

mobilising online community for increasing brand awareness

Annual Conference – Healthcare Informatics Organisation

PROJECT

Conference

LOCATION

Canada

TARGET AUDIENCE

Association members, Healthcare informatics professionals

SERVICES

Digital Marketing, Content



CHALLENGE

A prominent Canadian healthcare informatics organisation was looking to revitalise their online presence with the launch of a creative online marketing campaign for their 2015 annual conference. The organisation's focus had shifted to a new key objective: entice delegates to not only attend the conference but more importantly engage with the content. Their past efforts in digital marketing had lacked the direction of a proper strategy resulting in random and untargeted efforts. Social media capacities were no exception and it had taken six years for the conference to reach 1 200 followers on Twitter

SOLUTION

MCI Canada was able to address the organisation's challenges by developing a comprehensive digital marketing strategy and clear action plan. MCI helped the organisation generate free diversified curated content and expand their digital reach via multiple platforms. By ensuring brand consistency and aligning key messages across all platforms, MCI supported the organisation in driving engagement with their online community whilst adding value for their invested partners.

RESULTS



40%

INCREASE IN
TWITTER
FOLLOWERS IN 6
MONTHS (1,666)



42

POINTS
INCREASE IN
THEIR ACCOUNT
SOCIAL
INFLUENCE
(KLOUT)

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