



CANADIAN

VirtualHospice

Pre-campaign strategy report

Global Online Marketing Academic Challenge

CID: 382-218-8113

# Canadian Virtual Hospice Overview

Web-based platform that address palliative care all over Canada

Thousands of questions have been answered by :

- Specially trained palliative care physicians
- Clinical nurse specialists
- Social worker
- Spiritual care adviser
- Pharmacist

The 9 employees physical offices are located in Winnipeg city, Manitoba, Canada



The **mission** is to provide support and personalized information about palliative and end-of-life care to patients, family members, health care providers, researchers and educators.

The **Vision** is to have a place where:

People could ask questions to a clinical team specialized in palliative care.

**Families** could read articles about symptoms, financial benefits, and other topics to help them

**Health care professionals** could access tools to better communicate with patients and families.

**Researchers** could share their findings, allowing front-line health care providers to stay on top of important developments.

## What is palliative care?

Palliative care is a type of health care for patients and families facing life-limiting illness. Palliative care helps patients to achieve the best possible quality of life right up until the end of life.

2001 A group of palliative care leaders envisioned the creation of a "virtual hospice."

2008 More than 900 questions had been answered by the "Ask a Professional Team"

2000 2002 2004 2006 2008 2010 2012 2014 2016 2018 2021

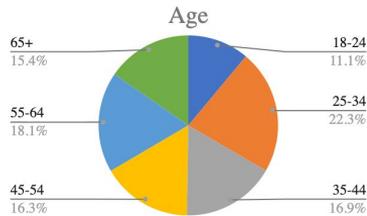
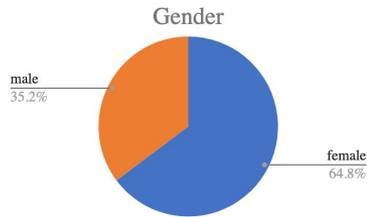
2004  
www.virtualhospice.ca went online with evidence-based information and an e-health pioneering called: "Ask a Professional"

2009  
CVH re-launched with new features, articles and the creation of an innovation hub: "The Exchange"

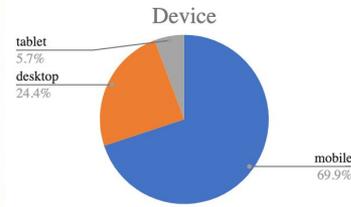
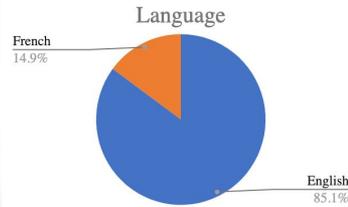
Since then, and the addition of countless services, CVH as been a safe place to sort through issues related to death. The information and support helps to bring sense in times of confusion, offers compassion in times of isolation, and reassurance in times of anxiety.

# Market and Target Audience Historical Analysis

## Demographics



## Language and Device

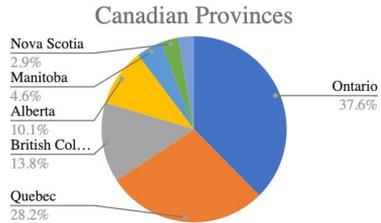


The majority of users are women (64.8%) between the ages of 25 and 54.

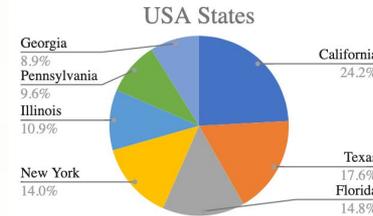
They speak English and use the mobile phone (69.9%) instead of tablets and computers.

# Market and Target Audience Historical Analysis

## Geographics



277,059 users in 2020



724,490 users in 2020

More than 724 thousand users of the platform live in the United States, while almost more than 277 thousand users live in Canada.

**Virtual Hospice** offers support and personalized information to :

- People without access to palliative care specialists
- Families and patients
- Health care professionals
- Researchers

# Historical Account Performance (before March 2021)



All time : August, 01 2020 - Mars 7 2021

Impressions ▾ 46.1K	Conversions ▾ 0.00	Conv. value ▾ 0.00	Cost / conv. ▾ \$0.00
Avg. CPC ▾ \$1.10	Cost ▾ \$5.14K	Impressions ▾ 46.1K	Impression share ▾ < 10%
Clicks ▾ 4.68K	Interactions ▾ 4.68K	Interaction rate ▾ 10.16%	CTR ▾ 10.16%



All time : August, 01 2020 - Mars 7 2021

Users 897.8K	Bounce rate 87.06%	Avg. Session Duration 00:00:47	Sessions 1 028.0K
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There is no use of the **conversions** metric

The **CTR** is historically high (all time average **10.16%**).

There are no **negative words**

The best **keyword** and **search ad** are the only ones with effectiveness, the rest of the keywords and ads have almost no results.

