

Maternal Wellness Journaling Study

Marketing Campaign
completed by Brown Mamas LLC

What went well?

Instagram

Instagram was the platform where we experienced the most success. The use of hashtags to access national audiences proved useful.

Solution-Oriented, Emotional Connections

Creating solution-focused content that expresses an emotion that new moms are familiar with worked best for this content. Useful journal prompts and experience-driven text graphics

Influencers with National Audiences

Typically we use Pittsburgh-based influencers in Pittsburgh, but for the Maternal Wellness campaign it was an influencer from Arizona that produced the most leads.

Instagram

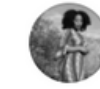


Jamilia Beasley @TerradeMama

Terra's Instagram post were liked over 5,000 times and her link in bio captured 355 link clicks.

**I HEARD ABOUT
the hundreds of diapers I
would change, all the hours of
sleep I would lose, and all the
stretch marks and weight I
would gain. But nobody told me
about the major identity shift
that occurs the moment you
become responsible for
another precious life.**

@TERRADEMAMA



terrademama • Following



we are interested in enrolling pregnant and postpartum women with and without experiences of depression and anxiety. The purpose of this study is to understand people's experiences during pregnancy and after birth and to use what we learn to improve the services available to women and especially for women who may not be receiving the services they need. If you're a new or pregnant mom and are interested and ready to tell your story or share your thoughts, the University of Pittsburgh is paying moms \$50 to talk about their journey and feelings. Click the link in my bio (Maternal Wellness Journaling Study) or visit the link below:

bit.ly/deardepressiondiary



Liked by stacyscrawley and 2,973 others

FEBRUARY 5



Add a comment...

