

INFLUENCING THE FUTURE OF HEALTHCARE

KCHC 2023



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AGENCY INTRO

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THE FINE PRINT



ABOUT MBB



1982

Make it cool



2005

Make it smart

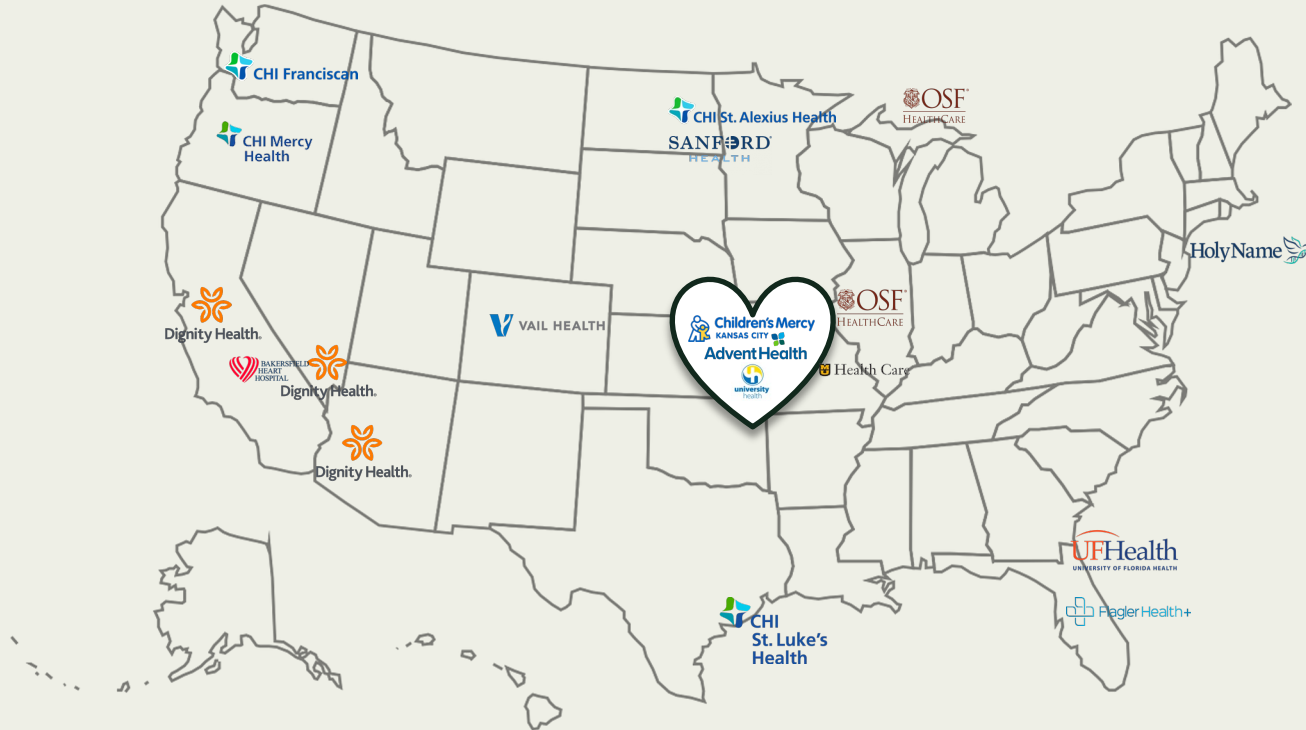


2019

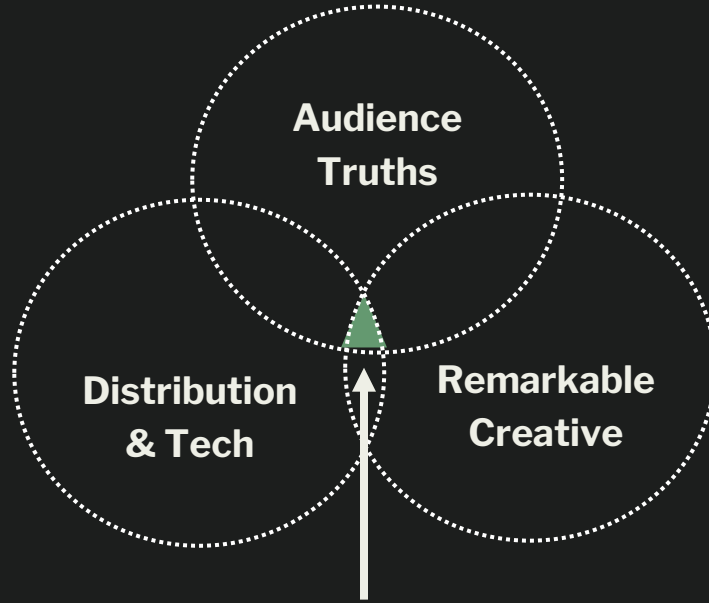
Make it matter



HEALTHCARE EXPERIENCE



WHERE WE OPERATE



**MAKE IT
MATTER**



WHAT WE DO



STRATEGY

- Strategic Development
- Business Plans
- Marketing Plans
- Research
- Consumer Insights

CREATIVE

- Advertising
- Creative Direction
- Videography
