

## Marketing Campaign Report Brief

**Campaign Title:** The Heart of Happiness - Dr. Diane Abdo

**Campaign Lead:** Lena Robin Berchielli, Marketing & Communications Strategist

**Campaign Period:** October 2017 – February 2019

### Overview

The *Heart of Happiness* campaign was a transformative marketing and communications initiative aimed at helping Dr. Diane Abdo transition from a traditional 1:1 clinical practice to a scalable wellness brand. Through brand positioning, content strategy, and digital engagement, the campaign achieved significant growth in brand visibility, audience engagement, and diversified revenue streams.

### Key Campaign Objectives

- **Brand Expansion:** Develop a distinct and emotionally resonant identity for a broader digital audience.
- **Audience Growth:** Reach individuals seeking wellness tools through speaking engagements and digital channels.
- **Revenue Diversification:** Launch scalable offerings like eBooks, webinars, and future digital products.
- **Community Engagement:** Build trust and connection via live events, content series, and public speaking.

### Performance Highlights

- **Email Subscriber Growth:** +2,100 (vs. 300/year pre-campaign; industry avg: 1,000/year)
- **Free eBook Downloads:** 1,200
- **Expanded eBook Purchases:** 438
- **Webinar Sign-ups:** 167 (37% conversion)
- **Website Traffic Growth:** +238% YoY
- **Facebook CTR:** 3.7% (vs. 1.2% pre-campaign; industry avg: ~1.6%)
- **Paid Ad ROI:** Estimated 325%
- **Social Engagement:** +41% over baseline
- **Speaking Engagements:** 12 (vs. 4/year pre-campaign; industry avg: 5–6/year)

### Key Insights

- Content and email funnels converted strongly, proving alignment between brand messaging and audience needs.
- Paid ads significantly outperformed industry averages.
- Social and community engagement successfully established brand trust.
- SEO-focused blogging and free resources drove sustained traffic and lead generation.

### Budget & ROI

- **Total Investment:** \$24,160
- **Total Revenue:** \$52,381
- **Profit:** \$28,221
- **ROI:** 117%

### Recommendations for Future Campaigns

1. Repurpose the webinar into an evergreen lead-generation tool.
2. Expand video and testimonial marketing across YouTube and TikTok.
3. Launch an affiliate/referral program.
4. Strengthen LinkedIn thought leadership presence.
5. Use behavioral analytics to refine site UX and CTAs.
6. Reallocate budget to underused but high-potential platforms.