



IMC PROJECT

BIAOH

Brain Injury Association of Ohio

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Table of Contents

Executive Summary p3

SWOT Analysis p5

Media Audit p11

- Social Media p12

- Website p14

- Email Newsletter p15

- Public Relations p17

Competitor Analysis p18

Objectives p21

Target Market p23

Recommendations p29

- Creative Concept p30

- Website p32

- Social Media p36

- Regional Initiatives p43

- Event Marketing p47

- Summary & Metrics p49

Proposed Budget p50

Timeline p51

References p53

Executive Summary

get the most benefit from the resources available, caregivers who are most likely to initiate and call the helpline, and medical professionals who influence the patients and caregivers. In combination with inspiration from the website, these audiences led to the slogan, “Your Journey, Our Support” and “Your Care, Our Support.” This concept is meant to raise awareness for the resources BIAOH provides to both the patients and caregivers who are on the journey through post-traumatic brain injury as well as to the medical professionals who care for these patients, then provide them with the tools they need to thrive.

For this message to be effective, it must be communicated across strategically align marketing channels. We recommended optimizing the website, utilizing social media advertising, regionally targeted mediums, and event marketing. We will present some ways to improve the user experiences on the BIAOH website and social media channels, as well as an advertising strategy for the social media platforms included in Meta and on LinkedIn. Through radio and print ads, BIAOH can heighten their differentiating factor of catering to statewide preferences by specifically reaching those in the Ohio area. Finally, in addition to encouraging the current, successful event initiative, we recommend attending conferences to connect with the medical professional community as well as starting a high school brain injury awareness week of programming.

The goal of this project is to determine the best approach to raising awareness of the Brain Injury Association of Ohio and their resources. Brain injury is an issue that can affect anyone, but there are some people who are statistically more susceptible to TBI, including men and people over the age of 70. The client proposed a couple of challenges they are working to overcome, and one is to decrease the time it takes for someone to learn about BIAOH, which is currently about 2 years.

To reach their goal, there are three objectives to achieve:

1. Achieve 1400 helpline calls from caregivers and patients by the end of 2024.
2. Increase membership signups among all target audiences to 600 by the end of 2024.
3. Decrease bounce rate of the website from 60% to 50% by the end of 2024.

We performed secondary research to identify areas of opportunity to improve awareness. There are three target audiences to focus on: patients who get the most benefit from the resources available, three target audiences to focus on: patients who

Current State of TBI in Ohio

An article published August 7, 2023 by Dyer, Garofalo, Mann & Schultz L.P.A (ohiotiger.com) reports the following statistics regarding Traumatic Brain Injury in Ohio. TBI accounted for:

92K E.R. visits
(2000-2010)

>2.1K Deaths

7.8K Hospitalizations

The rates of fatal TBIs did not change over time, while ER visits increased 78% over a decade (Ohio Department of Health).

Of those hospitalized, **43%** have a related disability a year after the injury (CDC).

30% of patients need some assistance from a caregiver (Flint Rehab)



BIAOH SWOT

ANALYSIS

Strengths

National organization credibility

The Brain Injury Association of Ohio (BIAOH) is a statewide organization incorporated in 1982 and provides services across all 88 counties of Ohio. Its credibility of being a national organization supported by the state enhances trust for patients and donors. Chisholm Law Firm, which provides legal and trademark services to nonprofits nationally, explains how large-scale nonprofits can solicit and receive funding more easily than smaller or more regional nonprofits. Because large nonprofits are more recognizable, donors also believe that their size makes them more productive and effective toward the goals of the cause they are supporting (<https://chisholmfirm.com>).

Hospital collaboration

BIAOH collaborates with many hospitals which enables them to promote a sense of community. By working together towards a common goal, each side is able to develop a sense of belonging and purpose. This sense of community can foster a supportive and inclusive culture, which leads to a wider spread of the non-profit, more volunteers and donors as well as supportive medical professionals. On top of this, it makes things easier for the organization itself and brings in new ideas. It increases potential reach and leads to a higher level of awareness.

Customer focus

The helpline is available 24/7, with a helpline specialist answering the phone from 9-5, Monday-Friday. Calls outside of these hours will be returned as soon as possible when a voicemail is left. This attention to customer service is a significant differentiator. 75% of customers say they have recommended a company based on excellent customer service (Amaresan, 2024) which positively contributed to brand awareness. For a nonprofit that is trying to generate more individual support, having a focus on giving customers a great experience is a fantastic move.

Weaknesses

Lack of awareness

BIAOH ceased operations for a period of time two years ago, when they also stopped uploading social media content. This inconsistent activity might lead people to think BIAOH ceased operations. Although there are efforts to rebuild awareness, including more social media activity, their Instagram and Facebook profile shows low interaction, with the majority of posts receiving 2-4 likes with no comments or shares. Furthermore, despite being a national organization, the strongest awareness of BIAOH is only in Akron and Columbus. This poses a major problem. Credibility and trust are side effects that come with customers being aware of your organization. A lack of awareness makes it much harder to generate support, which for a non-profit, is paramount. This is a call to necessary improvements to the organization's IMC strategy, reaching the Ohio audience.

The website is not optimized

Reviewing the BIAOH website in conjunction with that of other BIA organizations, we determined that there are better ways for the website to be organized that make it easier for visitors to navigate. A customer-focused website encourages visitors to click around and explore further, which improves brand visibility. Carefully crafted website language can also improve performance on search engines. The website is where most potential customers will be spending a lot of their time. It is also one of the main ways BIAOH can engage and communicate with customers. Websites have an extremely important impression on potential customers so anything not fully optimized is a weakness that needs to be addressed.

Limited funding pool

Currently, 70% of operational funding comes from the state, federal support makes up 14% of total operation funding, and individuals make up 16%. BIAOH requires significant resources in terms of coaching staff payroll and time, especially given the commitment to personalized, tailored approaches. By relying too much on one area of funding, BIAOH limits its opportunities to connect with more people and poses a risk to itself if that major funding source were to dissipate. Increasing individual support increases the ceiling of what BIAOH can accomplish as an organization

Opportunities

Brain injury can happen to anyone

As mentioned by the client, every 4 minutes a brain injury occurs and one in every four people in Ohio have had a brain injury which results in a large potential patient group. Furthermore, E.R. visits related to a traumatic brain injury have increased over the past decade (ohiotiger.com, 2023). The increase in patients raises awareness to the crisis that is traumatic brain injury. If the brain injury is severe enough, those patients are often accompanied with a caretaker, adding to the audience.

Not every state has a BIAA branch

In addition to expanding beyond the Akron and Columbus regions with higher awareness BIAOH, not every state has their own Brain Injury Association branch. This presents an opportunity to reach individuals in these states near Ohio. Some of these states include West Virginia, Wisconsin, Minnesota, Iowa, Arkansas, Vermont, Connecticut, and New Jersey.

Women are likely to seek professional help

As mentioned by the client, women are 33% more likely than men to seek professional help. This provides a clear target audience in both patients and caregivers, to raising awareness about BIAOH.

Increase in partnerships between nonprofits

Working with hospitals and other organizations can further enhance credibility, awareness, and impact of the association. A Forbes article published January 11, 2024 states that collaboration between nonprofits will be paramount for the future to boost innovation in the sector.

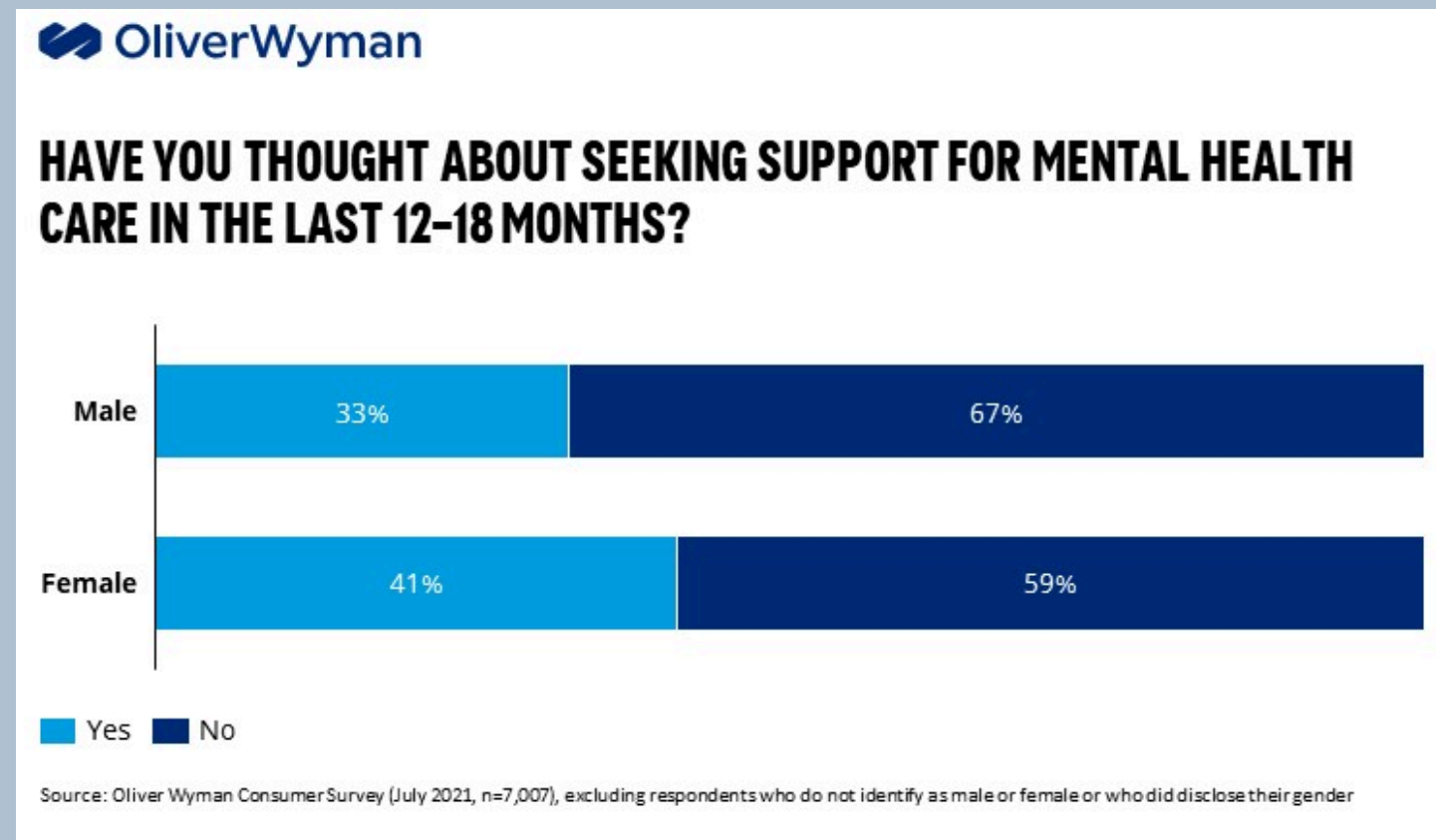
Threats

Varying levels of readiness

Not all customers value the need for BIAOH's service. For example, as mentioned by the client, professional and student level sports believe that associating with a brain injury association would highlight the danger of the sport, thus incentivizing individuals to avoid the activity. This threat limits the market segment by those who experience a higher likelihood of needing the services BIAOH provides.

