

Summer 2025

Doing Well Digital Marketing Report



Report outline

- SMART goals
- Report 1: 5/19-6/3
- Report 2: 6/4-6/25
- Report 3: 6/26-7/18
- SMART Goal Review
- Overall Budget Recap
- Recommendations

SMART Goals



10

Acquire 10 newsletter sign-ups by July 18.



1,000

Acquire 1,000 views on sign-up page by July 18.

May 19 - June 3, 2025

Doing Well Digital Marketing Report



<https://doingwellnews.substack.com/>

Website Performance

From Google Analytics 4

May 19 - June 3, 2025

The top visited page during this time period was the Substack Home - Doing Well page with 2,232 Views.

Total Views

3,601

Up 5.45% compared to
previous period



Active Users

393

Down 24.86% compared to
previous period



Avg. time on page

2m 12s

Up 69.57% compared to
previous period



Website Performance

Top traffic sources - May 19 - June 3, 2025


1. Direct
2. Email
3. Organic Social
4. Unassigned
5. Referral

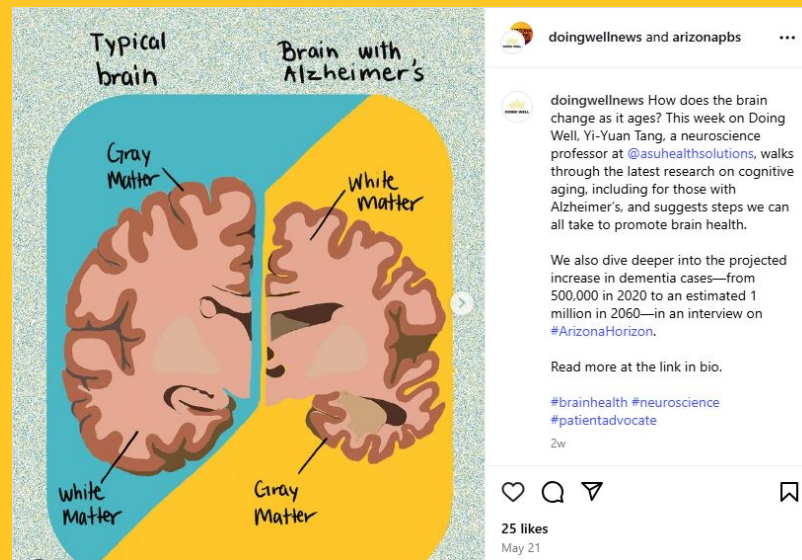
@doingwellnews

Social media overview

Instagram

May 19 - June 3, 2025

- **May 19:** 45 followers
- **June 3:** 48 followers
- 6.66% increase 



Top performing post

- Likes: 25
- Views: 1,671
- Reach: 1,260
- Shares: 2

Research

Client Audit

Client Audit

Website, Instagram and Audience

The team conducted an audit on Doing Well:

- Analyzed Doing Well's website and social media for their traffic insights
- Competitor Review - Analyzed the digital presence, target audiences and key offerings of competitors like other health and wellness substacks and brands/companies with the same name

Researched the audience's:

- Demographics
- Psychographics
- Lifestyle indicators
- Digital behavior

Takeaways

Instagram organic content

- **Takeaway 1:** The competitors analysis was very important to note because we can identify how popular the name/phrase of 'Doing Well' really is. There are other competitors like other health/wellness substacks competing for sign-ups. audiences.
- **Takeaway 2:** The target audience is college students ages 18-25 who care about their physical and mental health. They like to read and listen to podcasts.
- **Takeaway 3:** The results of the social analysis showed that funny Instagram videos relating to a serious topic have performed well. As well, the top substack performers related to topics of the healthcare system.

Budget Recap

Budget Recap

May 19 - June 3 Budget Summary

Spend during this period: **\$0**

Semester budget:

\$2,500

Total budget spent:

\$0

**Remaining total
budget:**

\$2,500

June 4 - June 25, 2025

Doing Well Digital Marketing Report 2

<https://doingwellnews.substack.com/>

Website Performance

From Google Analytics 4

June 4 - June 25, 2025

The top visited page during this time period was the Substack Home - Doing Well page with 2,249 Views

Total Views

5,739

↑ Up 59.4% compared to previous period

Active Users

981

↑ Up 149.6% compared to previous period

Avg. time on page

1.38

↓ Down 25.8% compared to previous period

Website Performance

Top traffic sources - June 4 - June 25, 2025

1. (direct) / (none)
2. Media Relations / email
3. ASU_ALUMNI_SFMCA / email
4. Substack / email
5. Menu / (not set)

