

Cronkite Agency

July 2025



# DOING WELL

## Meet the team



**Elizabeth Agazaryan**



**Sam Aguirre**



**Estela Anahi Jaramillo**





# DOING WELL



**Mia Armstrong-López**  
Managing Editor, ASU  
Media Enterprise



**Natasha Burrell**  
Health Literacy Program  
Manager, ASU Learning  
Enterprise

# Doing Well Background

- \* Free independent news outlet on Substack
- \* Goal is improving people's health & well-being
- \* Launched in February 2025



Substack



Illustration by Sara Montes Delgadillo



# Competitors

# Doing Well

Daphne Javitch

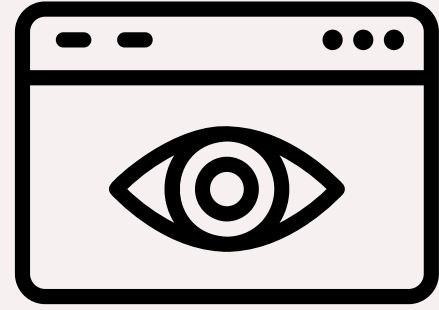


Dan Harris



TWO PERCENT

# SMART Goals



## Goal 01

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



## Goal 02

Acquire **10** newsletter sign-ups by July 18.

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# Ads





# Pinterest

Ran from June 19 - June 26

Amount Spent

**\$486.01**

Impressions

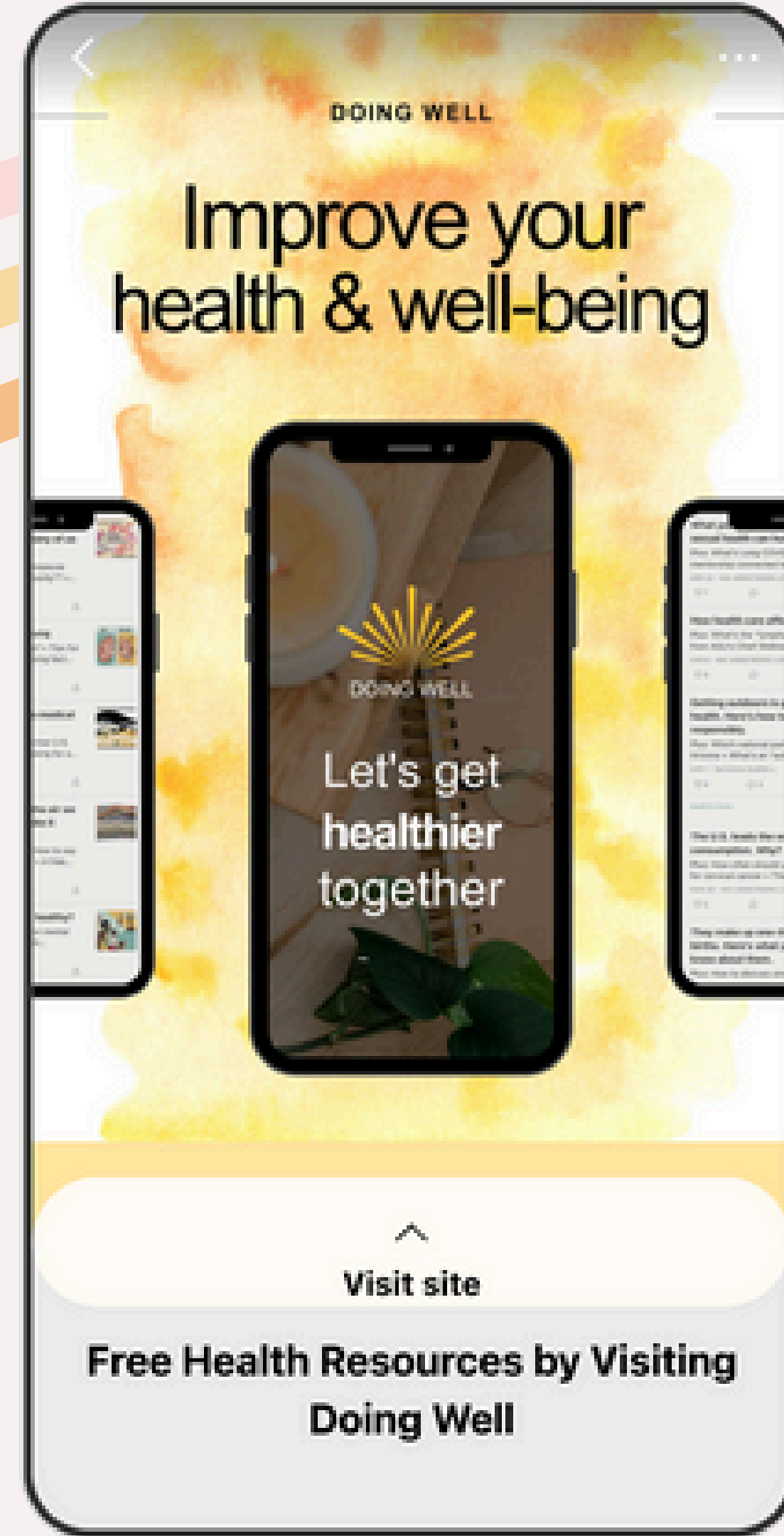
**173,415**

Page Views

**21**

Pin Clicks

**61**



# Meta A/B Test

Ran from June 30 - July 14

## Ages 20-35

Amount Spent	Impressions	Link Clicks	Page Views
\$190.59	82,391	484	345

## Ages 36-50

Amount Spent	Impressions	Link Clicks	Page Views
\$190.98	131,987	493	256

 Arizona PBS  
Sponsored · 

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



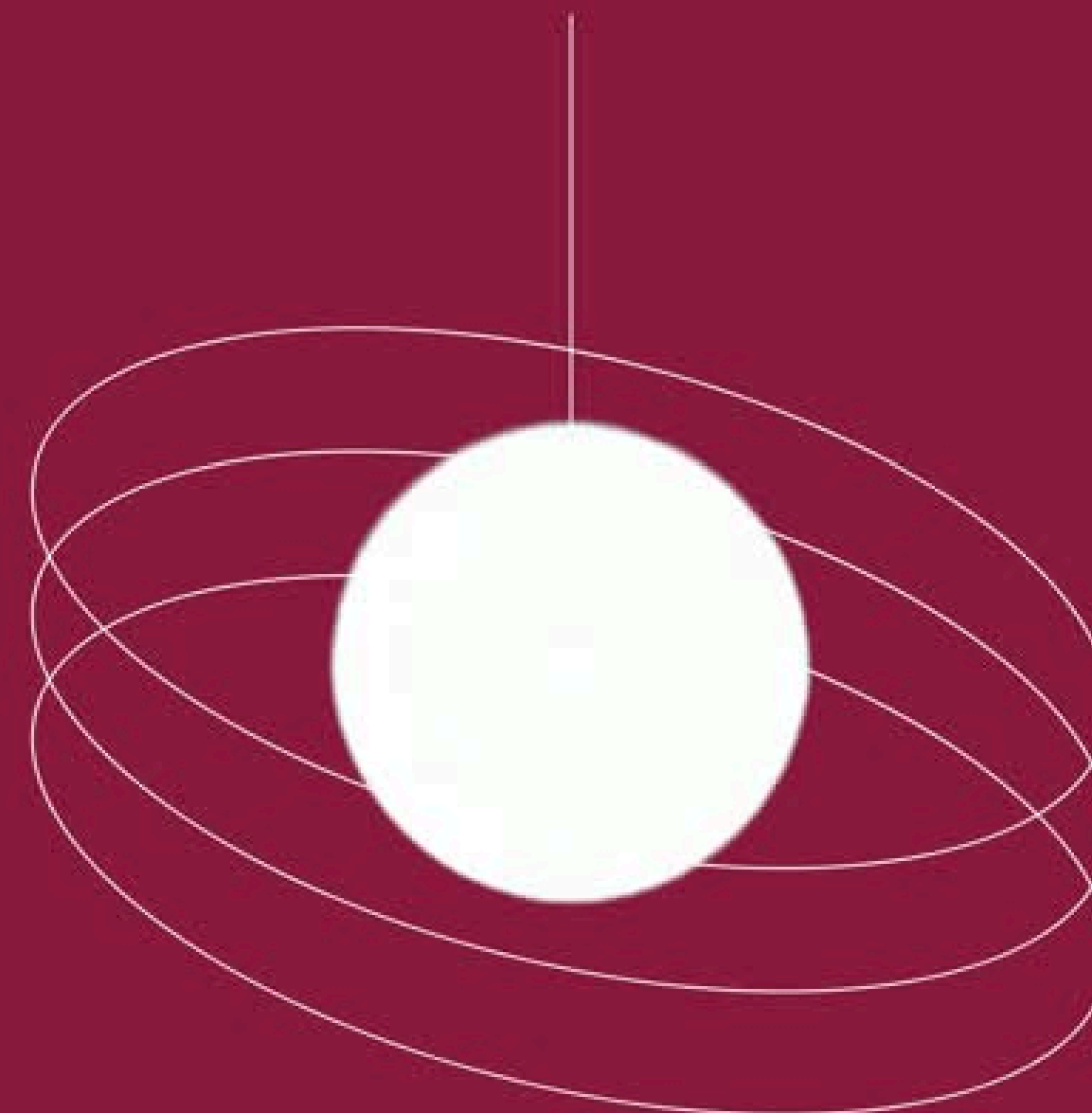
doingwellnews.substack.com  
**Your Guide to Doing Well**  
Health information and tips ar... [Sign up](#)

