over a decade of clinical experience, she is known for her compassionate patient care and commitment to advancing urological health. Dr. Keits has successfully led numerous minimally invasive surgery programs, contributed to research on kidney health, and played a key role in developing our men's wellness initiative. Her dedication to innovation and education continues to make a lasting impact on both her patients and the medical community.

Our People,
Our Partners

CONTENT CALENDAR

A	B	C	D	E	F	G	H	I	J	K	L	
Date	Time	Pillar	Facebook	Instagram	TwitterX	Format	Image's	Image's	Image's	Image's	Image's	
1	Monday	8:00 AM	The One Health Advantage	Image: Clean, bold graphic showing the three subscription tiers. Caption: Your health, on your terms. Say hello to a simpler way to care for you and your family with the new One Health App. ✓ Choose a plan ✓ Book phone or video calls ✓ Access 24/7 care For a limited time, get 20% off your subscription! 👉 Tap the link in our bio to download and get started. #OneHealth #OneHealthApp		Graphic						
2	Monday	10:00	The One Health Advantage	Image: Same subscription tier graphic. Caption: We believe great healthcare should be accessible, straightforward, and fit into your life. That's why we're thrilled to launch the One Health App. With our new digital service, you can: Consult with doctors via phone or video. Choose a subscription that works for you. Get care on your schedule, without the long waits. To celebrate, we're offering 20% off all subscriptions for a limited time. Ready to take control of your health? Click the link to learn more and download. #OneHealth #OneHealthApp		Graphic						
3	Monday	11:00 AM	The One Health Advantage			Graphic						
4	Tuesday	1:00 PM	Everyday Health, Explained	Image: Carousel On-Screen Text: MYTH: Only women get UTIs. FACT: Men can get them too! MYTH: UTIs always cause severe pain. FACT: Symptoms can be subtle, like fatigue or cloudy urine. MYTH: Cranberry juice is a cure. FACT: It may help prevent, but it's not a treatment. See a doctor! Caption: Don't let myths keep you from getting the right care. If you have questions, a One Health doctor can provide clear, personalized answers. Swipe up to book a consultation. #UTI #HealthMyths #OneHealthExplains		Carousel	    					
5	Thursday	10:00 AM	Our People, Your Partners	Media: A carousel post. Slide 1: A professional photo of Dr. Evans. Text: Meet Dr. Evans, One Health Pediatrician. Slide 2: Text overlay. Text: "My 'Why': I became a doctor to be a steady source of support for families navigating the worries and wonders of childhood." Slide 3: Text overlay. Text: "Fun Fact: I've never lost a game of 'Operation'!" Slide 4: Text overlay. Text: Ready to meet your family's new healthcare partner? Book a visit with Dr. Evans today. Link in bio.		Carousel	   					

https://docs.google.com/spreadsheets/d/1zttKuFqup6PFt2Y_vVGhI8W63-KON39S0L8Qs0sX9ds/edit?gid=0#gid=0

LINKS TO PREVIOUS PROJECTS:

Twitter/X

<https://x.com/onehealthcynthn?s=21>

Instagram

https://www.instagram.com/one health cynth n ?igsh=MWN0enlveWJwNzVkZw%3D%3D&utm_source=qr

Facebook

<https://www.facebook.com/share/15nfTYyGpr/?mibextid=wwXIfr>

Client Presentation

<https://www.captcut.com/view/7561903723556438545?workspaceId=7549924261176246333>



PROJECT SUCCESS & KEY TAKEAWAYS

The partnership plan successfully positioned One Health as a collaborative and community-focused wellness brand.

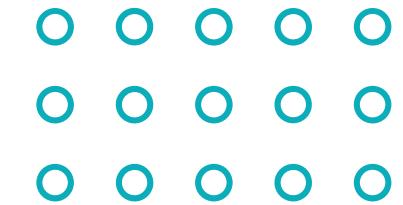
It demonstrated how co-marketing can grow audience reach while maintaining authenticity and cost efficiency.

Key Results & Insights:

- Clear roadmap for cross-promotion and joint events.
- Strengthened brand trust through credible wellness partners.
- Created scalable framework for future collaborations.

Top Lessons:

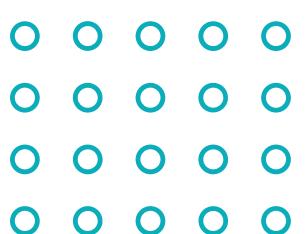
- Strategic partnerships deliver sustainable growth compared to short-term campaigns.
- Effective client work depends on clarity, flexibility, and proactive communication.
- Educational content—like webinars—creates lasting engagement and positions a brand as a trusted advisor.





Thank you!

By: Cynthia Ndakola



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Health**