- Photography
- Brand Identity
- Experiential

ENGAGEMENT

- Media Planning & Buying
- Social Media
- Influencer Relations
- Public Relations
- CRM
- SEO & Content Strategy
- Reporting & Analysis

TECHNOLOGY

- Web Development
- Mobile Apps
- Microservice Integrations
- DevOps Consulting
- Managed Services
- Digital Transformation



THANK YOU FOR HAVING US



LIANA COLVIN

Associate Director of Earned Media



ALLIE SYBERT

Earned Media Manager



mbb.

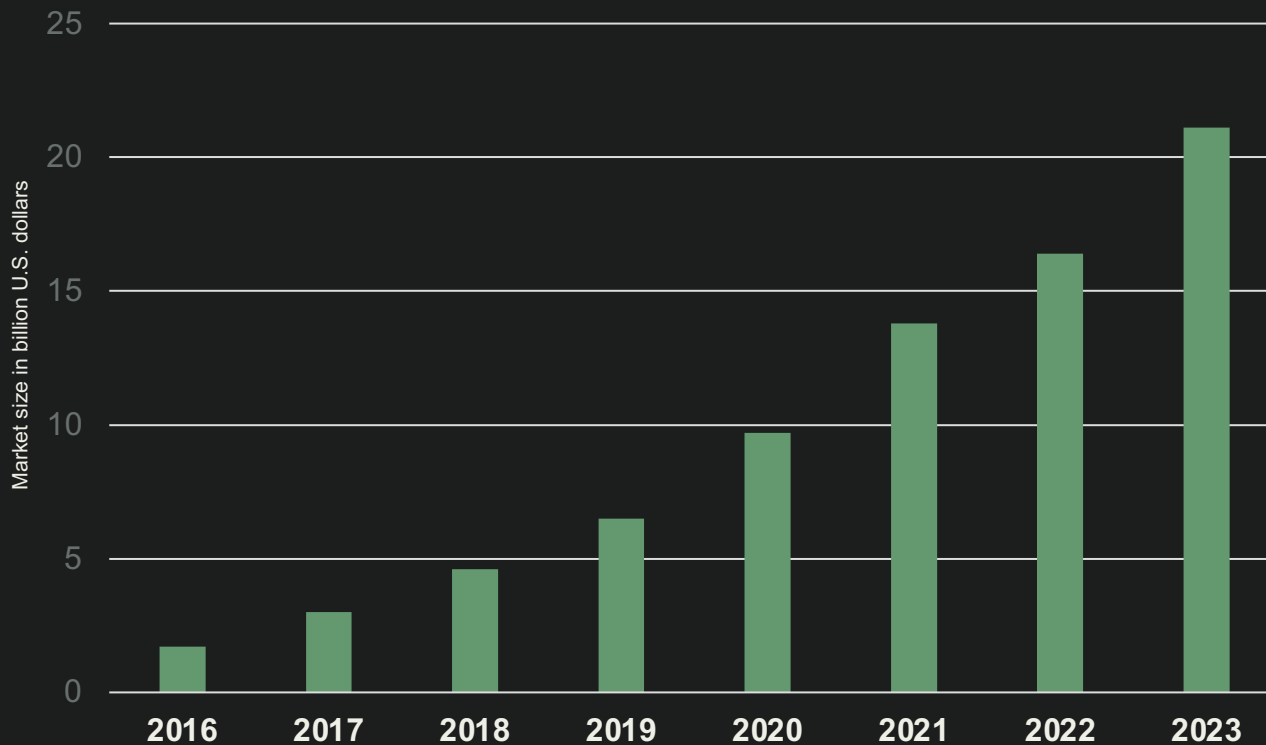
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INFLUENCING THE FUTURE OF HEALTHCARE



