

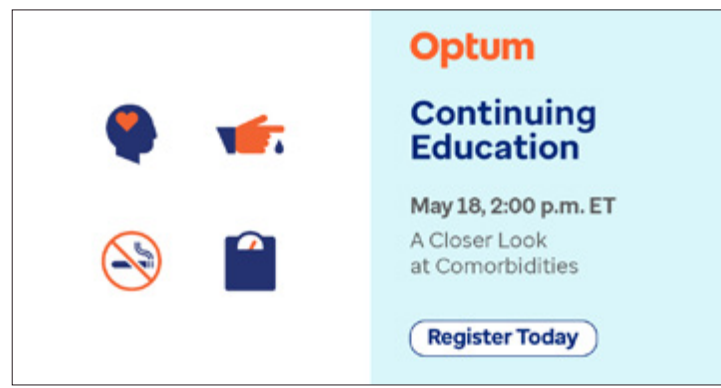
Unified design and campaign planning for the Optum Continuing Education Program

Working with the Continuing Education Program manager, we created a campaign to advertise each course throughout the year. Each month, the items shown below would be posted to social media, the website, and emails sent to registrants and subscribers. Although each course has different imagery, the layout remains consistent for brand awareness and makes it easy to recognize for repeat users. This advertising resulted in consistent gains in registrants and participants.

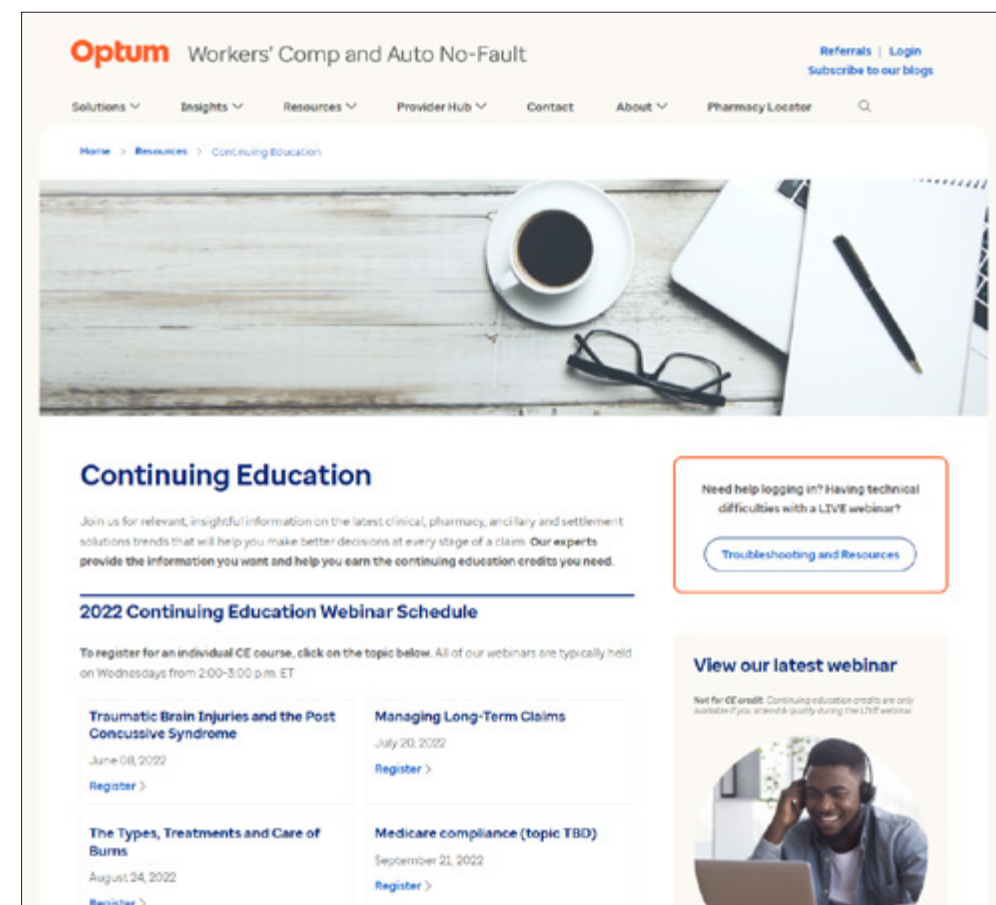
Consistent communication and design led to increased webinar attendance, up 30% in one year.