 Like  Comment  Share

# Spotify



# Take a deep breath and start



 **DOING WELL**



# Spotify

Ran from July 3 - July 16

Amount Spent

**\$400**

Impressions

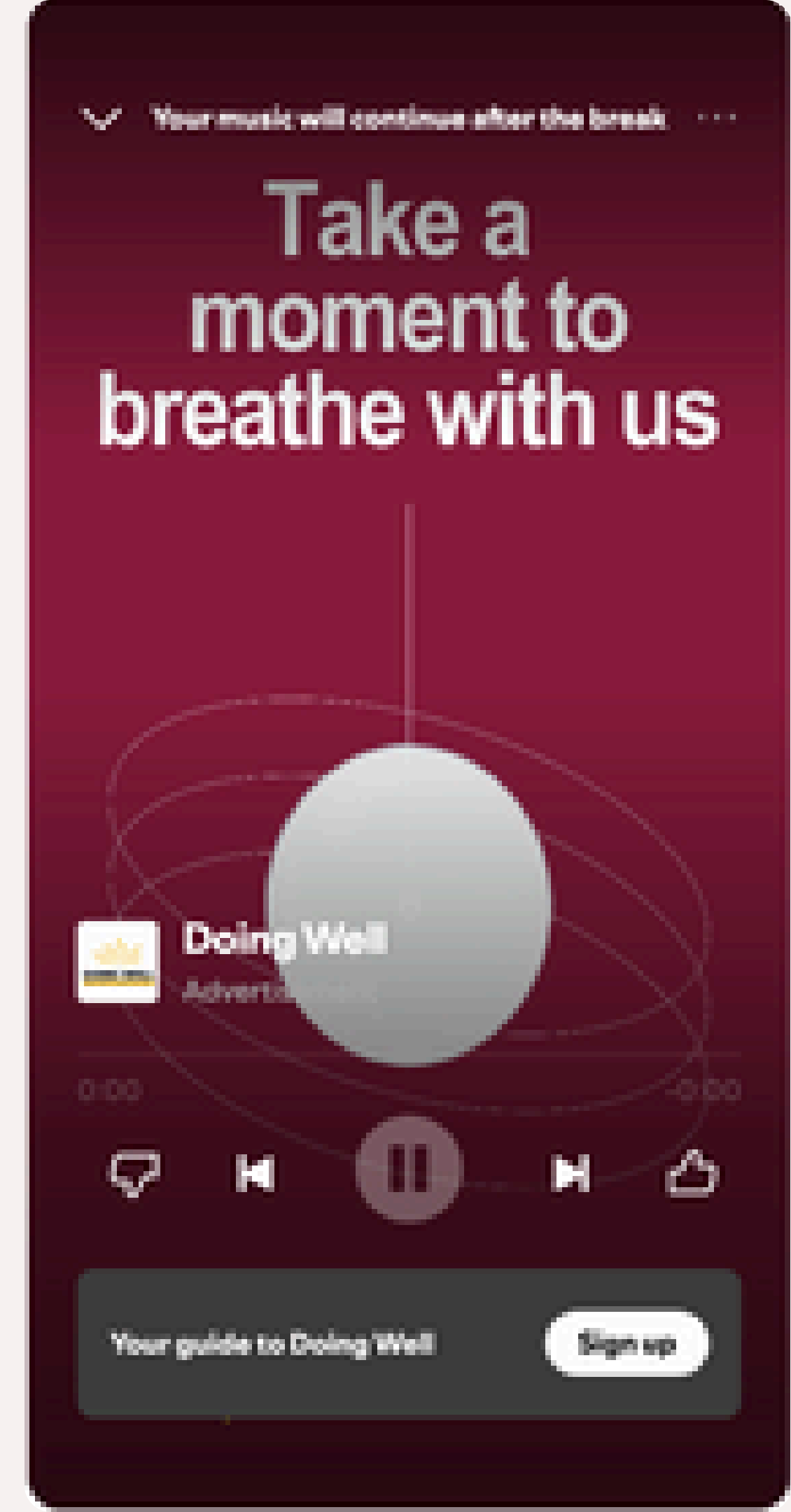
**39,166**

Page Views

**68**

Link Clicks

**96**



# Reddit

Ran from July 7 - July 18

## R/ Healthy eating now

Amount Spent	Impressions	Link Clicks	Page Views
\$299.86	200,592	504	378

## R/ Rate my plate

Amount Spent	Impressions	Link Clicks	Page Views
\$297.74	212,612	527	384

## R/ Substack

Amount Spent	Impressions	Link Clicks	Page Views
\$298.58	202,678	526	410

u/doingwellnews Promoted


Free health news for everyone. Subscribe to the Doing Well Substack.

Eat Well.  
Feel Well.  
Think Well.

