



Sharsheret Digital Marketing Recommendations



Introduction to Digital Recommendations



Introduction



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About the digital publisher (Facebook):

- The Facebook digital marketing team has been tasked with the ability to provide digital marketing recommendations to the Sharsheret team based on the client's RFP
- **These recommendations will allow the Sharsheret team to move forward with their launch of a digital marketing campaign** to educate young women (and men) on the risk of hereditary breast and ovarian cancer along with how to better understand the hereditary BRCA gene's impact on increased cancer risks



Introduction



SHARSHERET

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About the client (Sharsheret):

- A national not-for-profit organization with the goal of educating and supporting young women and men with the hereditary BRCA genetic while providing resources for families
- Sharsheret also provides support for women and families suffering from breast and ovarian cancer
- The company specializes in:
 - Peer support networks for young women that are at risk/diagnosed with breast or ovarian cancer
 - Unique advising and plans for treatment or support
 - Resources to assist families and caregivers
 - And much more

Introduction

Overview of the campaign:

- **Primary goal:**
 - Raise awareness on the importance of education on the BRCA gene and hereditary cancer risks
- **Ideal market position:**
 - Significant emphasis on highly visible Share of Voice and Share of Page
- **Campaign Timeline:**
 - January 1st - December 31st, 2021
 - Campaign does not have to be evenly distributed through each month, but must stay within this time frame

Introduction



Target Audiences Provided by RFP:

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1. Women (18-34 age range) with at least one Jewish grandparent and ideally located in the major metros (New York, Los Angeles, Miami)
 - a. **Psychographics:** mobile-friendly, good work/life balance, values holistic wellness, enjoys being active but may not always have the time, on-the-go lifestyle, prefers advice from trusted sources
2. Women in the U.S. with concerns of breast and ovarian cancer risk
3. Men who may carry the BRCA gene
 - a. Likely have one Jewish grandparent
 - b. Can advocate educational resources for men
4. Anyone in the U.S. who would like to help educate, influence, support, and care for women in primary audience



Introduction

Measuring KPIs (KPI Funnel):



Sharsheret/Publisher Sponsorship

The Sharsheret /Publisher Partnership



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- A. Outline the client's marketing goals and objectives (to demonstrate that you understand them, based on the RFP and any additional research).
- B. Provide a relevant overview of your publisher (why pick Google/Facebook?) including key sites/apps within its portfolio, key products, demographics, awards, competitive strengths, etc. that this client would care about.
- C. Select target audience segment(s) among those mentioned in the RFP, and describe which one(s) your program will focus on, and why.
- D. Clearly explain the "fit" between your publisher and what the client is looking to achieve; convince the client that you are the best publisher to work with on this campaign.



The Sharsheret /Publisher Partnership



Client Objective:

- The campaign is less about bringing awareness to Sharsheret as a company, but more about the company's goals of bringing attention to and understanding the risk of the BRCA gene along with how it could be passed down to Jewish women hereditarily.

Client Goals:

- **Awareness Beyond the Brand:**
 - Creating awareness through this campaign is not limited to more consumers learning the Sharsheret name, it is also bringing awareness about the BRCA genetic and the statistic of Jewish women being more likely to have this gene passed down hereditarily - exponentially increasing the risk of breast and ovarian cancer.
- **Inform & Educate:**
 - Allow women, men, families, and supporters to not only learn about the BRCA gene and the hereditary risks, but also more information on genetic screening, implications, and strategies for prevention and maintenance after potentially testing positive with the gene
- **Action Isn't Just Clicks:**
 - Measuring the action is more than seeing how many people were reached or clicked on a link, rather how many people were impacted by seeing the campaign; perhaps by reaching out to ask questions, leveraging the counseling services, becoming an advocate for the campaign, and especially looking into taking personal action to research their own genetic history



Facebook Publisher Outlets Overview:

