

ck

Marketing on a shoestring

MAY 8, 2013



Effective
Communications
Principles

Be clear and concise

Aspire to make memories,
instead of excuses.



Do you *Aspire* to do the things you love without worrying about knee or hip pain? Don't limit your passions. MAKOplasty® is a new option for hip replacement and partial knee resurfacing that gets you living well and moving well, sooner and longer.

Aspire to get your life back!

Benefits include:

- A faster recovery
- A shorter hospital stay
- A more natural-feeling knee

FREE

Get the facts about this minimally invasive procedure from orthopedic surgeon Rishi Gupta, MD, and find out if you might be a candidate for this proven treatment.

Thursday, April 11, 6:30 p.m.

Adventist Medical Center
Education Center A, 10123 SE Market St., Portland

Space is limited!

Register soon to reserve your spot.

503-256-4000

Aspire Orthopedic Institute
Adventist Health

A man in a brown t-shirt and khaki pants is standing in a grassy field, looking up at a long, thin cane that is floating in the air above him. He has his arms outstretched as if he is about to catch it. A large, fluffy golden retriever is running towards him. The background shows a clear blue sky and some trees in the distance.

Funny how healing a knee or hip can heal the spirit too.

At Aspire Orthopedic Institute, we know that it's not just about recovering range of motion and mobility. It's about all the things that accompany their return. With our state-of-the-art facility and our elite MAKO-robotic team, we can minimize scarring, discomfort and rehab time. And you know what that means - you're just going to have to find another use for that cane. You can aspire to do more. *Find out how you can move well and live well at www.AdventistHealthNW.com/Aspire*

Care you can have faith in.

Aspire Orthopedic Institute
Adventist Health

Leverage behavior
change principles

Storytelling



Herd Mentality



**“Record
turnout
expected.”**

Shrink the change



Ask for commitments



Find the bright spots



Leverage Community Partners



Earned Media

Leverage trends



Be first



Leverage seasonal opportunities



Make it easy



Social Media

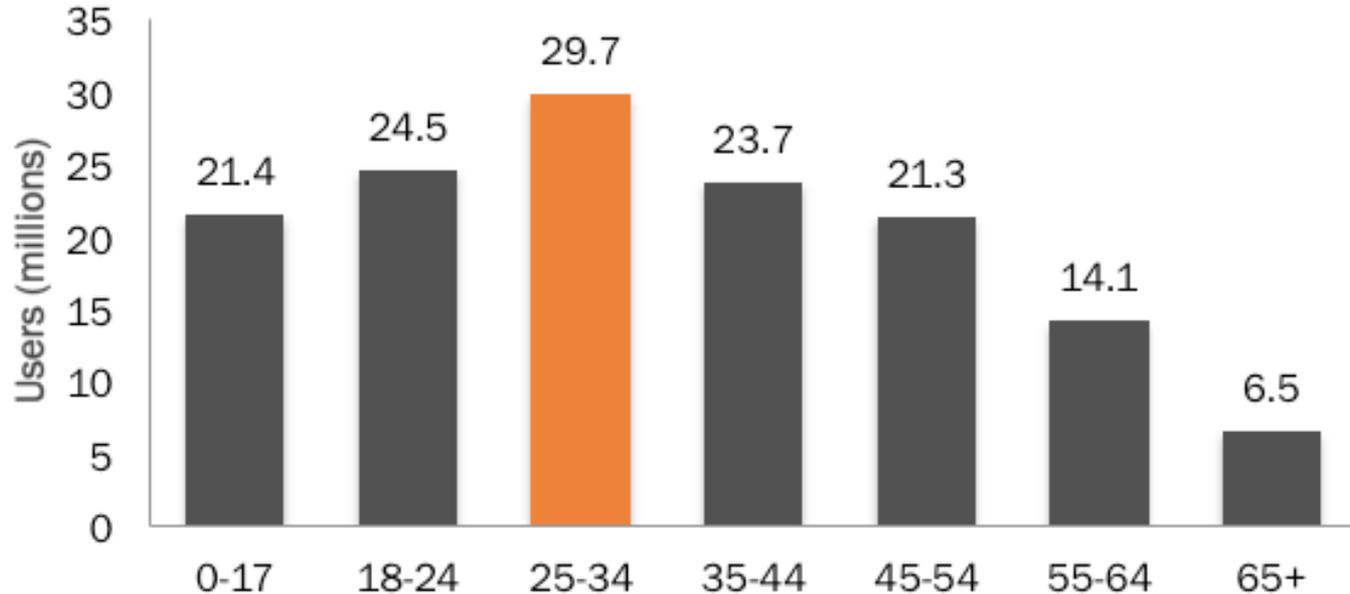
SOCIAL MEDIA EXPLAINED

- TWITTER I'M EATING A #DONUT
- FACEBOOK I LIKE DONUTS
- FOURSQUARE THIS IS WHERE
I EAT DONUTS
- INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT
- YOUTUBE HERE I AM EATING A DONUT
- LINKED IN MY SKILLS INCLUDE DONUT EATING
- PINTEREST HERE'S A DONUT RECIPE
- LAST FM NOW LISTENING TO "DONUTS"
- G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