WHY INFLUENCERS

Growth of Influencer Marketing Industry



THE POWER OF MILLENNIAL WOMEN

Millennials are now at the age where they are the **key demographic** you need to be reaching.

They are **turning 40**, they are needing to get **annual screenings**, they are **mothers with young children**, they are the **CEO of their household**.



THE POWER OF MILLENNIAL WOMEN

80%

of healthcare decisions are made by women in the United States.¹

79%

of mothers take responsibility for finding their children's health providers.²

81%

of millennial women say the best way to reach them is on social media.¹



INFLUENCER'S NICHE

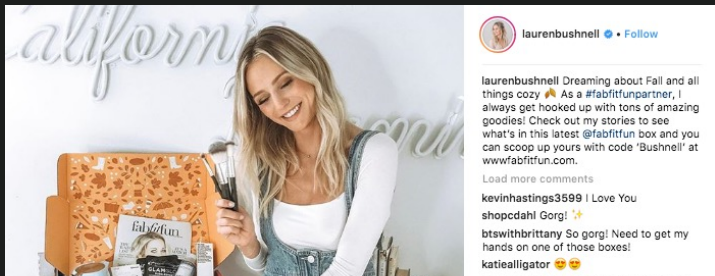
You've got 1:1 communicating down, but reaching people **at scale** with unique, **relevant messaging** sometimes requires support.

An influencer is someone who:

- Is a trusted “friend” or expert
- Shares information about products and services they love
- Creates content with an authentic point of view
- Has an engaged following



KEEPING IT REAL



laurenbushnell • Follow

laurenbushnell Dreaming about Fall and all things cozy 🍂 As a #fabfitfunpartner, I always get hooked up with tons of amazing goodies! Check out my stories to see what's in this latest @fabfitfun box and you can scoop up yours with code 'Bushnell' at www.fabfitfun.com.

Load more comments

kevinhastings3599 I Love You shopcdahl Gorg! 🙌

btswithbrittany So gorg! Need to get my hands on one of those boxes!

katiealligator 🤪



jadelizroper • Following

jadelizroper As you all know, Spring brings out great weather! ☀️ But did you know it brings out great products too? Especially if you are a #fabfitfunpartner! The Spring @fabfitfun box has arrived and it's everything you need to brighten up your day! Get \$200 worth of products for only \$39.99 at www.fabfitfun.com with my code JADE! #fabfitfun #ad



legitsadierob

Liked by [tanner.tolbert](#) and others

FEBRUARY 21

yantrowell_ and 48,495 others

fit fun FALL!!!! AHHHH!! y'all i'm so and this box is ushering it in + lotions, makeup, and a sunds like a girls dream! use my r \$10 off your box at www.fabfitfun.com/ #fabfitfunpartner

View all 58 comments

chelseakayhurst Did you get your hair done



KEEPING IT REAL



♥ 11 likes

ramonasinger Here is the draft with some language for the post- if we could have Ramona add something personal in about why she feels confident going makeup free that would be great. Happy to make any changes you'd like. the link to R+F is linked to her personal page on their site and the Instagram is linked to her acct as well.

Today marks Rodan + Fields 3rd annual #RFGoNaked Day - from the neck up of course! Women all over social media will take their makeup free selfies and show off those flawless complexions with confidence!

For every selfie post tagged with #FRGoNaked, Rodan + Fields will donate \$5 through the Prescription for Change® (PFC) Foundation to their nonprofit partner, buildOn, to help empower and make a positive impact in the lives of students in need.