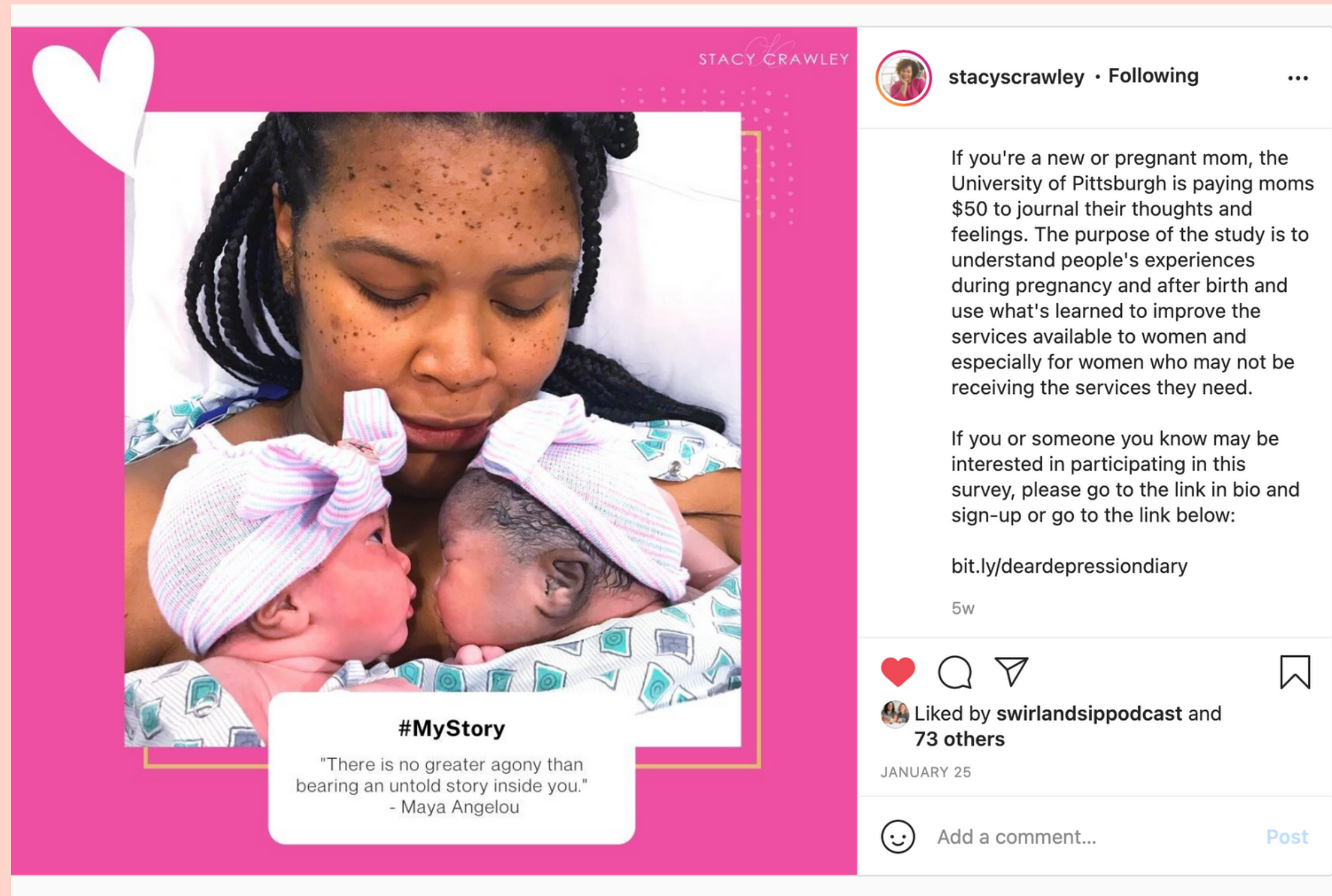
Post

Instagram



Stacy Crawley @StacySCrawley

Stacy's Instagram post were liked nearly 400 times and her link in bio captured 81 link clicks.



Instagram



Brown Mamas @BrownMamasTribe

Brown Mamas' Instagram post were liked nearly 1200 times and her link in bio captured 1200 link clicks (includes email and Facebook promotions).



The Link

Over 1200 Clicks

Facebook Led Brown Mamas Engagement

While we experienced some hiccups in the initial link dissemination, throughout the 4 week campaign, Brown Mamas' garnered over 200 conversions to the Maternal Wellness Screener.

CREATED JAN 9, 1:25 AM | [brownmamas](#)

Maternal Wellness Screener | Qualtrics Survey Solutions

https://pitt.co1.qualtrics.com/jfe/form/SV_9LEHIRZAyeURVTD

[bit.ly/newmomsjournal](#)