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Facebook	Instagram	WhatsApp
<p>Universe:</p> <ul style="list-style-type: none">Website and mobile platforms <p>Function:</p> <ul style="list-style-type: none">Social networking platform centered around posting statuses and pictures, following celebrities/company pages, joining personalized groups, reading news, and more <p>Demographics:</p> <ul style="list-style-type: none">71.9% 18-44 (Statista, 2021)Slightly more males than females <p>Awards:</p> <ul style="list-style-type: none">2021 Awards (Comparably): Best Company Outlook, Best Global Culture, Best Company Compensation, Best Engineering Team, etc. <p>Reach:</p> <ul style="list-style-type: none">2.89 billion monthly active users (Statista, 2021)1.93 million active users per day (Statista, 2021)	<p>Universe:</p> <ul style="list-style-type: none">Website and mobile platforms <p>Function:</p> <ul style="list-style-type: none">Photo-sharing social network that emphasizes the ability to like, share, and comment on photos of others while presenting personal or branded photos as well <p>Demographics:</p> <ul style="list-style-type: none">62% 18-34 (Statista, 2021) <p>Awards:</p> <ul style="list-style-type: none"><u>Webby</u> 2012 Breakout of the Year Award <p>Reach:</p> <ul style="list-style-type: none">157 million monthly active users (Statista, 2021)	<p>Universe:</p> <ul style="list-style-type: none">Website and mobile platforms <p>Function:</p> <ul style="list-style-type: none">Instant messaging tool with the ability to reach anyone in the worldGreat tool for word-of-mouth and natural conversation marketing <p>Demographics: (source)</p> <ul style="list-style-type: none">26% of males and 21% of females in the US use WhatsApp.The US makes up for 17% of the total male users and 19% of female users around the world with one in every four adults using the messaging service.As of 2020, WhatsApp had a majority (27%) of its users aged between 26 and 35 years <p>Reach:</p> <ul style="list-style-type: none">In 2020, 50% of WhatsApp users in the US used the app daily, 78% used it weekly while 91% used it at least once a month (source)Over 2 billion WhatsApp users as of February 2021

Takeaway: Facebook, Instagram, and WhatsApp are in the top four of social media and networking apps used online. They each serve a different primary function to reach their billions of users across a variety of demographics (see appendix for resources and graphs)

The Sharsheret /Publisher Partnership



Target Audiences:

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1. **Primary Target Audience - The Empowered Women**
 - a. Women (18-34), one Jewish grandparent, located in the major metros, active, mobile-friendly, full-time professional
2. **Secondary Target Audience - The Advocates**
 - a. Those who do not fit the criteria of the primary target audience but are capable of advocating or potentially benefiting from the campaign as well
 - i. Predominantly people who wish to become advocates for spreading the word and help educate other women
 - ii. Women who are not Jewish but may carry the BRCA gene or be at risk of breast/ovarian cancer
 - iii. Men who may carry the BRCA gene or can advocate educational resources for males



The Sharsheret /Publisher Partnership



Target Audience Persona

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MEET KIM:

Kim is an optimistic, bubbly 25-year-old young professional working in New York City. She is very tech-savvy and spends her spare time checking in with family on Facebook or seeing what her friends/favorite influencers are posting on Instagram. When Kim looks at influencers, she prefers women who promote mental and physical wellness - being spiritually happy creates a well-balanced life. Although Kim has a busy schedule and is typically on-the-go, she stays on track of her work/life balance and values her own health over anything. Kim's mother and grandmother are of Jewish descent, but they've never talked about the BRCA genetic mutation before. Because Kim is very focused on her health, she would like to find resources to investigate her own genetics and discover if she carries the BRCA gene herself. Along the way, she wants to find more educational materials on being proactive with breast or ovarian cancer symptoms along with when to see a doctor. Kim values trusted sources and would take advantage of any support, guidance, or plans provided to her if she were positive for the BRCA gene or diagnosed with cancer.

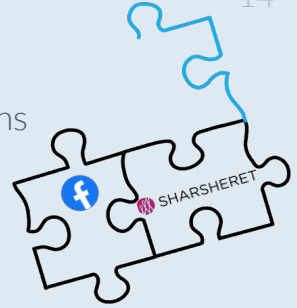


The Sharsheret /Publisher Partnership



Client/Publisher Relationship

- What can Facebook provide for Sharsheret?
 - Hundreds of millions of daily active uses and billions of monthly active users to reach any audience
 - A multitude of social media strategies and media platforms to provide targeted advertisements
 - The ability to leverage partnerships with trusted doctors, health organizations, or influencers than have large social media followings
 - Collaborations with brand sponsorships to provide useful news articles with large publishers that leverage Facebook's news sector
 - A multitude of KPIs to track the campaign's success through Facebook's various outlets (Facebook videos, Instagram explore ads, etc.)
 - Ability to micro-target very specific audiences through data-driven advertisements
 - Opportunity for paid, owned, or earned media through the top social networks in the world



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Campaign Proposal



The Pink Life Campaign. #pink4life

Breast cancer doesn't begin and end in October. Women suffering from the physical effects of this disease all year round. Breast Cancer Awareness month is vital for funding and highlighting the issue, however, there's always more that can be done. With the implementation of *Pink 4 Life* or #Pink4Life we will highlight the everyday lives of women coping with breast cancer. This campaign will not only aim to highlight the lives of women directly affected but everyone touched by breast cancer.

- Interviewers will go around the city randomly interviewing women and asking them questions about their lives, stating breast cancer facts, asking when was the last time they have been checked or asking them if they know anyone that has been diagnosed with breast cancer.
 - **This type of content appeals trustworthy and relatable to viewers. Talkings to real people with real life experiences.**
- 

The Pink Life Campaign. #pinklife Cont'd

- Another component to the Pink Life Campaign will be to have women post videos on social media with the hashtag #pinklife documenting their day to day struggles, joys or highlights they wish to share living with breast cancer..
 - Further pushing the rhetoric that breast cancer is daily struggle.
- These videos will help to further build a community of all women, and allies of all backgrounds battling breast cancer.