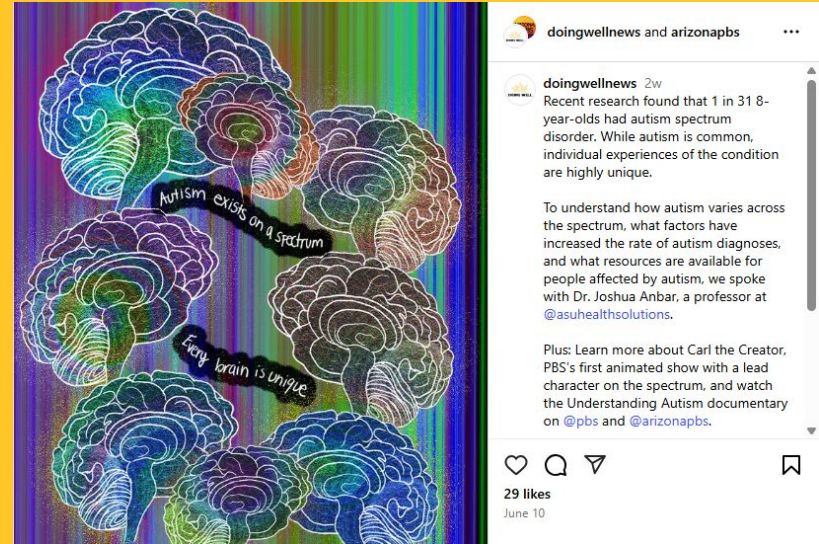
@doingwellnews

Social media overview

Instagram

June 4 - June 25, 2025

- **June 4:** 48 followers
- **June 25:** 48 followers



Top performing post

- Likes: 29
- Views: 1,477
- Reach: 1,095
- Shares: 3

Improving health

Pinterest Traffic Ad Campaign

Pinterest Campaign

Pinterest Ad Performance

The campaign is set to run from 6/19 – 6/26

These stats are up until June 25, the end of the reporting period

Budget:

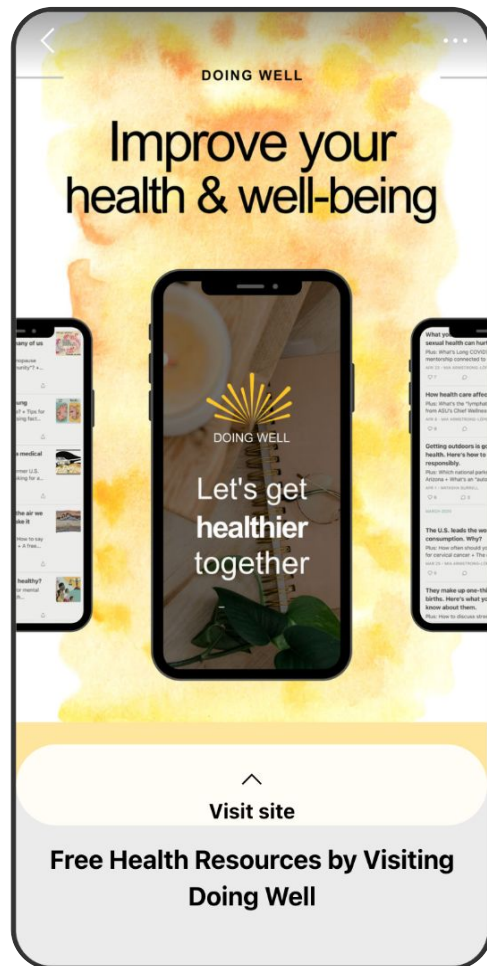
- Allocated \$500
- Spent \$462.22

Ad Results:

- Pin Clicks: 58
- Impressions: 164,755

Results from GA4:

- Views: 20
- Active users: 20



Takeaways

Pinterest Ad Campaign

- Full takeaways from this campaign will be available in the final marketing report.
- We did not get any sign-ups from the Pinterest Ad; however, the results did garner 113,462 impressions, making people aware of Doing Well
- Moving forward, focusing ad dollars on other platforms like Meta would probably be more effective at driving people to Doing Well's homepage and signing up for the Substack
- Our original target age demographic was 26-35 year olds. After analyzing the results, \$236.49 was spent on the 18-24 age range and the demographic garnered 83.32k impressions.