COPY

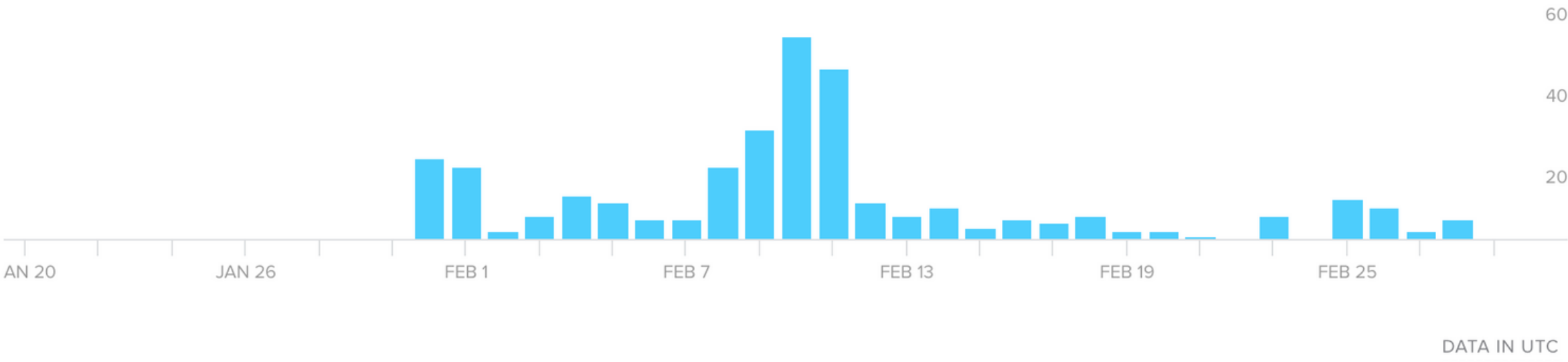
SHARE

EDIT

REDIRECT

QR CODE

1,248
TOTAL CLICKS



REFERRERS