Slogan: "Pink Life, because Pink is For Life"

Messaging



Pink Life
Beacause pink is for life.

The messaging behind this campaign is to highlight the everyday women, taking care of her family, working, relaxing, mediating etc. all while battling with the daily struggles of living with a disease.

While also educating others on the importance getting regular check ups and teaching others how to be supportive of those impacted by breast cancer.

Breast cancer affects women of all ages and with the use of social media Pink Life can break the stigma of breast cancer and open the conversation up to a larger platform. Early intervention is vital, creating comfortability around these topics now can ease the burden later.



Targeting Parameters

Target Audience: We are looking to broaden Sharsheret's scope to more than middle-aged Jewish women. If Sharsheret wants to be seen as a leader in the health & breast cancer community they need to take time to appeal to other audiences as well. While keeping its origins at the core.

The site needs to appeal to older and younger demographics. With the help of social media, and the Pink Life campaign that can be done.

Targeting Parameters Cont'd

Social Media:

Age: 13-35

Gender: Female & Male

Measurements:

Engagement, Reach, Reshares, Likes,
Comments, Instagram Story Views, Video plays.

Social Media

We will be utilizing various social media platforms to promote Sharsheret's new content.

- **Youtube:** here visitors can access full length interviews and documentary style content related to highlighting everyday women and their families as they manage their everyday lives with breast cancer.
- **Twitter:** this application will act as journal space where the Pink Life account will reshare stories and tweets of users using the hashtag #pinklife. The type of content we are hoping to receive will be raw thoughts of women or loved ones coping with cancer. While as providing facts and answering questions.

Social Media



Instagram: here visitors can access full length interviews and documentary style content related to highlighting everyday women and their families as they manage their everyday lives with breast cancer.

TikTok: here is where we hope to acquire the bulk of our engagement. Posting questions and comments for viewers to react and stitch their own video to. Tiktok is key when trying to reach a larger audience these days. While most users of the app are younger they may have lost a family member or someone in their life is currently battling breast cancer and want a safe space to share their stories or ask questions.

Facebook: Updating Sharsheret's current page to highlight #pink4life to give the page a breath of fresh air. Giving breast cancer a more relatable meaning. Sharing statistics about how, unfortunately, common breast cancer has become and creating a safe space for others to learn and share their stories.





Pink Life Landing Page

Pink Life will need its own landing page on the Sharsheret website. The content is unique to the site, targeting a larger demographic. We want visitors to be able to view the specific Pink Life content and merchandise.

The landing page will serve as a hub to view the content on our various social media platforms making it easier for visitors to view their stories.

www.sharsheret.org/pinklife



Device Selection

We will be targeting mobile devices during this campaign, while utilizing a adaptive website format, as new content will be added frequently.

Tablets

Smartphones

Educational/Informational Elements

Digital Media Ideas

1. Facebook ad containing Sharsheret's company logo, a link to the company's website and Instagram profile, and statistics generalizing the profile of our target audience. This ad will service as a broad way to attract people to the website. By including general information the post will be more effective at sending visitors to Sharsheret's website or to their Instagram profile. Different audiences may prefer to browse differently depending on their preferences and device.
2. Instagram post of a picture containing common Q&A about genetic breast and ovarian cancer accompanied by the companies logo and link to the website and Facebook in the comments. By linking our two digital media ideas we have created safety nets for our diverse audience. Instagram is a great place for native ads. We can utilize the picture format for visual purposes as well as providing engaging information.

Targeting & Measurement



Parameters

Consideration: Website Traffic

Age: 18-34

Gender: Male & Female

Interests: Judaism, Genetic Counseling, Breast Cancer, Ovarian Cancer, Cancer

Connections: Individuals with Friends who follow Sharsheret Facebook or Instagram, Breast Cancer Awareness Month and Breast Cancer Foundation, Ovarian Cancer Awareness and National Ovarian Cancer Coalition, and World Jewish Congress

Placement

Facebook News Feed, Facebook Right Column, Instagram Feed, Instagram Story.

We wish to reach anyone in our target audience or those who are connected to someone in the cancer community.

