



MATERNITY

2021 Marketing Plan

Odessa Regional Medical Center

A STEWARD FAMILY HOSPITAL



MARKETING PLAN

Maternity Campaign

Overview

Preference & Consideration

Generating preference demands a broader mix of media & a higher investment to get a consistent message to the maximum number of prospective patients. Preference & Consideration (PC) campaigns aim to have patients prefer the Steward brand and consider it as a care choice.

Business Objective

Patients will understand the quality of the Steward service line but will be referred for patient services/delivery by their OB.

Measurement

Reach & Frequency

Budget

Total: \$24,900 total budget (\$8,300 per month)

Flight Schedule

3 month campaign, In Market July 2021-September 2021

Budget

Total: \$24,900 total budget (\$8,300 per month)

Channels

Paid Social - \$2,000 (per 30 day flight)

Zip code/DMA targeted Facebook & Instagram, with highly engaging placements using stories and carousel.

MARKETING PLAN

Maternity Campaign

Radio - \$2,500 (per 30 day flight)

Local radio on top rated AM/FM stations to drive efficient reach.

Outdoor (OOH) - \$1,500 (per 30 day flight)

Location: I-20 N/S West of Horseshoe. Located in the heart of Midland on I-20 targeting local commuters as well as West Texas commuters.

Paid Search - \$2,300 (per 30 day flight)

Capture patient search intent for keyword sets such as “Obstetrics ER near me, top rated hospitals, etc.)

Local Publications/ Existing Contracts

Texas Living - September Issue

Full page ad. Publication runs 2 months ahead of schedule.

OA Front Page Ad

Placement secured for August 11, 2021

Chamber Mailer/Eblast

July/August run date

CBS 7 App

Will update creative to run on the CBS 7 digital app to feature maternity creative to run July-August

Outdoor (OOH)

Digital billboards on Dixie and 191