Organic Content

Instagram

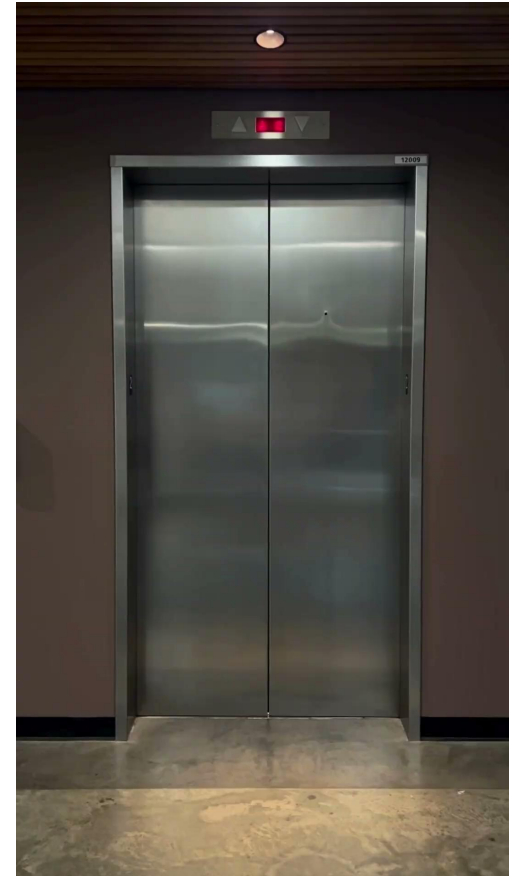
Organic Content

Instagram

Our team produced and published the MyPlate Reel on 6/25

Performance:

- 9 likes
- 356 views
- 1 share



Takeaways

Instagram organic content

- Full takeaways from this piece of content will be available in the final marketing report.
- Compared to the pure informational tip Reels, our 1 share shows that if content like the MyPlate Reel can be more engaging, it can perform even better.
- The tip videos get anywhere between 50-80 views, so the 356 views show that people are viewing this fun content.
 - Fun content is more shareable: entertaining, informative or comedic posts have potential to acquire more shares, which can get you more engagement. (Vix Media Group)
 - We can incorporate engaging content for the next Reel, the person in the video actually talking to the audience.

Organic Content

Instagram

Organic Content

Instagram

Our team created 4 tip videos during this time period.

Performance:

- 586 views
- 3 likes
- 1 share

Top performing tip



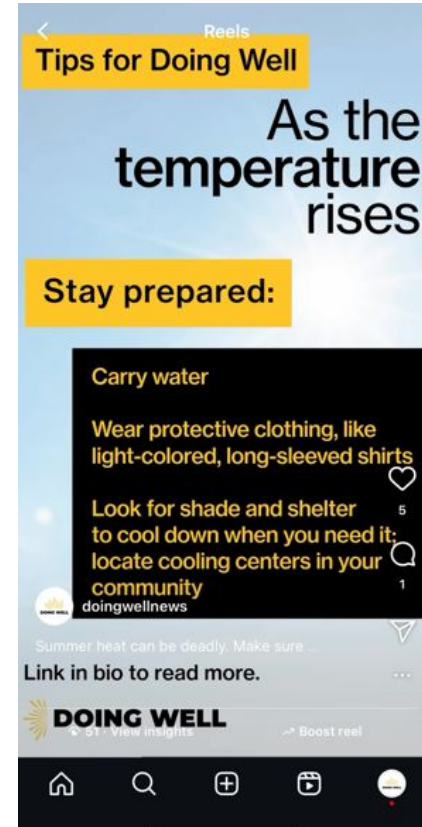
Organic Content

Instagram

Performance:

- 50 views
- 5 likes
- 1 comment
- 1 share

Extreme Heat Tip



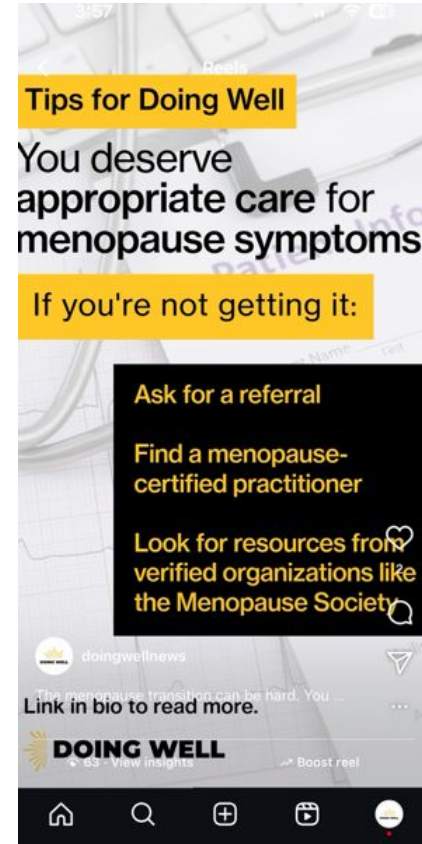
Organic Content

Instagram

Performance:

- 61 views
- 2 likes

Menopause tip



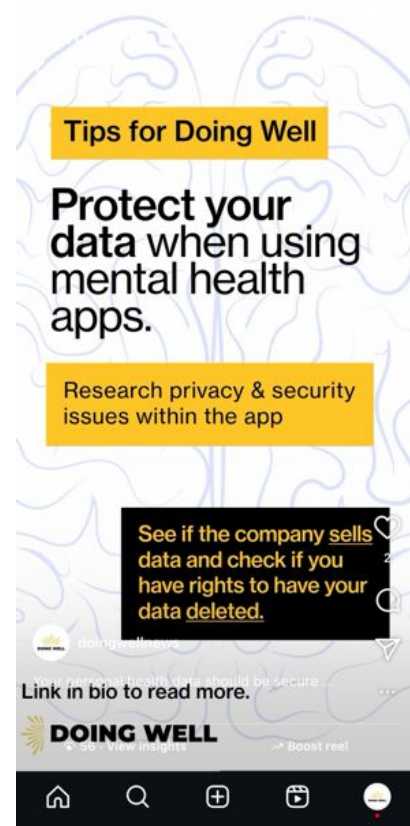
Organic Content

Instagram

Performance:

- 56 views
- 2 likes

Lowest performing tip



Takeaways

Instagram organic content

- Because stress relief is such a universal problem no matter the age or gender, it could be a reason many people viewed this tip
- The tip posts are very informative and helpful, but providing something like a poll where people could engage with the post would be helpful

Budget Recap

Budget Recap

June 4 - June 25 Budget Summary

- Improving Health Pinterest Ad:
\$462.22 was spent

Spend during this period: **\$462.22**

Semester budget:

\$2,500

Total budget spent:

\$462.22

Remaining total

budget: \$2,037.78

June 26 - July 18, 2025

Doing Well Digital Marketing Report 3

<https://doingwellnews.substack.com/>

Website Performance

From Google Analytics 4

June 26 - July 18, 2025

The top visited page during this time period was the Substack Home - Doing Well page with 2,911 Views

Total Views

6,984

↑ Up 21.7% compared to previous period

Active Users

3,574

↑ Up 264.3% compared to previous period

Avg. time on page

0.44

↓ Down 55.1% compared to previous period

Website Performance

Top traffic sources - June 26 - July 18, 2025


1. Reddit
2. Media Relations
3. meta
4. (direct)
5. ASU_ALUMNI_SFMCA

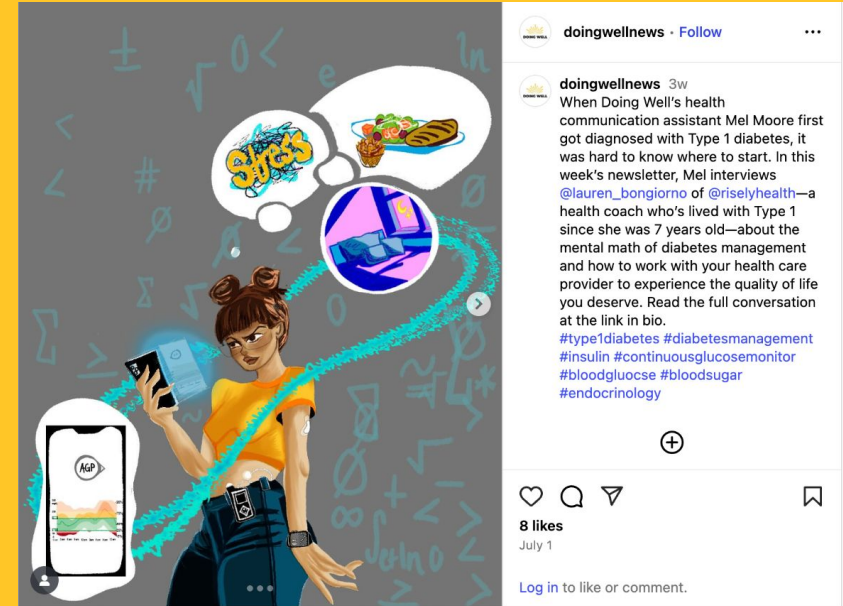
@doingwellnews

Social media overview

Instagram

June 26 - July 18, 2025

- **June 26:** 48 followers
- **July 18:** 54 followers
- 12.5% increase 



Top performing post

- Likes: 8
- Views: 325
- Reach: 147
- Shares: 2

Improving health

Pinterest Traffic Ad Campaign

Pinterest Campaign

Pinterest Ad Performance

The campaign is set to run from 6/19 – 6/26

Budget:

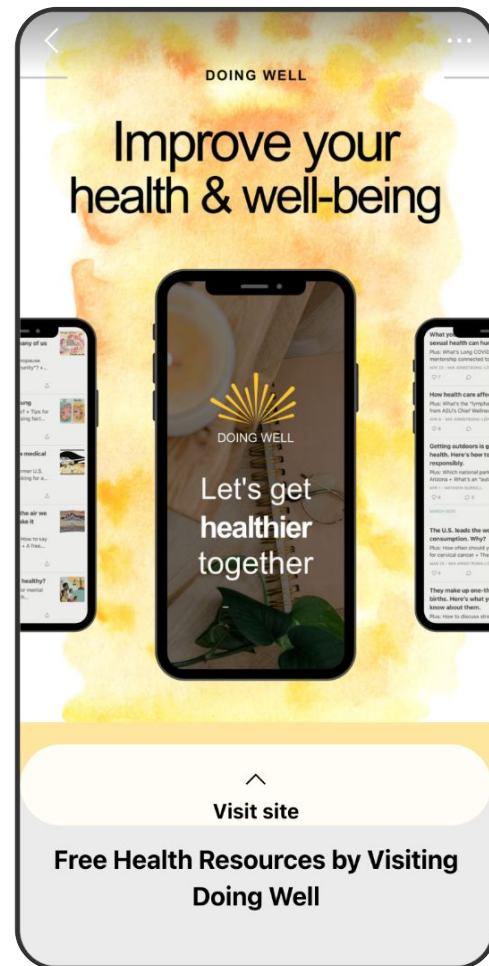
- Spent \$486.01

Ad Results:

- Pin Clicks: 61
- Impressions: 173,415
- CTR: 0.04%

Results from GA4:

- Views: 20
- Active users: 19



Takeaways

Pinterest Ad Campaign

- The Pinterest Ad acquired the least amount of Active Users and Views on the sign-up page out of every platform.
 - Moving forward, trying different styles of graphics or topics to focus on could bring people to the sign-up page.
 - Using call to action verbiage in not only the ad copy, but as well as **some** creatives, still allowing opportunities for other designs.
- Not allocating as much of the budget to Pinterest in one campaign could help Doing Well focus on other social platforms, but still experimenting with Pinterest is worth a try.

A/B Test

Meta A/B Audience Test

Meta A/B Test

Meta Ad Performance

The campaign is set to run from 6/30 – 7/14

Budget:




- Spent \$381.57

Ad Results:

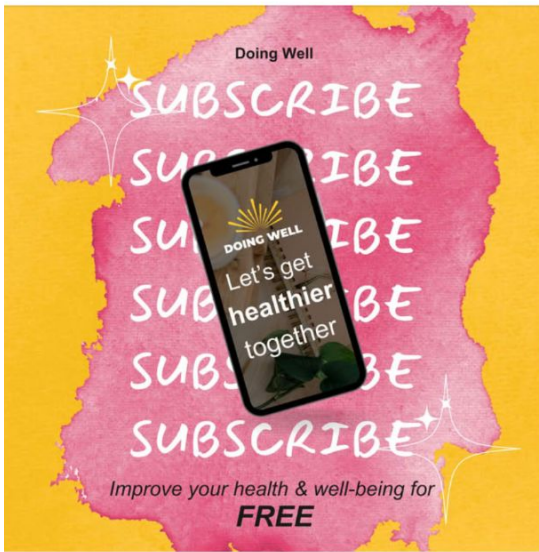
- Clicks: 977
- Impressions: 214,378
- Reach: 87,601
- CTR: 1.12%


Results from GA4:




- Views: 601
- Active users: 703

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Understanding health news just got easier!
Learn from health experts on Doing Well
available on Substack.



doingwellnews.substack.com
Your Guide to Doing Well
Health information and tips ar... 

 Like  Comment  Share

Meta A/B Test - Ages 20-35

Meta Ad Performance

Budget:

- Spent \$190.59

Ad Results:

- Clicks: 484
- Impressions: 82,391
- Reach: 34,598
- CTR: 1.40%

Results from GA4:

- Views: 354
- Active users: 381

Meta A/B Test - Ages 36-50

Meta Ad Performance

Budget:

- Spent \$190.98

Ad Results:

- Clicks: 493
- Impressions: 131,987
- Reach: 53,003
- CTR: 0.93%

Results from GA4:

- Views: 256
- Active users: 322

Takeaways

Meta Ad Campaign

- We did not get any sign-ups from the Meta A/B test; however, the results did garner 214,378 impressions and 601 page views, making people aware of Doing Well.
- On Meta, the 20-35 year old demographic on this A/B test garnered 98 more views and 59 more active users on the sign-up page.
 - This audience should be used when creating specific Doing Well ad campaigns that align with this group's interests.
 - However, still targeting different audiences when it comes to specific newsletters should also be considered.

Breathing Exercise

Spotify Traffic Ad Campaign

Spotify Traffic Ad

Spotify Ad Performance

The campaign is set to run from 7/03 – 7/16

Budget:

- Spent \$400.00

Ad Results:

- Clicks: 96
- Impressions: 39,166
- Reach: 38,679
- CTR: 0.25%

Results from GA4:

- Views: 68
- Active users: 51



Takeaways

Spotify Ad Campaign

- While the Spotify ad did not perform as well as we hoped, it opened a door for Doing Well to expand in to more audio-based ads.
- Experimenting with a more engaging script and having people from the newsletters (whether that's Mia/Natasha or another expert) could provide the audience with credibility to attract people to Doing Well's sign-up page.
 - With an audience reach for the ad of 38,679, it reflected how using information from newsletters also engaged the audience.

