



***Promoting chiropractic care in Ontario and  
maximizing member value***

## ***Circle It Arthritis campaign report***

**Campaign: September 13, 2021 until December 10, 2021**

**Campaign Measurement: September 20, 2021 until January 13, 2022**



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# Providing you with new opportunities.

## The facts.

In our Environics June 2019 survey, 48% of respondents had not visited a chiropractor; due to the lack of knowledge about what chiropractors can treat.<sup>1</sup>

Evolving our marketing strategy from primarily low back pain to other systemic health issues is a deliberate OCA strategy to expand consumer knowledge about chiropractic care and establish recognition as experts in nMSK.

Positioning of the arthritis campaign:

Chiropractors have the expertise to assess, diagnose and provide therapeutic interventions as part of the circle of care for patients with arthritis.<sup>1,2</sup>



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# Providing you with new opportunities.

## Moving into the chronic disease space with arthritis.

Arthritis is the most prevalent long-term chronic disease in Canada; affecting about 6 million people including 2.4 million of Ontario's residents. This number is expected to increase by about 3 million to a total of 9 million people by the year 2040. This is more than all other chronic diseases combined.<sup>2</sup>

## How do we let Ontarians know?

By informing and engaging Ontarians through two specific communities: The consumer (potential patients) and Ontario's medical community (doctors or specialists).



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# Engaging consumers in a new way.

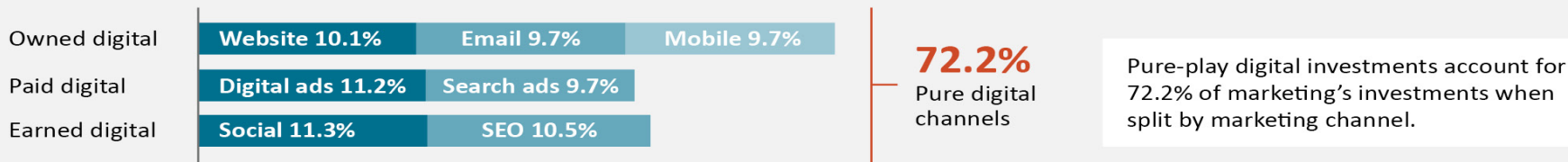
By using the [PESO \(paid, earned, shared and owned\)](#) media methodology, OCA combined new digital technologies with traditional media. This mix provides the right balance to reach both the consumer and Ontario's medical community.

This shift to a more versatile method of marketing is a leading practice:

- 47% of companies have increased their digital budgets to meet the pace of digital technologies
- 39% of companies use digital technologies to provide enhanced measurement to set benchmarks and utilize a greater agility to adjust your digital ads to market trends <sup>4</sup>

## Marketing Budget Allocation Marketing Channels

Mean Percentage of Budget Shown



Ctrl+click to go to Gartner: The State of Marketing Budgets 2021 webpage



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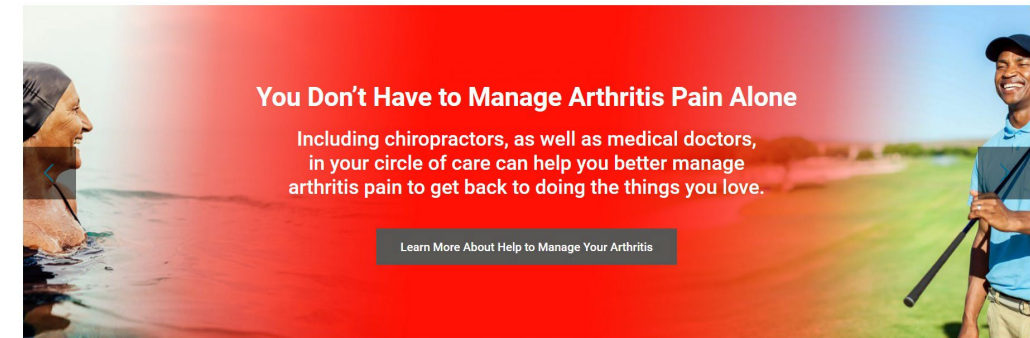
# Arthritis campaign: 3 key channels for paid engagement

## 1 Paid digital display ads

By buying ad space directly from a website (The Weather Network, Medical News Today) helped us to know where our communities resided online. This enabled us to follow them, based on their online behaviour, interests, location, and keywords throughout the length of the campaign.



