Marketing on a shoestring
Effective Communications Principles
Aspire to make memories, instead of excuses.

Do you Aspire to do the things you love without worrying about knee or hip pain? Don’t limit your passions. MAKOplasty® is a new option for hip replacement and partial knee resurfacing that gets you living well and moving well, sooner and longer.

Aspire to get your life back!

Benefits include:
• A faster recovery
• A shorter hospital stay
• A more natural-feeling knee

Get the facts about this minimally invasive procedure from orthopedic surgeon Rishi Gupta, MD, and find out if you might be a candidate for this proven treatment.

Thursday, April 11, 6:30 p.m.
Adventist Medical Center
Education Center A, 10123 SE Market St., Portland

Space is limited!
Register soon to reserve your spot.

503-256-4000

Aspire Orthopedic Institute
Adventist Health

Funny how healing a knee or hip can heal the spirit too.

At Aspire Orthopedic Institute, we know that it’s not just about recovering range of motion and mobility. It’s about all the things that accompany that motion. With our state-of-the-art facility near Hillsboro and Clackamas, our team of surgeons, therapists and rehab staff help you achieve and exceed your goals. So, you know what that means...you’re just going to have to tick another one off the list. You can Aspire to do more. Find out how you can move past and live well at www.AspireOrthoHillsboro.com/Aspire

Care you can have faith in.
Leverage behavior change principles
Storytelling
Herd Mentality
“Record turnout expected.”
Shrink the change
Ask for commitments
Find the bright spots
Leverage Community Partners
Earned Media
Leverage trends
Be first
Leverage seasonal opportunities
Make it easy
Social Media
SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A DONUT
FACEBOOK  I LIKE DONUTS
FOURSQUARE  THIS IS WHERE I EAT DONUTS
INSTAGRAM  HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE  HERE I AM EATING A DONUT
LINKEDIN  MY SKILLS INCLUDE DONUT EATING
PINTEREST  HERE'S A DONUT RECIPE
LAST FM  NOW LISTENING TO "DONUTS"
G+  I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
Facebook
1 in 5 pages views in the US occurs on Facebook
25-34 year-olds use Facebook the most
Traffic is highest mid-week between 1-3
Engagement

+ 18% higher on Thursdays and Fridays
Twitter
More men than women
Favorable among African Americans & Latinos
Competitions
BECAUSE EFFICIENCY MATTERS

KREM’s Project Green, Toyota and Avista Utilities have teamed up for a second year in a row in support of energy efficiency. And we’re giving you a chance to win a new RAV4.
Share your biggest successes and biggest challenges