Perceptions on seeking mental health help

Men are less likely to seek professional help but are more likely to develop an injury (Wyman et al., 2022). Not only is this dangerous to this audience for their own wellbeing, but this provides a challenge for BIAOH most opportune audience. The male demographic will require a certain level of attention more so than women because of this threat.



Threats

Miscommunication

There are other, similarly named brain injury programs and nonprofits offering similar resources. Survivors and caregivers are often confused about the differences of these organizations. For instance, the Ohio Brain Injury program is a source of funding for BIAOH through Ohio State. This added confusion can prevent the target audience from reaching BIAOH resources and unnecessarily annoy them if they have to search too long. This is something that matters less when you have a high brand awareness. It's not something you can completely avoid, however it is a concern that should be on the radar.

External factors

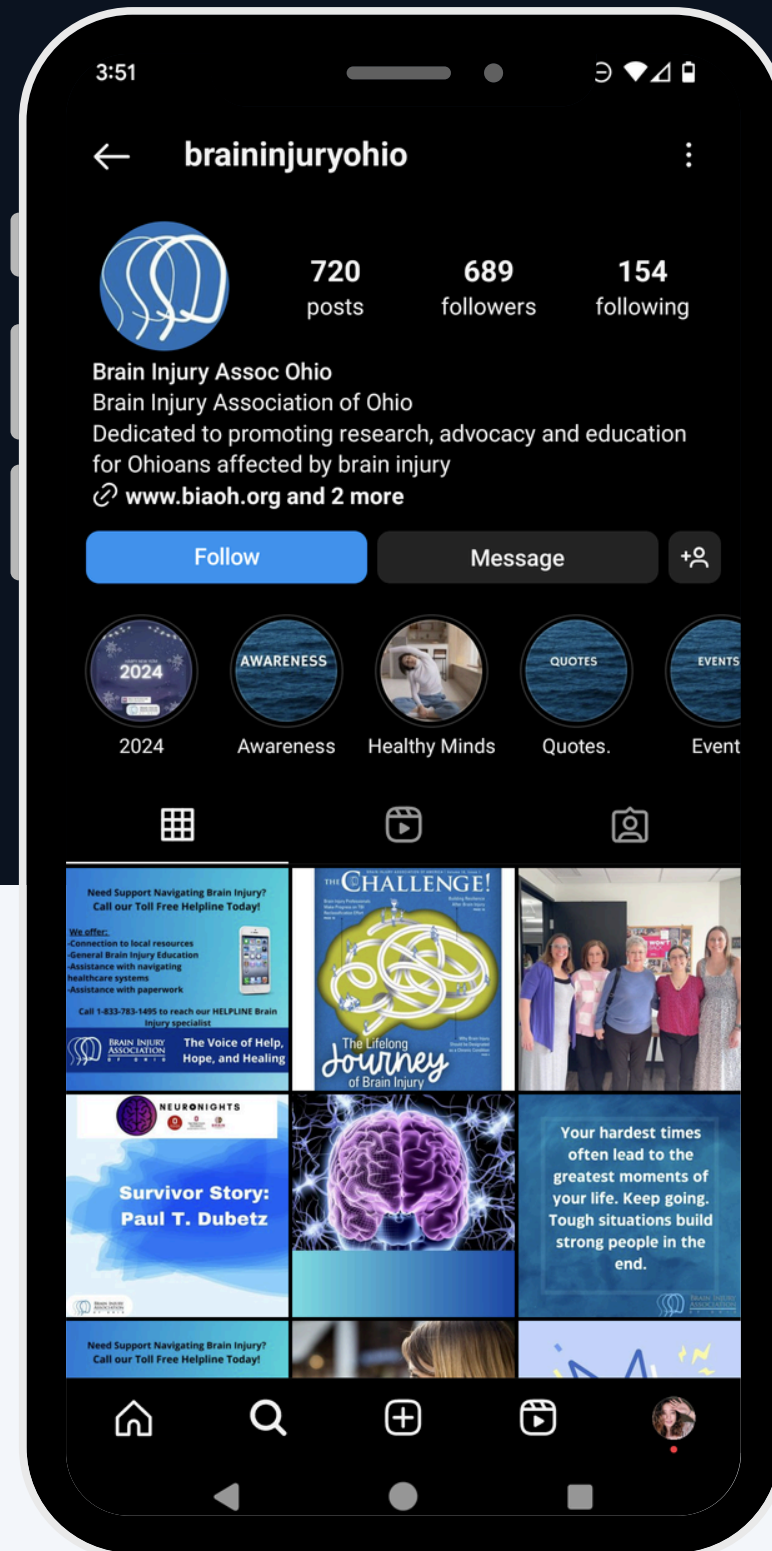
Changes in health care regulations, funding, or other external factors can influence the association's continuity or efficacy. Many state laws governing nonprofit corporations prohibit the transfer of funds restricted for specific charitable purposes without judicial approval. For example, if BIAO would solicit and receive donations that were earmarked by their terms for the construction of a new surgical suite and some of those funds were left over after the suite was constructed, BIAO would have to obtain a court order allowing it to use the excess funds for other purposes which contains a lot of resources. (Gray, 1983)



MEDIA AUDIT

**SOCIAL MEDIA, WEBSITE,
PR, EMAIL, OUTREACH**

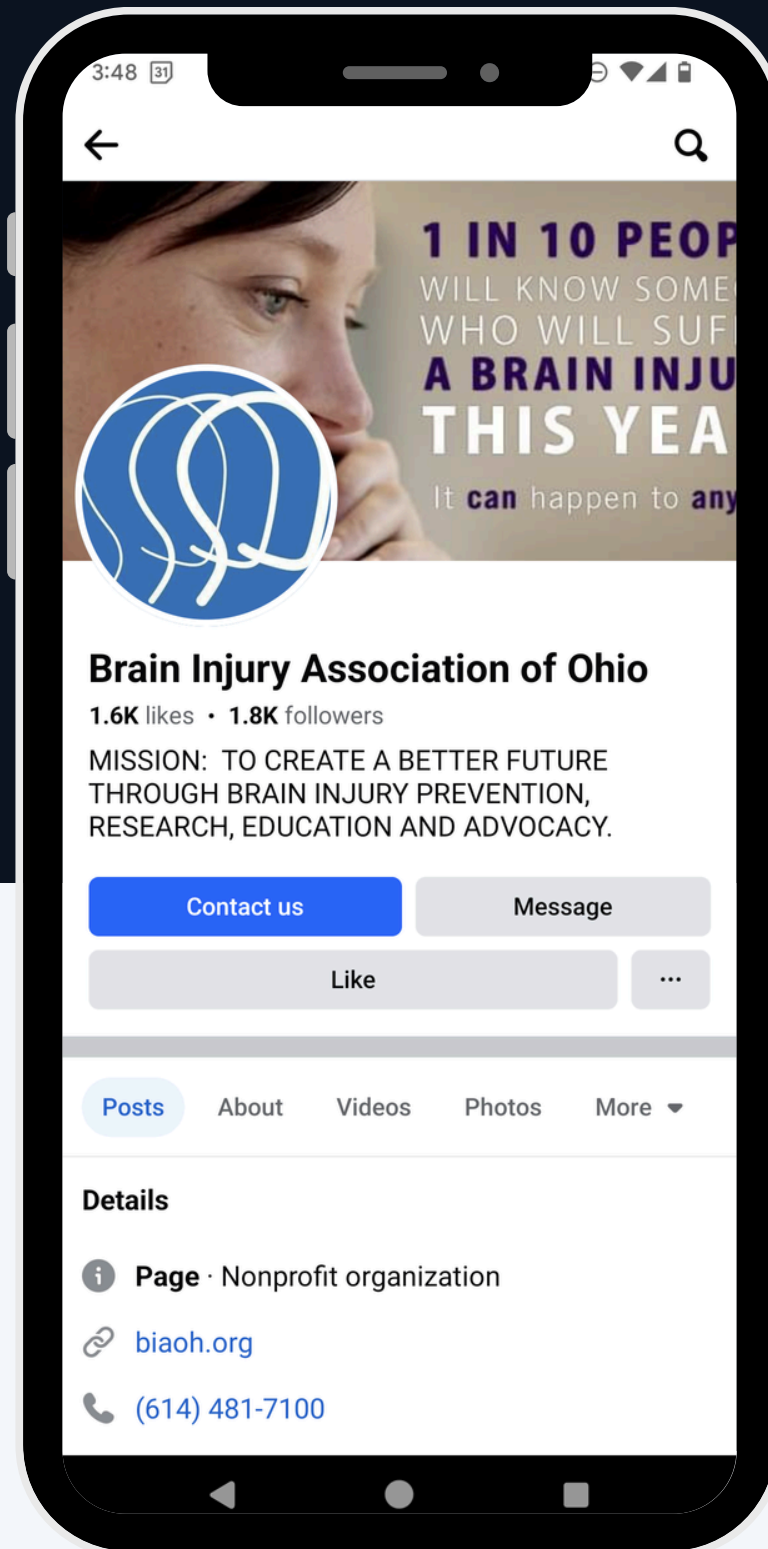
Social Media



Instagram

- @Braininjuryohio posts mainly informational graphics, upcoming events, and holidays
- 689 Followers, 1,026 Profile visits, reach of 3,099
- Most posts get 2 to 4 likes, only a few have 20 or 30 likes
- They post 1 to 2 times a day, with most posts getting no comments and very few shares

Social Media



Facebook

- Most of their posts consist of talking about upcoming events as well as some posts containing statistics and other relevant information about brain injuries.
- 1.8 thousand Followers, 6,357 profile visits, reach of 66,652
- Most posts get 2 to 4 likes, only a few have 20 or 30 likes
- They post 1 to 2 times a day, with most posts getting no comments and very few shares

Website Audit

BIAOH currently runs a website that shares information about brain injuries and the services they offer. The website also showcases the events and programs available for the public. There's also information on their mission and understanding brain injury.

