

# DIGITAL MARKETING TO PROMOTE HEALTHY WEIGHT GAIN AMONG PREGNANT WOMEN IN ALBERTA:

## An Implementation Study



### BACKGROUND

Studies have consistently found that the majority of Canadian women do not meet the Health Canada gestational weight gain (GWG) recommendations. Reported barriers to meeting GWG recommendations include misperceptions, lack of advice, and poor knowledge with regard to personal body mass index, GWG recommendations, and the impact of GWG on health outcomes. Women commonly access the internet during pregnancy and perceive Web-based health information as reliable and useful, while appreciating features such as anonymity, simplicity, and unrestricted access at any time. The internet, therefore, provides an opportunity to increase women's awareness and knowledge about healthy GWG and connect women with credible resources, as other Web-based information may not be consistent and evidence-based.



### THE STUDY

This study describes the implementation of a digital media campaign to promote awareness of healthy GWG among women in Alberta and direct them to the Healthy Parents, Healthy Children website (HPHC) [www.healthyparentshealthychildren.ca](http://www.healthyparentshealthychildren.ca). HPHC resources were created by Alberta Health Services (AHS) to provide evidence-based information and best practice advice to expectant parents and parents of children up to 6 years of age. Google AdWords and Facebook Ads were chosen as Google is the most popular search engine and Facebook is the most used social media network, with the greatest proportion of users being women aged 18-29 years. The combination of these platforms reaches 2 audiences—those searching for information (Google AdWords) and those who may not be actively searching (Facebook). The campaign occurred in 3 distinct phases of 8 weeks each. Google AdWords ads were developed to be used across all phases and set to appear to users in Alberta searching for pregnancy weight information. For Facebook ads, the audience was defined as female, aged 18-44 years, with interests in pregnancy. Facebook ads were developed prior to each phase of the campaign using key messages about healthy pregnancy weight, stock photos, and a link to a relevant HPHC webpage.

### FINDINGS

- Google Ads received a total of 43,449 impressions, 2522 clicks, and an average click-through rate (CTR) of 5.80%.
- Of people who clicked on a Google ad, 78.9% (1989/2522) completed an action on the website.
- A total of Can \$1913.72 was spent on Google ads with an average cost per click (CPC) of Can \$0.76.
- Across all Facebook advertisements, there were 772,263 impressions, 14,482 clicks, and an average CTR of 1.88%.
- A total of Can \$5067 was spent on Facebook ads with an average CPC of Can \$0.35.
- The highest-performing advertisement was an image of a group of diverse pregnant women with the headline "Pregnancy weight is not the same for every woman."

### GOOGLE ADWORDS ADVERTISEMENTS

**Pregnancy Weight Gain**  
Calculator to Determine the Healthy Weight Gain Range During Pregnancy  
[healthyparentshealthychildren.ca](http://healthyparentshealthychildren.ca)

**Healthy Pregnancy Weight**  
A Calculator to Determine Your Pregnancy Weight Gain Range.  
[healthyparentshealthychildren.ca](http://healthyparentshealthychildren.ca)

**Pregnancy Weight Gain**  
A Calculator to Determine Your Pregnancy Weight Gain Range.  
[healthyparentshealthychildren.ca](http://healthyparentshealthychildren.ca)

**Pregnancy Weight Gain**  
A Calculator to Determine Your Pregnancy Weight Gain Range.  
[healthyparentshealthychildren.ca](http://healthyparentshealthychildren.ca) (mobile)

### FACEBOOK ADVERTISEMENTS

Healthy Parents Healthy Children.ca  
Sponsored · Like Page

Pregnancy weight is not the same for every woman

How much weight is healthy for pregnancy?  
[www.HealthyParentsHealthyChildren.ca](http://www.HealthyParentsHealthyChildren.ca)  
WWW.HEALTHYPARENTSHEALTHYCHILDREN.CA Learn More

20 Likes · 4 Comments

Like Comment Share




### CONCLUSION

This study supports the use of digital marketing as an important avenue for delivering health messages and directing Web users to credible sources of information. The opportunity to reach large, yet targeted audiences, along with the ability to monitor and evaluate metrics to optimize activities throughout a campaign is a powerful advantage over traditional marketing tactics. Health organizations can use the results and insights of this study to help inform the design and implementation of similar Web-based activities.

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