



VIDEO DYNAMO

Healthcare Case Study A Tale of Two Launches

It was the best of click-through rates;
it was the worst of click-through rates.

A **national healthcare provider** launched a new telehealth service with email campaigns in Florida and Tennessee. Both announce the same service, but there is a big difference between the two campaigns:

One implemented strategic video produced by Video Dynamo, and the other did not.

The difference in results is dramatic.

“The Wait is Over”
produced by Video Dynamo
for a national healthcare provider



Video can make the difference between a successful campaign and one without results

The email campaign framed around a video from Video Dynamo highlighting the value of the service in a dynamic, animated way saw:

Click-through
rate:

6.9%

Click-through
boost:

76x

Website
click-through:

30%

Website
traffic:

300%

The email campaign without video saw a click-through rate of 0.09%, resulting in little traffic to the website.

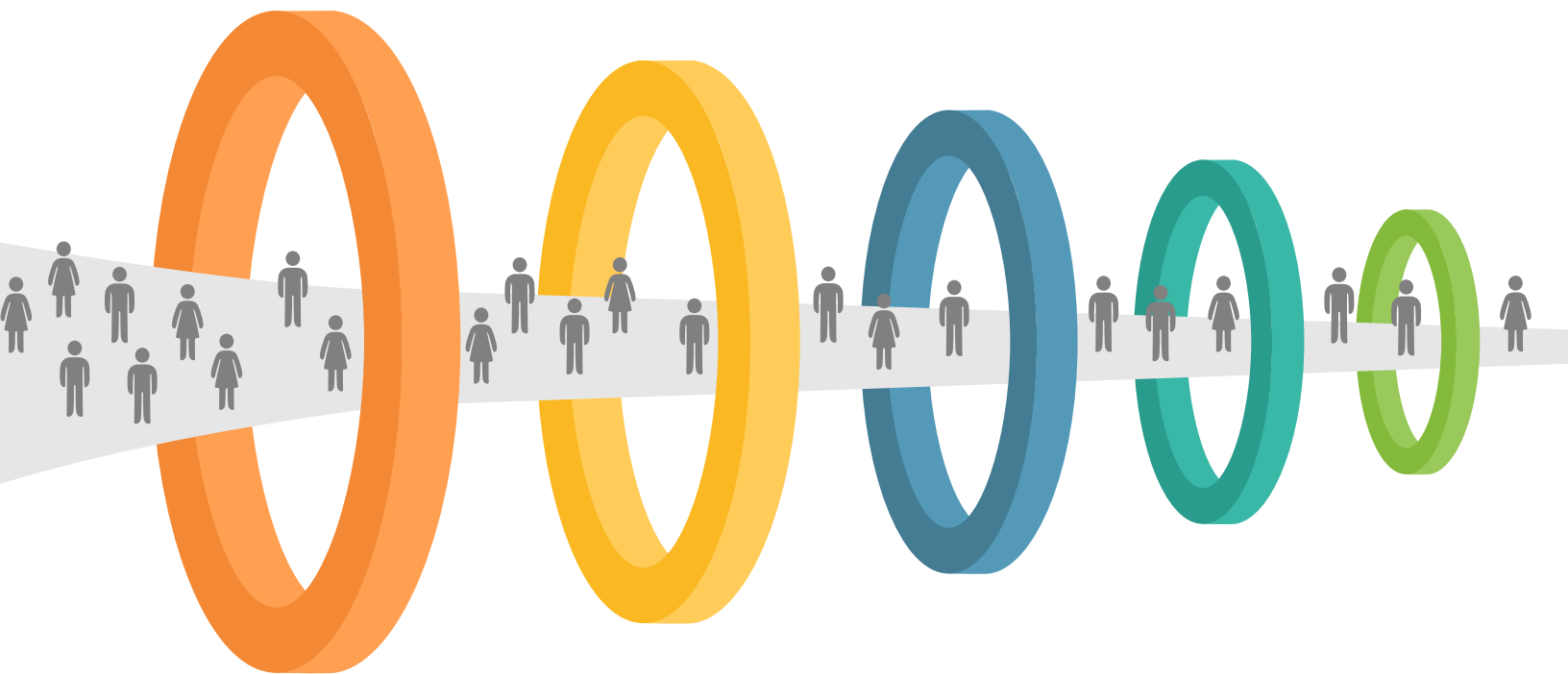
As the numbers show, implementing video can make the difference between a successful campaign and one without meaningful results.



Strong engagement is a crucial driver of success in sales and recruiting

The launch with video captured a much larger percentage of its potential audience. That initial boost in engagement makes a difference.

Strong engagement from the first point of contact with your audience is a crucial driver of success in sales and recruiting because you need strong numbers from the start to drive results in the end.



Video Dynamo's contribution to this campaign wasn't simply a nice-to-have that made for a prettier email campaign; it was a make-or-break strategy for this launch that provided the catalyst for success.

Video offers a powerful way of accomplishing this that can and should pay for itself many times over with rapid results, but it requires the right strategy.

If you aren't implementing video, or have tried it in the past without the results you hoped for, take a look at our [free engagement guide](#) for some best practices to use video effectively in the healthcare industry.

Book a strategy session



Whether you're looking to boost the launch of a new service, elevate recruiting metrics, or grow your sales, we'd love to take a high-level overview of your business together.

Our strategy sessions typically cost upwards of \$1000 to begin planning a new video campaign. If you've gotten this far you're likely working in healthcare and the type of person we'd like to meet, so we're offering your first strategy session for free.

In this first session, we'll explore:

- Understanding your ideal customer or recruit
- Current marketing and video implementation: what is working and what isn't
- Challenges you're looking at right now and whether video is a part of solving them
- Potential ROI for a video campaign and what you'd like to accomplish
- Actionable tips to make improvements right away

Our goal is to provide you with ways to implement video-related improvements quickly. To get started, you can email us directly at philip@vdynamo.com