Email, SMS, Direct	989
Facebook	249
www.canva.com	3
+5 more	7

LOCATIONS



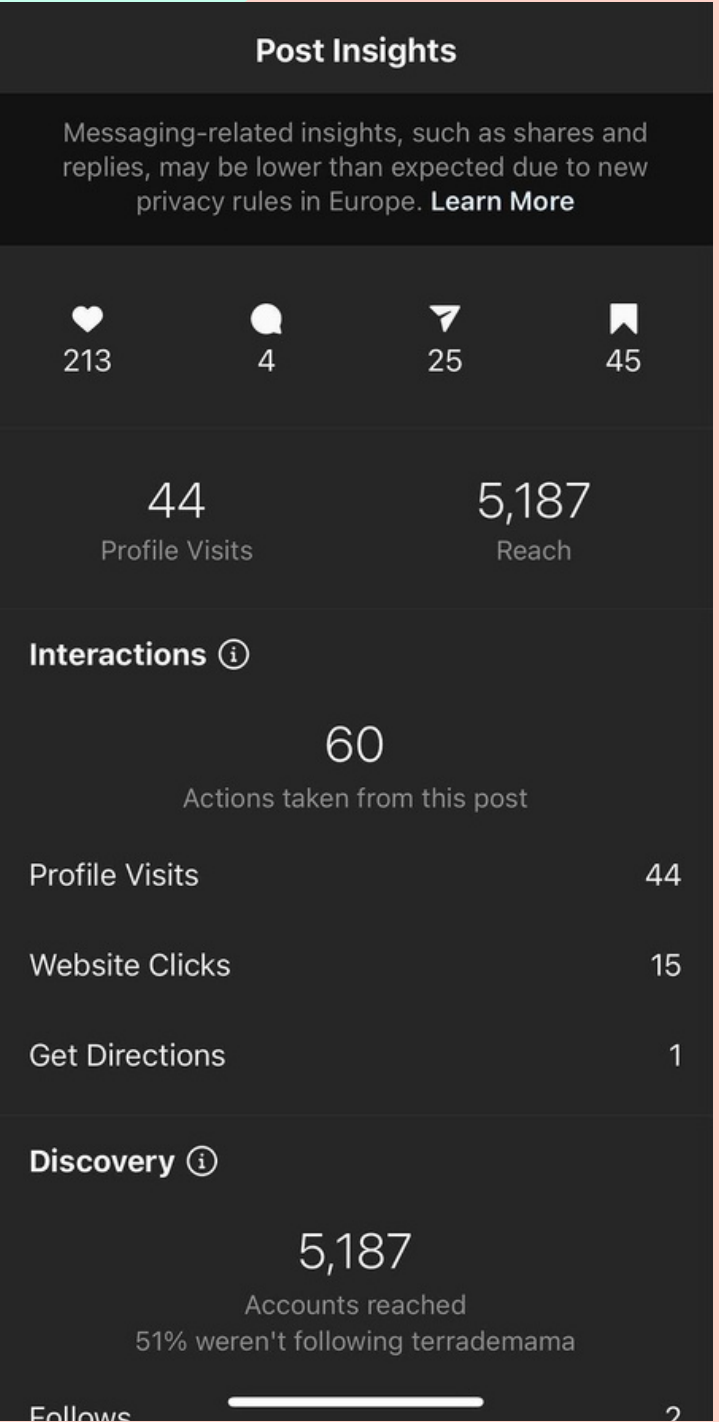