A/B/3 Test

Reddit A/B/3 Audience Test

Reddit A/B/3 Test

Reddit Ad Performance

The campaign is set to run from 7/07 – 7/18

Budget:

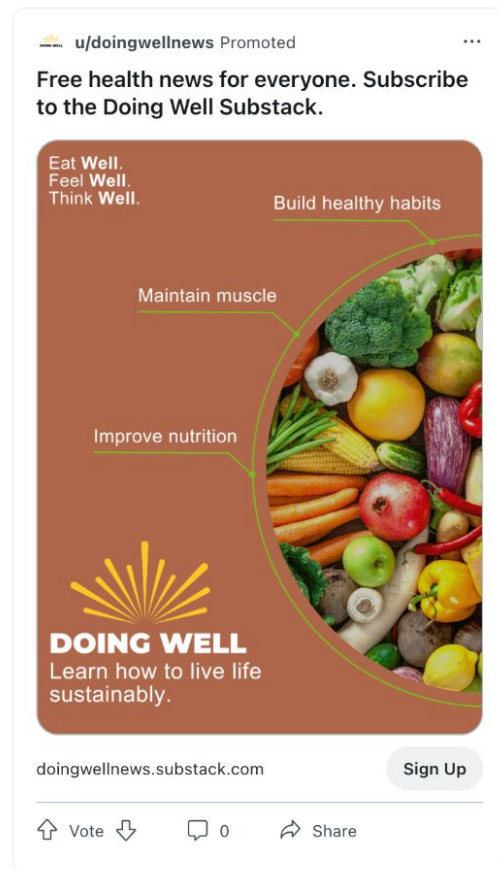
- Spent \$896.18

Ad Results:

- Clicks: 1,557
- Impressions: 615,882
- Reach: 352,577
- CTR: 0.253%

Results from GA4:

- Views: 1,171
- Active users: 1,216



Reddit A/B/3 Test - R/ Healthy Eating Now

Reddit Ad Performance

Budget:

- Spent \$299.86

Ad Results:

- Clicks: 504
- Impressions: 200,592
- Reach: 153,388
- CTR: 0.251%

Results from GA4:

- Views: 378
- Active users: 392

Reddit A/B/3 Test - R/ Rate My Plate

Reddit Ad Performance

Budget:

- Spent \$297.74

Ad Results:

- Clicks: 527
- Impressions: 212,612
- Reach: 158,941
- CTR: 0.248%

Results from GA4:

- Views: 384
- Active users: 403

Reddit A/B/3 Test - R/ Substack

Reddit Ad Performance

Budget:

- Spent \$298.58

Ad Results:

- Clicks: 526
- Impressions: 202,678
- Reach: 159,714
- CTR: 0.26%

Results from GA4:

- Views: 410
- Active users: 421

Takeaways

Reddit Ad Campaign

- Acquiring 1,171 views and 1,216 Active Users shows placing the Reddit ads in appropriate Subreddits attracts users to visit Doing Well's sign-up page.
- When creating paid ads on Reddit, the Substack subreddit acquired the most views and active users, meaning this audience is interested in learning about new topics.
 - This subreddit could be beneficial for Doing Well to place ads in for any topic they push on Reddit.

Therapy Privacy

Meta Traffic Ad Campaign

Meta Traffic Ad

Meta Ad Performance

The campaign is set to run from 7/09 – 7/18

Budget:

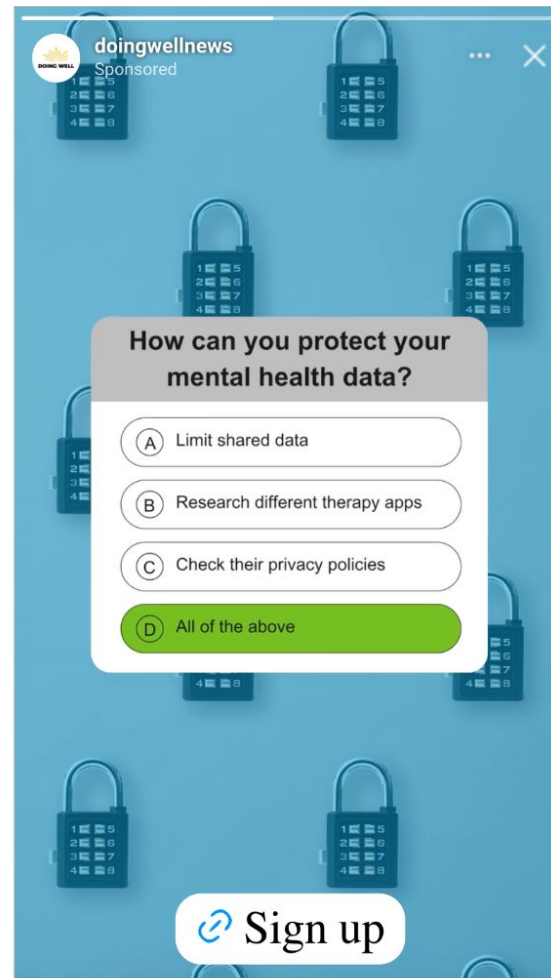
- Spent \$299.49

Ad Results:

- Clicks: 998
- Impressions: 619,583
- Reach: 372,827
- CTR: 0.27%

Results from GA4:

- Views: 263
- Active users: 293



Takeaways

Meta Ad Campaign

- Highlighting specific information from newsletters impacts the performance of the ads, this Meta ad acquired 293 active users which shows that Meta is attracting the audience to Doing Well's sign-up page
- With 619,583 impressions our “multiple choice” style graphic with movement made the audience aware of how to protect mental health data and grabbed their attention.

Organic Content

Instagram

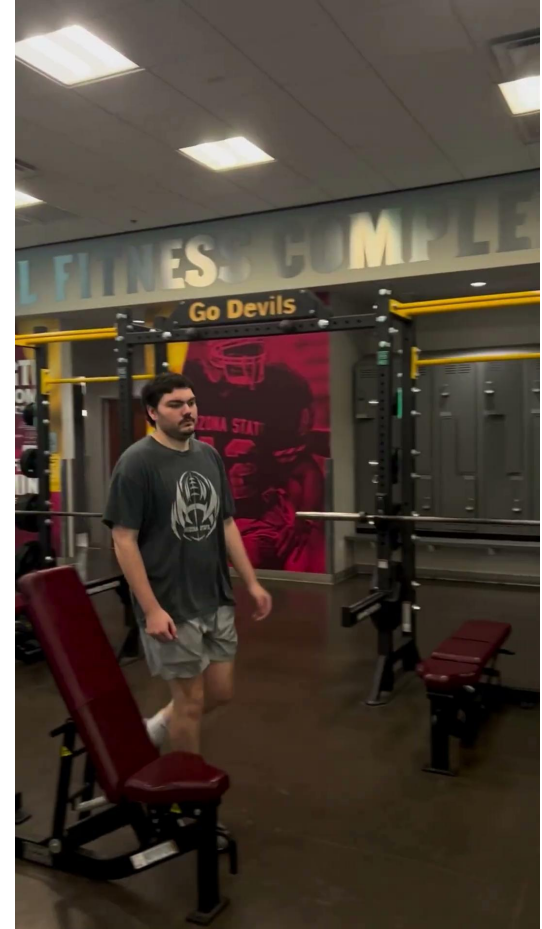
Organic Content

Instagram

Our team produced and published the Strength Training Reel on 7/21

Performance as of July 28:

- 7 likes
- 372 views
- 2 shares



Takeaways

Instagram organic content

- The tip videos garner 50-58 views on average, whereas the Strength Training Reel garnered 372 views.
 - Fun content is more shareable: entertaining, informative or comedic posts have potential to acquire more shares, which can get you more engagement. (Vix Media Group)
 - This may have to do with an actual person speaking at the audience rather than a voice over or music.
- One sign-up came from the organic content produced, showing the importance of communicating crucial topics from newsletters.

Organic Content

Instagram

Organic Content

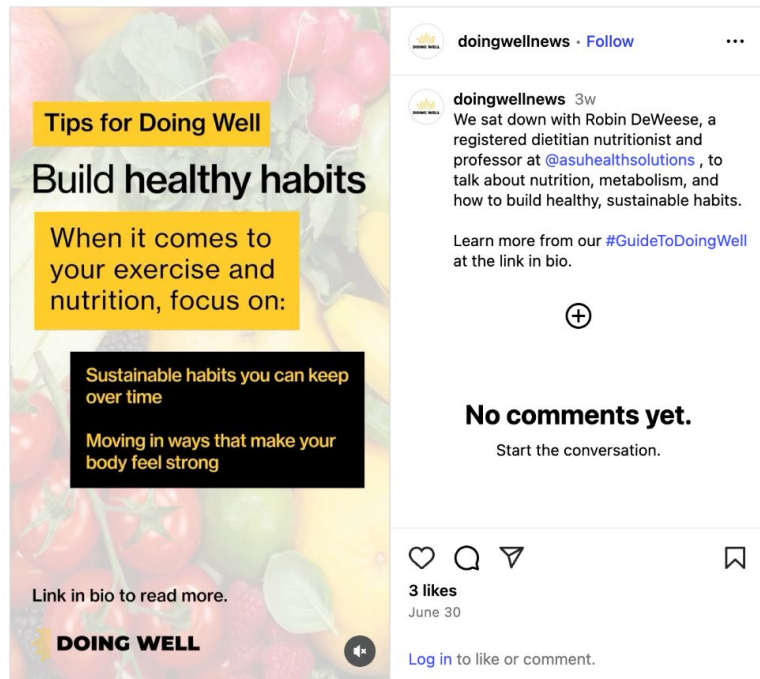
Instagram

Our team created 6 tip videos during this time period.