Measurements

Website clicks & Instagram Post likes/comments/follows after ad publication

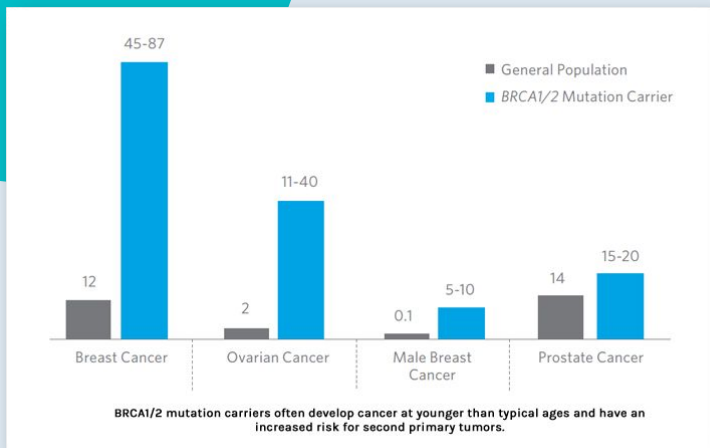
When measuring education goals, Sharsheret should measure their websites bounce rate, average time on page, and unique visitor change after ad publication



Message

Describe the messaging you would recommend, given the media elements and target audience(s) you are recommending. (You don't need to write specific copy; just indicate the core message you'd like to convey in these placements.)

1. "BRCA positive individuals run a 45-87% risk of developing breast cancer in their lifetimes"
2. "Researchers have determined that women of Jewish descent are 10x more likely than the average population of carrying the BRCA gene!"
3. "Visit the Sharsheret website to learn more about you or your loved one's genetic risk and how to prepare for the future!"

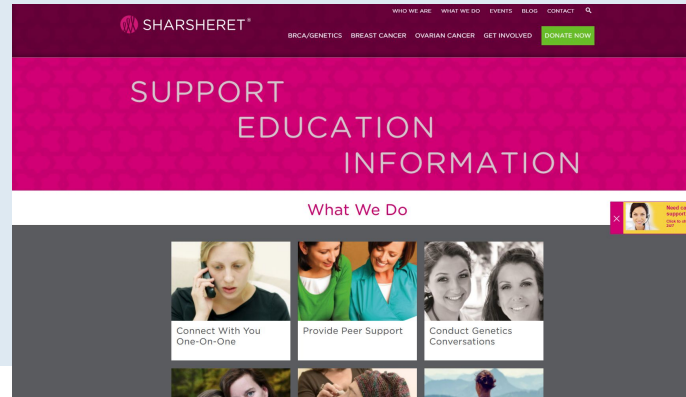


This placement should offer a clear description of vulnerable individuals and how they can learn more on Sharsheret's website. The core messages should be accompanied by Sharsheret's logo, clickable website link, and pictures of Sharsheret survivors.

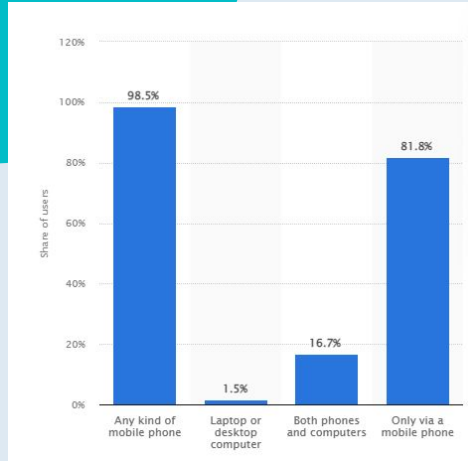
Sharsheret Link

Since the link will service individuals who wish to learn more information, the provided link should route to Sharsheret's Support Education Information page. This page has connections to one-on-one connections, peer support, genetic conversations, treatment information, financial assistance, family support, health care information, and ways to help. This page will offer information to any individual along the journey or within connection. Those who may have questions, who know a loved one, are themselves cancerous, or cancer free can find a benefit from this page destination.

What We Do - Sharsheret

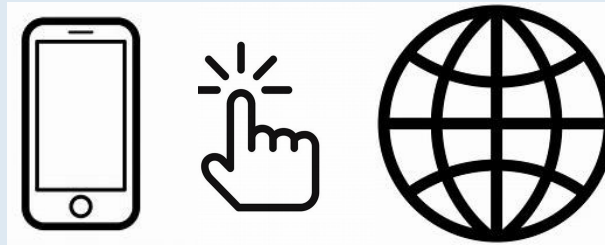


Device Selection



Facebook users overwhelmingly prefer mobile devices as their preferred device to access the social media platform. Nearly 82% of the share of users prefer to access the site only via a mobile phone. There is a clear preference for mobile device usage, so our campaign will strictly target mobile devices.

We must keep in mind that in order for our media to be effective, they must be designed for mobile users which includes strategic use of white space, clickable icons, and less than two clicks to get to Sharsheret's website. With this plan in place, the mobile target should be successful in increasing traffic in Sharsheret's website.