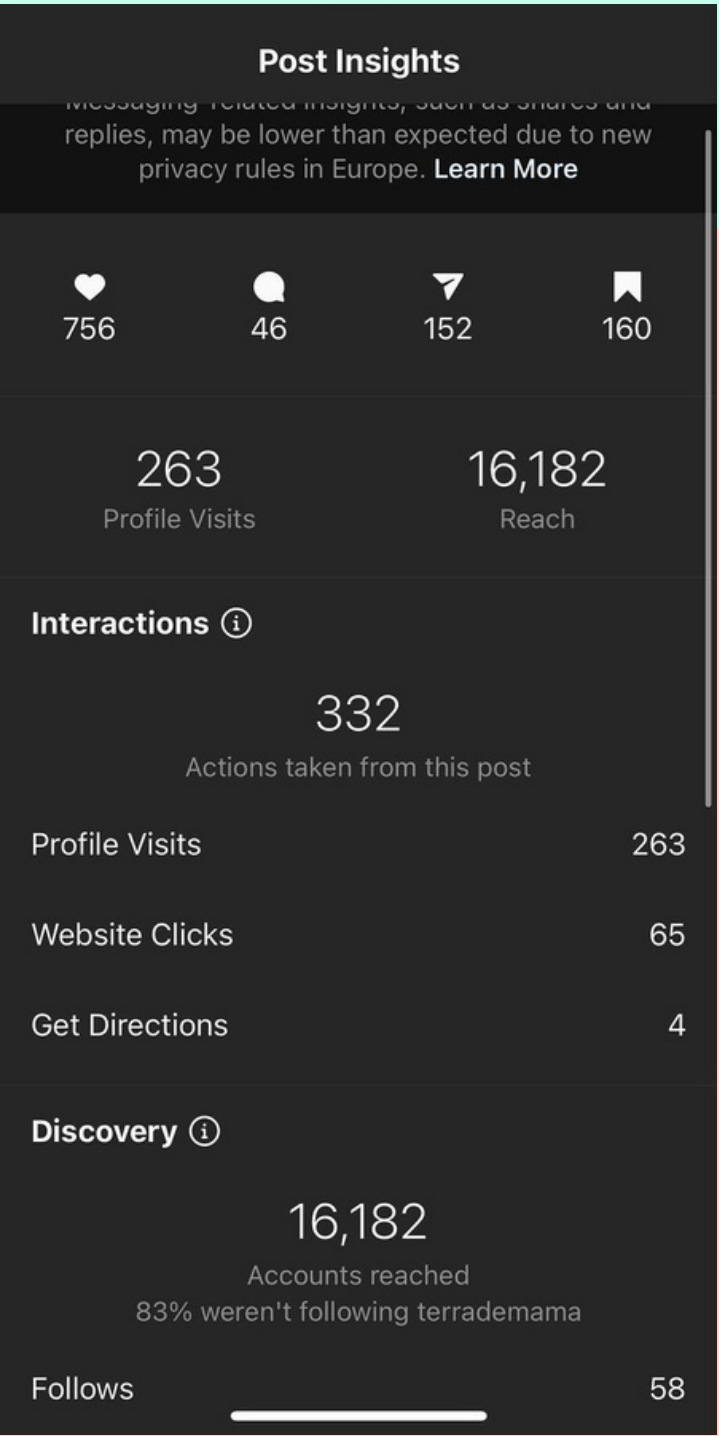
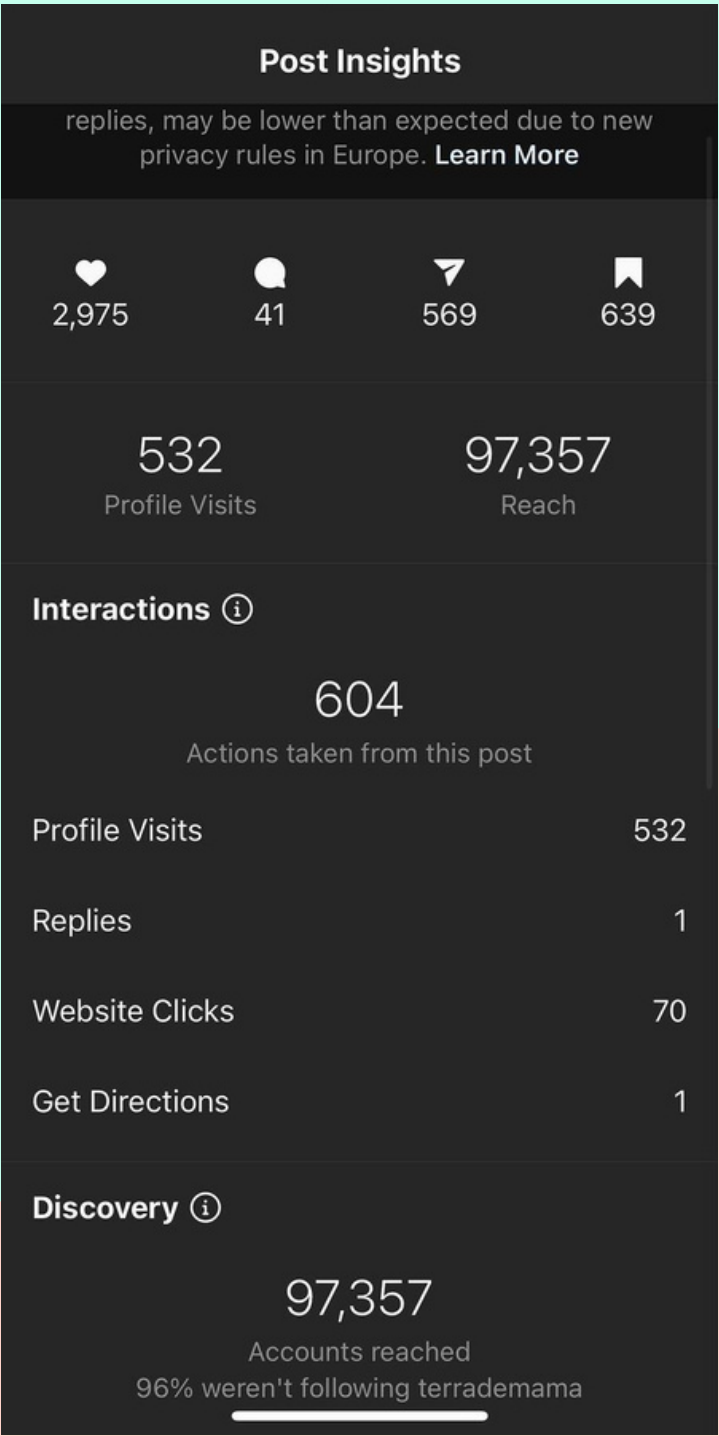
United States	225
Ireland	9
United Kingdom	9
+16 more	1,005

