



CRAIG GROUP
STRATEGIC DIGITAL MARKETING

COMPANY CASE STUDY

A Boost For Mental Health: Promoting The Houston Hope Line: HHCI

AT A GLANCE

OBJECTIVE

Craig Group partnered with the Hope and Healing Center & Institute for a no-fee campaign to increase the call volume and awareness of the Houston Hope Line.

RESULTS

The Houston Hope Line saw a surge in call volume and social media engagement.



"Craig Group provided a marketing strategy, messaging platform and media plan to help grow our Hope Line call volume from zero to over 100 per month."

MATTHEW S. STANFORD, PHD
Chief Executive Officer, HHCI

CHALLENGE

Mental burnout and isolation were an unwelcome byproduct of the COVID pandemic. The challenge was that not everyone who needed help knew what options were available for them.

Counselors at the Houston Hope Line, a free call-in resource provided by the Hope and Healing Center & Institute for mental health, were ready to help. Craig Group's no-fee campaign strategy needed to increase both the call volume and awareness of the Houston Hope Line.

SOLUTION

The campaign needed to be both broad in geographical scope but targeted to the people most likely to need help. New creative and visuals for the campaign conveyed relatable messaging that talked like people, not practitioners.

Craig Group utilized Paid Search, Google Ads for users actively seeking resources, and interest based targeted Facebook/Instagram ads to reach the intended audience.

In order to effectively manage the media spend, Craig Group utilized Flighting – or running media only during specific windows to maximize message reception and budget – and Dayparting – running search and social only while phone calls would be answered at the Hope Line. A high visibility Out of Home plan (billboard) rounded out the reach and call based strategy.

RESULTS

Call volume at the Houston Hope Line increased from zero to more than 100 calls per month. Awareness of the community resource also skyrocketed with almost 70K engagements on social media.