Website Visit rate: 1.3 k/month

Observations:

- Lack of consistent coloring with the brand
- Cluttered tab section with too many tabs. Information overload.
- Limited connection with the viewer with no pictures or testimonials from supporters
- Phone line is not a focal point of the front page
- Limited “Why” explanation under the donation tabs
- Excessive “white space” that could be filled to engage the viewer

Email Newsletter

BIAOH currently utilizes email newsletters, which members become subscribed to when they signup. Using the tenants established by the Content Marketing Institute (Harris, 2023), we evaluated the value the current newsletter provides on a 1 (needs improvement) to 5 (excellent).

1. Readability - Does the newsletter makes use of quick, catchy sections to make scanning the letter easier?

- 2 - Readability could be improved in the newsletter's introduction by adding and bolding headers in the bullet points that describe the elements on the letter. The size of the monthly update newsletters could also be condensed for the reader to not have to search very far for the topic they are most interested in.

This week: We track marketers as they shift their focus from the **Jetsons to the Joneses**, unpack the strategy behind why a legacy brand acquired a viral hit, and wrap up some lessons learned now that 2022 is in the rearview mirror:

From out-spend to out-smart: Tough economies make tough marketers, if they're willing to get going when the going gets tough. Here's how marketers plan to outmaneuver the competition this year, after so many years of trying to outspend. **(Digiday)**

Definitely M-A-Y-B-E: Can a viral success sustain? Unpacking the strategy of Wordle's acquisition by the New York Times. **(Harvard Business Review)**

If I could return back time: Here are the reasons customers return products they buy online, ranked. **(Insider)**

I hate to burst your bubble: Practicality and profitability seem to be the unglamorous buzzwords driving excitement at this year's CES. Move over meh-taverse. **(Bloomberg)**

wrap-ups published by Reddit, Google, say more has changed in the past few years ging. **(LinkedIn)**

and how's your Wordle game these days?



Email Newsletter

2. Storytelling Value - Does the newsletter go beyond the headlines and blurbs to create an immersive experience for deep-readers?

- 5 - BIAOH newsletters are descriptively written and genuine, cultivating an enjoyable read.

3. Reader Focus - Does the newsletter show interest in the reader and their needs, not just sharing the brand's message?

- 3 - Yes, but there is room for additions. The newsletter includes event and educational opportunities, it could also include educational elements about brain injury within the newsletter and the change for members to respond and interact with the organization by providing feedback or sharing their story.

4. Clear Calls to Action - Does the newsletter have a clear purpose and objective for what the reader should do after reading the letter?

- 3 - Each newsletter is sent with a purpose, such as informing about upcoming events and encourage participation. However, these update emails can be overwhelming with the sizable graphics and numerous options.

5. Attractive, User-Friendly Design - Does the newsletter feel current and inviting, built with a good user experience in mind?

- 4 - The design is simple and cohesive to the BIAOH brand. We would only suggest making the email easier to navigate such that the user can easily find what topic in the email they are more interested in without scrolling for too long

Public Relations



BIAOH is currently making use of event marketing to raise awareness about Traumatic Brain Injury in Ohio. In September, the annual “Cerebration Walk, Roll, Run” significantly spikes Facebook visits and reach by over 200%. Social media campaigns for Brain Injury Awareness month in March also significantly increase reach and visits primarily on Facebook but also slightly on Instagram. Some events include a Calendar raffle which selects a winner every day in March; Art Short: Resilient Minds where brain Injury survivors create art; and the Advocacy Day which includes a lunch, advocacy awards, and meeting with legislatures in Columbus. The Annual Brain Injury Association conference in October provides a connection to business and medical professionals. BIAOH webinars also provide an avenue to connect with people out of the area.

Event marketing has raised significant awareness to BIAOH, given their Meta social media metrics over time. However, media coverage on their events are limited. The Akron Beacon Journal wrote an article, which mention the Resilient Minds event, but other articles are few and far between. We can conclude that events work well improving awareness of BIAOH, but reaching out to regional print media couriers could fully maximize the potential of these events,

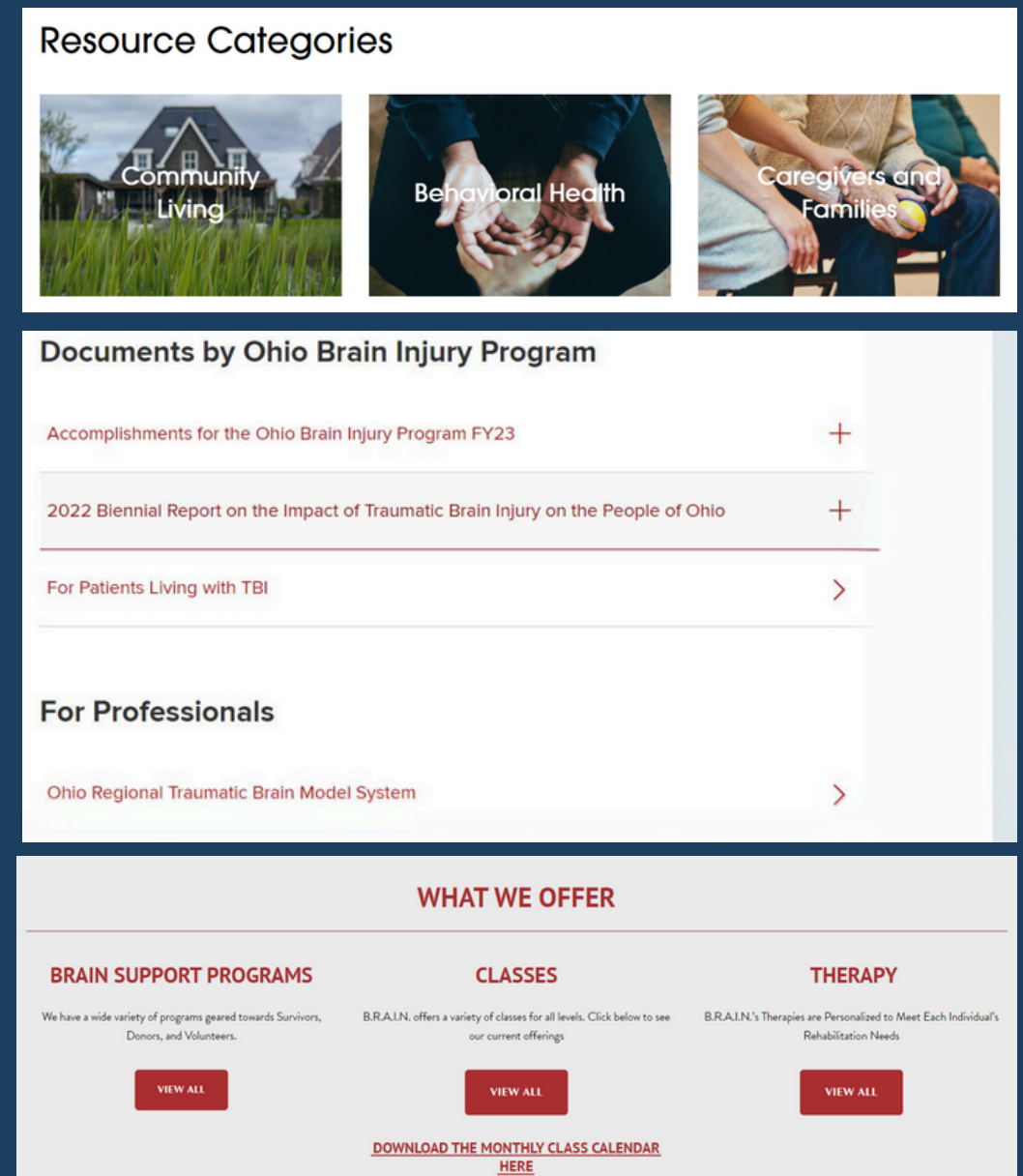
Competitor Analysis

The purpose of our competitor analysis is to identify both areas of improvement for BIAOH and alternative offerings.

National Association of State Head Injury Administrators- aims to “assist state government in promoting partnerships and building systems to meet the needs of individuals with brain injury and their families” (nashia.org). NASHIA offers information on a variety of brain injury-related topics including domestic violence, employment, and veterans for free. NASHIA also has many publications, CDs, and Webcasts on a variety of brain injury-related topics available for purchase.

Ohio Brain Injury program- Done through Ohio State. They operate a helpline and have numerous support groups. They do a great job at differentiating between sections of the website that caregivers and patients should access, and where medical professionals should as you can see to the right.

Brain Rehabilitation and Injury Network is a non-profit recovery and resource center for people who have suffered a brain injury. “We believe that those with brain injuries deserve a lifestyle that is full of purpose, grace, and beauty.” (https://www.thebrainsite.org/). They do a great job at offering services to those affected by brain injuries in a very clean and concise layout.



