

LinkedIn Strategic Partnership Campaigns

The combined campaign results surpassed past agency click-through benchmarks and earned above-average video views:

- 619,456 impressions
- 91,625 video views
- 28.1% video view rate
- 2,777 link clicks
- 0.45% average click-through rate

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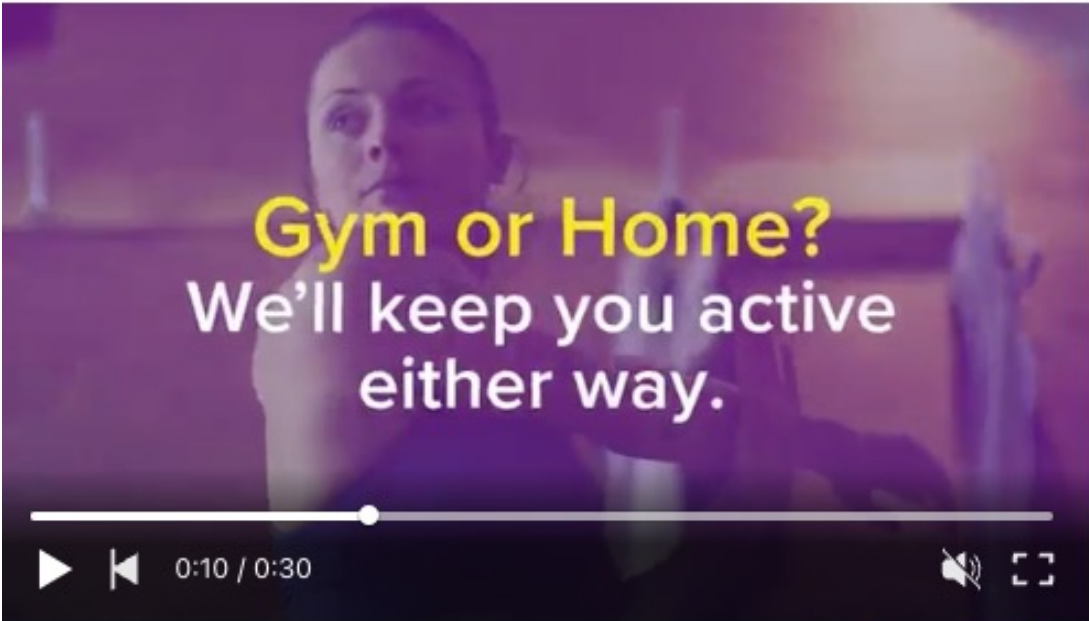
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7 reposts

2023 Active&Fit Direct Personalized LinkedIn Client Campaigns

For 37 years, American Specialty Health (ASH) has offered products that fulfill its mission—empowering individuals to live healthier. Today, the company is one of the nation's top corporate wellness resources, providing specialty health and fitness solutions and services to employer groups, health plans, and other benefit suppliers. The Active&Fit Direct™ program is one of the most popular ASH fitness products, available to more than 535-million eligible members among its clients. Flexible and affordable, this is a sought-after membership program with discounted gym membership options, at-home workout videos, one-on-one lifestyle coaching, and more. Knowing not everyone is aware of the full extent of their benefits, ASH's in-house marketing agency—the Engage! Creative Group—stays busy partnering with ASH clients to reach new members.

In 2023, the agency set out to target employees of select clients on LinkedIn to spread Active&Fit Direct brand awareness and eligibility cues. The Engage! Creative Group executed 60 paid advertising campaigns throughout the year with 35 client groups to accomplish this. Each group was chosen based on criteria that included client industry, employee LinkedIn presence, target audience size, availability of referring URLs from client, and the platform's advertising policy.

Strategically, half the campaigns would use video messaging, while the other half used static retargeting methods. The goal of each was to drive the viewers to their employer's online benefit hub and educate the eligible-member audiences about their subsidized fitness program. By tracking video views, view-through rates, clicks, and shared reporting, the team could make monthly adjustments to improve metrics.

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Creative aspects of these campaigns were nuanced with personalized messaging being the top priority. The agency wanted their audience to see their ad and think, "This is an exclusive deal just for me." The content team accomplished this by highlighting the employer's name in each campaign and using playful copywriting that was industry specific. For example, "without breaking the bank" would resonate for employees of financial institutions, and "an electric deal" for those of a top electric car company.

The 2023 Active&Fit Direct client campaigns were effective in driving employees of each client group to their company's benefit hubs. Each of the 35 partnering clients reported year-over-year online traffic gains with one automaker client reporting a 2,047 percent increase. Not only did these client campaigns drive strong brand awareness—they also drove action, positively impacting the number of users clicking through to the [Active&Fit Direct](#) site to learn about registering and enrolling in the ASH program that would help them to live healthier.

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