Build healthy habits

Maintain muscle

Improve nutrition



**DOING WELL**  
Learn how to live life sustainably.

doingwellnews.substack.com

Sign Up

# Meta Therapy Privacy

Ran from July 9 - July 18

Amount Spent

**\$299.49**

Impressions

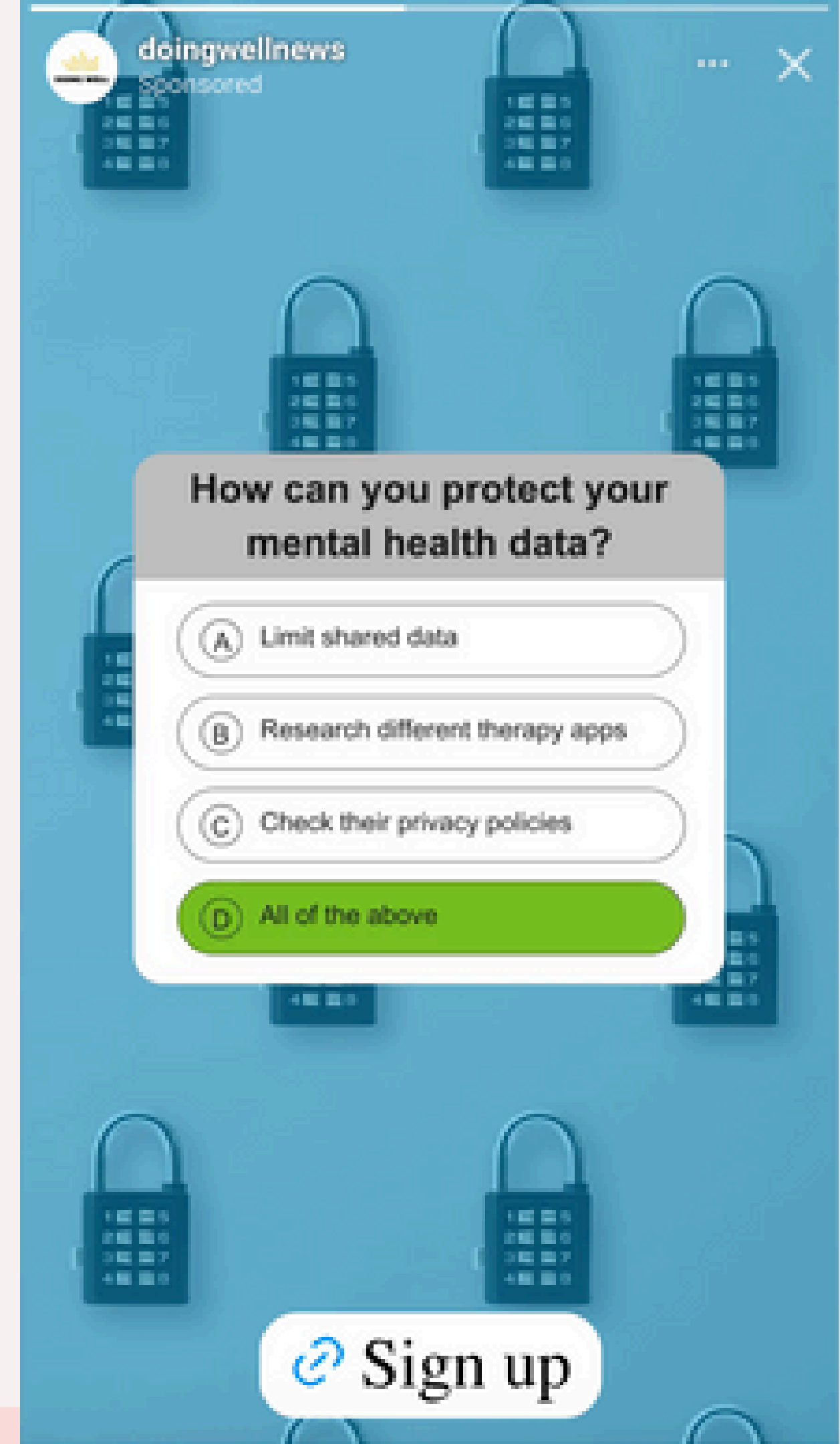
**619,583**

Page Views

**263**

Link Clicks

**998**





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# Tip Videos



Tips for Doing Well

# When Stressed, Try Practicing Mindfulness

Where in your body  
do you feel the stress?

Take a moment  
Focus on your breathing  
Relax that part of your body,  
and try to create space  
between the stressor and  
yourself

Link in bio to read more.

Likes

30

Comments

1

Shares

2

Views

2,176

As of 11 a.m. 07/21/2025

Tips for Doing Well

# Protect your data when using mental health apps.

Research privacy & security  
issues within the app

Link in bio to read more.