30 Days Before Event

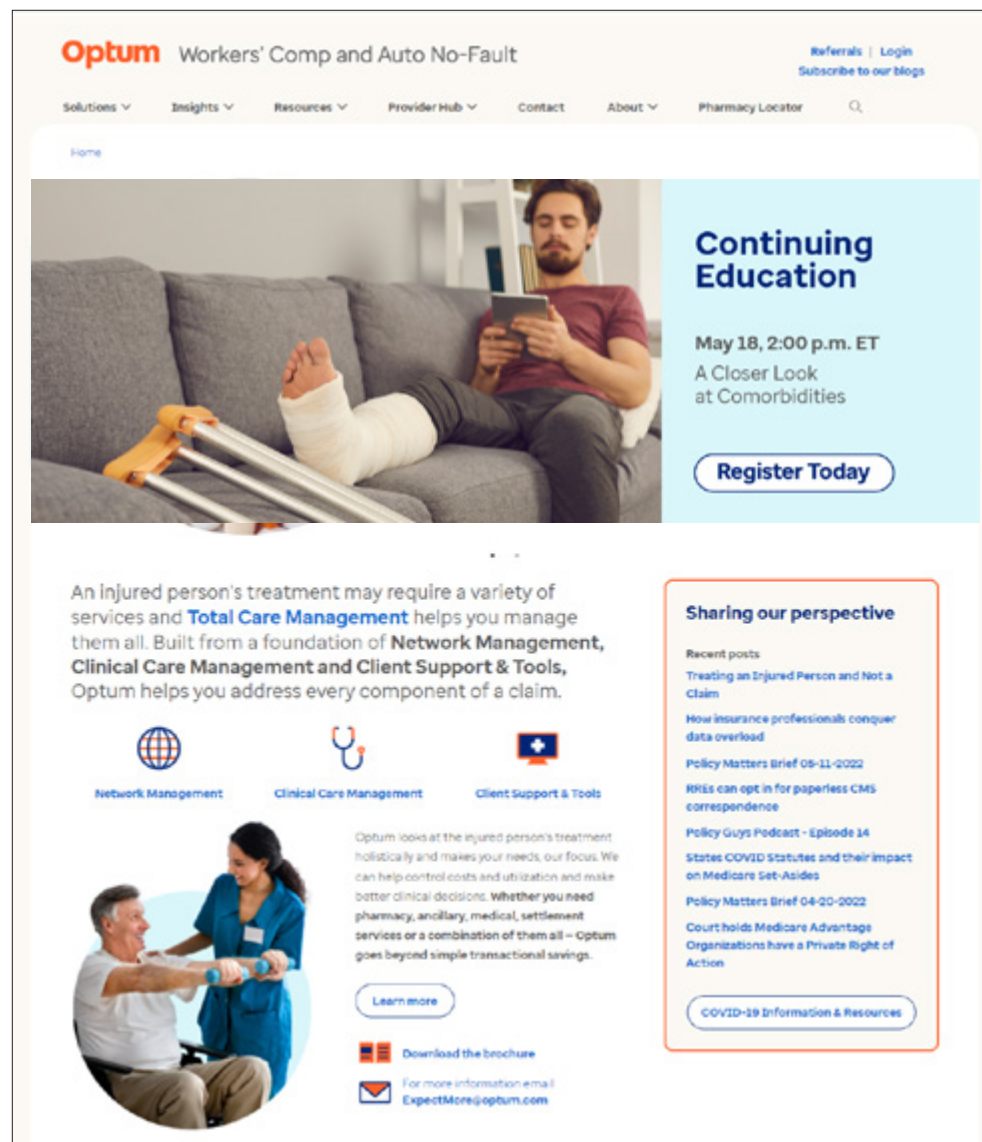
Social promotion



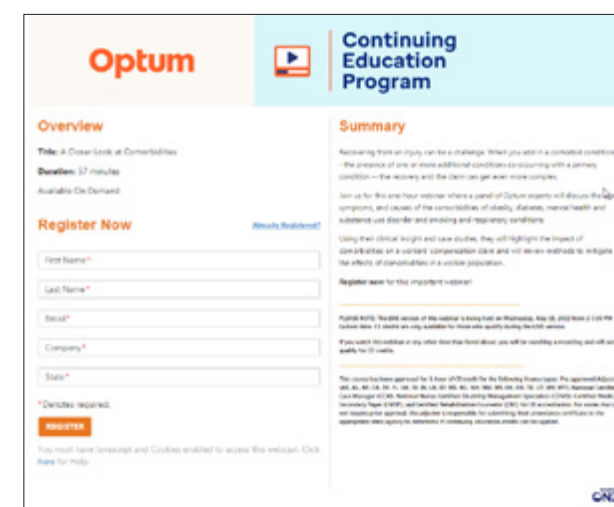
Course linked on education page



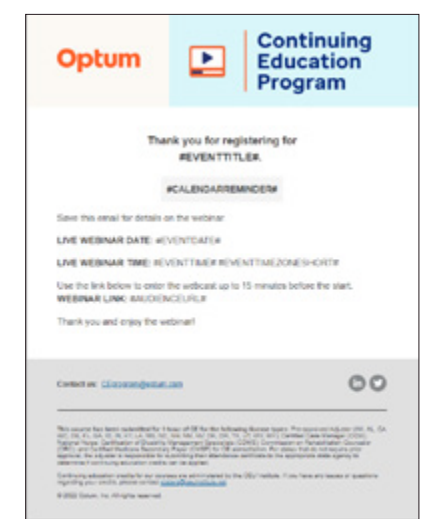
Carousel image on home page



Registration page