**Average session duration** : 47 secondes

**Budget** : \$100.00/day

**Bid strategy** : Maximize clicks

**Conversion metrics** : none

**Goals set** : none

**Campaigns** : 2

**Ad groups** : 2

**Keywords** : 30

**Negative words** : none

**Match type** : Phrase match

The **Bounce rate** is the biggest issue - avg. **87.06%**. Why is this happening?

There are 2 possible reasons and they are both present, at various degrees:

- 1- The **ads** do not reflect exactly what the **public wants to see** and, as soon as they arrive on the website, they **leave immediately**.
- 2- The "**Landings pages**" are not very **relevant**, **functional** or their **structure** is inadequate.

BEST	WHAT	Impressions	CTR	Cost	Clicks	Avg. CPC
AD	What is palliative care?   Your questions answered	44 502	10.09%	\$5,023.70	4490	\$1.12
KEYWORD	Palliative Care	41 009	10.36%	\$4,693.63	4250	\$1.12

The "**most-shown search ad**" (since aug 11) got more than 44k **impressions** and a **CTR** of 10.09%.

"**Palliative care**" is the best **keyword** with 41k **impressions** and 10.36% of **CTR**

# Current Marketing

Given that the organization offers an online information service, the website becomes the most powerful tool for communicating with the customers.

This portal was designed to become a trusted source for palliative care information and support when clients need it, no matter where they live.



The main site strengths :

- The division into 3 topics of interest on the homepage allows to quickly find information:
  - Topic - Support - Professionals.
- The site offers all the information in both, French and English. This makes it possible to reach the entire Canadian population. In addition, there are several resources that are in different languages, like Spanish or Italian.
- The site has been designed from the perspective of the client, so that they can find the information they need, and also, the site offers other services to discover in order to broaden the field of expertise
- Very well positioned and good SEO optimization 6/10 (according to prchecker.info). The optimisation strategy choose by the communication team seems to be working and the referral marketing is appropriate.



Weaknesses :

- According to Google Anal...

length: 47 seconds

## Social media



**Facebook :**

3,506 likes  
4,022 subscribers



**Youtube :**

4,62 k subscribers  
2,246,803 views



**LinkedIn :**

976 subscribers



**Twitter :**

2,315 Following  
8,514 Followers



# Canadian Virtual Hospice Objectives

**Search campaign goal :** Increase **Website Traffic**, in order to align with the **vision** and **mission** of the organization that is *to provide support and information about palliative care.*

**Goals and objectives** defined by the NPO, that will be implemented in the **4 weeks of the campaign**

## IMPRESSIONS

10,000

5 Campaigns  
14 Ad Groups  
110 Keywords  
42 Ads

Before the changes:  
2 Campaigns  
2 Ad groups  
30 Keywords

## CTR

Maintain the CTR around the high current values, despite the significant changes that will be made.

The total of impressions and clicks are know going to be divided by multiples ads and ad groups.

## Clicks

1,300

For all the ads in the 4 weeks of their presentation

Monthly average before changes:  
560 clicks

**Additional actions to help the NPO**

*\* that we will not use as KPI's*

## Conversion

+ 1% /1st week  
+ 1.5% /2nd week  
+ 2% 3th & 4th week

1% = 2,000 pageviews  
Increase number of "pageviews"  
(From average of 690/month to 1,000)

## Bounce rate

Reduce the bounce rate and identify the causes of the situation for further recommendation

optimize traffic quality

*\* At this point, there is no goals set in the account.*

# Market and Target Audience Analysis

## The **persona A : Joyce**

Joyce Friesen

45 years old

She speaks english

She lives in a remote Toronto suburb

Her parents are facing the end of life

She's looking for resources and answers

She's starting to have anxiety

She uses a mobile phone



## The **persona B: Monique**

Monique Pelletier

54 years old

She speaks french

She lives in Gatineau, QC

Her husband is facing the end of life

She's looking for resources and answers

She's starting to have anxiety

She uses a desktop



## The **persona C: Lisa**

Lisa Stewart

27 years old

She speaks english

She lives in Vancouver

She works in a hospice care institution

She's looking for practical tools to relieve her patient's pain

She's struggling in how is the best way to act.

She uses a mobile phone



# Canadian Virtual Hospice Objectives

CORE PERFORMANCE METRICS TO TRACK		
Key metric	Goal	How
CTR	<p>Lift in web traffic:</p> <p>Double the number of clicks between all the campaigns. From avg, 560 to 1,120 clicks</p> <p>Maintain a good CTR despite the significant changes that will be made</p>	<p>Besides from creating a pertinent adgroup and optimized ads, the use of some bid strategies</p> <p>Bid strategies as Maximize clicks or Manual CPC bidding.</p> <p>Choose ad groups with high traffic, then regularly monitor their performance and ad status</p>
Conversion tracking	<p>Implement the tracking code of page view, because at this moment they don't exist.</p> <p>Track the conversions for possibles adjustments.</p>	<p>Installing the goal snippet from Google Ads and verifying its function with Google Tag Manager.</p>
Other	<p>As far as possible for our team side: reduce the bounce rate and improve the landing page experience</p>	<p>By sending traffic to the right landing page and by making sure that the call-to-action correspond to the landing page.</p>

