



case study



# Alliance Sees a 900% Increase in Visitors from Content Marketing Strategy

The Health and Wellness Alliance for Children launched with an admirable goal: improving the well-being of children throughout North Texas. However, it also launched with minimal public fanfare and a frustratingly low profile among consumers and health care professionals alike. The Alliance decided to enlist madison/miles media to develop a content marketing strategy that would increase awareness of the organization.

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## about the Health and Wellness Alliance for Children

The Alliance represents a coalition of community-based organizations with a single purpose: improving the health and well-being of children in Dallas and Collin counties.

## marketing challenges

Before turning to content marketing, the Alliance relied on conventional marketing methods, word-of-mouth and the scattered efforts of its members. They knew they needed to unify their efforts, tell their organization's compelling story, and position themselves as thought leaders in the community.

## how madison/miles helped

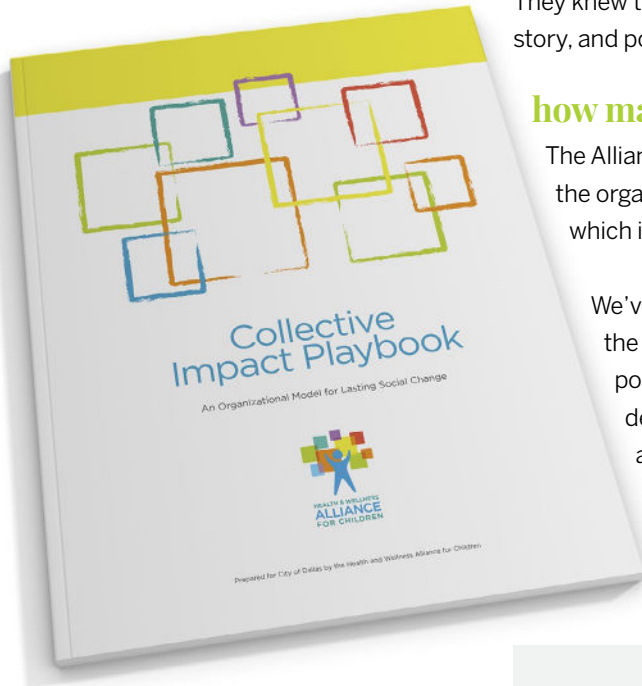
The Alliance leadership team has worked closely with madison/miles to refine the organization's brand positioning and define its key audience segments, which include public officials, parents and health care officials.

We've developed a comprehensive content marketing strategy for the Alliance, with an annual content calendar that spans PR, blog posts, social media participation, e-newsletters and more. Content deliverables already produced include health care tools for nurses and parents alike; public- and industry-facing videos to engage the community as a whole in the organization's story; and regular, ongoing blog posts and social media interactions with a rapidly expanding audience.

**“madison/miles media’s content marketing strategy has been a critical part of our organization’s growth and increasing visibility in the North Texas area.”**

**Betsy MacKay**

**Health and Wellness Alliance for Children**



### the results — so far

In a short time (just under five months), the Alliance saw a dramatic increase in visibility, attracting the attention of the state's educators, policy makers, media outlets and the general public. The Alliance even landed its operating playbook (written and designed by madison/miles) in the hands of City of Dallas Mayor Mike Rawlings to help inform his office's health care initiatives.

The organization's content marketing strategy resulted in an additional 500% increase in traffic by the end of 2015 and later led to positive press and backlinks from a local network television affiliate.

A 3D illustration of a white and green magnet with three wavy lines representing magnetic force, positioned above a green circle.

600%

increase in social media reach



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[info@madisonmilesmedia.com](mailto:info@madisonmilesmedia.com) • [madisonmilesmedia.com](http://madisonmilesmedia.com)