Ontario Chiropractic Association: Thriving Chiropractors, Healthy Ontarians



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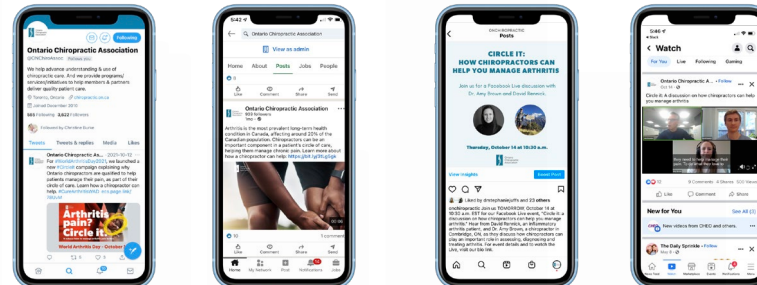
# Arthritis campaign: 3 key channels for paid engagement

## 2 Paid social media ads

Social media channels (Facebook, Instagram, Twitter and LinkedIn) created opportunity to motivate consumers to click on our ad, bringing them to a special landing page on our OCA website. This enabled us to reach the consumer through their interests and behaviours providing us with valuable data including the location of the user, and keywords (e.g.: arthritis, joint pain).

The advantage of social media ads: we only pay for ads where consumers click on the ad.

All ads can be found by Ctrl+click:



# Arthritis campaign: 3 key channels for paid engagement

## 3 Paid search ads

Paid search enables us to engage with consumers who are actively searching for information about arthritis and chronic pain by using keywords relevant to their search.

Consumers are pre-qualified because of their search criterion.

Highly relevant key words resulted in higher click-through rates (definition of click through on next slide) and strong consumer engagement with those seeking out relevant information.



Ontario Chiropractic Association: Thriving Chiropractors, Healthy Ontarians



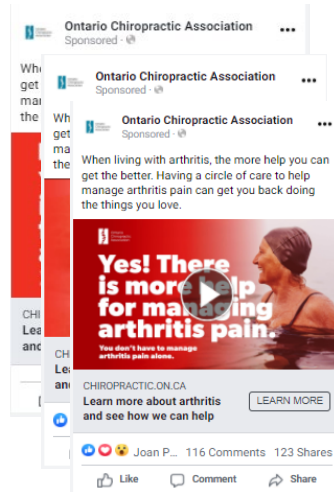
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# Our top paid social media performers.

## “New Face”



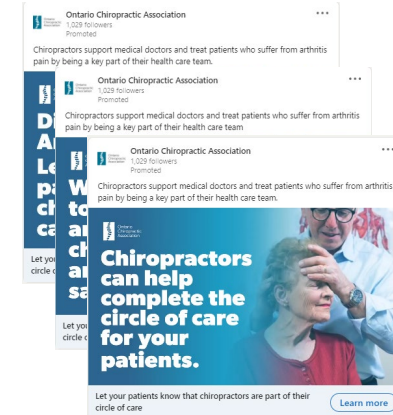
## “Circle It”



## “No More Waiting”



## “Medical Community”



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# Measuring Engagement.

## What are Links-Clicked, Cost-Per-Click and Click-Through-Rates?

Links-Clicked: Number of links clicked to a specific destination (special landing page on our website with content supporting the ad messages and campaign)

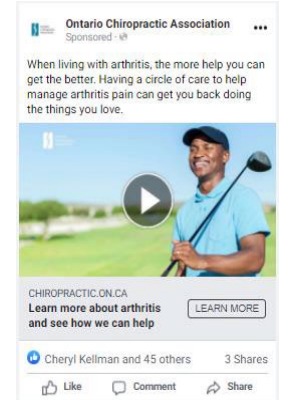
Cost-Per-Click (CPR): is the cost we pay for every ad clicked and sent to our website when the consumer takes action.

Click-Through-Rate (CTR): is the number of times a link is clicked in relation to the ad clicked.

Industry Benchmark Healthcare (FB): **CTR: 0.88% CPC: \$1.32**<sup>8</sup>

Industry Benchmarks Healthcare (Instagram) **CTR:0.22% CPC: \$0.40-0.70**<sup>8</sup>

## Our best creative performers across all 3 key channels.



Facebook

5.45%

3.99%

1.97%

Instagram

2.63%

3.09%

1.38%

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# Measuring engagement.

Final campaign measurement Sept. 20, 2021 until Jan. 13, 2022

Digital Measurement across 3 key channels	Total
Links Clicked	56,359
Engagements	672,983
Click Through Rate (CTR)	2.37%
Cost Per Click (CPC)	\$4.43 - \$1.17 73.6% decline in cost



**Note:** Consumers stayed on pages and links longer reducing the amount of click throughs.



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# Measuring engagement.

