

# CASE STUDY on Digital Marketing



[amcinstitute.org](http://amcinstitute.org)



## The American Association of Occupation Health Nurses (AAOHN)

is a professional association of licensed nurses engaged in the practice of occupation and environmental health nursing.



The Association for Creative Industries (AFCI) is a trade association for the global creative arts products industries.

<http://aohn.org/>

<https://creativeindustries.org/>

## SMITHBUCKLIN

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- We serve trade associations, professional societies, technology communities, charitable organizations, and corporations.
- SmithBucklin is 100 percent employee-owned.

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## Challenge

At the beginning of the onset of the pandemic in the United States, there was a shortage of personal protective equipment (PPE) for essential workers. PPE plays a vital role in helping to slow the spread of the virus, and without it, frontline workers are vulnerable to risk of exposure to COVID-19.

### The Face Covers for Worker Safety campaign included the following:

Campaign webpages with guidance on homemade facial coverings and tips/links to external resources for donations

Email and social media campaigns to spread awareness and share information

Campaign toolkit with sample emails and social media posts to support the campaign; community engagement ideas; online tutorials; POS opportunities

Joint press release

### Goals

Provide information to enable AAOHN and their employees and AFCI members and the creative arts industry to make and donate homemade face covers for essential workers to address a PPE shortage.

### Insights

Through partnership and collaboration, organizations can increase their impact and reach in their communities and help those who are in most need during critical times.

### Results

- 2,700+ campaign webpage views (AAOHN + AFCI)
- 11,550+ engagements/links/clicks from social media posts (AAOHN + AFCI)
- Average of 30% open rates and 7-8% CTR on email campaigns (AAOHN + AFCI)
- 20+ new followers across every social channel during the week of the campaign launch (AAOHN)

