



# Hospital System Drives Marketing Costs Down With CampaignDrive

Learn how a major hospital network has enhanced brand consistency and marketing agility, while earning a 500% annual ROI.

# Driving User Adoption with Practical Brand-Activation Tools

With over 100 locations, including hospitals, clinics, and other care-providing outlets, this major Midwest health system has long been a visionary leader in creating self-service marketing capabilities for their distributed teams. The HQ marketing department experimented with a number of different solutions in the early stages of their journey. Along the way, they identified the business metrics that would drive ROI for their solution, in terms of increased team efficiency and lower creative-production costs.

The future-state vision was to create a true, one-stop shop for all local marketing and sales activities, where hospital staff could find the materials they need in a matter of seconds, and download them for immediate use or customize content where appropriate. The range of materials envisioned was impressive: from social media and content marketing, to brand advertising and identity materials, to on-premise posters, and service-delivery materials of all kinds.

In most cases, local materials needed to feature both the parent brand voice—in terms of typography and brand colors—and automatic application of the hospital-specific logo and contact information. Prior to the launch of the system, this “brand-blended” approach often required the assistance of a graphic designer at headquarters—with all the workflow and project management tasks associated with manual response.

Brand management also wanted to create a user experience in which static assets would sit side-by-side with their brand-compliant dynamic templates. This was critical, to make sure hospital staff found the materials they needed quickly and easily .

Just as important as ease of use for hospital staff was a clear and consistent view of the cost-savings that the platform was producing. To that end, the client implemented the ROI Report in CampaignDrive, calibrating the cost savings for each template on the system.

Supported by the CampaignDrive platform, the brand-management team was able to make the journey from vision to reality in less than three months.

## Goals

- Create a one-stop shop for all kinds of marketing materials, including social, digital, print, and beyond.
- Train branch and local personnel in the organization and functions of the site, to maximize user adoption
- Blend static assets and dynamic templates to achieve the optimal blend of marketing efficiency and brand integrity.
- Demonstrate the cost-savings generated by usage of the system, to help produce ROI estimates in real time.

## Results

- System delivers brand-compliant materials across all 15 health facilities in the network.
- User adoption remains consistently above 90% of registered users.
- ROI for the most current annual period **exceeded 1,000%.**

To learn more about the CampaignDrive  
brand-to-local platform, visit [www.pica9.com](http://www.pica9.com)