



## Marketing Plan – Advertising Campaign

### Mission

Our university-based multi-specialty practice plan has a primary mission to recruit and retain outstanding medical faculty and staff in support of the clinical, educational research and community service activities of Wright State University Boonshoft School of Medicine.

### Vision

Provide the faculty of Wright State University Boonshoft School of Medicine with the highest quality, comprehensive, cost-efficient, patient-focused services. Nurture partnerships with area hospitals and promote strong intra-departmental relationships to enhance recognition as the preferred source for the highest quality patient care and clinical program development.

### Situational Analysis

Wright State Physicians implemented a one-year advertising campaign with Cox Media Group in November 2015.

#### The campaign included:

- Print ads in the Dayton Daily News and the Skywrighter
- Digital ad campaign with targeted display ads on whio.com and daytondailynews.com
- 30-second radio spots on K99.1 FM Country (WHKO)
- Print ads in the WSU Raider Men's Basketball Raider Up tab and the basketball game-day program

The total cost of the advertising package was \$42,770. The campaign concluded at the end of October 2016.

- The first part of the campaign focused on Wright State Physicians (WSP).
- The second part of the campaign, focused on specific WSP departments: Dermatology, Family Medicine, Internal Medicine, Obstetrics and Gynecology, and Surgery.

**The marketing goal of the campaign was to increase awareness of Wright State Physicians within the Dayton community.** The plan also sought to increase the number of insured patients who schedule appointments with one of the practice's doctors and generate revenue.

The campaign targeted residents in the greater Dayton area and prospective patients who have insurance.

#### The key messages of the advertising campaign focused on expert care.

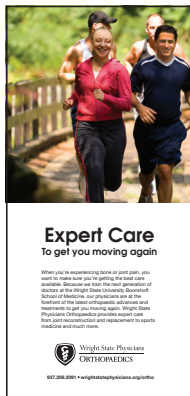
- When it comes to your health, you want the best care available. Because we train the next generation of doctors at the Wright State University Boonshoft School of Medicine, our physicians are at the forefront of the latest health care advances and treatments.
- Wright State Physicians provides expert care to meet all your medical needs—including Family Medicine, Orthopaedics, Obstetrics and Gynecology, Dermatology, Internal Medicine, Surgery, and more.

# Summary of the 2015-2016 Cox Media Group Advertising Campaign



## Newspaper

Twenty-two quarter-page color ads were placed in the Dayton Daily News. We received two additional free ads for a total of 24 ads. The ads ran in the main and the local sections on Sundays and Thursdays. We ran 19 quarter-page color ads in the Skywriter on Fridays. The first part of the campaign featured the corporate ads. The second part of the campaign featured the departments, including Dermatology, Family Medicine, Internal Medicine, Obstetrics & Gynecology, Orthopaedics, and Surgery. Each department ad ran twice in the Dayton Daily News and the Skywriter.



## Radio

**We ran 16 30-second radio spots per week for two weeks per month for 26 weeks.** We also received two 5-second music sponsorships each week that our ads ran in addition to live read weather billboards. During the first part of the campaign, the ads focused on Wright State Physicians. For the remainder of the campaign, the ads focused on the departments, including Dermatology, Family Medicine, Internal Medicine, Obstetrics and Gynecology, and Surgery.

We saw some evidence of patients noticing our newspaper and radio ads in the WSP monthly patient referral sources report that Meagan Moe generates. Patients mentioned the newspaper and radio ads when they were asked how they heard about Wright State Physicians.

## Digital

Through targeted display advertising with Cox Media Group on whio.com and daytondailynews.com, Wright State Physicians reached people that live in the Dayton area who have an income of \$75,000 or more. That segment of the population is more likely to have several devices, including desktop computers, tablets and smartphones. We placed three sizes of ads, including a mobile ad, on both whio.com and daytondailynews.com.

**The targeted display advertising campaign generated 100,000 impressions over a month.** We ran the digital campaign a total of six months during November 2015, January 2016, March 2016, May 2016, July 2016, and September 2016. Note that the industry average click-rates are usually only 0.07 percent.



**According to Google Analytics, unique page views on the Wright State Physicians website increased by 6.2 percent over the year that the Cox Media Group ad campaign ran.**

November 2014 – September 2015                      269,150 unique page views  
 November 2015 – September 2016                      286,860 unique page views

	Nov. 2015	Jan. 2016	Mar. 2016	May 2016	Jul. 2016	Sept. 2016	Yearlong Digital Campaign Summary
<b>Impressions</b>	100,038	100,004	100,017	100,159	98,971	100,159	599,348
<b>Clicks</b>	121	115	111	108	171	55	681
<b>Click-through rate</b>	0.12%	0.11%	0.11%	0.11%	0.17%	0.05%	0.11%

**Users spent an average of three minutes on the web page.**

The primary communities that people came from were Fairborn, Centerville, Kettering, Beavercreek, and Dayton.

The number of people going to the Find a Doctor web page on the Wright State Physicians website increased in November during the digital campaign.

The Family Medicine and Orthopaedics sites were popular web page destinations.