Action-Oriented Element

V. Action-Oriented Elements

- A. Select and describe 1 digital media idea (paid, owned, and/or earned) from your publisher's portfolio of sites and products that connect as closely as possible to a Sharsheret genetic counselor (via email, phone, and/or another communications method of your choice)
- B. Describe the targeting parameters and schedule for the placement (who are you looking to reach?), the performance metrics, and how you will know that it has succeeded in achieving its action-oriented goals.
- C. Describe the messaging you would recommend, given the media elements and target audience(s) you are recommending. (You don't need to write specific copy; just indicate the core message you'd like to convey in these placements.)
- D. Describe any new landing page(s) you'd like to create as part of this campaign, and/or whether the existing Sharsheret website will work for this part of the campaign (if so, specify the page you would link to).
- E. Recommend specific device selection here – desktop/laptop, tablets, mobile phones, some combination, all, etc.

Digital Media Idea

The perfect media idea would be to host an interactive live Q&A (Question and Answer) session on Meta's Facebook live and Instagram live. This live session will be hosted simultaneously on both platforms by either an advocate or an influencer (who is very passionate about the cause) who will be interviewing a healthcare professional that is knowledgeable on the topic of breast and ovarian cancer. This will be the perfect platform to speak extensively on the subject matter and get people to enquire directly from the healthcare professional about the risks of breast and ovarian cancer while also increasing engagement between users. Additionally, both live platforms will give its viewers the option to make enquiries about the subject matter by leaving comments or typing questions in the comment box which can all be addressed during the live session. This will be pertinent to Sharsheret's genetic counseling services, to help individuals begin investigating their own hereditary breast and ovarian cancer risk. The intention is to also ensure this media idea will further generate more email inquiries, online chats, and/or phone calls to the organization to connect with genetic counselors about this issue.



Instagram

LIVE



LIVE



Targeting

Interests: Cancer, Breast and Ovarian Cancer, Genetic Counseling, Call to action.

Gender: Male & Female.

Age: 18-34

Connections: People with family members or friends that follow or support breast and ovarian cancer causes, new users willing to take action by making enquiries, people willing to sign up/register and donate to the Sharsheret's website or genetic counseling services.

Placement.

We intend to reach those who are connected directly or indirectly to people in the cancer community.

Measurements

Live video viewers, website clicks, number of new sign ups and registration, the number of phone calls and emails received regarding breast and ovarian cancer and the number of online chat sessions.



“We’re all in this together, let us unite to fight by taking action...”

Message

Firstly, I would like to recommend a slogan for action: ***“We’re all in this together, let us unite to fight by taking action...”***.

The core message is to ensure our target audience understands the importance of investigating their own risk of hereditary breast and ovarian cancer, prompting them to take action by asking more insightful questions on the adverse effects of these risks on their overall wellbeing, knowing their susceptibility to these risks (if any) and, the importance of early detection which can make an immense difference on how the risks can affect them in the long run.



SUPPORT EDUCATION INFORMATION

Contact Us

Categories: *
 [BRCA/Genetics]
 Your Name: *
 First Last
 Please enter your email address so that we may respond to your query: *
 Phone
 State: *
 State / Province / Region
 Subject: *
 Please type your question or comment in the area below: *

(Sharsheret cannot answer individual medical questions. Please contact your physician or health care provider for personal medical questions.)

Privacy: *
☐ I have read, understood and agree to Sharsheret's [Privacy Policy](#) and [Terms of Use](#).

SUBMIT

MAILING ADDRESS

New Jersey Office
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 1086 Teaneck Road, Suite 2G
 Teaneck, New Jersey 07666
[View on Google Maps](#)

New York Office
 Sharsheret
 10 East 40th Street, 28th Floor
 New York, NY 10016
[View on Google Maps](#)

Florida Office
 Sharsheret
 3389 Sheridan Street, #193
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[View on Google Maps](#)

Illinois Office
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 3926 W. Touhy Ave, Suite 271
 Lincolnwood, IL 60712
[View on Google Maps](#)

California Office
 Sharsheret
 3019 Ocean Park Blvd, Suite 120
 Santa Monica, CA 90405
[View on Google Maps](#)

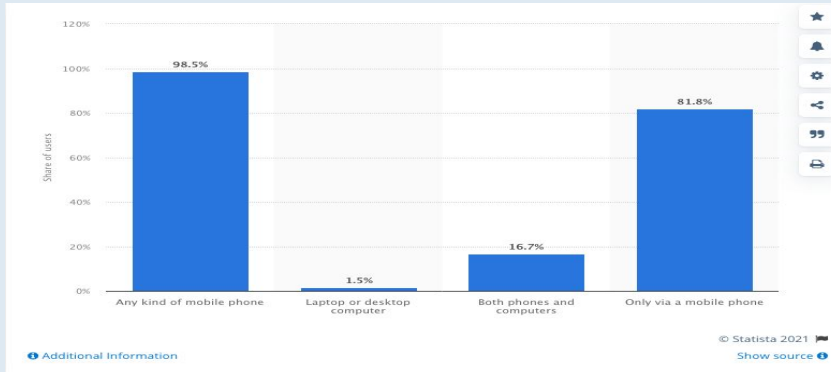
Landing page

Since the landing page will service individuals who wish to take action, the provided link should be directed to Sharsheret's 'Who We Are/Contact Us Page'. This page contains a form which is to be filled out by interested candidates to gather more information about them, along with a list of phone numbers which can be easily reached, as well as fax and mailing addresses in five different states. This page also contains a 'Donate Now' button/click for people who want to donate generously because they are interested in supporting the cause. <https://sharsheret.org/who-we-are/contact-us/>

However, I would recommend placing Sharsheret's social media handles in a more obvious and clearly defined area of the page. They are not very visible and is at the bottom of the page which could be hard to find especially for non-tech savvy users.



