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Content Convergence: Search, Social & Content

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Nina Hale, Inc.

The leading industry event by digital marketers for digital marketers

About Nina Hale, Inc.

We are a digital marketing agency in Minneapolis, MN.

Nina Hale, Inc. provides digital strategy, execution, and measurement that connects data to human behavior.

We are a Brightedge-certified agency.

We offer:

- Digital strategy
- Paid media
- Social media
- Search engine optimization
- Content marketing
- Analytics + measurement

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Our Client

BACKGROUND:

- Major health insurance company
- Social channels used to promote current content while planning website redesign

OUR ROLE:

- Provide overarching digital strategy guidance and recommendations, including:
 - SEO + content strategy recommendations
 - Paid media planning and execution
 - Social content calendar creation
 - Paid social management

Our Assignment

- Provide SEO support through social channels to drive awareness, engagement, and adoption during Open Enrollment periods.

Advantages and Disadvantages

ADVANTAGES

- 10+ years of search equity
 - Established reputation within search
 - Locally ranked on first page for 18 core non-brand keywords

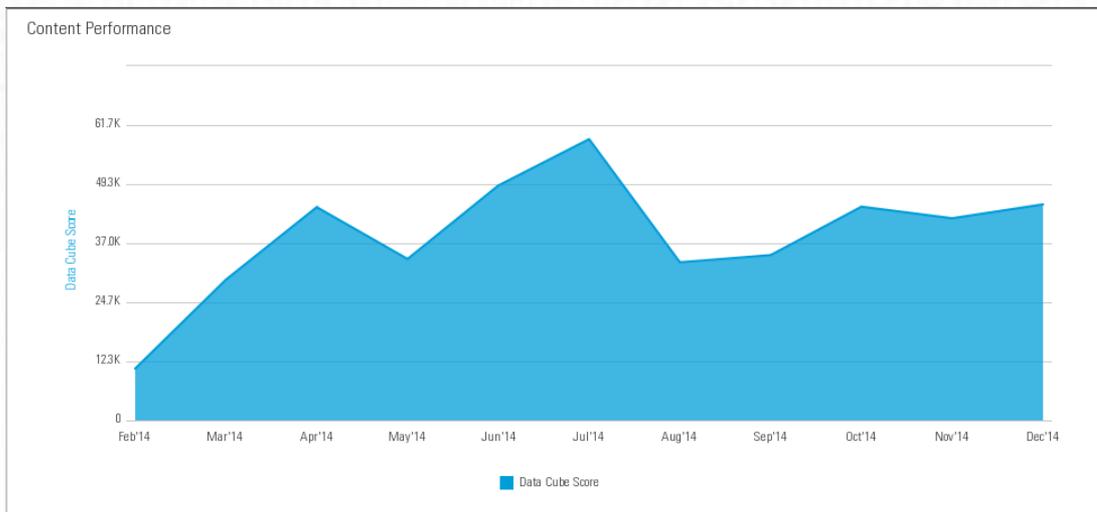
DISADVANTAGES

- Limited ability to change website on-page content
 - Website in process of redesign
 - Webmaster Tools not always available
 - Needed to find existing opportunities

April 2014

Our Plan: Support Website with Social Content

1. Use Data Cube to identify existing opportunities from article and content-rich pages already on the website.



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What We Found

“Preventive Care” – 6

“Online Doctor” – 8

“Family Health Insurance” – 10

“Learn About Medicare” – 12

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June-December 2014

Our Plan: Support Website with Social Content

2. Create social content around the striking distance keywords that we identified to maximize engagement and awareness of priority themes.

Happy Family Health Day! What are you doing with your family today to stay healthy? Check out our ideas: [fal.cn/...](#)



Like Comment Share

Theme: Family Health Insurance

240

People Reached

4

Post Clicks

**Content inspired by posts from the campaign, using actual keywords. Results are actual.*

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Our Plan: Support Website with Social Content

2. Create social content around the striking distance keywords that we identified to maximize engagement and awareness of priority themes.

