

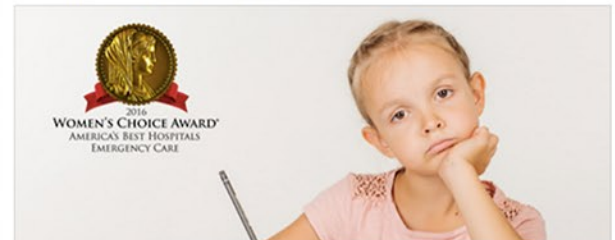


## Successful Marketing Campaigns on Social Media

### SITUATION

77% of online women use Facebook (Pew Research Center). And since 90% of U.S. women are responsible for healthcare decisions, Facebook is an ever-growing platform for healthcare facilities to reach women and drive admissions...*but hospitals need powerful messaging to succeed.*

Holiday plans not going as expected?



Holiday plans not going as expected?

In a medical  
for Emerger  
In a medical emer  
WOMENSCHOICE



In a medical emergency, go to America's Best Hospitals for Emergency Care.

In a medical emergency, go to one of America's Best Hospitals for Emergency...

WOMENSCHOICEAWARD.COM

Learn More

### SOLUTION

Leveraging the Women's Choice Award 'America's Best Hospitals' seal prominently within Facebook ads, will yield greater engagement and click-through rates.

Cancer care the way it should be.



Cancer care the way it should be.

Start here, start to  
Start your journey at one  
WOMENSCHOICEAWARD.COM



Start here, start today.

Start your journey at one of America's Best Hospitals for Cancer Care.

WOMENSCHOICEAWARD.COM

Learn More

### SUCCESS

In a week long Facebook ad campaign directed at the East China and Detroit, MI population, ads showing the Women's Choice Award seal received significantly more click throughs than ads without the seal. In fact, the healthcare ads with the Women's Choice Award seal had a **30% average increase in click through rates.**

To learn how we can support your success, please call (954) 922-0846

or email [info@womenschoiceaward.com](mailto:info@womenschoiceaward.com)