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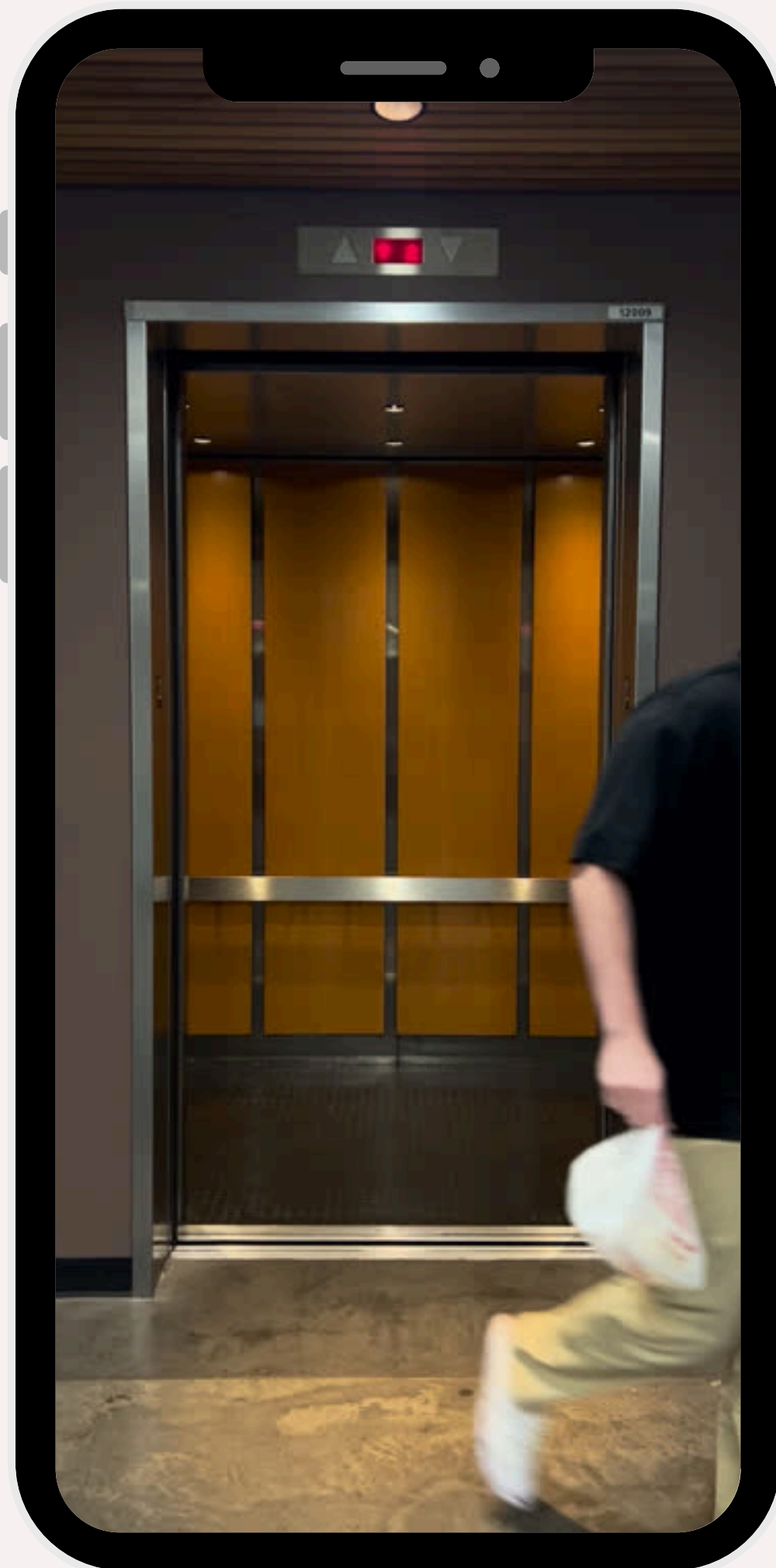
July 2025