Conversions

Jamilia's Link

Nearly 300 Website Clicks

Jamilia was a force during this campaign. Her experience-driven Instagram post garnered substantial impression and led to nearly 300 conversions to the Maternal Wellness Screener.

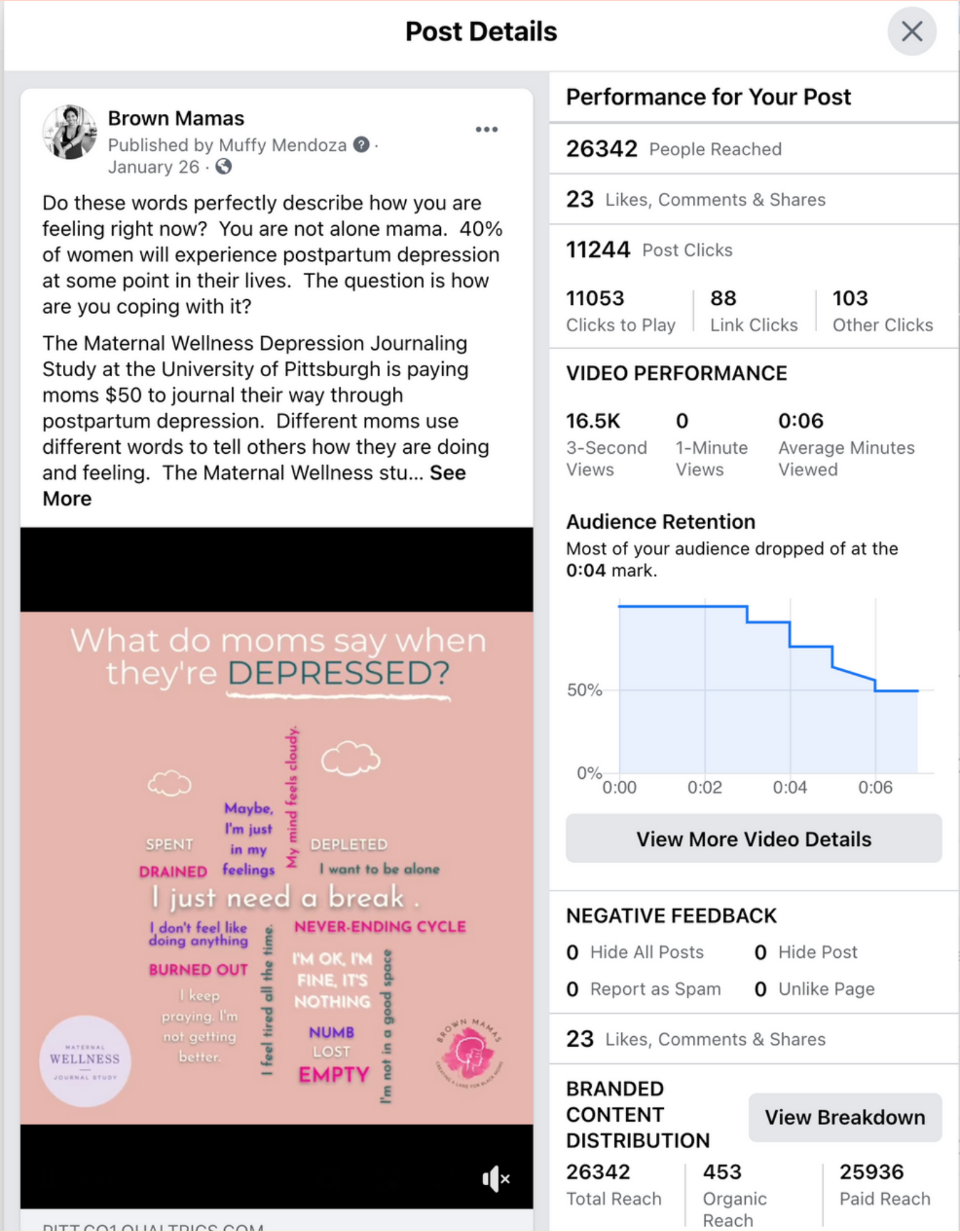


Facebook

The Brown Mamas' Community

Our Facebook focus was on connecting with the moms we already have access to via the local and national Brown Mamas' community.

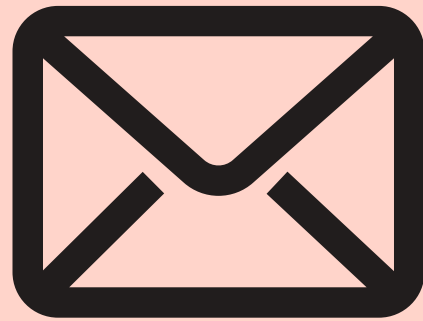
The Maternal Wellness Study Campaign reached over 33,000 moms on Facebook.



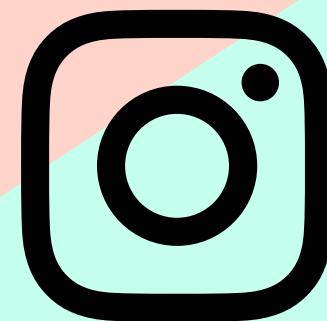
Email Marketing



Total Reach



1357 Opens
102 Clicks



Nearly 6,600 Likes
202 Comments



33098 Total Reach
11,568 Engagements

Content to Keep

Flyers, Graphics, Etc.

[Click here for a folder full of the graphics Brown Mamas used to promote the campaign.](#)

Need more marketing help?

Email:

ccmendoza@brownmamas.com

Book More Services

[CLICK HERE](#)



Feedback Please

Please tell us what you think of the results. We'd love your feedback!

CLICK HERE