Resource Categories

- Community Living
- Behavioral Health
- Caregivers and Families

Documents by Ohio Brain Injury Program

- Accomplishments for the Ohio Brain Injury Program FY23
- 2022 Biennial Report on the Impact of Traumatic Brain Injury on the People of Ohio
- For Patients Living with TBI

For Professionals

- Ohio Regional Traumatic Brain Model System

WHAT WE OFFER

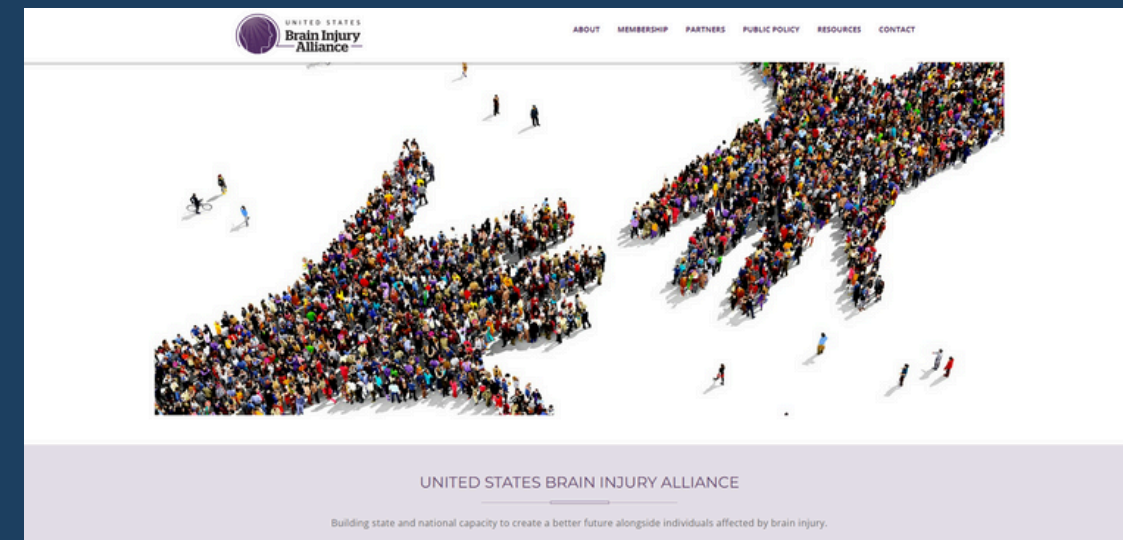
- BRAIN SUPPORT PROGRAMS**
We have a wide variety of programs geared towards Survivors, Donors, and Volunteers.
[VIEW ALL](#)
- CLASSES**
B.R.A.I.N. offers a variety of classes for all levels. Click below to see our current offerings.
[VIEW ALL](#)
- THERAPY**
B.R.A.I.N.'s Therapies are Personalized to Meet Each Individual's Rehabilitation Needs.
[VIEW ALL](#)

[DOWNLOAD THE MONTHLY CLASS CALENDAR HERE](#)

Competitor Analysis

United States Brain Injury Alliance:

- Very Engaging home page with lots of pictures and animations
- Relevant statistics regarding brain injuries are front and center
- Memberships come with the benefit of being able to connect with others in a community to stop brain injuries nationwide



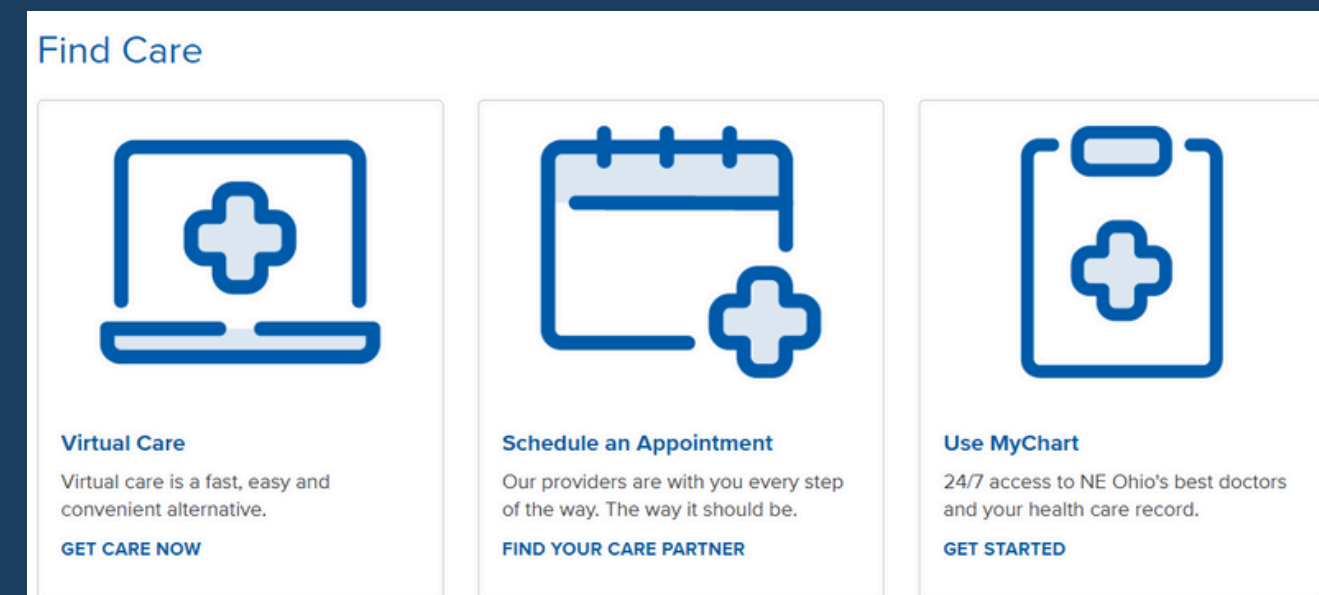
United States Brain Injury Alliance:

Brain Injury Association of Pennsylvania:

- Has a very engaging homepage
- Advertises the helpline very well
- Makes it easy to find a way to donate

Metro Health:

- Emphasizes finding patients help for whatever they need
- Great use of visuals throughout the homepage



Metro Health:

Partner Prospects

Forging partnerships with other hospitals or organizations is a great strategic move to enhance credibility and make it easier to spread awareness of not only the association but also the seriousness of TBIs. Collaboration between nonprofits is essential to the sector and will encourage and make it easier to innovate (Forbes 2024).

With that in mind, a potential partner for BIAOH could be the **Ohio Valley Center for Brain Injury Prevention and Rehabilitation**. The Ohio Valley Center is one of the many TBI Model Systems research centers in the country. John Corrigan and his colleagues conduct research and publish on a variety of topics including TBI and substance abuse, domestic violence, and employment. This year, OSU added additional content for professionals working with individuals living with TBI, with a page entitled, Ask an Expert About TBI. This site offers information specifically designed for community service providers.

A partnership with them could be a great way to bring on new ideas and extend the exposure of both organizations. This would help to enhance programs such as the 24/7 Helpline and the education summits, as well as spread awareness of the support groups and Webinar events.



Objectives

Goal: Increase awareness and understanding of brain injury generally and in the medical community through education by decreasing the time it takes to learn about this resource from 2 years to 1 year. We will know the tactics are successful based on reaching the following objectives:

Objective 1: Achieve 1400 helpline calls from caregivers and patients by the end of 2024.

- As mentioned by the client, BIAOH has seen exponential growth in the number of phone calls since reestablishing themselves as an active organization in 2020. They reached 700 helpline calls by the end of 2023, having doubled their calls from 2022. As such, we think that because of the growth in past years, going from 700 to 1400 helpline calls by the end of this year is achievable. They mentioned that caretakers are often the audience making calls in comparison to patients, which is why targeting both caregivers and patients in outreach initiatives will help make the objective evermore feasible.



Objectives

Objective 2: Increase membership signups among all target audiences to 600 by the end of 2024.

- Currently the trend in membership signups is approximately 100 new members per year. Optimistically keeping with the trend, the objective is to increase membership by 200 people in 2024. Membership signups contribute to the goal of awareness and education among patients, caregivers, and medical professionals because the members have access to resources for brain injury and mental wellness education and updates. It is also a strong indicator of brand awareness, given that members are not only aware of BIAOH, but they also understand what they stand for and are interested in connecting with the organization.

Objective 3: Decrease bounce rate of the website from 60% to 50% by the end of 2024.

- The ideal bounce rate on a website is below 40%. 60% and higher indicates that the website needs evaluated for customer appeal and engagement (Silva, 2024). Based on this recommendation, the BIAOH website needs to be revisited for improvement. Through our competitor analysis, we found ways of structuring and improving the website to be more user-friendly while being coherent with the consistent theme for social media across multiple platforms. Decreasing the bounce rate means that visitors are engaging more the BIAOH website content, raising their awareness of and potentially interest in the brand.





TARGET AUDIENCE

**PATIENTS, CAREGIVERS,
MEDICAL PROFESSIONALS**

Target Audience

Patients

We are targeting anyone who has a brain injury. Our main age range is 15 - 25 & 75+.

Why 15 - 25 Years Old?

Risk-taking behaviors - Adolescents and young adults often engage in riskier behaviors, such as sports without proper safety equipment, reckless driving, or substance abuse, which can increase the likelihood of accidents leading to brain injuries.

Sports injuries - Participation in contact sports like football, soccer, or hockey can lead to head injuries, especially if proper safety precautions aren't followed.

Developmental factors - The brain continues to develop during adolescence and into young adulthood, and it may be more vulnerable to injury during this period.

Peer pressure and social influences - Young people may be more likely to engage in behaviors that increase the risk of injury due to peer pressure or a desire to fit in with their social group.

Target Audience

Patients

We are targeting anyone who has a brain injury. Our main age range is 15 - 25 & 75+.

Why 75+ Years Old?

Increased risk of falls - Older adults are more susceptible to falls due to factors such as decreased balance, muscle strength, and vision, as well as age-related conditions like osteoporosis. Falls are a leading cause of traumatic brain injuries (TBIs) in this age group.

Medical conditions - Older adults may have medical conditions such as Parkinson's disease, stroke, or Alzheimer's disease that can increase the risk of falls or other accidents leading to brain injuries.

