June 4 - June 25, 2025

Doing Well Digital Marketing Report 2



Arizona State University

Report outline

- SMART goals
- Website analysis
- Social media
- Pinterest Ad Campaign
- Organic content MyPlate
- Organic content Tips
- Budget recap
- <u>Next steps</u>

SMART Goals

10

Acquire 10 newsletter sign-ups by July 18.

∕∕ 1,000

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

https://doingwellnews.substack.com/

Website Performance



June 4 - June 25, 2025

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



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

Copyright © 2024 Arizona Board of Regents

Instagram June 4 - June 25, 2025

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



doingwellnews and arizonapbs

...

doingwellnews 2w Recent research found that 1 in 31 8year-olds had autism spectrum disorder. While autism is common, individual experiences of the condition are highly unique.

> To understand how autism varies across the spectrum, what factors have increased the rate of autism diagnoses, and what resources are available for people affected by autism, we spoke with Dr. Joshua Anbar, a professor at @asuhealthsolutions.

Plus: Learn more about Carl the Creator, PBS's first animated show with a lead character on the spectrum, and watch the Understanding Autism documentary on @pbs and @arizonapbs.

♥ Q ♥
29 likes
June 10

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 - 6/26These 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 me 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



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: <u>entertaining, informative or comedic posts</u> <u>have potential to acquire more shares, which can get you more</u> <u>engagement.</u> (Vix Media Group)
 - We can incorporate engaging content for the next Reel, the person in the video actually talking to the audience.

Organic Content



Organic Content Instagram

Our team created 4 tip videos during this time period.

Performance:

- 586 views
- 3 likes
- 1 share

Top performing tip





Performance:

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

Extreme Heat Tip



Stay prepared:

Carry water

Wear protective clothing, like light-colored, long-sleeved shirts Look for shade and shelter to cool down when you need it: locate cooling centers in your community doingwellnews

Link in bio to read more.

DOING WELL





Performance:

- 61 views
- 2 likes

Menopause tip



You deserve appropriate care for menopause symptoms.

If you're not getting it:

Ask for a referral

Find a menopausecertified practitioner

Look for resources from verified organizations like the Menopause Societ





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

Next steps



Meta Ad

 Planning to launch an ad on Meta to acquire views to sign up page and newsletter sign ups. This will be an A/B test, looking at two different audiences.

Spotify Ad

• Creating a Spotify ad, highlighting a breathing technique that can help when practicing mindfulness.

Strength Training Reel

• Finalize and create a reel based on strength training for organic Instagram content.

Thank you Cronkite Agency Digital Marketing



Elizabeth Agazaryan

Digital Marketing Specialist



Sam Aguirre

Digital Marketing Specialist



Estela Jaramillo

Digital Marketing Specialist