What an inspiring reunion! When a local father used our online care service to treat his son, the doctor recognized some critical symptoms and urged the family to go to the ER. The boy's life was saved -- and the doctor paid him a visit.



Online doctor helps to save Roseville boy's life

Randy Stuyvesant, 5, is now in remission from a childhood cancer. In his case, a malignant tumor growing in his inner ear caused facial paralysis.

[HTTP://FAL.CN/...](http://fal.cn/)

Theme: Online Doctor

4.2K

People Reached

360

Post Clicks

**Content inspired by posts from the campaign, using actual keywords. Results are actual.*

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Creative Challenge: Making Insurance Engaging

- What would you click on?
- Is there a strong image that can fit with the topic?
- How can you write the social headline so that people will think about it in search later?

Happy Family Health Day! What are you doing with your family today to stay healthy? Check out our ideas: [fal.cn/...](#)



Like Comment Share

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October-December 2014

Our Plan: Support Website with Social Content

3. Drive paid social traffic back to previously ranking pages

Are you a Well Woman? Even if you're healthy and active, you should still see the doctor for your Well Woman exam -- covered by your preventive care benefits.



Theme: Preventive Care

600	9.9K	142
Organic Reach	Paid Reach	Post Clicks

**Content inspired by posts from the campaign, using actual keywords. Results are actual.*

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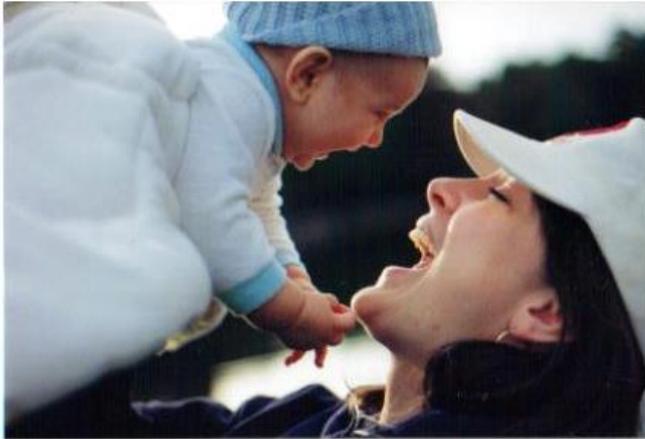
October-December 2014

Our Plan: Support Website with Social Content

3. Drive paid social traffic back to previously ranking pages

Even the busiest families still need to see the doctor. Now may be a good time to schedule your annual checkup -- covered by your health insurance.

Find out more about what's covered in your preventive care benefits.



Theme: Preventive Care

256 Organic Reach	5.1K Paid Reach	86 Post Clicks
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**Content inspired by posts from the campaign, using actual keywords. Results are actual.*