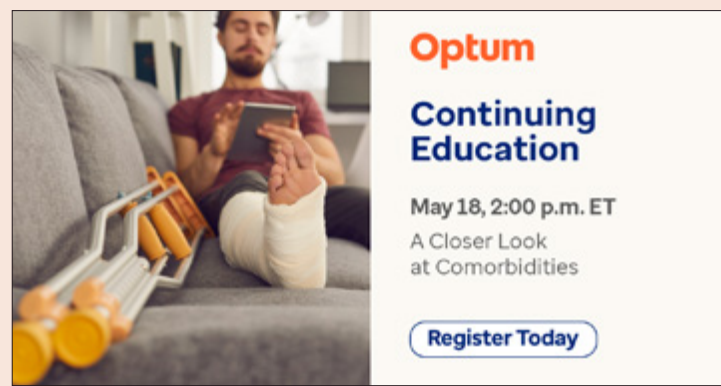


Email, thanks for registering

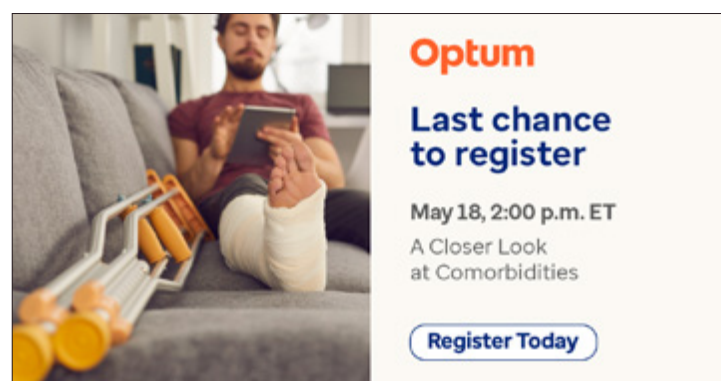


2 Weeks Before Event

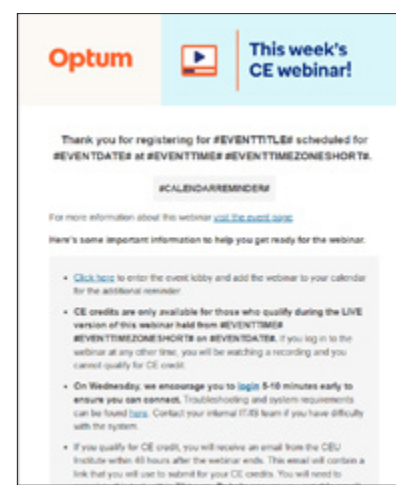
Social promotion



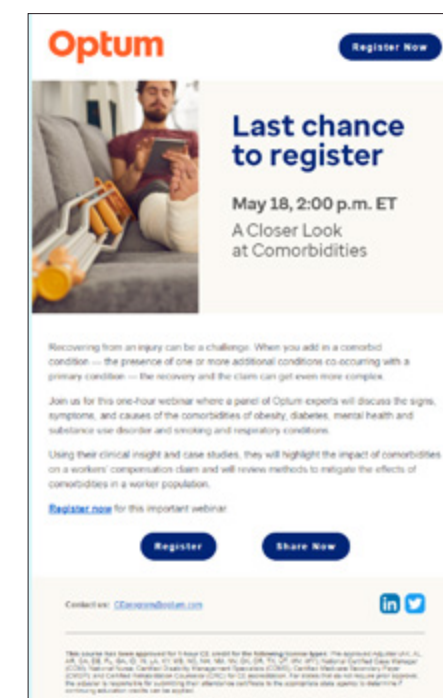