How many consumers did we engage during the campaign and how much did it cost?

Platform	*CPE Sept. 20, 2021 – Jan. 13, 2022	Engagement Sept. 20, 2021 – Jan. 13, 2022	Engagement Rate Increase/Decrease Sept. 20, 2021 – Jan. 13, 2022	Industry Benchmark
Facebook	\$0.01	440,769	+ 45.85%	\$0.04
Instagram	\$0.01	2,242	+ 34.13%	\$0.05
Twitter	\$2.15	610	+ 0.33%	\$0.75
LinkedIn	\$1.53	1,957	+ 0.60%	\$2.59
Total	\$0.10	445,578	+ 32.68%	--

\*CPE: Cost per engagement is when we pay only when users are actively engaged.



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# Measuring engagement.

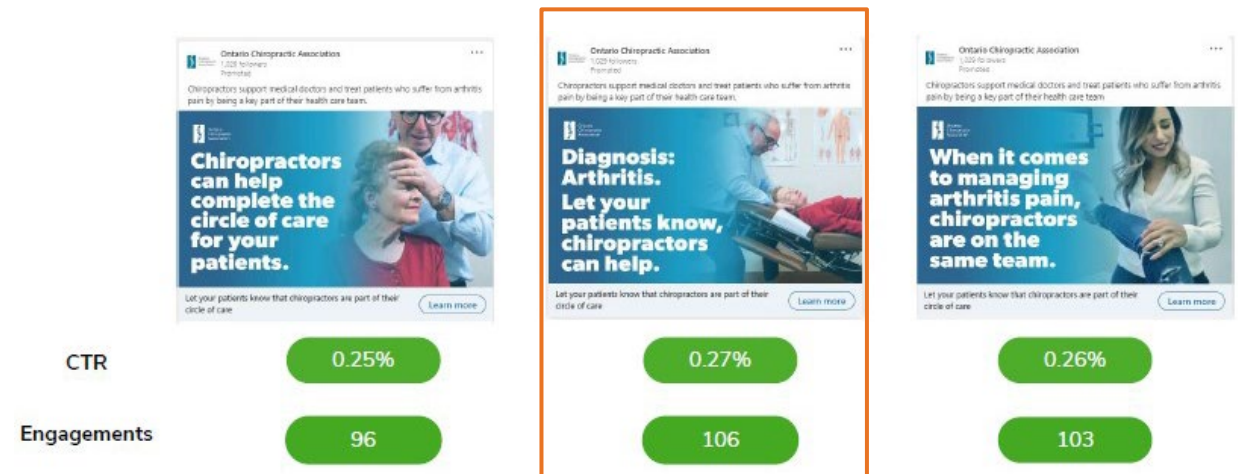
## How effective was our engagement with the medical community as a small part of this campaign?

### WEBPAGE PERFORMANCE

Webpage	Sessions	Time on Page <sup>6</sup>
Homepage	15,833	0:01:55
Consumer Landing Page	11,004	0:02:47
Medical Community Landing Page	615	0:03:29
Total		0:01:48

Industry Benchmarks for time on website:  
Consumer 0:00:52 Business to business (B2B):  
**0:00:82<sup>6</sup>**

### LINKEDIN CREATIVE PERFORMANCE



Ctrl+click to go to OCA website.

Engagements are clicks, comments, shares and loves.  
CTR for B2B are **0.06%<sup>11</sup>**



