

Sheridan Memorial Hospital

A STRATEGIC LAUNCH PLAN FOR A MAJOR BRAND ASSET

A strong healthcare video does not reach its full potential when it is posted once and left to organic performance. To make the most of the investment, the launch needs a strategy that helps the story reach the community it was created for.

For Sheridan Memorial Hospital, Kinetic supported the launch of "The Right Care, Right Here" with a paid social campaign designed to build awareness, encourage action and reinforce the hospital's message of accessible, high-quality care close to home.

The result was a healthcare video campaign that paired meaningful creative with strategic distribution, helping Sheridan Memorial reach local and regional audiences across Facebook.

THE CHALLENGE

Sheridan Memorial Hospital had a powerful brand video and a newly launched website, both created to help people better understand the hospital's role in the community.

The next step was making sure those assets were seen by the right audiences.

Without a strategic launch plan, even the strongest creative assets can struggle to reach their full potential.

Rather than relying on organic performance alone, Sheridan Memorial needed a paid social media strategy that could:

- Extend the reach of the new brand video
- Support awareness around the hospital's message
- Drive patient calls and website visits
- Reinforce trust in local care
- Measure how audiences watched, engaged and responded

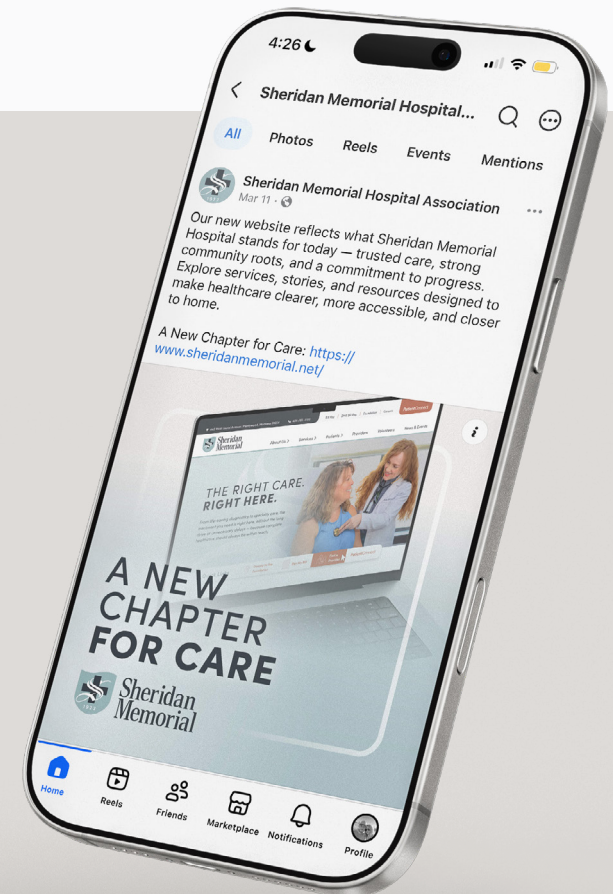
The goal was not simply to promote a video. It was to use paid social to help a meaningful healthcare story reach more people and create a clear path from awareness to action.

WEBSITE LAUNCH AD DROVE TRAFFIC

524
WEB VISITS

48,258
IMPRESSIONS

2.32%
CLICK-THROUGH RATE



204,027

IMPRESSIONS

149,122

VIDEO VIEWS

1,393

CLICKS OR WEB VISITS

THE STRATEGY

Kinetic built a paid social launch around multiple campaign messages, each with a specific role.

The campaign included four promoted ads:

- “Right Care, Right Here,” focused on patient calls and awareness
- Sarah testimonial, focused on patient calls and awareness
- Travis testimonial, focused on video engagement and brand awareness
- New website launch, focused on website visits

Each ad was optimized around its intended outcome. This allowed the campaign to support multiple goals at once, from video views and ad recall to patient calls and website traffic.

The mix of broad brand storytelling, patient testimonials and action-focused website messaging helped Sheridan Memorial connect with audiences at different points in the decision-making journey.

THE RESULTS

With a total spend of \$2,085.70, the campaign delivered strong awareness, engagement and action across Facebook.

Campaign Performance

- 204,027 impressions
- 149,122 video views
- 1,393 clicks or web visits
- 35 patient calls
- 580 estimated ad recall lifts from the Travis testimonial ad
- 1.85% overall click-through rate
- \$0.61 overall cost per click

The campaign outperformed healthcare Facebook ad benchmarks for both click-through rate and cost per click. Compared to the healthcare benchmark of 0.83% CTR and \$1.32 CPC, Sheridan Memorial's campaign achieved a 1.85% CTR and \$0.61 CPC.

WHAT WORKED

The Main Brand Video Drove Calls and Engagement

The “Right Care, Right Here” ad was the strongest call driver, generating 21 patient calls. It also delivered 44,216 video views, 47,496 impressions and 340 clicks.

This ad also had the highest engagement of the campaign, with 289 likes, 22 comments and 57 shares. The strong share volume showed that the broader message resonated with the community and felt worth passing along.

Patient Stories Helped Build Trust

The Sarah testimonial ad generated 14 patient calls, 37,610 video views, 39,639 impressions and 103 clicks.

While this ad had fewer shares and comments than the broader brand video, it still created meaningful action. The performance showed that personal patient stories can build trust and encourage viewers to take the next step, especially when paired with a clear call to action.

The Travis Testimonial Supported Brand Awareness

The Travis testimonial was the campaign's strongest video awareness performer. It generated 19,500 video thru-plays, 67,296 video views, 68,634 impressions and 272 clicks.

It was also the only ad that reported ad recall lift metrics, generating 580 estimated ad recall lifts and a 3.8% ad recall lift rate. This showed that the testimonial helped people remember Sheridan Memorial after seeing the ad.

The Website Launch Ad Drove Traffic Efficiently

The new website launch ad was the campaign's strongest traffic driver, generating 524 web visits, 48,258 impressions and a 2.32% click-through rate.

With a \$0.27 cost per click, this ad gave audiences a simple next step and helped drive people to learn more about the hospital's services, stories and resources.

THE TAKEAWAY

Sheridan Memorial Hospital's campaign demonstrated that a strong video needs more than a launch. It needs a distribution strategy.

By combining brand storytelling, patient testimonials and action-focused ads, the campaign helped Sheridan Memorial stay visible, memorable and accessible to the people it serves.

The results also reinforced an important point for hospital video marketing: the launch strategy matters.

A strong video needs more than a post. It needs a distribution plan that defines the audience, placement, budget, timeline and performance goals.

LOOKING AHEAD

To build on this momentum, Sheridan Memorial can continue using Facebook and Instagram paid social to keep its message in front of the community.

Future campaigns could use a mix of brand storytelling and service-focused messaging, with each ad optimized for its specific goal. Small creative updates, including new headlines, captions, calls to action and shorter video cutdowns, can help keep the message fresh without requiring a full reshoot.

To extend the impact even further, Sheridan Memorial could also layer in retargeting display, connected TV and paid search. These channels would help keep the hospital visible across more touchpoints and support audiences as they move from awareness to action.



"RIGHT CARE, RIGHT HERE" AD GENERATED

21 PATIENT CALLS

44,216 VIDEO VIEWS

47,496 IMPRESSIONS

340 CLICKS