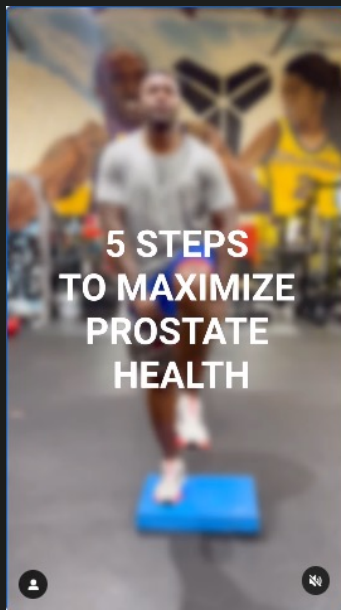
You'll often see me sharing unfiltered and makeup free selfies on my Instagram account and I feel confident doing so because of the way my skin looks! The redefine line is my favorite line and makes me feel the most confident in my skin ... Here is the



TRUSTED AUTHENTIC LOCAL



AUTHENTICITY IS KEY



luthergloverworkouts · Following
The Weeknd, Madonna · Popular (Music from the HBO Original Series) (feat. P...

luthergloverworkouts #AD Prostate cancer prevention is crucial for maintaining good health. Here are five proactive steps you can take to reduce your risk:

- Stay Physically Active:** Engaging in regular physical activity not only helps maintain a healthy weight but also reduces the risk of prostate cancer. Aim for at least 150 minutes of moderate-intensity exercise or 75 minutes of vigorous exercise each week. Activities like brisk walking, swimming, or cycling can be beneficial.
- Staying Hydrated:** Did you know that staying hydrated could be a simple yet effective way to reduce your risk of prostate cancer?

Liked by **adventhealthkc** and others
SEPTEMBER 7

Add a comment... Post



kckidsdoc · Follow
Paid partnership with **adventhealthkc**
Original audio

kckidsdoc I'm thrilled that new @pedsock babies are being delivered at the state-of-the-art @AdventHealthKC South Overland Park Birth Center. #sponsored

From delivery to discharge, trust your baby's care to @AdventHealthKC experts.

Well-baby nurses and pediatricians will ensure your baby has all the necessary screening tests and safety checks before discharge. Also, babies leaving the NICU will have any specialty care arranged. 🏡

Parents of Dr. Farris and Women's Care are now delivering at #AHSOPBirthCenter. Contact the maternity navigator for your private tour at bit.ly/AdventHealthSOPBirthCenter



#SouthOPHospital #AHSOP #FeelingWhole
96w

Liked by **ilanamcolvin** and others
DECEMBER 18, 2021



Add a comment... Post



AUTHENTICITY INSPIRES RESULTS

 **amiyrahmartin_** Do they offer special care for kids? 

9w 1 like Reply
— Hide replies

 **aylensblog**
@amiyrahmartin_ great question and the answer is yes! @adventhealthkc has a very close working relationship with Children's Mercy in KC. They also have physicians on staff certified to take special care of children. ❤️ 

9w 2 likes Reply

 **_elliesan** Thank you so much for covering this! 



9w 1 like Reply
— Hide replies

 **wellnessforthewin** ... 
@_elliesan of course!!! Happy to cover important topics like this!! 😊



 **jaymecakes** My daughter was born a few months ago at the one in Merriam. The staff, accommodations and overall experience we had was amazing! 🙌 

8w 2 likes Reply
— Hide replies

 **kasimjhardaway**
@jaymecakes ah, so happy to hear that about @adventhealthkc!!! And congratulations!! 🎉 📺 

 **midwesternmamakc** I've often wondered where I should take the boys when something comes up! So cool you got to explore! 

9w 2 likes Reply
— Hide replies

 **aylensblog**
@midwesternmamakc 🙌 The struggle is real! When Ayla was 2 we visited the ER more times than I'm proud of for acid reflux 'symptoms' because I was worried about dehydration. If Ayden had those same symptoms I'd probably tell her to toughen up. 🙌 



IF DONE RIGHT, INFLUENCER ACTIVATIONS CAN...

BUILD AND PROTECT THE BRAND

ENGAGE TARGETED AUDIENCES

DRIVE ACTIONS DURING CAMPAIGNS

BUT HOW?