Device Selection



Meta provides a portfolio of sites; more specifically Facebook and Instagram that has access to hundreds of millions of daily active users and billions of monthly active users to reach any audience. However, these sites are mostly accessed via mobile devices. According to Statista, 98.5 percent of Facebook users access the site via any kind of mobile device, 1.5% via laptop or desktop computers, 16.7 percent both phones and computers and 81.8 percent only via mobile phone. With a large percentage of mobile users accessing the Facebook and Instagram platforms, my recommendation would be to prioritize mobile phones. For great digital mobile usability to be accomplished, we must ensure; the page is taking advantage of conventions, creating clear visual hierarchy, dividing each page into clearly defined areas, making it obvious what's clickable, eliminating distractions and formatting text to support scanning.



Summary & Next Steps

VI. Summary & Next Steps - Foster Igbiosa



- A. **Summarize how the 3 different campaign elements (Awareness-Building, Educational, and Action-Oriented recommendations) will work together to achieve client's goals.**

The three campaign elements will work closely together to achieve the goal of encouraging more young women to understand their hereditary risks of breast and ovarian cancer. Launching the Pink Life campaign will build awareness to people on the risks of breast and ovarian cancer while also educating them on the importance of early detection and proper self care. More so, these elements are also intended to push people to take the next step of reaching out to Sharsheret's genetic counseling services after they have been sensitized by the awareness-building and educational elements.





Calendar timeline:

September	October	November
<ul style="list-style-type: none"> • “Pre-Pink Life” • Month before Breast Cancer Awareness Month • Uses promotional content to educate women on the symptoms leading up to breast or ovarian cancer diagnosis • Also demonstrates how to determine the possibility of BRCA genetic • Displays content that shows everything “pre” diagnosis and how to spot it. 	<ul style="list-style-type: none"> • Pink Life Campaign • Main efforts • Provides resources for education • Main advocacy outreach for people to become aware of Sharsheret’s goal and understand the campaign • Greet men and women getting involved in the campaign • Use content to point them in the right direction of getting involved in their journey • Main opportunity to partner with health resources 	<ul style="list-style-type: none"> • “Post-Pink Life” • Prime resources on how to manage symptoms of breast and ovarian cancer • Introduce personal stories of women who suffer with breast/ovarian cancer and how they live their day-to-day lives • Emphasize support groups and resources for family

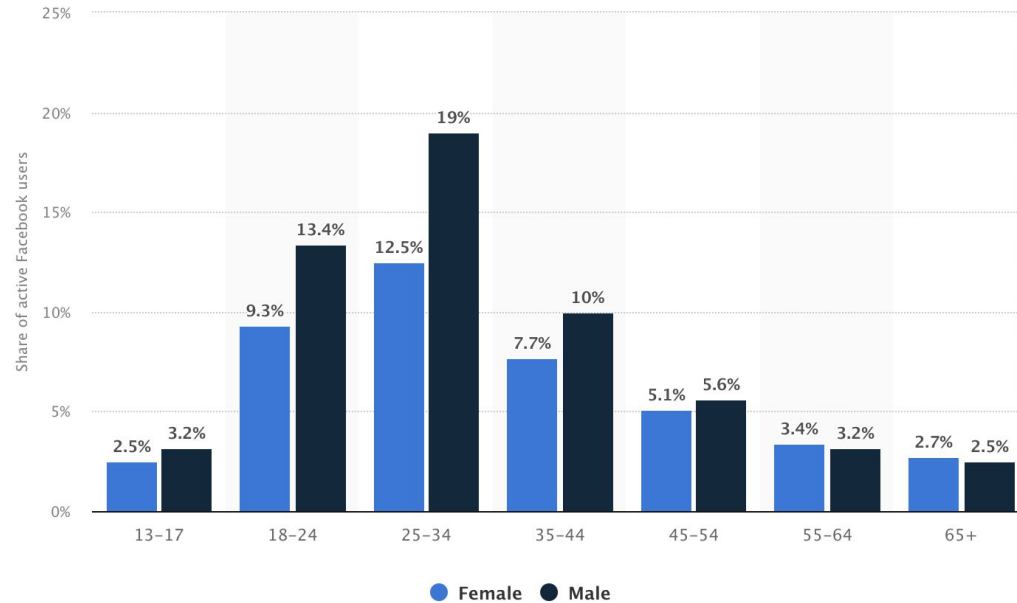
VI. Summary & Next Steps



Appendix

(optional for screenshots/pictures that didn't make it into main presentation)