Fragility - Aging can lead to changes in the structure of the brain and blood vessels, making older adults more susceptible to brain injuries from even minor trauma.

Environmental factors - Older adults may encounter environmental hazards such as uneven surfaces, poor lighting, or cluttered living spaces that increase the risk of falls and accidents.

Target Audience

Caregivers
are more likely to call
and get help or
information to properly
care for the person.

Why Caregivers?

Primary Decision-makers - Caregivers are often the primary decision-makers when it comes to seeking resources, support, and services for individuals with brain injuries. They play a crucial role in managing the care and well-being of their loved ones, making them a key audience to engage with.

Information Seekers - Caregivers are constantly seeking information and support to better understand and manage the challenges associated with caring for someone with a brain injury. By targeting them with relevant resources and information, the Brain Injury Association of Ohio can fulfill a critical need and establish itself as a trusted source of support.

Emotional Support - Caring for someone with a brain injury can be emotionally and physically demanding. Caregivers may experience stress, burnout, and feelings of isolation. By offering emotional support services and community resources, the Brain Injury Association of Ohio can address the unique needs of caregivers and provide them with a sense of belonging and understanding.

Advocacy and Education - Caregivers may benefit from advocacy efforts aimed at raising awareness about brain injuries and advocating for policies and services that support individuals and families affected by brain injuries. Educational programs and workshops can empower caregivers with the knowledge and skills needed to navigate the complexities of caregiving.

Target Audience

Medical Professionals

- Audience size in Ohio (BLS)
 - Neurologists - 9,350
 - Physical therapists - 9,220
 - Occupational therapists - 6,060
 - Total - 24,630

Why Medical Professionals?

Referral Source - Medical professionals, including physicians, neurologists, physical therapists, and rehabilitation specialists, often interact with individuals who have sustained brain injuries or are at risk of doing so. By targeting these professionals, the Brain Injury Association of Ohio can establish itself as a valuable resource to which they can refer patients and their families for additional support and information.

Advocacy and Awareness - Medical professionals play a crucial role in advocating for their patients and raising awareness about brain injuries within their communities. By engaging with medical professionals, the Brain Injury Association of Ohio can leverage their influence to advocate for policies and initiatives that support individuals and families affected by brain injuries.

Collaborative Care - Collaboration between medical professionals and community organizations like the Brain Injury Association of Ohio is essential for providing comprehensive care to individuals with brain injuries. By fostering partnerships and interdisciplinary collaborations, the association can facilitate a holistic approach to care that addresses the physical, cognitive, emotional, and social needs of patients.

When do patients seek professional help?

Part of the job of BIAOH in their raising awareness of the organization requires raising awareness of the problems. What is the driver of action for our patient target audience? What are the signs caregivers and medical professionals should look for to seek out the BIAOH? Whereas the physical effects of TBI are easier to determine the level of professional help needed, the mental toll of the problem can be more difficult to discern. To reach our proposed objectives, it is important to determine what drives this audience to take action. Psychologist, Dr. Konstantin Lukin, described the more common reasons people seek professional help in his Psychology Today article (2019).

1. Feeling “different” from friends and family.
2. Feeling alone in thoughts and reporting a sense of isolation and loneliness.
3. Wanting to think positively, but being unaware of the obstacles that keep us grounded in negative thinking.
4. Experiencing self-doubt.
5. Avoiding negative feelings, rather than spending time getting curious about them.

Structuring marketing communications such that they raise awareness not only for the services BIAOH provides but also when the services should be used will increase helpline calls, because it decreases the gap between awareness of need and action.



RECOMMENDATIONS

**PREVIEW MEDIA
TYPES HERE**

Creative Concept

Your Journey, Our Support

The idea was gathered from the current BIAOH website, where we found the hashtag #mybraininjuryjourney. This concept is meant to communicate that as patients and caregivers go through the experience of dealing with the effects of a traumatic brain injury, they are not alone. BIAOH will be there to support them in care, advice, education, therapy, and more. It applies to both target audiences of patients and caregivers, making them feel seen and care for. For the caregivers, it places emphasis on the resources available to their 'patient', sharing that they are not alone in the challenges while caring for a TBI patient. To the patients, they receive peace of mind that they can get the care they need.

We wanted to adapt this concept slightly to target the medical professional community with "Your Care, Our Support." It parallels the overarching concept of "Your Journey, Our Support" but the intent is to place emphasis on educating medical professionals more about the patient's experience after the clinic, so that they can help share resources available to the patient once they are released.

Media Strategy

Website Optimization
Social Media
Regional Media
Event Marketing



Website

From the audit, there are many opportunities for improvement with the website to optimize the viewer experience to reduce bounce rate.

1. Divide the website into content for medical professionals and caregivers and reduce the number of tabs
 - There needs to be a focus on the main points of the message to narrow the information so it is easily accessible to the viewer. Splitting the website targets the two main target markets and creates an easier navigation process. The top tab is cluttered and reducing the number of tabs will help with clarity and ease of use.
2. Showcase the donate button on the main page more predominantly. Highlight and share why viewer should be interested to donate
 - The donate button is currently hidden at the bottom of the page. Making it a focal point will bring the viewer in to a call to action, opening an opportunity to share more information about the cause. Messaging on the “Why” will create a connection with the viewer, and if there is a greater connection there is a greater chance they will support the organization.

Website

3. Create a personal connection through the use of images of patients, events, and support groups. Gather testimonials from real people in the community to create a relationship with the viewer
 - Images of events and people will create a sense of community on the website. People feel connected when they see others receiving support as they are able to see themselves. Testimonials are a great way to showcase people using the services and allow for a story to be told. Through images and testimonials, it expresses the journey that patients are on and how BIAOH can help.
4. Showcase the Helpline number more predominantly.
 - Currently in small script at the top of the website. The helpline is the most used service in the organization. Making it a focal point on the main page in larger print will increase the likelihood of a patient/caregiver to find and use it.
5. Brand and color consistency
 - Consistency ensures that your brand is recognizable and representative.

Current Website



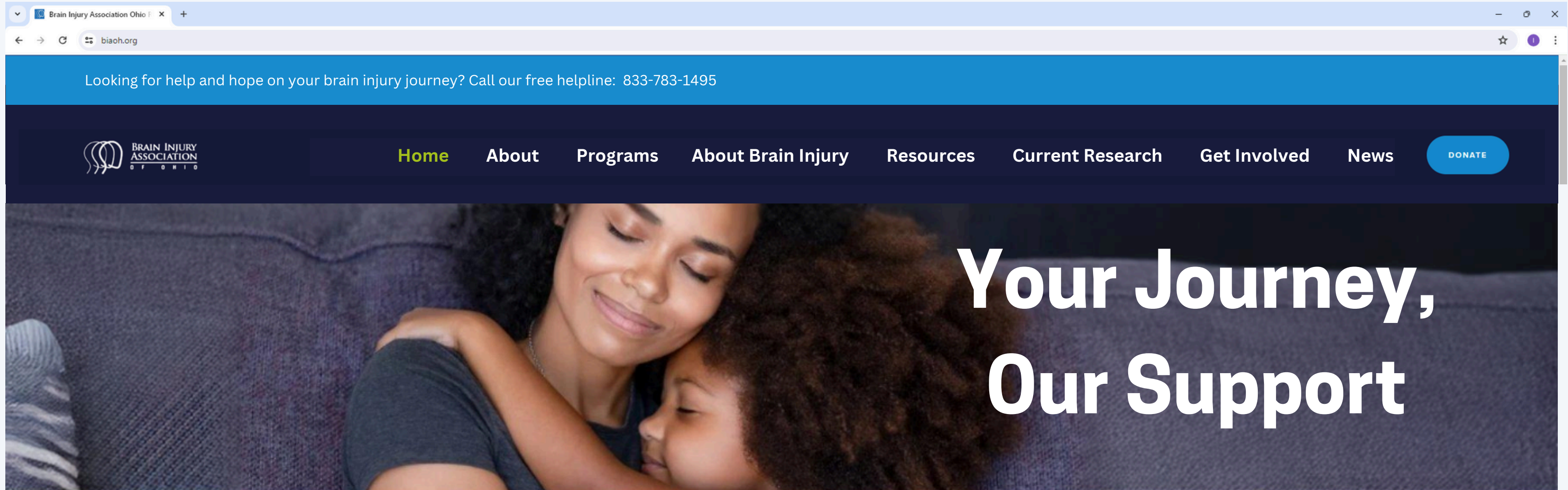
**Helpline is hidden
in small text at the
top**

**Cluttered tab
section with small
text**

**No images or
personal connection
and lots of white
space**

**Donate button is
hidden below with
limited "Why"**

Website Example



Welcome

In the blink of an eye, everything can change. 1 in 4 adult Ohioans have incurred a Traumatic Brain Injury in their lifetime. Brain injuries can happen at any age, to any race, ethnicity, gender or socioeconomic class. We are here to help and support you on your journey.

[Learn more here](#)



Let us support you on your journey
Call our free helpline: 833-783-1495

How you can Help

BIAOH has been working for the people of Ohio for over 30 years to provide assistance and support in the cause of brain injury prevention, treatment, research, education and advocacy.

