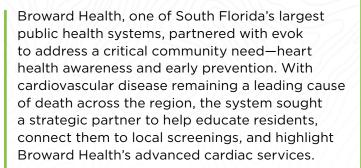


**CASE STUDY:** 

# **BROWARD HEALTH**

### MULTI-CHANNEL, HYPER-TARGETED CARDIAC CARE CAMPAIGN



Our team developed a fully integrated, data-informed campaign designed to engage residents across multiple touchpoints—from digital and programmatic media to social and search. The goal was simple but vital: empower individuals to take control of their cardiac wellness while positioning Broward Health as the trusted, accessible leader in heart care across Broward County.

By creating a dedicated heart health landing page, deploying hyper-targeted messaging,





#### **INDUSTRY**

**HEALTHCARE** 



#### **AUDIENCE**

**HEALTH-CONSCIOUS INDIVIDUALS EXISTING AND PROSPECTIVE PATIENTS COMMUNITY MEMBERS** 



#### **CATEGORY/TACTICS**

**DIGITAL AND TRADITIONAL MEDIA** PROGRAMMATIC BANNERS **GOOGLE DISPLAY AND SEARCH ADS SOCIAL MEDIA DEDICATED LANDING PAGE PRINT ADVERTISING** PERFORMANCE MONITORING AND **OPTIMIZATION** 

and amplifying reach through cross-channel activation, evok delivered measurable engagement that translated awareness into action—driving traffic, appointments, and screening participation throughout the system's five hospitals and physician network.



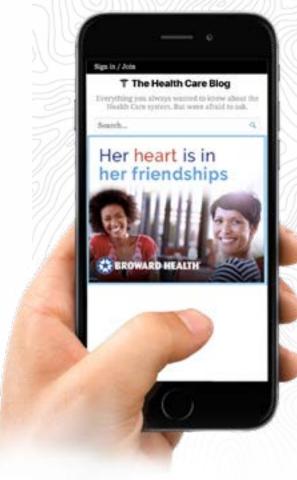
Landing Page



Broward Health, a major healthcare provider in Broward County, Florida, sought to address the high incidence of cardiovascular disease among local residents. The organization partnered with evok to develop a strategic marketing campaign that would encourage patients to be proactive in maintaining heart health and raise awareness of Broward Health's comprehensive cardiac services.

Our strategy focused on creating an integrated, multi-channel campaign that would educate the target audience about the importance of heart health and drive patient engagement with Broward Health's cardiac care offerings. By leveraging a combination of digital marketing tactics, we aimed to reach individuals seeking health services within the system's five hospitals and physician practices.

**CASE STUDY: BROWARD HEALTH** 







Programmatic Banner Ad



To bring awareness to Broward Health's cardiac services, we implemented an integrated campaign, including programmatic banners, rich media, web, social media and Google display and search ads.

We developed a heart health landing page to advise and educate current and prospective patients. This allows users to seamlessly search for a doctor based on name, specialty and hospital, or browse heart health screening events and assessments nearby to attend and get screened.

#### **CASE STUDY: BROWARD HEALTH**

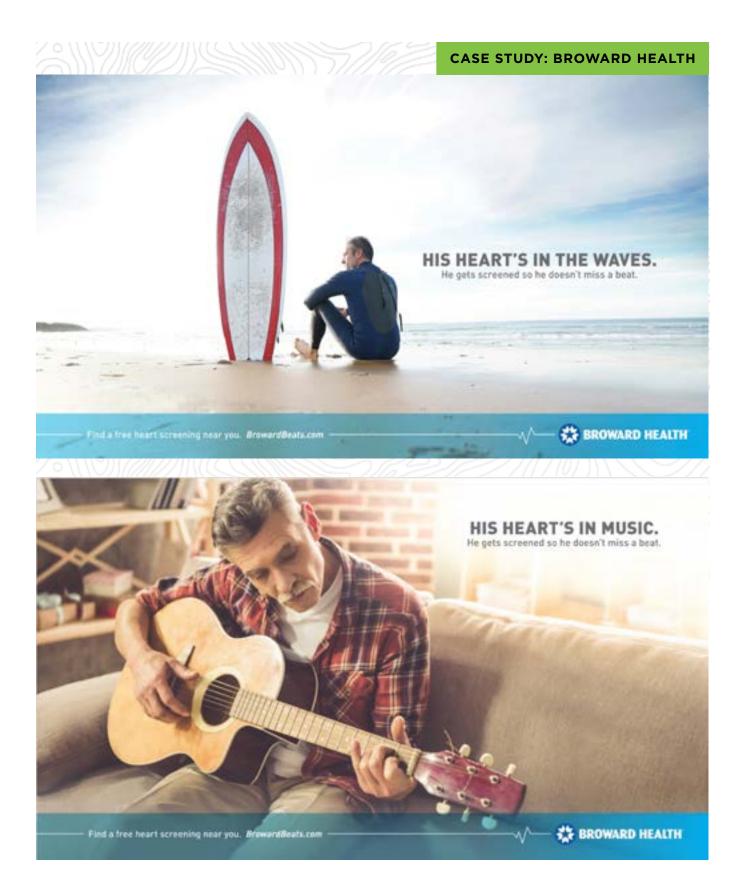




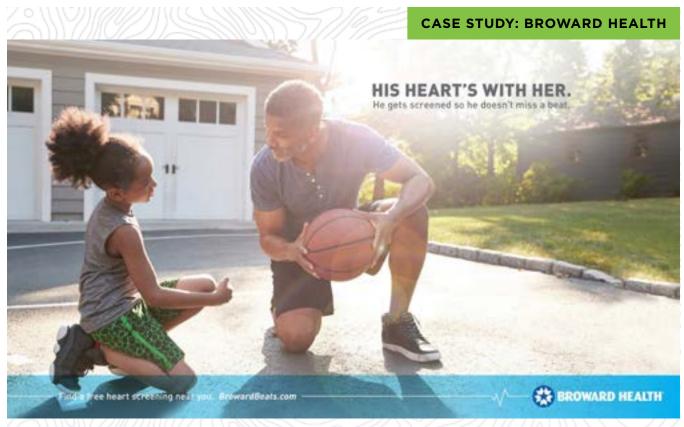
Cardiology Programmatic Banner Ad



Mobile App



Print Ads





Print Ads



click-throughs from landing page to events

click-throughs from landing page to home page

click-throughs from landing page to find doctor

42,028

page views on landing page

35.3K

participants

## **KEY TAKEAWAYS**

- Integrating digital and traditional media created a seamless user journey from awareness to action.
- Hyper-targeted messaging and geolocation data ensured the right audiences received relevant, localized health information.
- A dedicated landing page served as the campaign's conversion hub, connecting education with clear next steps like screenings and physician searches.
- · Continuous performance monitoring and optimization maximized efficiency and engagement across all media channels.
- · Aligning creative execution with real patient behavior transformed public health messaging into measurable participation and outcomes.