

# DIGITAL MARKETING STRATEGY:

LEADERSHIP FOR HEALTHCARE  
PROFESSIONALS (SERIES)



Presented By:

**JORDAN NIGHTINGALE**



# MARKET RESEARCH SUMMARY

|                   |  | Local Programs                         |  |
|-------------------|------------------------------------------------------------------------------------|----------------------------------------|-------------------------------------------------------------------------------------|
| Cost              | Low (\$39.99/mo)                                                                   | High (~\$10k+)                         | Free                                                                                |
| Time Commitment   | Short, self-paced                                                                  | 6–18 months                            | Flexible, start anytime                                                             |
| Content Relevance | General leadership, not healthcare-specific                                        | Healthcare-specific but degree-level   | Healthcare-specific, focused on leadership & QI                                     |
| Engagement        | Self-paced, limited interaction                                                    | Cohort-based                           | Faculty-led insights + flexible                                                     |
| Brand/ROI         | No U-M association                                                                 | Credentialed, but time & cost barriers | Backed by U-M credibility, practical, immediately applicable                        |

# CAMPAIGN GOALS

## Primary Goal

*Enhance Michigan Online's awareness and reputation as a leader in healthcare education — driving enrollments and adoption of its learning opportunities and educational technology tools.*

## Support Goals

Showcase Michigan Online as an innovator in accessible, high-quality professional development

Inspire engagement and reflection on leadership challenges

Convert interest into enrollments and encourage full-series completion

Build thought leadership through faculty expertise and learner success stories

# TARGET AUDIENCE

- ✓ **Key Segments:** **Emerging Leaders** (charge nurses, residents), **Mid-Level Managers** (practice managers, quality improvement specialists), **Senior Clinician Leaders** (medical directors, department heads), **International Nurses & Healthcare Professionals** (English-speaking or working toward proficiency)
- ✓ **Demographics:** Ages 25–55, hospital/clinic-based, BSN/MSN/MD/MHA or equivalent. Domestic + international audiences (English-speaking or working toward proficiency)
- ✓ **Barriers:** Limited time, need clear ROI, funding challenges, language concerns for international segment





## **JASMINE LEE, EARLY-CAREER NURSE**

**Age:** 27

**Role:** Charge Nurse at a mid sized community hospital

**Location:** Ann Arbor, MI

**Education:** BSN, 3 years of experience

**Bio:** Jasmine was recently promoted to charge nurse and is now responsible for coordinating her unit's daily operations. She loves patient care but feels overwhelmed balancing shift scheduling, mentoring newer nurses, and managing staff conflict. She wants to build confidence in decision-making and develop leadership skills that prepare her for a nurse manager role.

### **Key Drivers:**

- Build credibility and respect as a new leader
- Learn practical frameworks for quality improvement
- Reduce staff turnover on her unit





## DAVID THOMPSON, HEALTHCARE OPERATIONS MANAGER

**Age:** 39

**Role:** Practice Manager for a large outpatient clinic

**Location:** Grand Rapids, MI

**Education:** MHA, 10+ years in operations

**Bio:** David oversees scheduling, budgeting, and workflow efficiency for a multi-specialty clinic. He's passionate about improving patient throughput and employee satisfaction but struggles with change management and getting staff buy-in for new initiatives. He sees this course as a way to refine his strategic thinking and learn proven approaches to lead QI projects that produce measurable results.

### **Key Drivers:**

- Gain advanced tools for process improvement
- Develop better strategies for cross-team collaboration
- Prepare for a director-level promotion





## DR. PRIYA NAIR, CLINICIAN LEADER

**Age:** 45

**Role:** Pediatrician & Associate Medical Director

**Location:** Detroit, MI

**Education:** MD, MPH, board-certified

**Bio:** Priya divides her time between seeing patients, supervising residents, and participating in hospital quality committees. She is deeply committed to reducing disparities in pediatric care but wants to strengthen her ability to influence institutional policy and lead large-scale improvement efforts. She views leadership training as an investment in her ability to drive systemic change and mentor the next generation of clinicians.