[Donate](#)

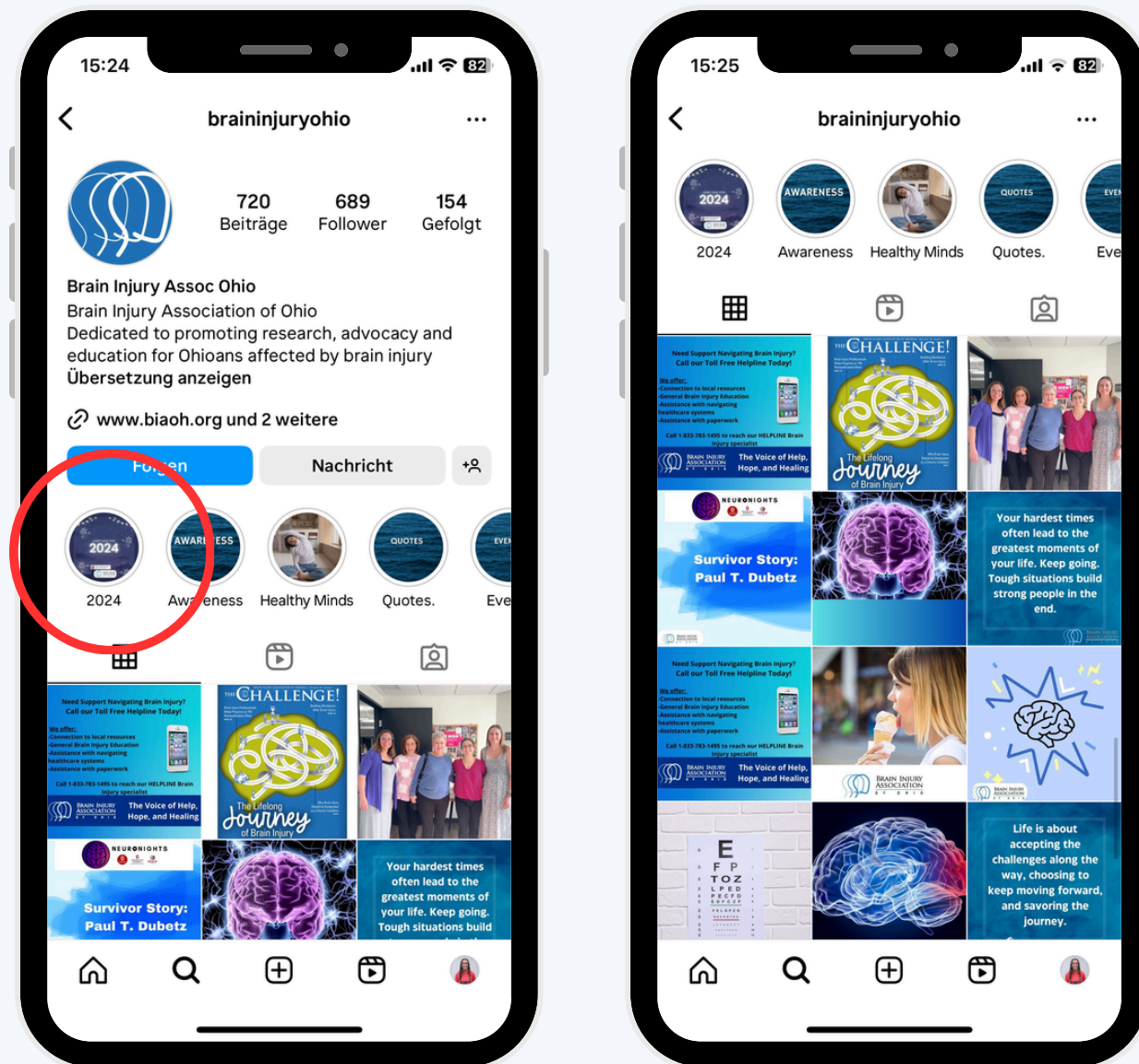
Medical Professionals

Your Care, Our Support.
Medical professionals play a crucial role in advocating for their patients and raising awareness about brain injuries within their communities.

[More Information Here](#)

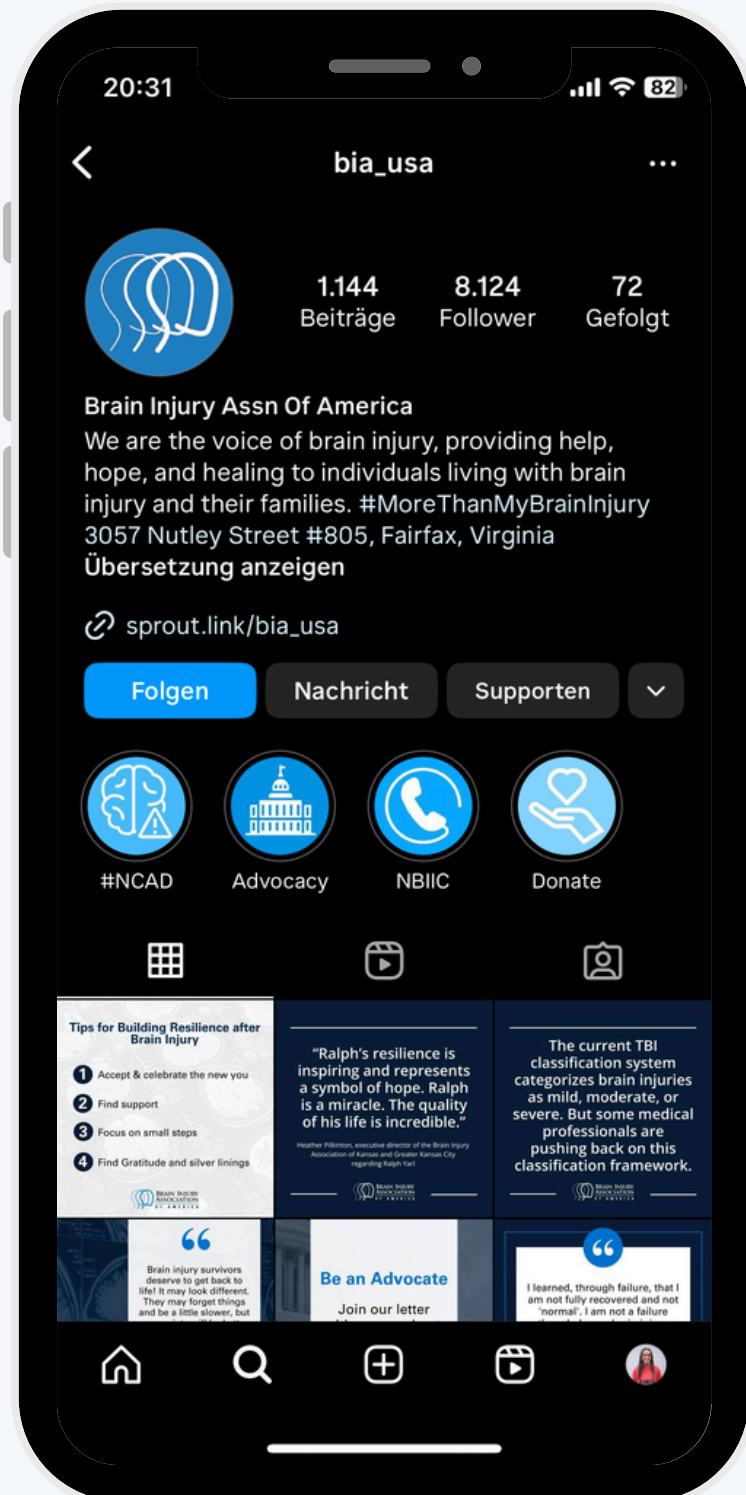


Instagram



- Restructure the Instagram account
 - Set consistent fonts and color: being consistent in your design ensures that your brand is recognizable and representative. Additionally, it sets the mood and emotion of brand expression.
 - Incorporate slogan: Include “Your Journey, Our Support” and “your care, our support” in the biography so that profile visitors get a first impression what the profile and organization is about.
 - To live the slogan, get the audience involved and let them share their journey.
 - Link Instagram with Facebook: For daily posts, like these two social media accounts together. It will be less work and adds consistency.
 - Have a consistent schedule: Post at the same times every day and similar topics every months. It would allow Followers to know what to expect.

Instagram Design example

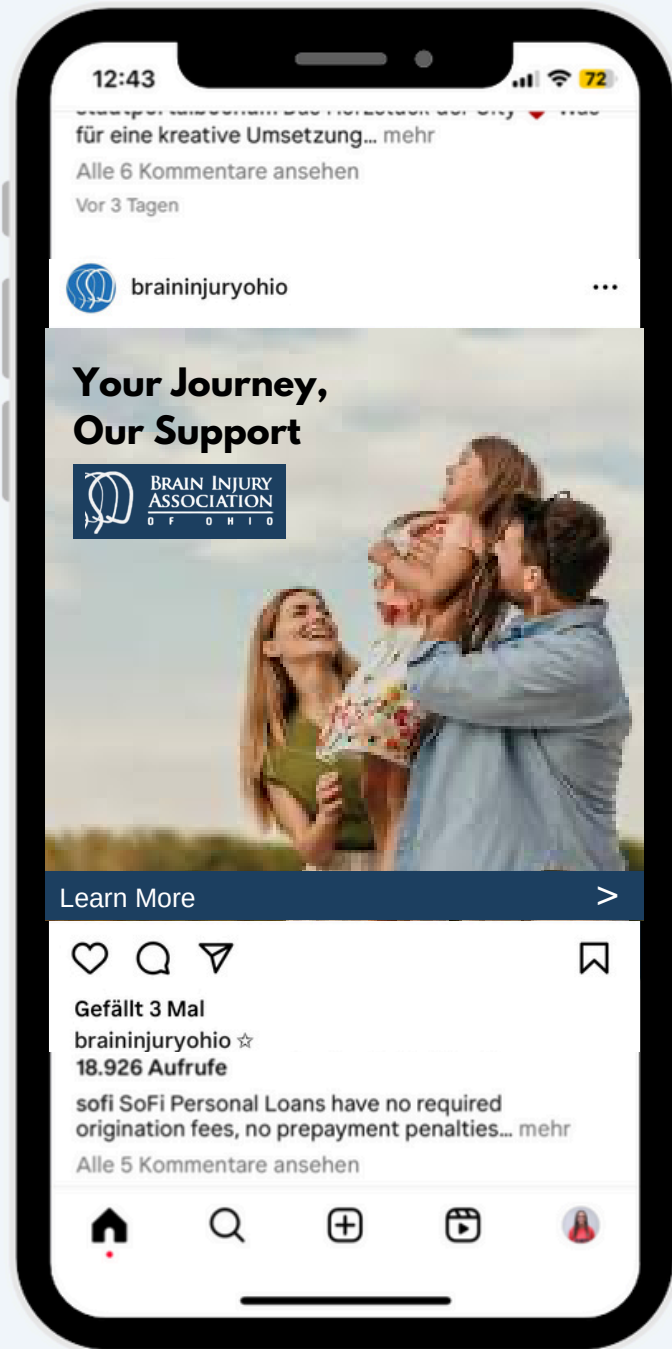


- The brain injury association of USA has a good continuous design
 - Posts have the same fonts and colors
 - Story highlights icons are similar