## Raider Basketball

In 2015-2016, Cox Media Group published the WSU Raider men's basketball Raider Up tab and the game-day programs. Wright State Physicians ran 12 ads in the Raider Up tab and 14 ads in the game-day program. Cox Media Group is no longer publishing the Raider Up tab and game-day programs.

The information above illustrates how the Cox Media Group advertising campaign targeted prospective patients in the greater Dayton area, increasing awareness of Wright State Physicians with a call to action that encouraged them to schedule appointments with WSP doctors. **Unique page views on the Wright State Physicians website increased over the past year.** The advertising campaign played a key role in that increase, as it drove prospective patients to the website.

## Recommendations for Fiscal Year 2018

For Fiscal Year 2018, we recommend implementing a one-year advertising campaign with Cox Media Group, beginning on July 1, 2017. The plan is similar to the 2015-2016 advertising campaign. **The total cost of the plan is \$41,940. It includes newspaper, digital, and radio advertising.**

The advertising campaign will enable Wright State Physicians to continue to meet its marketing goal of increasing awareness of the group among prospective patients throughout the greater Dayton area.

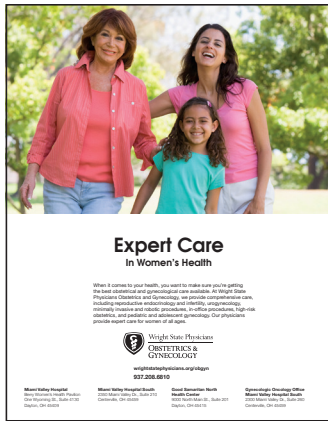
Advertising	Cost
<b>32 Dayton Daily News ads</b> – 1/4-page color (4.89" wide x 10.25" high) 18 ads – Thursday, full circulation 8 ads – Page 2 Friday or Saturday, full circulation 6 ads – Sunday, full circulation ads (Bonus - \$0) <b>26 Skywriter ads</b> – 1/4-page color (4.89" wide x 10.25" high) Plus 2 full-page color Skywriter ads (9.89" wide x 21" high) – (Bonus - \$0)	\$14,340
<b>Digital</b> 100,000 targeted display ads/month – 6 months Households with income of 75,000+ (can target based on practice) Selected Zip Codes	\$6,000
<b>WHIO Radio</b> 24 weeks per year, 2 weeks per month Morning/evening drive Spot length: :15 seconds Traffic Sponsorships: 5 total x :10 seconds	\$21,600
<b>Total Plan Cost:</b>	\$41,940

## Additional Marketing Recommendations for Fiscal Year 2018

In addition to the one-year advertising campaign with Cox Media Group, beginning on July 1, 2017, we recommend that Wright State Physicians implement additional marketing communications tactics to reach its target audience. The additional tactics will reinforce the message and brand identity of Wright State Physicians.

### Dayton Broadway Series Ad – Victoria Theatre Association

- Half-page color ad in program (5"w x 3.9375"h)
  - Disney's The Little Mermaid (Aug. 8-13, 2017)
  - In the Heights (Oct. 3-8, 2017)
  - An American in Paris (Nov. 7-12, 2017)
  - The Sound of Music (Feb. 13-18, 2018)
  - Something Rotten! (March 20-25, 2018)
  - The Phantom of the Opera (April 11-22, 2018)
  - Beautiful – The Carole King Musical (May 22-27, 2018)
- Attendance for the seven shows is estimated at 112,000.
- **Cost:** \$4,480



## Dayton Magazine

- Full-page ad
- Circulation of 7,500
  - Reaches 20,000 active Dayton professionals, including business owners, attorneys, accountants, doctors, nurses, health care administrators, arts and community organizational executives, teachers, professors, education administrators, elected officials, and consumers.
- Editorial Calendar
  - August/September 2017 – Health: Mental Health
  - October/November 2017 – Women’s Health
  - December/January 2017-2018 – Doctors of Dayton
  - February/March 2018 – Health: Cancer Care
  - April/May 2018 – Health: Heart Health
  - June 2018 (Summer Fun Guide) – Health: Sports Medicine
- **Cost of full-page ad:** \$2,000 per issue.
- **Cost of a half-page ad:** \$1,250 per issue.

## Wright State University Campus Options

### Campus Mailing of Postcard about Wright State Physicians to WSU employees

- **Approximate cost:** \$3,600

### Campus Mailing of Postcard to WSU Students in Residence Halls

- **Approximate cost:** \$3,600

### WSU New Student Orientation

- In the past, we have printed 2,400 copies of the WSP Corporate brochure for WSU New Student Orientation and 2,600 for Corporate
- **Cost:** \$600

### WSU Health and Benefits Fair (Fall 2017)

- WSP will need to budget money for booth fee and giveaways.
- **Recommend budgeting:** \$1,000.

### WSU Employee Wellness Fair (Spring 2018)

- WSP will need to budget money for booth fee and giveaways.
- **Recommend budgeting:** \$1,000.

### WSU Athletics Sponsorship

- WSP logo on basketball floor
- T-shirts with WSP logo
- In past years, Dr. Marco spent \$50,000 on the sponsorship.
- We are not necessarily recommending spending \$50,000.
- **Recommendation:** Look into possible sponsorships and cost.