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 experiencedriven text graphics

Influencers with National Audiences

Typically we use Pittsburghbased 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

vve 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.





stacyscrawley · Following

If you're a new or pregnant mom, the University of Pittsburgh is paying moms \$50 to journal their thoughts and feelings. The purpose of the study is to understand people's experiences during pregnancy and after birth and use what's learned to improve the services available to women and especially for women who may not be receiving the services they need.

If you or someone you know may be interested in participating in this survey, please go to the link in bio and sign-up or go to the link below:

bit.ly/deardepressiondiary

5w









Liked by swirlandsippodcast and 73 others

JANUARY 25



Add a comment...

Post

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).



JOURNAL PROMPTS FOR DIFFICULT DAYS

- 1. What DO I have right now
- 2. Who are the **heroes** in your life? How did they
- 3. Write the sentence "I feel at ease when __ " 5x and fill in the blank.
- 4. Do a **reality check**. Write your expectations for yourself and whether they are realistic or not.
- 5. Write about a time when you experienced grace.
- 6. Write about what you've learned during this
- 7. Write about what you will feel proud of when you look back on this time.
- 8. Write about what you are **thankful** for right now.
- 9. Write about how has your Higher Power has showed up right now.
- 10. Write a list of the words that you need to hear most right now and say them back to yourself.



brownmamastribe

The Maternal Wellness Journaling Study is paying moms to journal about their experiences as a new mother. If you'd like to learn more tag me.

What do you journal about when the going gets tough? How do you use your journal as a form of therapy?

Visit bit.ly/newmomsjournal or the link in my bio

#therapyforBlackgirls #blackmentalhealthmatters #therapyforblackwomen #therapyforwomen #journalprompts #browngirlselfcare #blackmentalhealth #blackwellness #healingjourney #blackmaternalhealth #blackwomenhealing #depressionhelp #blackselfcare #brownmamas













Add a comment...

Post

The Link

Over 1200 Clicks

Facebook Led Brown Mamas Engagement

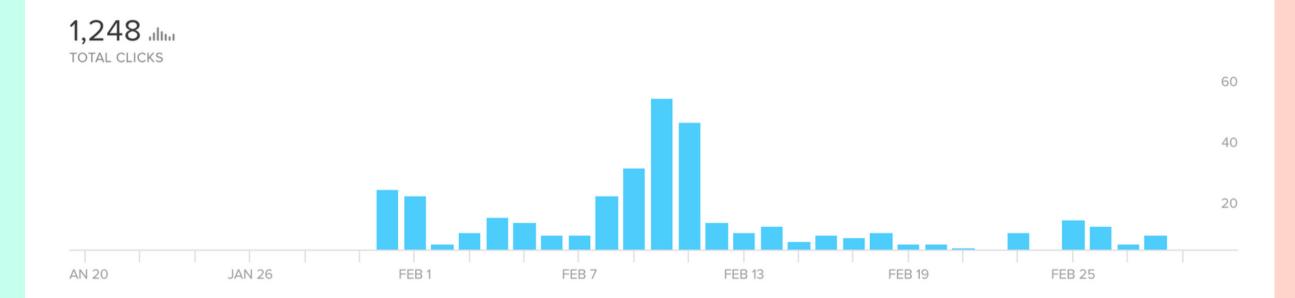
While we experienced some hiccups in the initial link dissemination, throughout the 4 week campaign, Brown Mamas' garnered over 200 conversions to the Maternal Wellness Screener.

CREATED JAN 9, 1:25 AM I 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



REFERRERS LOCATIONS

Email, SMS, Direct 989 **United States** 225 249 Ireland 9 Facebook 3 **United Kingdom** 9 www.canva.com 7 +5 more +16 more 1,005