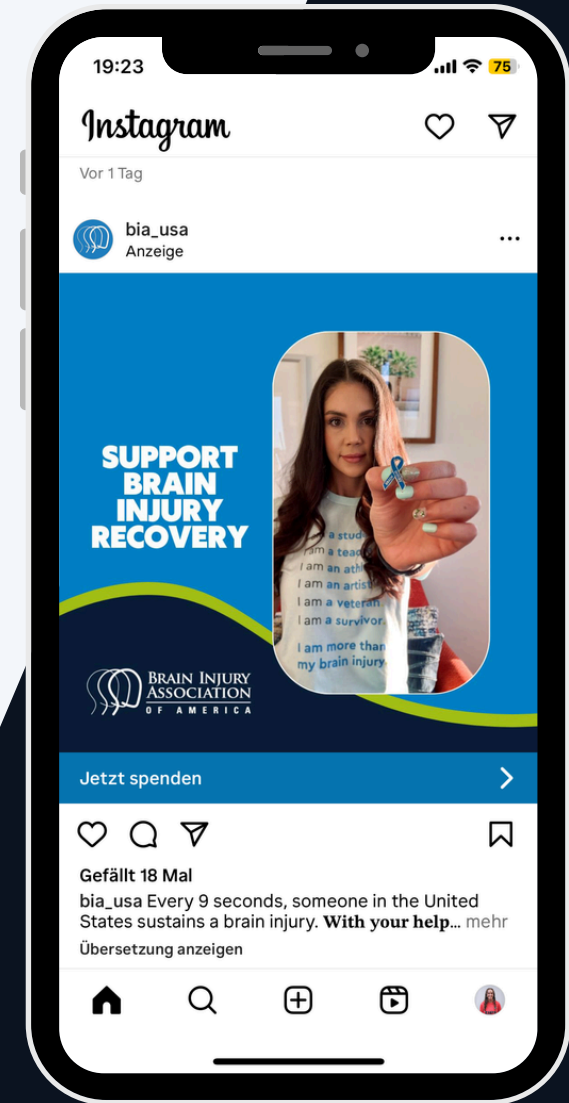


Meta ads

To boost awareness and visibility, we would recommend to use paid Instagram ads focusing geographically on Ohio and target mostly athletes, healthcare providers, and parents because research shows that “Paid Instagram Advertising not only increases a company's popularity, but also brings new customers and traffic to the linked website.” The brain injury association of USA serves as a good example.



Here is an example of how BIAOH could look like.



Social Media post schedule

- First Monday of the month: “Members Monday”
 - Every month a Donors gets the chance to promote themselves or their business. The post includes a picture of the donor or donor’s organisation and the caption states a thank you to them. It is a way to show the current donors appreciation and new donors a way to be part of the program.
- Every tuesday: “Tip Tuesday”
 - On Tuesdays, the followers get a chance to learn something new and helpful, for example how to take care of your mental health. Learning a new fact attracts interest as well as rising awareness to brain health.
- Every Wednesday: “Wellness Wednesday”
 - In the middle of the week, followers get to know a suggestion about an activity recommened to stay in a good mental shape, like for example a quick yoga exercise to give your brain a break. These recommendations help to interact with followers who can send or post a picture of them doing it which would get reposted.
- Every Thursday: “Thursday Thoughts”
 - This post consists of a quote about everything related to brain health. Reading a quote helps you to focus on your own thoughts and rethink your lifestyle. Living a healthy lifestyle helps presenting brain injuries.
- Every Friday: “Fun Friday”
 - On fun friday, followers will be able to submitt jokes through the story and the best joke gets a post. This enforces interaction and gives followers something to look forward to as well as it ends the business week with something fun.

Social Media post schedule

- Every other Saturday: “Survivor Saturday”
 - Survivors get a chance to share their story which strengthens the relationship between the community and the association and raises awareness of the seriousness of head injuries and the importance of their care.
- Every Sunday: “Statistics Sunday”
 - On Sundays, the followers get to know how many people the organisation helped over the week. This type of transparency builds trust among the community.
- Additionally to the foundation schedule, events would be posted and boosted one month and one week before they take place. It gives the audience a chance to plan as well as not forget about them.
- All posts would be posted 5pm since the majority of workers end their job at that time and check their social media after. Therefore, posting at 5pm would increase visibility.



Instagram Story schedule

- Daily Stories: Stories should be posted to enforce social media visibility
 - Mondays will be a Q&A
 - Tuesdays, and Thursdays will be a repost of the post
 - Wednesdays will be “Wallpaper Wednesday” where pictures behind the scenes will be uploaded
 - Fridays will be the possibility to submit a joke
 - Saturday and Sundays will be reposts
- Additionally, posts about events would be reposted in the story. The day before the event would be a reminder as well as the day of the event insight views.
- Highlights
 - There should be a highlight icon for
 - “Emergency” featuring the most important first steps after getting a brain injury, starting with their emergency hotline number
 - “Donate” including a link to the page where people can donate money to the organization
 - “Q&A” including the most important questions from stories of Mondays
 - “Events” featuring any information about the upcoming events.

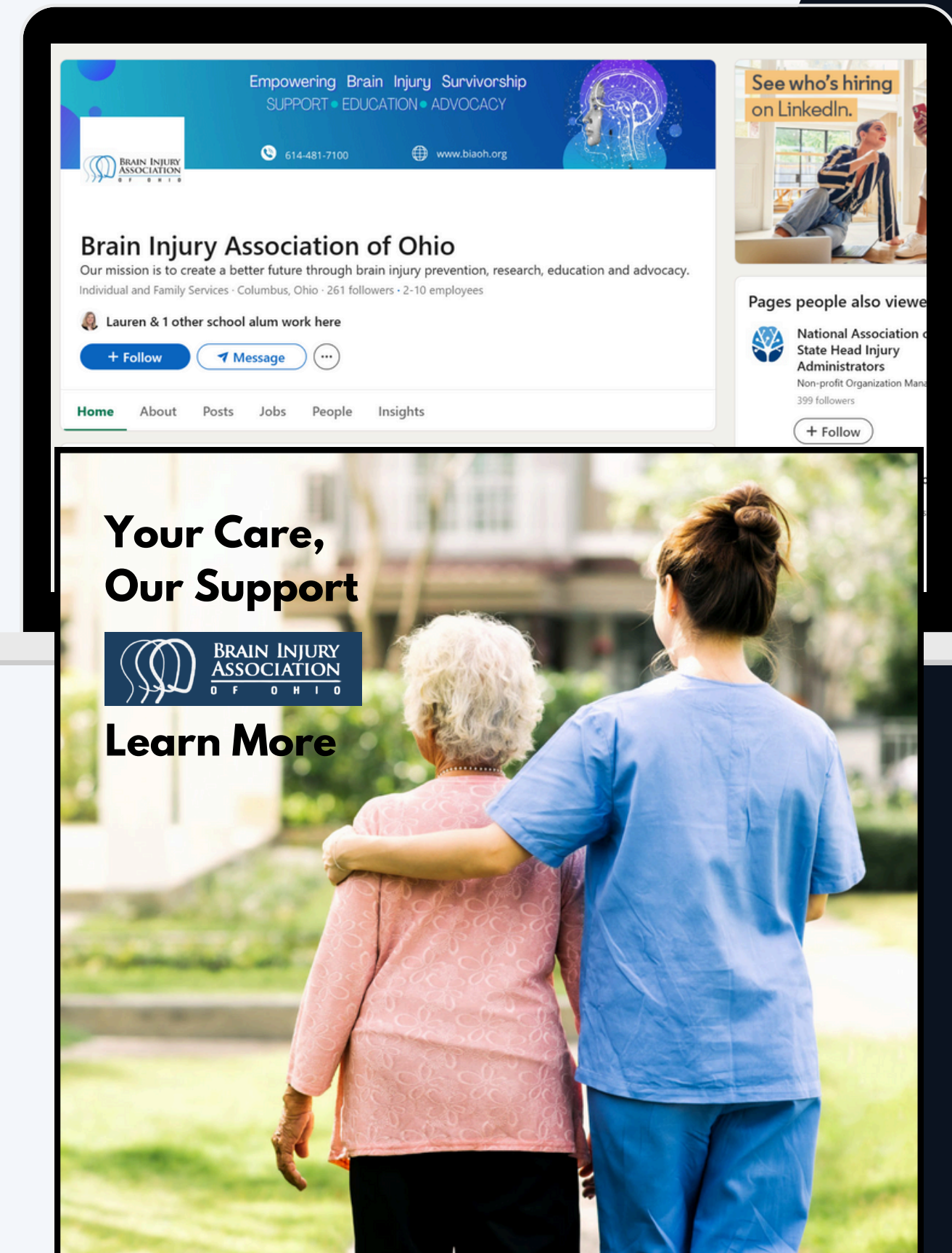


LinkedIn

To increase awareness of BIAOH and engagements such as membership signups among medical professionals, we recommend launching LinkedIn ads. LinkedIn provides advanced targeting options that allow BIAOH to reach specific professionals according to their position and geographic location, which ensures that the ad campaign is seen by those who are most likely to be interested in brain injury-related content and services. Ads here will also improve BIAOH's credibility among the medical community, positioning itself as a reliable source of information and support for brain injury-related issues.

Using the concept of “Your Care, Our Support,” we can call the medical professional community to learn more about the organization, meaning they visit the website. There, browsing the optimized website, they may be interested in taking the opportunity to interact with the organization through one of the many events or sign up for the membership.

Additionally, webinars are best shared on the LinkedIn platform. Unlike the other social media platforms, LinkedIn users are more likely to be in a professional mindset, making them more receptive to educational and informational content related to brain injuries. We recommend boosting posts to call the medical community to sign up for the webinar.