Facebook Age/Gender Breakdown, October 2021 (Ref. Slide 11)



© Statista 2021

[Source](#)

Facebook 2021 Awards (Ref. Slide 11)



Meta
Best Company Perks & Benefits



Meta
Best Company Compensation



Meta
Best Product & Design Team 2021



Meta
Best Engineering Team 2021



Meta
Best Places to Work in the Bay Area 2021



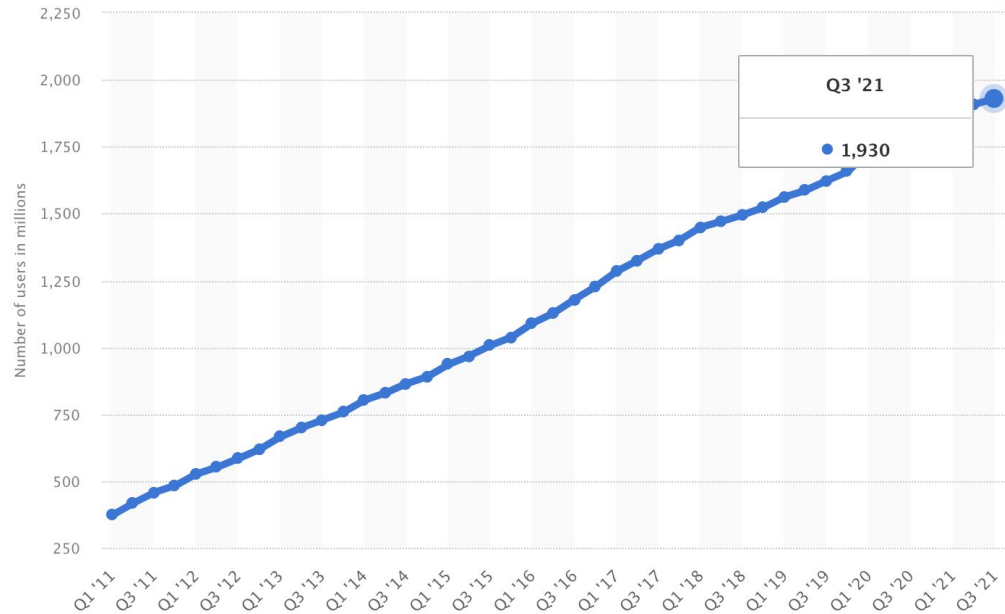
Meta
Best Global Culture 2021



Meta
Best Company Outlook 2021

[Source](#)

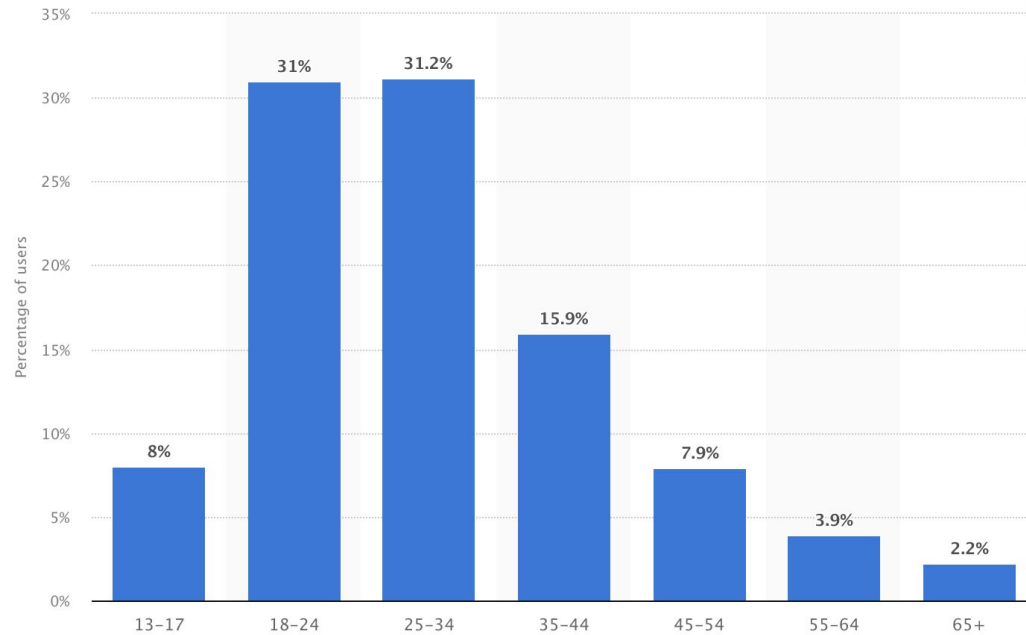
Facebook Daily Active Users Graph (Ref. Slide 11)