# Are there any standouts?

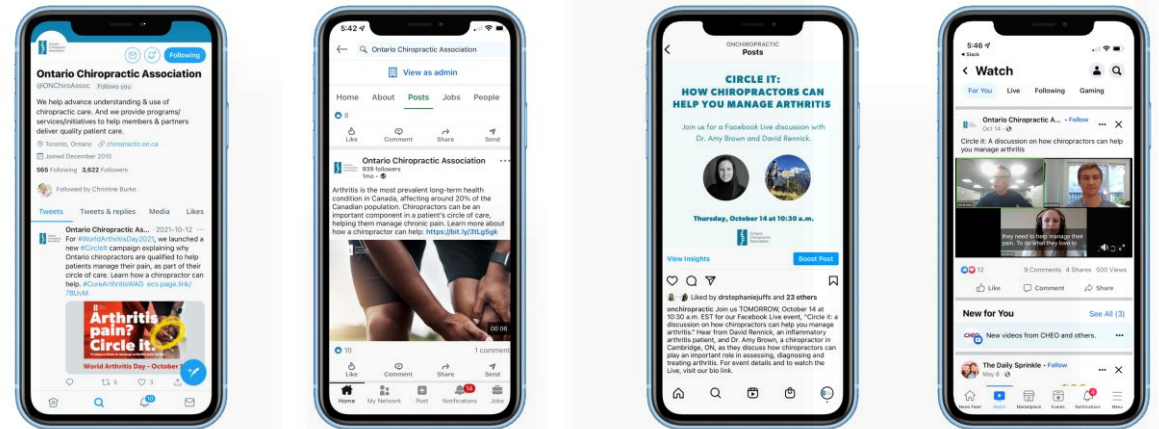


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# Facebook's engagement

Facebook continued to be the champion for engagement. Engagement provided us the ability to be agile with multiple goals and objectives during the campaign.

**Note:** We gained new followers from our two **Facebook Live** events both on the day of the broadcast and afterwards on demand. (More on Facebook Live in earned media slides)



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# YouTube

YouTube hero video was launched later in the campaign and the results were strong, reaching 29,039 views.

Our hero video experienced a \$0.016 Cost Per View.  
Industry standard ranges between \$0.010 and \$0.030.



Ctrl+click to go to watch video.



## ***Organic (earned, not paid) Social Media***



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# Summary definition of earned (organic) social media

## What is earned social media?

Earned social media represented our social media posts that “live” on our Facebook, Instagram, and Twitter pages and can be seen by our consumers without paid promotion.

## What is a combined engagement rate?

Campaign engagement is the sum of the total likes, loves, shares and comments that have taken place during the campaign timeframe.



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# Earned (organic) social media

For organic, we saw excellent engagement with our content. Results were above our platform benchmarks highlighted in green. There was a combined engagement rate of 4.5% across all channels. Our results were above industry benchmarks.





## Engagement Rates Benchmarks<sup>13</sup>

Twitter - 1%

Facebook - 2%

LinkedIn - 2%

Instagram at 3%

Metrics				
Engagement Rate	4.38%	5.73%	2.54%	6.36%

Note: Instagram lower than its industry benchmark due to consumers staying longer on the page.



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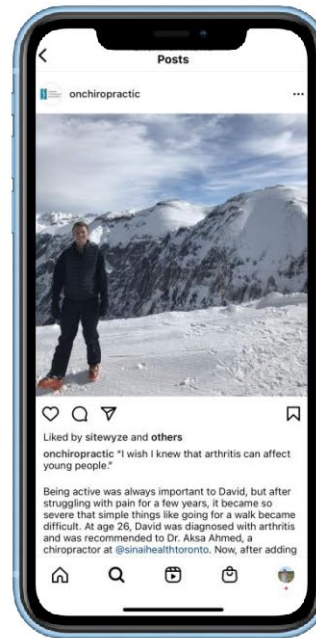
# Top posts (based on earned engagement)



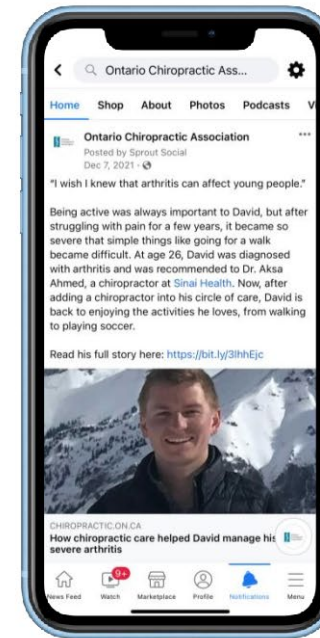
532 Engagements  
Earned



344 Engagements  
Earned



799 Engagements  
Earned



1,488 Engagements  
Earned

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# Summary definition of owned media

## What is owned media?

Owned media is anything under our direct control such as websites, newsletters, podcasts, and blogs, and videos. Social media is usually treated as owned and earned. OCA owns our own social channels and its audiences. We then try to earn sharing and word-of-mouth through engagement.

Owned media content remains a valuable resources for OCA; it is “evergreen” content that can be repurposed according to OCA’s needs.