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October-December 2014

One Final Note

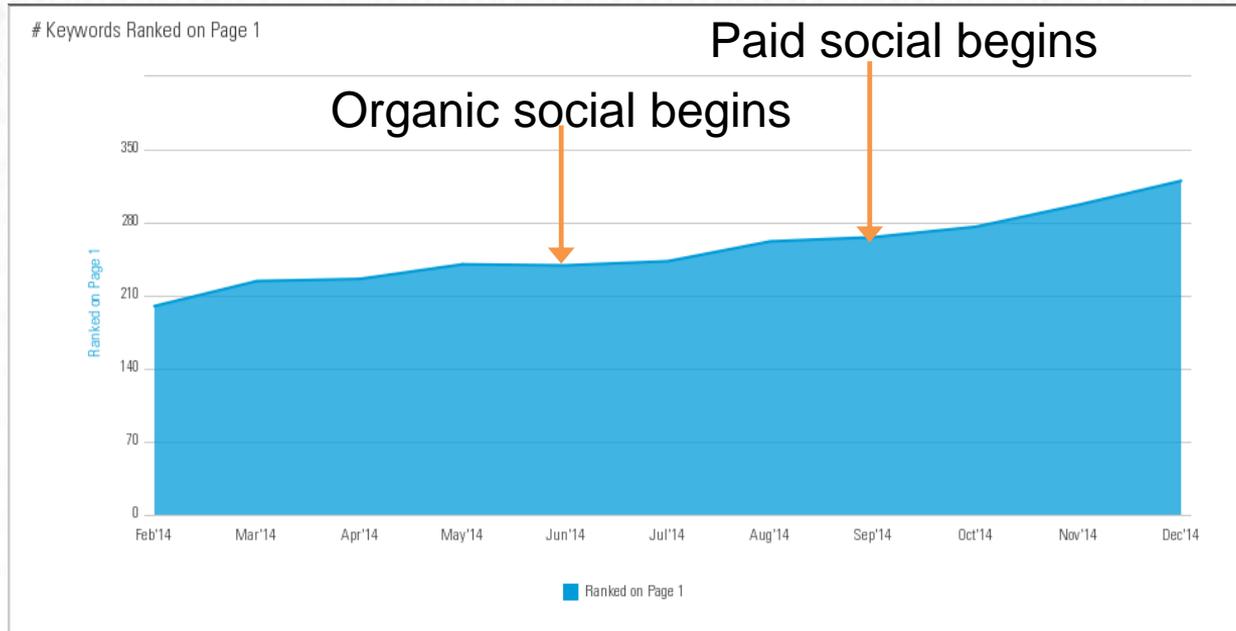
Medicare and individual health insurance plan pages **had** paid search and display support, but **preventive care pages were only supported by promoted posts.**

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Our Results: December 2014



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Non-Brand Keywords on Page 1, February – December 2014

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Our Results: December 2014

- 10 total “Preventive Care” Facebook posts from July – December
 - 3 promoted posts
 - 10 Twitter posts – all organic
- 9 new “Preventive Care” keywords on page 1

Our Results: December 2014

- 16 Medicare posts from July – December
 - 4 promoted posts on Facebook
 - 2 promoted videos
 - 16 Twitter posts – all organic
- 5 new “Medicare” keywords on page 1
 - Additional Medicare view-through conversions on social channels
- Overall non-brand keywords on page 1 increased by 8%

Repeatable Process

1. Use Data Cube to find new **keyword opportunities**.
2. Develop **social content** around those keywords to drive engagement and post regularly.
3. Support with **paid social traffic** back to previously ranking pages.
4. **Share** what you've learned.
5. Measure **cross-channel wins** (and setbacks).
6. Refine and **repeat**.

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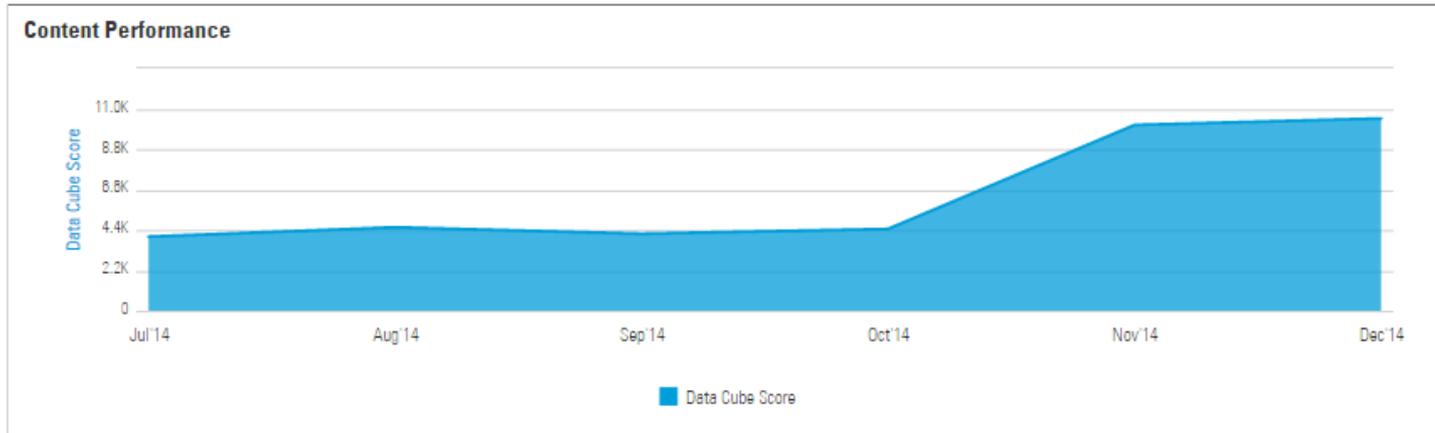
Practical Takeaways