Radio/Spotify

- Reach out to media platforms to gather publicity for events before and after by asking them to advertise your event during commercial breaks.
- Create PSAs to air on the radio
 - Example PSA:
 - Did you know that 1 in 4 adult Ohioans have incurred a Traumatic Brain Injury in their lifetime? The Brain Injury Association of Ohio is here to create a better future through brain injury prevention, research, education and advocacy. To learn more contact our helpline at 833-783-1495. That's 833-783-1495. Your Journey, Our Support.
- Find medical podcasts to sponsor. They can share your message during an episode if you create a sponsorship deal with them.
 - Ad read example:
 - [podcast name] is sponsored by Brain Injury Association of Ohio. BIAOH is a company that aims to create a better future through brain injury prevention, research, education and advocacy.
- Price ranges between \$25 to over \$100 per airing, depending on the popularity of the radio station, their ratings of that radio station, time of day your ad airs, and how long the commercial is.

Testimonials

Create testimonial content for use across different platforms. Both video and images with text could be used with social media and print media.

- Testimonials are a great way to build awareness and showcase stories of people in the community. They give a face to the cause while demonstrating their journey. Images and quotes of those suffering from a brain injury or a caregiver receiving support will build a connection with viewers. It allows viewers to relate and trust the support of the organization.



Thanks to the unwavering support and invaluable assistance provided by BIAOH, I've been able to navigate the challenging journey of recovery after my brain injury. I am profoundly grateful for their compassion, guidance, and unwavering commitment to helping individuals like me reclaim our lives

-Jordan

Print Media

Flyers - We will have these flyers in different waiting rooms throughout hospitals near your location. You can have stacks of them on the tables. This could be very beneficial because when people are waiting they are usually looking for something to pass the time with.



BRAIN INJURY ASSOCIATION OF OHIO

BRAIN INJURY RESOURCES

Our Mission

To create a better future through brain injury prevention, research, education, and advocacy.

CHOOSE US FOR

- ✓ Resources
- ✓ Education
- ✓ Support
- ✓ Prevention

MORE INFORMATION

- Our Help Line (833) 783-1495
- Our Website www.biaoh.org
- Our Email Membership@biaoh.org

**Your Journey, Our Support
Your Care, Our Support**



BRAIN INJURY ASSOCIATION OF OHIO

Your Journey Our Support

Did you know?

1 in 4 adult Ohioans have incurred a Traumatic Brain Injury in their lifetime.

Looking for help and hope on your brain injury journey?

Call our helpline:
833-783-1495

www.biaoh.org

Print Media - 2

Business Card- This would be useful to have when people are going up to check into their appointments at the hospitals/doctors' offices. If you are hosting an event you can hand these out at your table.



Brain Injury Resources

CONTACT US

Helpline: 833-783-1495

www.biaoh.org

Your Journey, Our Support

Your Care, Our Support

Event Marketing - Reaching Medical Professionals

Objective: Increase membership signups

Conferences are worthwhile even in an increasingly digital age. The greatest benefit professionals seek from in-person conferences is the ability to network (Forbes, 2020). Here, you can share knowledge, experience, trends, and expertise. One such conference we can recommend attending is the **OhioHealth Neuroscience Symposium**. Held annually, the event aims to expand knowledge related to the management of various neurological conditions. The audience in attendance includes physicians, advanced practice providers, nurses, and ancillary care providers who assess or treat neurological patients.

Some other note-worthy conferences to attend are: **14th Annual Traumatic Brain Injury Conference** and the **Neuroscience Research Institute (NRI) Annual Retreat & Translational Neuroscience Short Course**

By attending conferences such as these, BIAOH can connect with the medical community to make their support options known for the medical professionals to pass along to their patients.

Event Marketing - Reaching possible patients and caregivers

Speaking at local middle schools or high schools would be a great option to increase awareness, membership signups, and helpline calls. We would not necessarily suggest this in the context of sports (giving a talk about TBI to the football team) but more so in an informative school assembly environment. The goal would not be to discourage kids from playing sports, but instead to inform them of some of the risks, and how they can take precautions to avoid them. This would be a great way to inform the kids and parents of something that they may have to deal with one day as well as inspire them to possibly support the **Brain Injury Association of Ohio** to help out victims of TBI.



Summary & Metrics

Website Optimization

- With our proposed changes to the website, we will know they are successful by the decrease in the bounce rate.

Social Media

- Through “You’re Journey, Our Support” we want to pay attention to the change in helpline calls, number of website visitors, and change in membership signups from Facebook and Instagram. We will also know these posts are successful based on an increase in followers, number of impressions the post gets, and the number of likes in comparison.
- Through “You’re Care, Our Support” we want to pay attention to the number of website visitors and change in membership signups from LinkedIn.

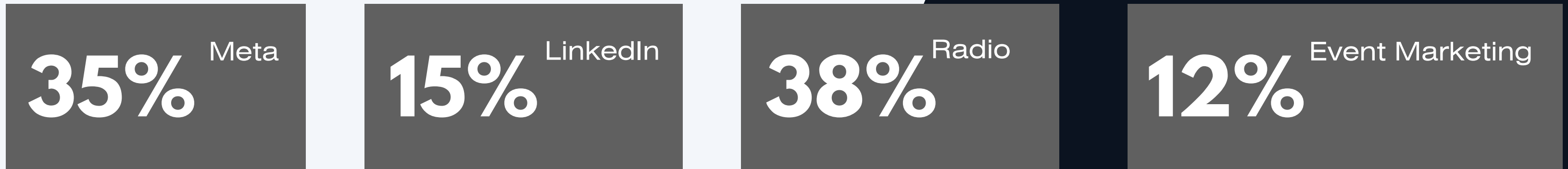
Regional Media

- Though radio/Spotify advertising, which is region specific, we will know the tactic is successful based on the change in helpline calls and number of website visitors.
- Similarly, for the print flier initiative, we are looking to positively effect the number of in helpline calls and website visitors.

Event Marketing

- Because of the interpersonal nature of event marketing, the objective is to increase membership signups, specifically among medical professionals with attending conferences and among the patients and caregivers during TBI Awareness events and the annual Walk, Run, Roll. Because high school and middle schoolers can be just as affected by TBI, if not now but in the future, reaching them is a worthwhile initiative to spur long-term awareness among the emerging demographics

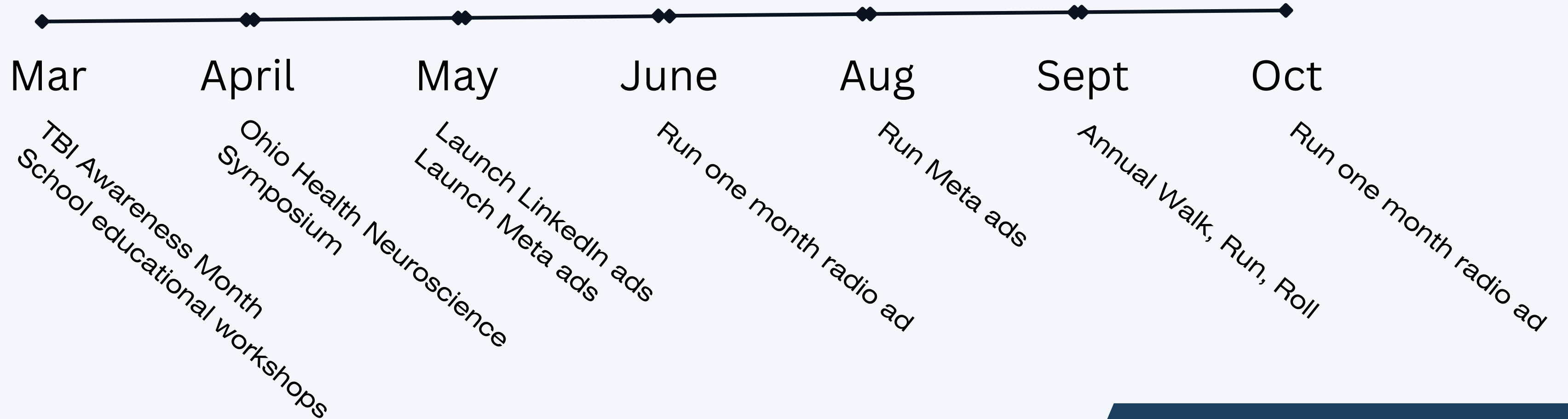
Proposed Budget



Because social media has the broadest, easily segmented, and most affordable reach, we recommend allocating at least 50% of the budget to these channels. Between Meta and LinkedIn, Meta should take the majority of the social media budget because of their expansive available audience and the segmenting capabilities within the platform. LinkedIn is more expensive to advertise on because of the influential individuals that use the platform, so taking under half of the Meta budget seemed appropriate. Of course, this allocation should change depending on which campaigns perform the best. We anticipate radio to have the next largest reach and therefore the next largest impact on brand awareness. Radio advertising can get expensive, starting at approximately \$25 per commercial airing, which is why it received the largest percentage of the budget. Finally, event marketing, specifically the addition of conferences and high school visits, should make of 12% of the total budget. This is accounting for at least one conference event to reach medical professionals. Because the audiences in event marketing can be so specific, it received a smaller portion of the overall budget as we suggest prioritizing the mediums with the most flexibility.

Proposed Timeline

School educational workshops are best done in March, alongside the national TBI Awareness Month. It is also the time to start thinking about or actually signing up for sports. April is a strong season for conferences, including the Ohio Health Neuroscience Symposium. Following the conference month and while fresh on the mind of the professionals BIAOH connected with, running targeted ads in May on LinkedIn to encourage them to sign up for a membership more likely to lead to a higher conversion in new members among the medical professional community. By launching and running Meta ads in tandem with LinkedIn, patients and caregivers can be reached. The purpose of the radio advertising in June and October is to reach the target audience during separate seasons. The audience mindset and level receptiveness will change between these two months with the season. Finally, because of the social media awareness success in holding the annual Walk, Run, Roll in September, we agree that the date should remain the same.



End of Planbook

Contact Team Lead Karissa Chin
with questions

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