# PROPOSED GOOGLE ADS STRATEGIES *(SEARCH NETWORK)*

Campaign	Virtual Hospice CA EN (Branding)	Traffic to the website EN	Traffic to the website EN	Traffic to the website FR	Virtual Hospice CA FR (Branding)
Persona	Joyce and Lisa 	Joyce 	Lisa 	Monique 	Monique 
Samples Adgroups	NPO Name	-Tips for talking with someone who is dying -When death is near	-Tools for practice -eNews page	-Que dire à une personne mourant -Quand la fin est proche	NPO Name (French name)
Sample Keywords/ Matching options	"Virtual hospice" [Virtual hospice] "Virtual hospice Canada" [Canadian Virtual Hospice]	"father dying" "mother dying" "parents dying" "what to say to someone who is dying"	[virtual hospice news] "palliative care newsletter" "when a patient is dying" "palliative care resources"	"mon père est en train de mourir" "parler à une personne mourante" "passer a travers un deuil"	"Portail palliatif" [Portail palliatif] "Portail palliatif Canada" [Portail palliatif canadien]
Sample negative words	-volunteer -virtual	-quotes -song	-new -marketing	-reve -amoureux	-wallonie
Device based targeting	Mobile and desktop				
Budget	Budget maximization strategy				
Geotargeting	Canada				
Target language	English			French	
Success indicators	Traffic to website: Increasing clicks and CTR				



# Ads examples

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## Brand ad

Crucial use of the NPO name.



Persona: Joyce and Lisa

## Satisfying the questions

The usual visitor of VHC search information. They are looking for guidance and answers.



Persona: Joyce

## Giving knowledge

The other kind of visitors are people of the healthcare domain that are searching for knowledge that will help them in their duties.

Persona: Lisa



### Virtual Hospice Canada | Palliative Care Information

[Ad] [www.virtualhospice.ca/palliativecare/canada](http://www.virtualhospice.ca/palliativecare/canada)

The Canadian Virtual Hospice provides information about palliative care and end-of-life care. For patients, family members, health care providers, researchers and educators.

### What to do when death is near | Prepare for final days

[Ad] [www.virtualhospice.ca/DeathsNear/Canada](http://www.virtualhospice.ca/DeathsNear/Canada)

Considerations to prepare for challenges in the final days of a loved one. Information about what might be expected as death nears

#### What is palliative care

[www.virtualhospice.ca/palliativecare](http://www.virtualhospice.ca/palliativecare)

#### Myths of palliative care

[www.virtualhospice.ca/myths](http://www.virtualhospice.ca/myths)

### Palliative care for patients | Professional's Practice Tools

[Ad] [www.virtualhospice.ca/palliativecare/practicetools](http://www.virtualhospice.ca/palliativecare/practicetools)

Obtain knowledge to improve your palliative care practice. Protocols, advanced practices and evaluation tools to support your patient.

#### What is palliative care

[www.virtualhospice.ca/palliativecare](http://www.virtualhospice.ca/palliativecare)

#### Virtual Hospice eNews

[www.virtualhospice.ca/eNews](http://www.virtualhospice.ca/eNews)

#### Myths of palliative care

[www.virtualhospice.ca/myths](http://www.virtualhospice.ca/myths)

#### Discussion Forum

[www.virtualhospice.ca/forum](http://www.virtualhospice.ca/forum)

-The different ads are based in the **needs** of the **three personas** that we are targeting.

-Each ad has its own landing page.

-Use of diverse **sitelinks**. Depending of the campaign the sitelinks may differ.

-The keyword insertion will be use on those campaigns that may work due to the keywords in the adgroup.

# Budget and Weekly Plan Summary

## Budget maximization strategy

	Start Date: 01-04-21						End Date: 29-04-21		
	Week 1	Budget by day	Week 2	Budget by day	Week 3	Budget by day	Week 4	Budget by day	
Campaign	%	\$	%	\$	%	\$	%	\$	
#1Branding - ENG	5	16.45	5	16.45	5	16.45	5	16.45	
#2 Branding - FR	5	16.45	5	16.45	5	16.45	5	16.45	
#3 Web traffic General - FR	30	98.7	30	98.7	30	98.7	30	98.7	
#4Web traffic General - ENG	40	131.6	40	131.6	40	131.6	40	131.6	
#5 Web traffic Healthcare professionals - ENG	20	65.8	20	65.8	20	65.8	20	65.8	
<b>TOTAL</b>	<b>100</b>	<b>\$329.00</b>	<b>100</b>	<b>\$329.00</b>	<b>100</b>	<b>\$329.00</b>	<b>100</b>	<b>\$329.00</b>	
<i>* Up to \$329 per day</i>									