We maximize the

CREATIVE EFFECTIVENESS

of influencers as an

INTEGRATED CHANNEL

in the marketing mix,
using both people and technology to

MAKE INFLUENCER BRAND PARTNERSHIPS MATTER



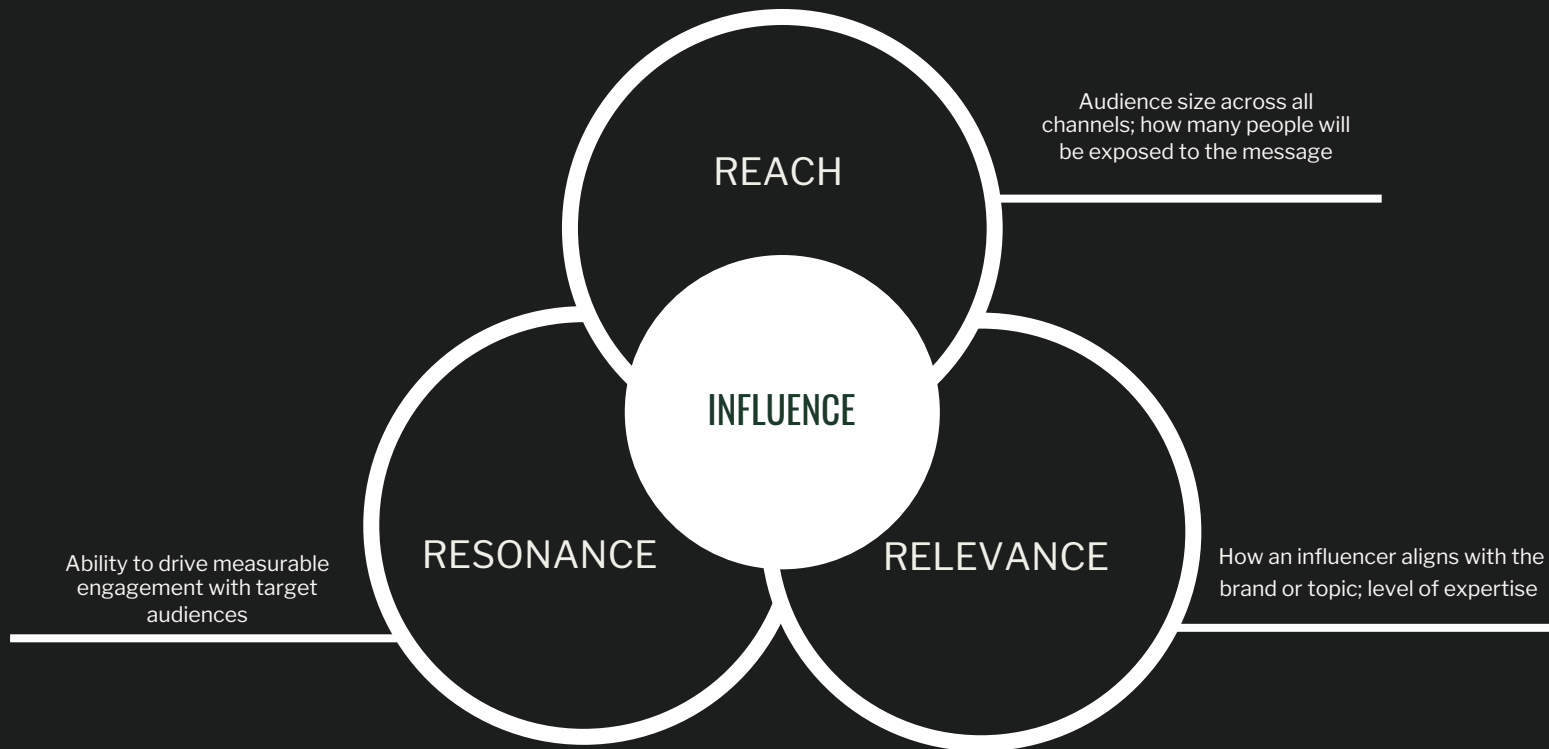
However, the

ART OF CONNECTING WITH PEOPLE

to spur influencer relations leads the science — never the other way around



WHAT MAKES OUR APPROACH UNIQUE



FINDING THE RIGHT PARTNER

The screenshot shows a social media discovery interface. At the top, there is a search bar with the text "Find Profile by name or @handle". Below the search bar, the page is titled "Discovery" and "All Profiles Sort by Audience Size". There are several filter buttons: "Platforms", "Audience", "Profile", "Keywords" (which is highlighted with a mouse cursor), and "More Filters". On the right side, there are buttons for "+ Add Profile" and "Grid". The main content area displays a grid of profile cards. Each card features a profile picture, a name, a bio, and social media icons. The profiles shown are: Charli D'Amelio (Performing Arts), Virginia Fonseca (Lifestyle), Dixie D'Amelio (Musician), and Candy Crush (Gaming). The Candy Crush profile includes a hashtag "#candycrush10". At the bottom of the grid, there are more profile cards, including one with the text "Nap time".



FINDING THE RIGHT PARTNER

Find Profile by name or @handle

Chandler RN, BSN
Health