Social promotion



Email, this week's webinar

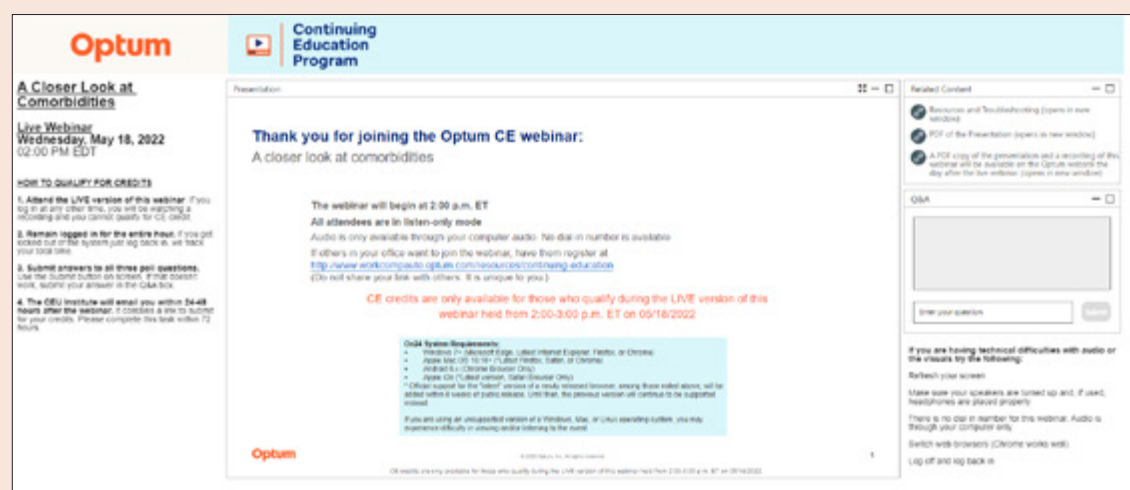


Email, last chance to register

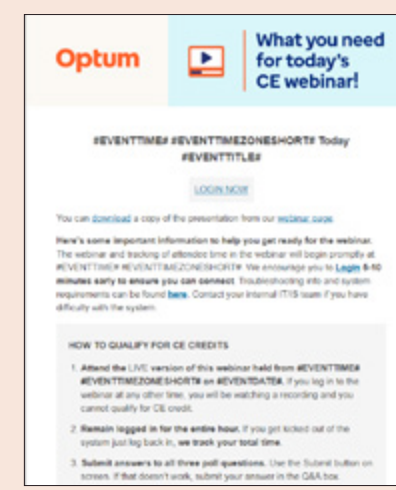


Day Before Event

Event console

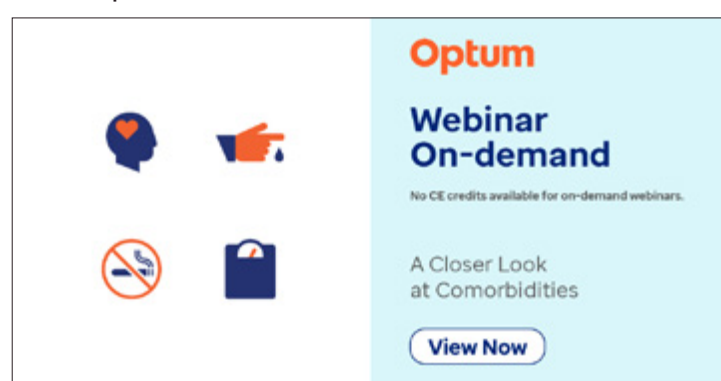