- Ensure your organic, paid, and social teams are communicating regularly about what is working and what is not.
- Data Cube helps identify gaps and opportunities to help you provide content your audience wants to see.
- Find the balance between good social content and good searchable content.
- Use your findings to inform and prioritize your website content.

Key Points

This cross-channel alignment process has worked with **three clients** in **three verticals**.

eCommerce recommendations: Social posts with target keywords



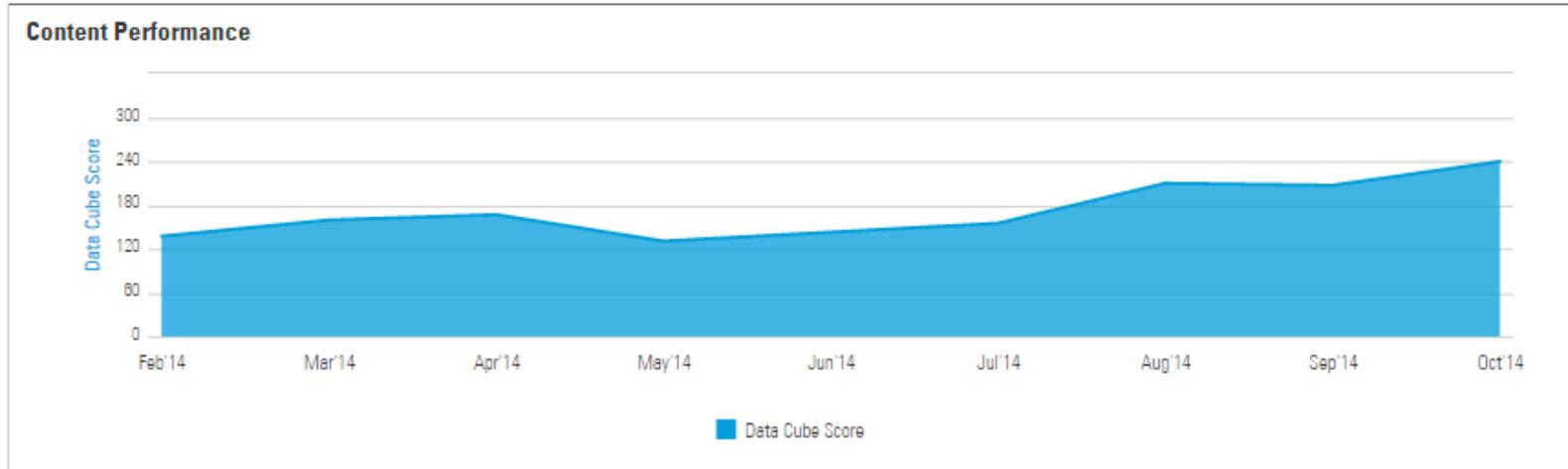
Data Cube Score, July – December 2014

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Key Points: Performance Across Verticals

Education recommendation: Social posts with keywords around “jobs”



Non-Brand Keywords Containing “jobs” Data Cube Score
February – October 2014

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