[+ Add to Campaign](#)

Kansas City, Missouri, United States of ...

Profile Type: Individual

Bio
Kansas City Nurse Injector 🌟 Highly personalized, natural results 📱 to book with me 📍 @hollyday.medspa | @hollyday.pv

Authentic Followers Analysis
93.85% of this audience is authentic.

Overview Analytics Mentions Affinity Content About Campaigns

Social Platforms

4.42K Followers ↑ 4.97%

Growth Rate	Top 10%
Eng. Rate	14.44%
Est. Fee	\$12 - \$60.7

Content: Most engaged ▾



FINDING THE RIGHT PARTNER

Travis Kelce
Sports & Fitness

[+ Add to Campaign](#)

Kansas City, Missouri, United States of ...
 Profile Type: Individual

Bio

Heights Native... Founder of @trukolorsbrand & host of @newheightshow

Authentic Followers Analysis
82.27% of this audience is authentic.

[Overview](#) [Analytics](#) [Mentions](#) [Affinity](#) [Content](#) [About](#) [Campaigns](#)

Social Platforms

Platform	Followers / Likes	Growth Rate	Eng. Rate	Est. Fee
Instagram	4.52M Followers ↑ 79.77%		72.22%	\$8.31K - \$42K
Twitter	932K Followers ↑ 1.3%		1.32%	\$1.26K - \$2.1K
Facebook	962K Likes ↑ 35.26%		1.47%	\$16K - \$26.7K
TikTok	1.6M Followers ↑ 200.94%		24.29%	\$2.18K - \$3.64K

Content: Most engaged ▾



FINDING THE RIGHT PARTNER

PERSPECTIVES

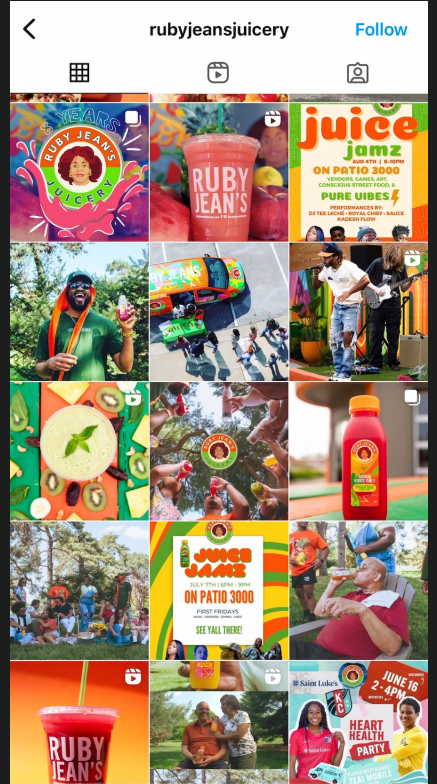
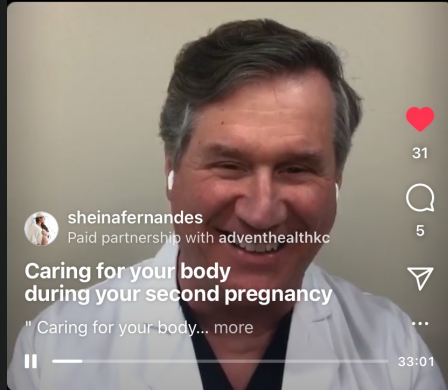
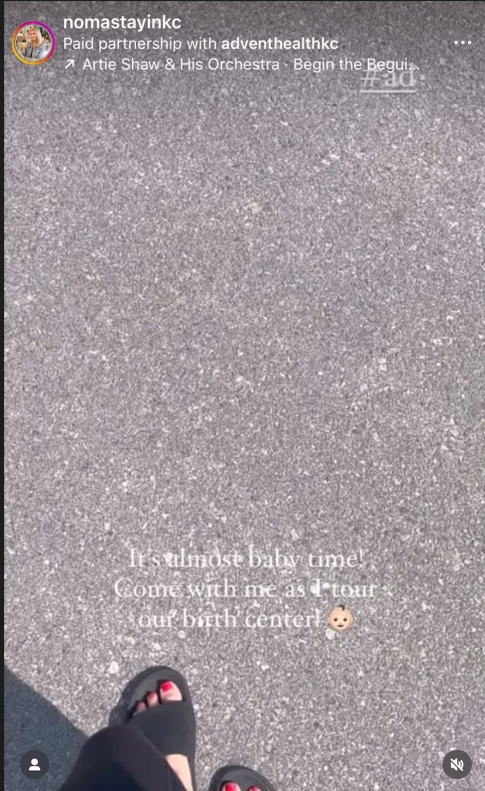
HOW TO: WORK WITH INFLUENCERS



