**Digital Campaign Creative Brief**

Client: CAROLINA VEIN SPECIALISTS

DATE: 5/12

PROJECT NAME: CVS POST COVID FBV LIVE SERIES

CREATED BY: Kat

New campaign [X]

Refresh on existing campaign [ ]

Addition to existing campaign [ ]

**OBJECTIVE:** Ramp up new patient conversions post-COVID.

**BACKGROUND:** Carolina Vein Specialists is being allowed to return to their offices and procedures starting May 11.

They have maintained a monthly paid search and Facebook advertising campaign with us every month.

Facebook advertising dollars (in the budget of $750/mo) are conserved throughout the year and then spent in “buckets” to support free vein screenings.

We have tried to talk them into doing a Facebook Live! Event before without success – until now. Since losing some free vein screenings and momentum from TV (which went dark in March), they’re now willing to try Facebook Live!

Brent referenced [Stephanie Liu](https://www.facebook.com/watch/live/?v=592368494916246&ref=watch_permalink) and thought we should check out her training videos. I confess, I haven’t done a facebook live event in over 5 years, and my level of expertise with them is pretty dang low. So I am not sure what the best way to approach this need is. We DO have some unspent media dollars that if we had to throw them at a facebook partner I think we could do.

**BUDGET:** Their monthly budget is variable for FB and TV. See [official budget here](https://docs.google.com/spreadsheets/d/15A-icZ-GrNM4vQ4JUq98ttbOJFA-3xsYO1Q9tfiFg10/edit?usp=sharing).

We did NOT do a May mailer, so we also have $3,750 conserved from that bucket, and another $11K left over from TV media we did not run in April. If we need this budget for a FB partnership, we can likely tap it.

**TARGET AUDIENCES & DEMOGRAPHICS:**

Locations:

* Greensboro (within 25 mile radius of clinic)
* Winston-Salem (within 25 mile radius of clinic)

Age: 30+

Gender: Female

Status: N/A

HHI: $50K (US)

Insurance: All (excluding BC/BS), including Medicare

**SECONDARY TAREGT AUDIENCE:**

Locations:

* Greensboro (within 25 mile radius of clinic)
* Winston-Salem (within 25 mile radius of clinic)

Age: 40+

Gender: MALE

Status: N/A

HHI: $50K (US)

Insurance: All (excluding BC/BS), including Medicare

**WHAT DO WE WANT AUDIENCE(S) TO DO?** Pick up the phone or visit the website for an appointment.

**LOCATION TARGETING:** [FILL IN]

**DURATION OF CAMPAIGN:** Our TV schedule is slated to get back to normal starting May 25th. Facebook campaigns run only 2 weeks at a time every 6-9 weeks and only in support of free vein screening events.\* (\*typically)

**DELIVERABLES:**

* Revised TV script (:30 sec)
* Revised Free Vein Screening for June 15th (?)
* Facebook LIVE! Script +

 - FB Ads promoting the event

 - A full "how-to” coaching event to lead them through the process

 - A dress rehearsal/run through

 - Post-event ad campaign

 - Schedule of future FBL events ([I created this a while ago, but it needs vetting I’m sure](https://www.dropbox.com/scl/fi/igoxiuhep01gbk6ickmg4/CVS_FacebookLIVE_Outline_V12C.docx?dl=0&rlkey=rs7edsdqd2did3sq14wrbfiwk))

**VISION FOR CREATIVE:**

Something AWESOME!

[Suggested Series Outline](https://www.dropbox.com/scl/fi/igoxiuhep01gbk6ickmg4/CVS_FacebookLIVE_Outline_V12C.docx?dl=0&rlkey=rs7edsdqd2did3sq14wrbfiwk)

**MESSAGING/COPY FOR AD CREATIVE:**

* Drs. Featherston and Greenberg have performed thousands of successful procedures in the North Carolina
* Combined 20 + years experience
* Condition Symptoms
	+ Varicose veins
	+ Spider veins
	+ Leg pain and swelling
	+ Restless legs
	+ Blood clots/DVT
	+ Phlebitis
* COMMON RISK FACTORS FOR VEIN DISEASE:
	+ Age and gender
	+ Prolonged sitting or standing
	+ Pregnancy and hormonal changes
	+ Being overweight
	+ Leg injury or trauma
	+ Sedentary lifestyle
* Vein Treatments
	+ VenaSeal™ Vein Closure
		- FIRST and only vein practice in the triad (possibly the whole state) using this treatment.
	+ M.O.C.A – ClariVein
	+ Endovenous Laser Thermal Ablation (EVLT/EVLA)
	+ Endovenous Chemical Ablation
	+ Sclerotherapy
	+ Ambulatory Phlebectomy/Microphlebectomy
	+ Compression Hose/Support Stockings
* **Benefits of treatment:**
	+ **Erase embarrassing varicose, painful varicose veins in a single day!**
	+ Return to activities you enjoy
	+ Little to no down time with these advanced technologies
	+ Return to work/pleasurable activities same day
	+ Most insurances

*Feel free to use patient testimonials from anywhere!*

**DESTINATION URL**

www.carolinaveinspecialists.com

**LIVE DATE:**

**Proposal for FB Live Event should be fully hashed out by June 8**