### **Key Drivers:**

- Build influence at the organizational and policy level
- Lead data-driven QI initiatives that improve outcomes
- Mentor and inspire young physicians





## MARIA SANTOS, INTERNATIONAL NURSE

**Age:** 32

**Location:** Manila, Philippines

**Language:** English (intermediate to advanced)

**Role:** Registered Nurse, 8 years of experience

**Education:** BSN

**Bio:** Maria is a skilled nurse who has been working in a busy hospital for nearly a decade. She recently passed the MET English exam and is preparing to apply for international nursing opportunities. Maria is motivated to improve her leadership skills to qualify for supervisory roles and adapt to healthcare systems outside her home country. She values flexibility and affordability in online learning and needs content that is clear, practical, and available asynchronously so she can study around her shifts.

### **Key Drivers:**

- Qualify for supervisory/charge nurse roles
- Improve global career mobility and competitiveness
- Build confidence communicating in English



# CORE MESSAGING

“You have the power to lead change in healthcare — and **Michigan Online** gives you the tools to start today. Enroll now to build the skills you need to transform your team, advance your career, and make an impact where it matters most.”



*“Step into leadership with confidence — Michigan Online gives you the tools to succeed.”*

CTA: “Enroll today and start leading change tomorrow.”

Focus: Build credibility, gain practical skills, and create a positive team culture right away.



*“Lead change that drives results — and see the impact in your clinic.”*

CTA: “Advance your leadership skills now.”

Focus: Streamline workflows, engage staff, and prepare for your next career move.



*“Shape the future of healthcare — your influence starts here.”*

CTA: “Join healthcare professionals already transforming their teams.”

Focus: Drive systemic improvements, mentor others, and strengthen institutional decision-making.



# ORGANIC CONTENT & DISTRIBUTION STRATEGY

4-week campaign refresh highlighting the value of the course, success stories, and related Michigan Online opportunities. Align messaging with key observances (e.g., Nurses Week, Healthcare Quality Week) and performance review cycles for relevance. Evaluation points: Mid-campaign check → optimize targeting and creative (Week 2). Wrap-up report on reach, engagement, enrollments (Week 4–5). Follow-up on course completions & nurture effectiveness (Week 8).



Humorous, relatable workplace skits using trending audio

“POV” moments of common challenges (e.g., communication breakdowns) → solution hook



Fun “Did You Know?” leadership factoids and quick frameworks

Interactive quizzes & polls: “What type of leader are you?”

Visual storytelling that inspires action (“See how this nurse led change in her unit...”)



Workplace skits that feel authentic but professional

Practical leadership tips: “3 ways to get buy-in for your next QI project”

Faculty and alumni thought-leadership articles, career advancement posts

Infographics demonstrating ROI of leadership skills and organizational impact



Create a learner-focused forum (e.g., r/HealthcareLeadership)

Weekly leadership challenges, peer problem-solving, and resource sharing

A place for learners to share wins, struggles, and progress in real time



Segmented nurture campaigns based on career stage and goals

Time-sensitive prompts: “Start now to finish before Nurses Week”

Blog posts (faculty insights, learner spotlights, case studies)

Recommend related Michigan Online courses



# PARTNERSHIPS & SPONSORSHIPS

## Ways to Partner

**Content Collabs:** Guest blogs by faculty, alumni spotlights, case studies, newsletter features

**Cross-Promotion:** Social media sharing, backlinking from partner sites, internal newsletters

**Event Alignment:** Webinars, panel discussions, and course promotion tied to Nurses Week, QI Week, and patient safety campaigns

**Group Engagement:** Promote team enrollments and offer Q&A sessions for health systems and professional associations

## Potential Partners

**Internal:** Alumni Association(s), School of Nursing, School of Public Health, Ross School of Business, Michigan Language Assessment

**External:** Michigan Health & Hospital Association, American Nurses Association – Michigan Chapter, American College of Healthcare Executives, local health systems and hospitals

**Events:** ANA Michigan Annual Conference, MHA Meetings, ACHE Regional Leadership Summits



# PAID MEDIA STRATEGY

4-week campaign. Check weekly: Pause low-performing ads, shift spend to highest CTR/lowest CPL ads. Refresh LinkedIn creative mid-campaign.