Performance:

- 784 views
- 3 likes
- 0 comment
- 1 share

Top performing tip



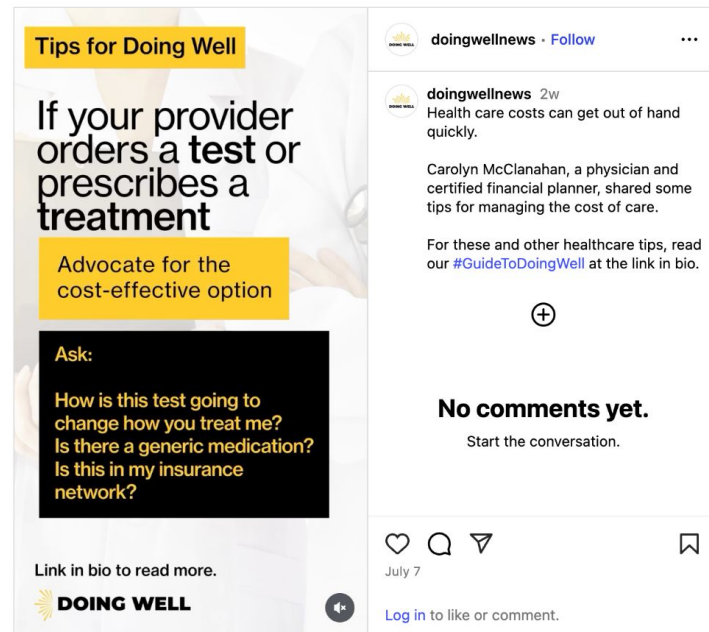
Organic Content

Instagram

Performance:

- 30 views
- 0 likes
- 0 comment
- 0 share

Lowest Performing Tip



Takeaways

Instagram organic content

- The Nutrition Tip outperformed the other tip videos during this reporting period.
 - Posting more about topics like nutrition could be beneficial for Doing Well because this topic was able to resonate with various audiences.
- The tip videos are great for people who see them, but implementing specific keywords relevant to the tips in captions can also reach a larger audience and place the videos in new algorithms.
- One sign-up came from the organic content produced, showing the importance of communicating crucial topics from newsletters.

Budget Recap

Budget Recap

June 26 - July 18 Budget Summary

- Improving Health Pinterest Ad:
\$23.79 was spent
- Meta A/B Test:
\$381.57 was spent
- Spotify Breathing Exercise Ad:
\$400.00 was spent
- Reddit A/B/3 Test:
\$896.18 was spent
- Meta Therapy Privacy Ad:
\$299.49 was spent

Spend during this period: **\$2,001.03**

Semester budget:

\$2,500

Total budget spent:

\$2,463.25

Remaining total

budget: \$36.75

SMART Goal Review

SMART Goals



10

Acquire 10 newsletter sign-ups by July 18.



1,000

Acquire 1,000 views on sign-up page by July 18.

SMART Goal Results

Goal #1 - Not Met

- Acquired 1 sign-up to the Doing Well Newsletter by July 18, 2025.

Goal #2 - Achieved

- Acquired 2,115 views on the sign-up page by July 18, 2025.

Semester Budget Recap

Budget Recap

May 19 - July 18 Budget Summary

- Reporting Period 1
 - **`\$0 was spent**
- Reporting Period 2
 - **\$462.25 was spent**
- Reporting Period 3
 - **\$2001.03 was spent**

Semester budget:

\$2,500

Total budget spent:

\$2,463.25

Remaining total

budget: \$36.75

Recommendations

Recommendations

Sign-Up Button

- Finding ways to make the sign-up appear more visibly. When entering the Substack it shows up first, however we believe that people click out of it rather than signing up right away.

Organic Content on New Platforms

- Doing Well is fairly new and only on Instagram. By expanding to new platforms like Reddit and Pinterest, the Substack can reach a larger audience and it also allows people to navigate back to their homepages from ads or organic content.

Link Social Channels to Substack

- Along with increasing visibility of the sign-up page, including social media links to the webpage can increase their social media presence and see that the audience can engage with them in different ways.

Push High Performing Topics

- The Nutrition Tip outperformed the other tip videos this semester.
- Finding topics that can be trendy to social media audiences and creating more organic content based off of those newsletters.

Thank you

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