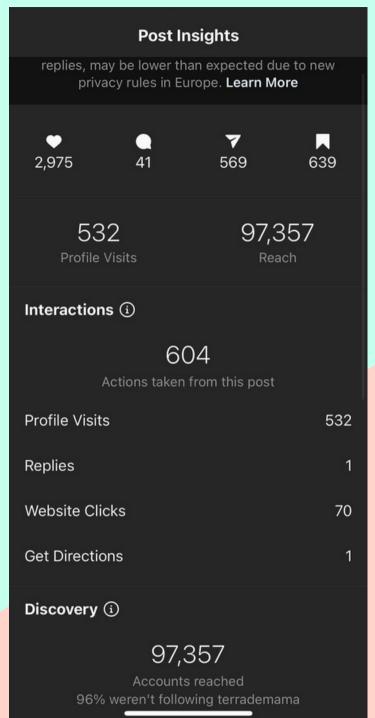
DATA IN UTC

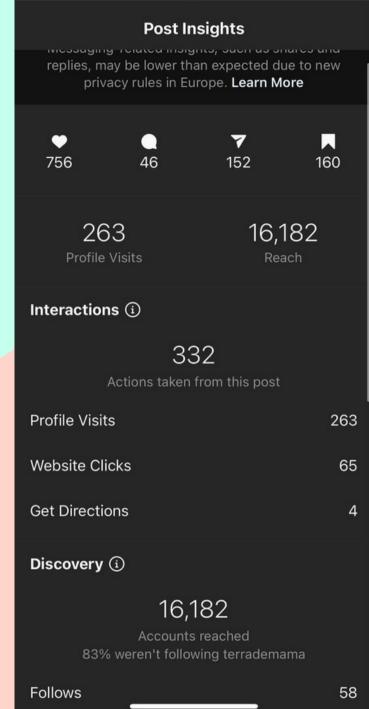
Conversions

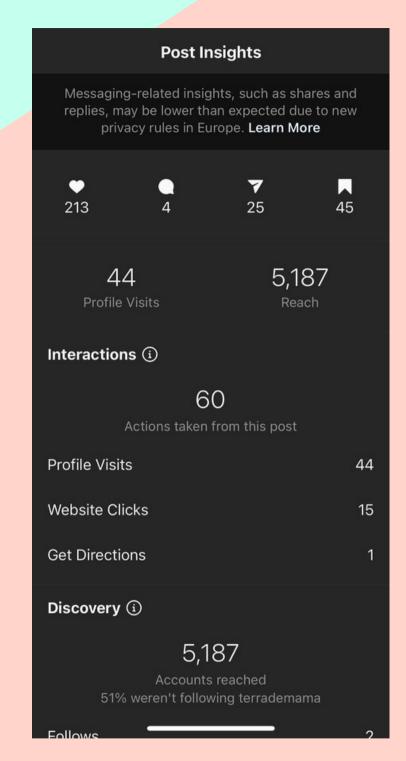
Jamilia's Link

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.

Post Details





Brown Mamas

Published by Muffy Mendoza ② · January 26 · 🕤

Do these words perfectly describe how you are feeling right now? You are not alone mama. 40% of women will experience postpartum depression at some point in their lives. The question is how are you coping with it?

The Maternal Wellness Depression Journaling Study at the University of Pittsburgh is paying moms \$50 to journal their way through postpartum depression. Different moms use different words to tell others how they are doing and feeling. The Maternal Wellness stu... See More

What do moms say when they're DEPRESSED?



Performance for Your Post

26342 People Reached

23 Likes, Comments & Shares

11244 Post Clicks

11053 88 103 Clicks to Play Link Clicks Other Clicks

VIDEO PERFORMANCE

16.5K 0 0:06
3-Second 1-Minute Average Minutes Views Viewed

Audience Retention

Most of your audience dropped of at the **0:04** mark.



View More Video Details

NEGATIVE FEEDBACK

0 Hide All Posts **0** Hide Post

Reach

O Report as Spam O Unlike Page

23 Likes, Comments & Shares

BRANDED CONTENT DISTRIBUTION

View Breakdown

26342 Total Reach 453 25936
Organic Paid Reach

DITT CO1 OLIVI TDICC COM

Email Marketing

Week One

366 Opens 45 Opens

Week Two

297 Opens 28 Clicks

Week Three

428 Opens 16 clicks

Week Four

266 Opens 13 clicks

Total Reach



1357 Opens 102 Clicks



Nearly 6,600 Likes 202 Comments



33098 Total Reach 11,568 Engageements

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



Feedback Please

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