## LinkedIn

Prioritize sponsored content or single-image ads targeting:

- Job titles: Nurse Manager, Charge Nurse, Practice Manager, Medical Director
- Seniority: Entry, Mid, Director
- Industry: Healthcare & Hospital, Health Systems

Objective: Website visits or lead-gen form fills

Format:

- One strong piece of thought-leadership content (infographic, stat-driven post)
- One clear call-to-action ad: “Advance Your Leadership – Start Today”

**Budget: \$600**

## Google Search

Focus on high-intent keywords only (exact match + phrase match):

- “healthcare leadership course”
- “nurse manager training online”
- “quality improvement in healthcare course”

Daily spend: \$10–12/day

Optimize for clicks → landing page with clear CTA

**Budget: \$300**

## Retargeting (Optional)

Use Meta (Facebook/Instagram) only for retargeting people who visited the course page

Carousel or static ad with testimonial or course benefit

Drive them back with a low-funnel message: “Finish what you started – Enroll now”

**Budget: \$100**



# INTERNATIONAL STRATEGY



***“Advance your nursing career internationally — build leadership skills in English with Michigan Online.”***

CTA: “Enroll today and prepare for the next step in your career.”

Focus: Build confidence in English communication, strengthen leadership skills, and become more competitive for supervisory and international nursing roles.

## Organic & Community

- Partner with Michigan Language Assessment: Newsletter content + product bundle about global career prep + social collaborations
- Instagram: “Did You Know?” leadership factoids for international nurses
- TikTok: relatable nurse skits about global career prep
- LinkedIn: Alumni spotlights, thought-leadership articles
- Community (Reddit/WhatsApp): Peer discussions + faculty AMAs

## Paid Media

- Meta (FB/IG): Target nurses in key countries with skits + testimonial ads
- LinkedIn: Sponsored posts highlighting flexibility + global relevance
- Google Search: High-intent keywords (“international nurse leadership course”)
- Sponsored content: Study in the USA Magazine + The PIE News



# ANALYSIS

| Funnel Stage                  | Example KPIs                                                                   | Benchmarks                                                                                                        | Notes                                                  |
|-------------------------------|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| Top of the Funnel (Awareness) | Impressions, Reach, Video Views, Cost per View                                 | CPM: \$8–15 (Meta/Google); \$20–40 (LinkedIn)<br>Video View Rate: 30–40% full views                               | Gauges how well ads & organic posts capture attention. |
| Mid-Funnel (Consideration)    | Click-Through Rate (CTR), Time on Page, Email Open/Click Rates, Cost per Click | CTR: 0.8–1.5% (Meta); 0.4–0.7% (LinkedIn)<br>Email OR/CTOR: 25–35% / 5–10%<br>CPC: \$2–5 (Meta); \$6–9 (LinkedIn) | Measures engagement and interest-building.             |
| Bottom Funnel (Conversion)    | Conversion Rate (enrollments), Cost per Lead (CPL), Return on Ad Spend (ROAS)  | Conversion: 2–5% visits → enrollment<br>CPL: \$20–40 (Meta); \$50–100 (LinkedIn)<br>ROAS: 3–5x target             | Links marketing efforts directly to enrollments.       |
| Post-Enrollment (Impact)      | Course Completion Rate, Learner Satisfaction (CSAT/NPS), Repeat Enrollment     | Completion: 40–60%<br>CSAT/NPS: 4.5+/5.0 or NPS > 40<br>Repeat: 10–20%                                            | Shows long-term value and generates testimonials.      |