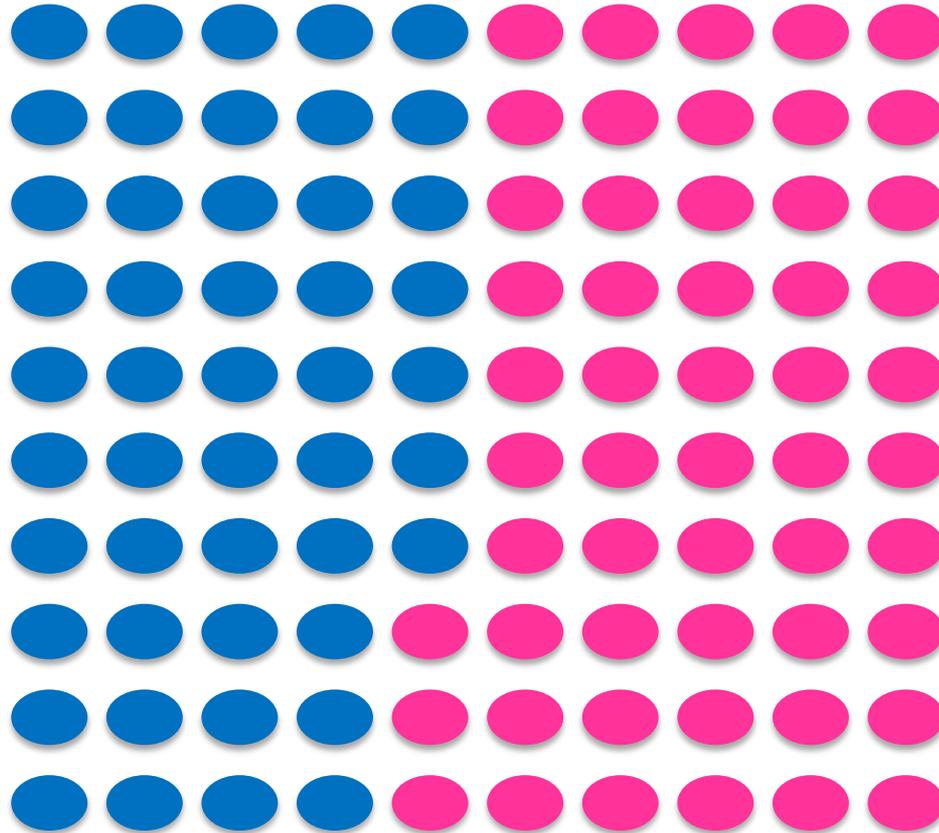
Facebook

1 in 5 pages views in
the US occurs on
Facebook

25-34 year-olds use Facebook the most



47%
Male



53%
Female

Traffic is highest mid-week
between 1-3



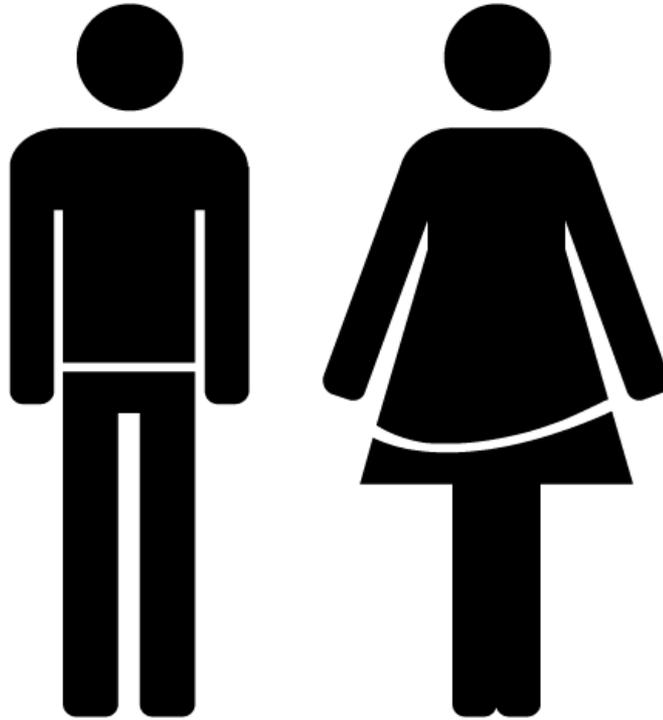
Engagement

+ 18% higher on Thursdays and Fridays



Twitter

More men than women



Favorable among African Americans & Latinos



Competitions

win a

RAV4

AVISTA

 **TOYOTA**
Let's Go Places

KREM2



Because
efficiency matters!

BECAUSE EFFICIENCY MATTERS

KREM's Project Green, Toyota and Avista Utilities have teamed up for a second year in a row in support of energy efficiency. And we're giving you a chance to win a new RAV4

Share your biggest
successes and biggest
challenges

coates kokes