© Statista 2021

[Source](#)

Instagram Age Distribution Worldwide (Ref. Slide 11)



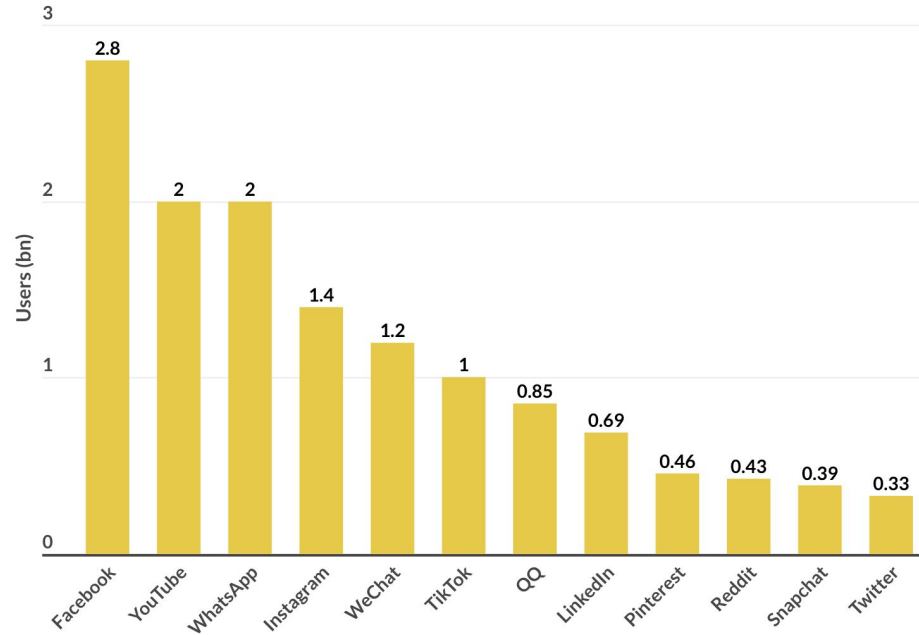
© Statista 2021

[Source](#)

Top Social Media Sites by User (Ref. Slide 11)



Instagram vs social apps: users



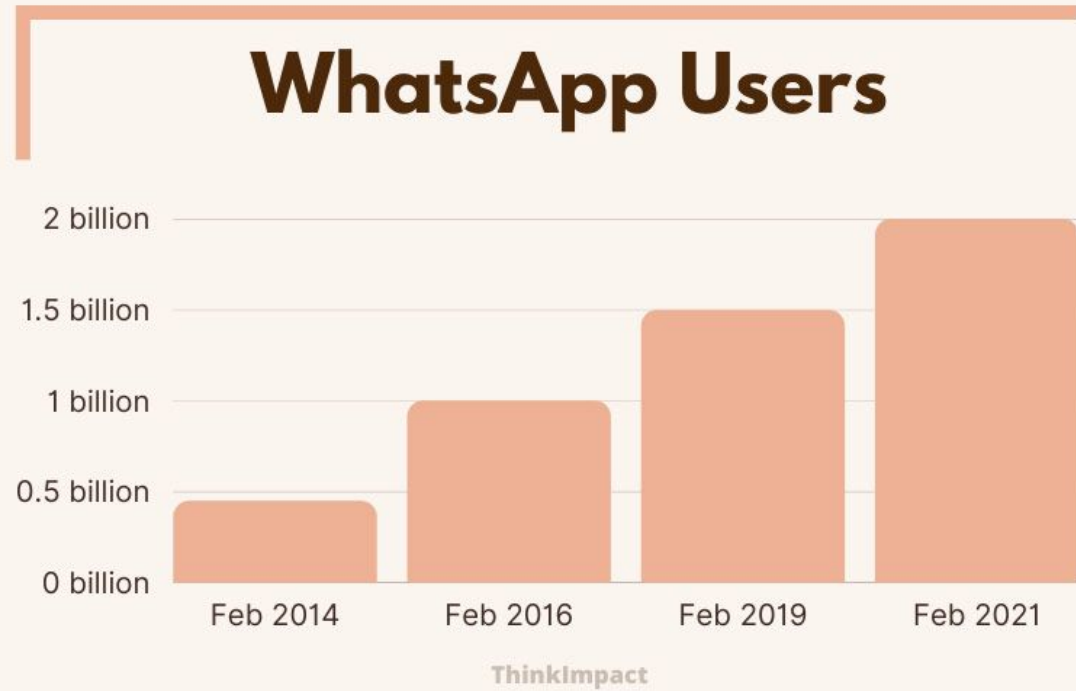
Sources: Company Data

DOWNLOAD CHART

[Source](#)



WhatsApp Users by Year (Ref. Slide 11)



[Source](#)