



# HEALTHY NEW ALBANY CASE STUDY

Healthy New Albany's new strategic marketing is generating significant engagement that translates to deeper investment from their community.

## Results

- **17% increase** in email subscribers, and a 49% average email open rate
- **67.9% increase** in LinkedIn followers
- **89% increase** in Instagram Followers
- **13K avg. monthly reach** on Facebook
- **\$130K+ raised** through online fundraising campaigns

## Objectives

The main objective in creating the Healthy New Albany Strategic Marketing Plan was to outline the major events and opportunities for the organization to leverage to increase visibility and engagement with programs and services. Through consistent and cohesive communications, HNA has been able to build trust with its existing audience and create a vibrant online community that attracts new donors, volunteers, clients, and advocates.

## Challenges

- Low engagement on social media
- Lack of awareness in community
- Limited partnerships with major funders
- Limited budget for large-scale marketing campaigns

## Solutions

- Innovative Social Media Approach: Creating more meaningful, valuable, and engaging content tailored for each platform
- Increased Website Traffic: Driving traffic to the website to increase the visibility of all services
- Community Cultivation: By developing a General Monthly Newsletter, HNA is cultivating the community's understanding of all services and helping them get involved in meaningful ways
- Thought Leadership: With a focus on earned media content, HNA is able to develop its role as a thought leader in the Central Ohio area.

*"Thanks to Cassie our messaging has become more effective and in turn, impactful. She is knowledgeable, approachable, enthusiastic, and a joy to work with!"* - Jennifer Wilcoxon, Pantry Director, Healthy New Albany