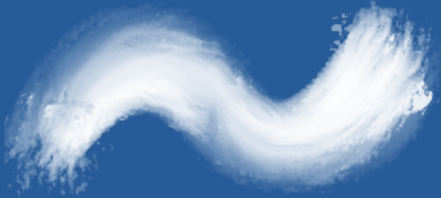


Case study

The Covid campaign



OVERVIEW

During the initial phase of the pandemic the company decided to focus its efforts on helping providers and the general population to cope with the mental challenges of Covid-19. SilverCloud's Team has the expertise and the clinical staff capable of providing such support.

The marketing team worked with other teams to launch an extended campaign to support providers and end users. The company opened its programs for free to healthcare providers in order to support healthcare workers, suffering the hardships of long working hours and clinicians' burnouts. We also launched a series of blogs and videos targeting the general population, with advice on how to deal with Covid mental health challenges.

B2B IMPLEMENTATION

Firstly, we published a business continuity statement.

We created two landing pages for the UK market:

- One for NHS trusts clinicians describing what we were offering for free to trusts' patients
- One for NHS staff

We created three landing pages for the US market promoting the new Covid module available in our programs

- For Payers – better access to digital mental health during Covid
- Providers – deliver support to staff and patients
- Employers – supporting employees mental health during Covid

We launched an email campaign targeting the three segments.

B2C IMPLEMENTATION

- We published hundreds of social posts, particularly during Mental Health Month
- We published five Covid related blogs
- We created a series of videos, where our clinical staff explained how to deal with Covid-related mental issues.

RESULTS

- During the campaign traffic to the website increased by 84%
- The campaign created hundreds of social mentions, news and shares
- In March and April leads increased by 78% compared to the previous period.