# Informational Reels







Likes

**11**

Comments

**0**

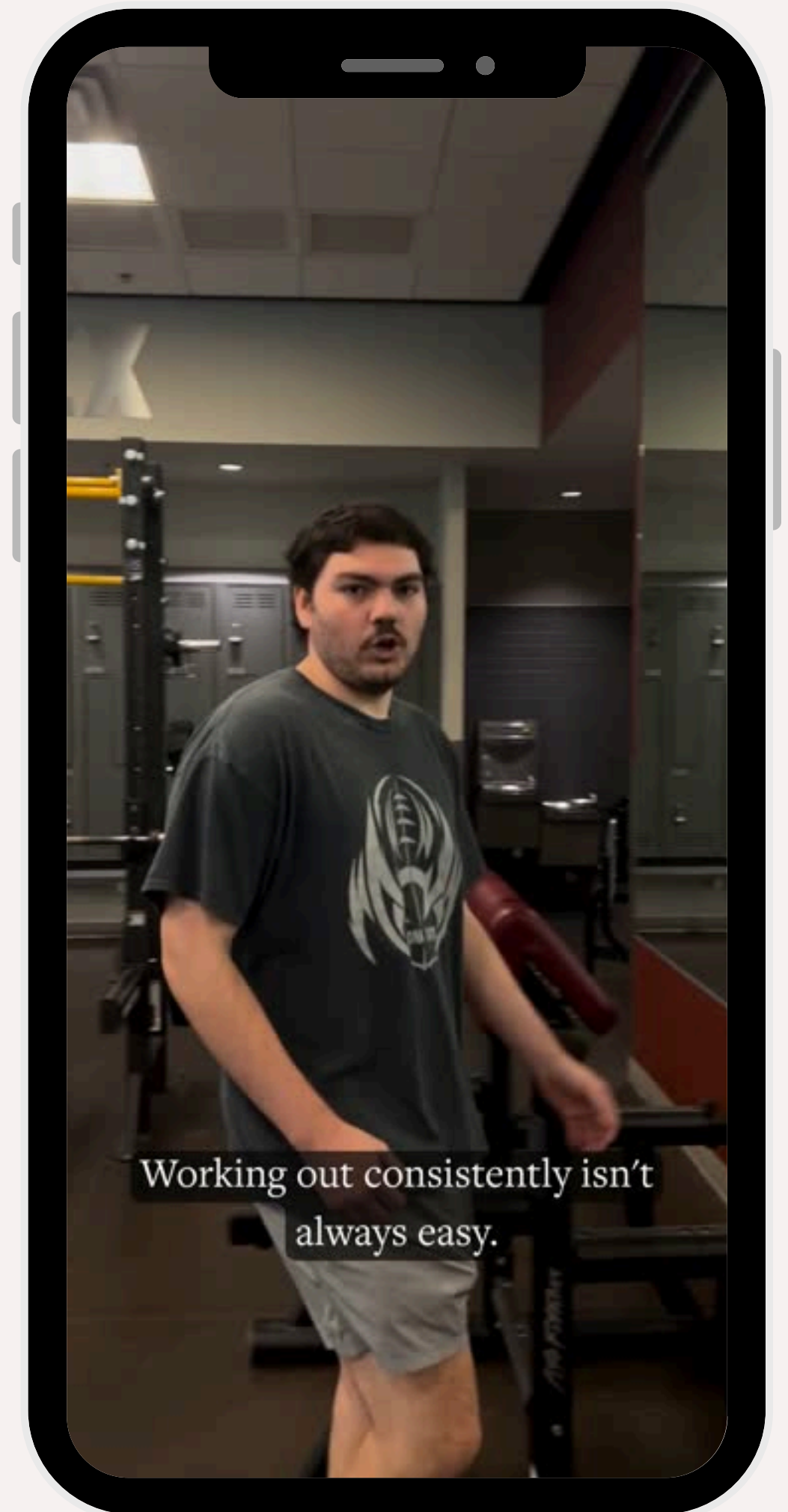
Shares

**1**

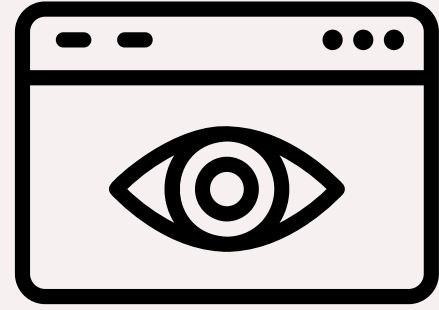
Views

**384**

As of 11 a.m. 07/21/2025



# SMART Goals



## Goal 01

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



## Goal 02

Acquire **10** newsletter sign-ups by July 18.



# Semester Ad Totals

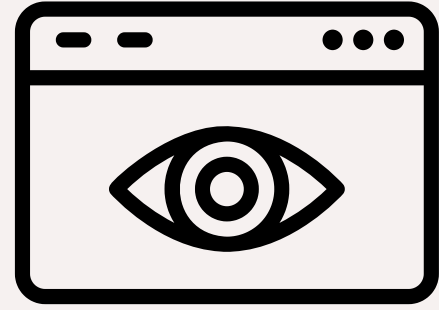
**Link Clicks**  
**3,689**

**Impressions**  
**1,662,424**





# Conclusion



## Goal 01

By July 18 we acquired **2,115** views on sign-up page.



## Goal 02

By July 18 we acquired **one** newsletter sign-up.

# Recommendations

1

**Sign-up button**

2

**Organic content on new  
platforms**

3

**Link social media  
channels to Substack**

4

**Push high-performing  
topics**





# Thank You



# Questions?