CHECK OUT OUR BLOG POST!



HOW TO BRING THIS TO LIFE



mbb.

30

INFLUENCING THE FUTURE OF HEALTHCARE



THE FINE PRINT

THE FINE PRINT



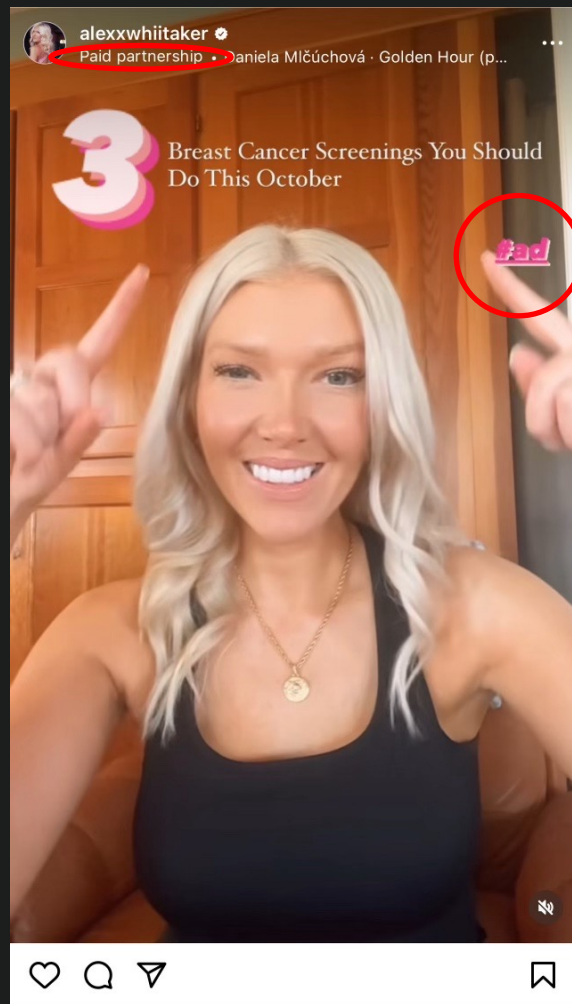
CONTRACTS

- **Deliverables + Compensation:** What do we want them to do? How much are you going to pay them? On what terms?
- **Exclusivity:** What competitors are we asking that they not partner with? For how long?
- **Creative Brief:** What brand standards do they need to adhere to? What other mandatories do you have?
- **Usage rights:** Are you wanting to use their content on your channels? That comes at a cost.



FTC GUIDELINES + HIPAA

- Is the disclosure clear and conspicuous?
- Did the influencer use the paid partnership tag?
- Does the content show any PHI?



HOW ELSE CAN WE HELP?





THANK YOU



mbbagency.com



[@mbbagency](https://www.instagram.com/mbbagency)



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asybert@mbbagency.com