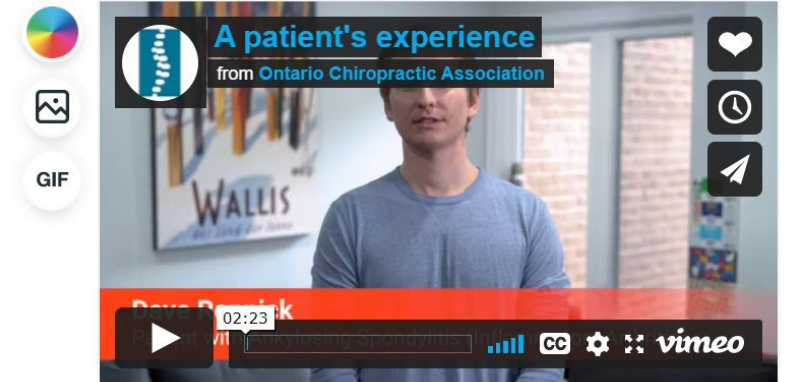
# Engaging audiences with owned media

## Patient and partner stories continue to drive engagement.

Three of the campaign's top shares were from our medical community spokesperson Dr. Ahmed and Dave Rennick our Arthritis Working Group member and patient.

- The patient experience posts earned the most engagements (aside from the Facebook Lives).

On Twitter, the top performing share was also one of the campaign's patient experience posts.



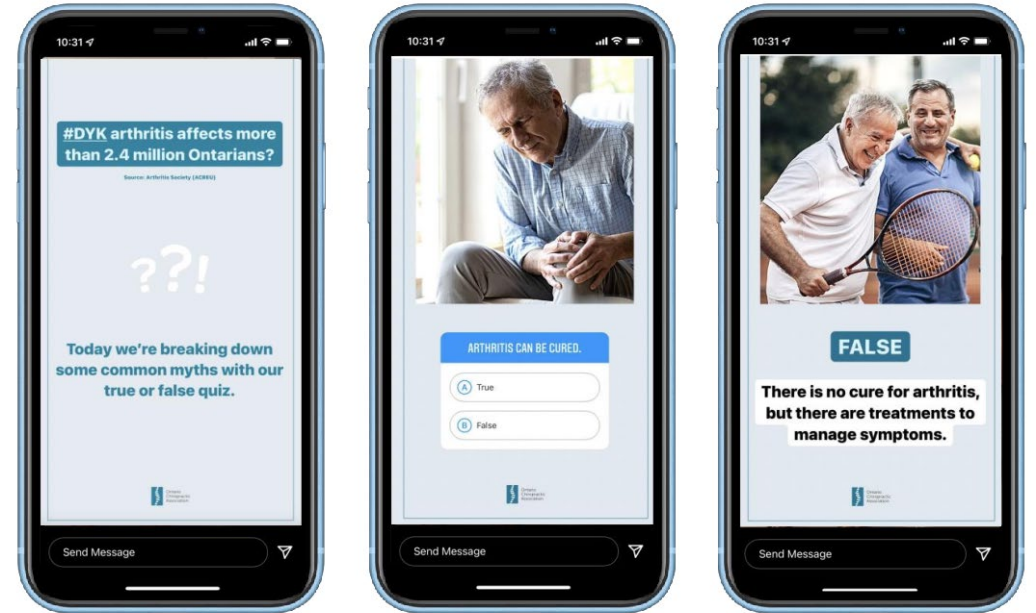
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# Engaging audiences with owned media

## Instagram stories continue their engagement dominance.

The top story was our post introducing chiropractic care for Arthritis to potential consumers through a fun quiz. This also enabled us to gather further insights into keywords to use in other campaign messaging.



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# Facebook Live events show strong engagement