Email, today's webinar

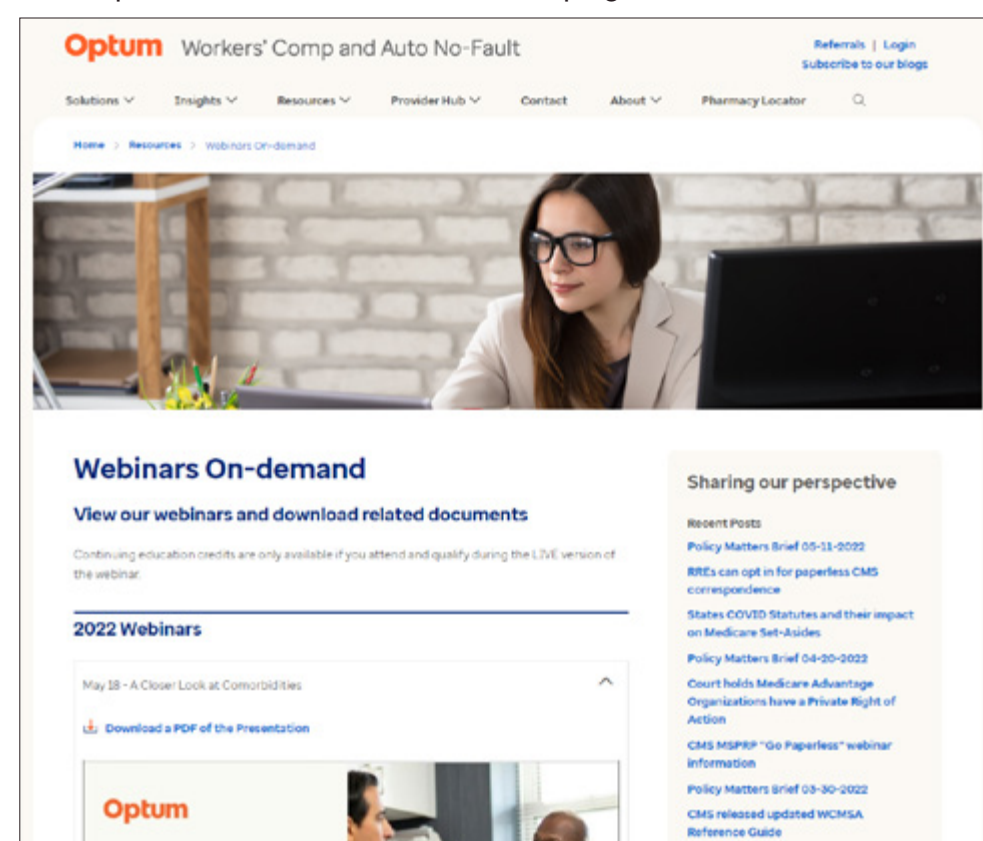


Day After Event

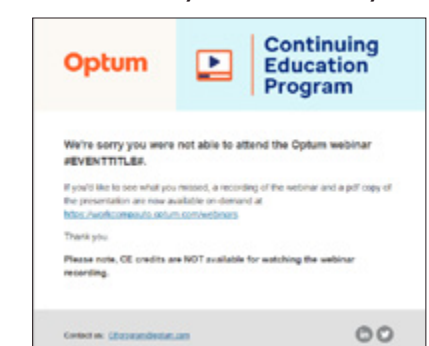
Social promotion



Video posted to webinar on-demand page



Email, sorry we missed you



Email, thank you for joining