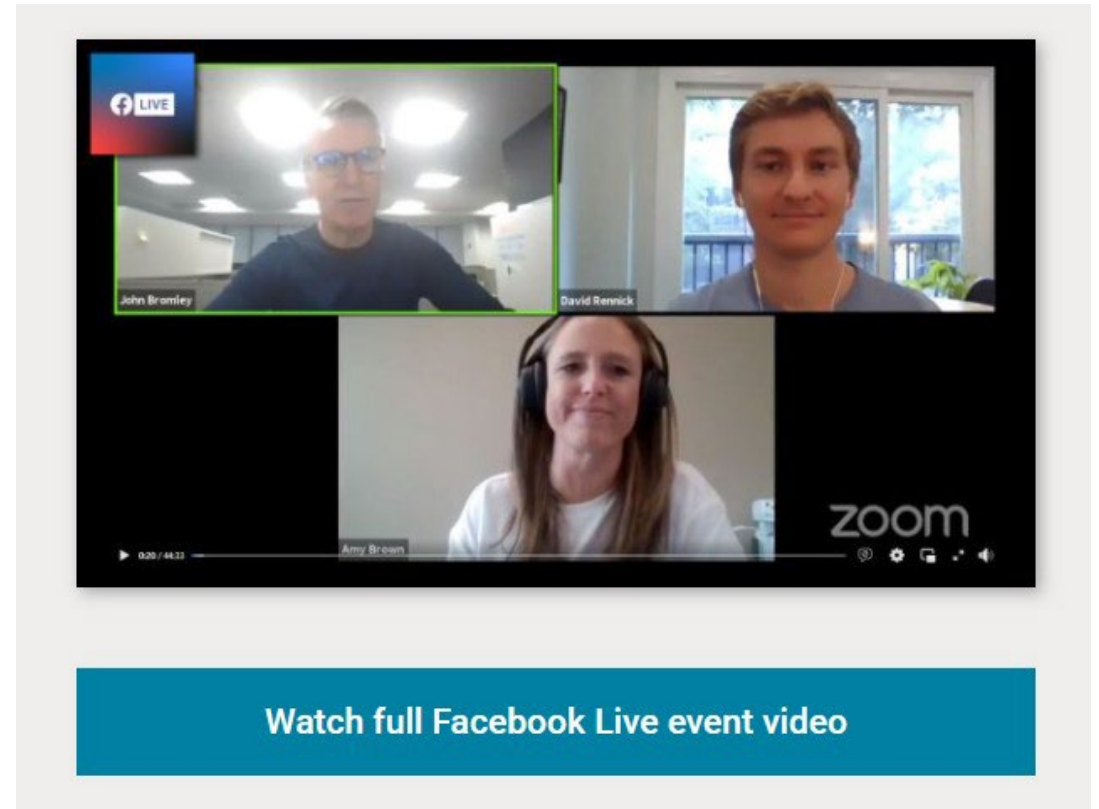
By using Facebook Live (FB Live) events, we reached 23,183 Facebook users

## Facebook Live 1

- ▶ 751 viewed the FB Live event page

## Facebook Live 2

- ▶ 657 viewed the FB Live event page



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# Earned media from

## Media Relations

We identified the PESO campaign as an ideal opportunity to enter culturally diverse earned media outreach. By working with our Arthritis Working Group patient, Domenic Manieri, OMNI TV Italian News produced a feature news item of 4.5 minutes.

- Our piece ran across the country with a combined reach of 22.5M. The ad equivalency at \$85,000.00 US.<sup>7</sup>

## Why not use more traditional media then?

Although reaching over 22.5M people, “reach” metrics do not indicate engagement. Only how many people have the potential to see the video on only traditional TV. Digital is able to provide us with superior measurement and better value for money for our members.



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# Our success is your success

## Conclusion

Our arthritis campaign was very successful in reaching and engaging consumers/potential patients.

Thousand of consumers now know that chiropractors assess, diagnosis and treat arthritis and should be part of their circle of care.

The campaign expanded consumers'/patients' understanding of the breadth and value of chiropractic care in treating chronic diseases like arthritis.

While it was a small part of the campaign, we successfully engaged medical professionals to refer arthritis patients to a chiropractor and include chiropractors in their patients' circles of care.



# Questions and citations.

## Questions?

### Citations:

- <sup>1</sup> [Attitudes of Ontarians Towards Chiropractic Care, 1 Evironics 2019](#)
- <sup>2</sup> [The Status of Arthritis in Canada: National Report, Arthritis Community Research and Evaluation Unit \(ACREU\)](#)
- <sup>3</sup> [Media in Canada 2018](#)
- <sup>4</sup> [The State of Marketing Budgets 2021 Insights from Gartner's Annual CMO Survey](#)
- <sup>5</sup> [Omnicoragency.com, You Tube Ad Statistics June 30, 2021](#)
- <sup>6</sup> <https://www.klipfolio.com/metrics/marketing/average-time-on-page>
- <sup>7</sup> <https://www.meltwater.com/en/products/social-media-monitoring>
- <sup>8</sup> <https://growthmarketinggenie.com/blog/facebook-ad-benchmarks-across-various-industries-2021/>
- <sup>9</sup> [Average CTRs display and search advertising - Smart Insights](#)
- <sup>10</sup> [Bing Ads Benchmarks Swell Country](#)
- <sup>11</sup> [theb2bhouse.com](http://theb2bhouse.com)
- <sup>13</sup> [Spark\\* Agency of record for campaign](#)



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