

SABRINA KILLGO

Digital Strategy Leader

About Me



2015

2020

Today

Tactical Digital Marketer



Integrated Campaign Strategist



Digital Leader

Paid & Organic Social Media
Search Engine Marketing
Community Management

Customer Journeys
Nurture Strategy
Data Analysis & Insight Generation

Team Leadership & Development
Brand Building Strategy
Portfolio Management & Financial Oversight

Audience Growth Strategy

Company: Kelsey-Seybold Clinic

Position: Sr. Manager, Digital Marketing

Audience Growth Through Content

Challenge:

The previous brand content strategy was overly commercialized, failing to engage core social audience, stunting growth and engagement.

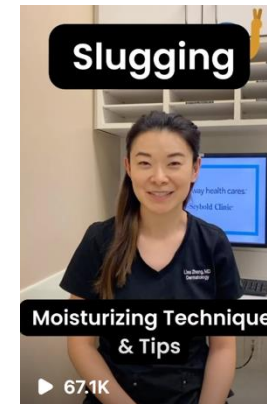
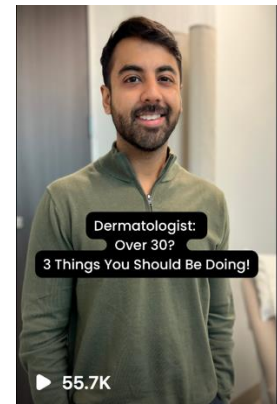
Strategic Solution:

Under my leadership, we revamped the content strategy with educational videos featuring doctors and providers, leading to a ~50% audience growth and ~45% reach increase in 4 months.

Before:



After:

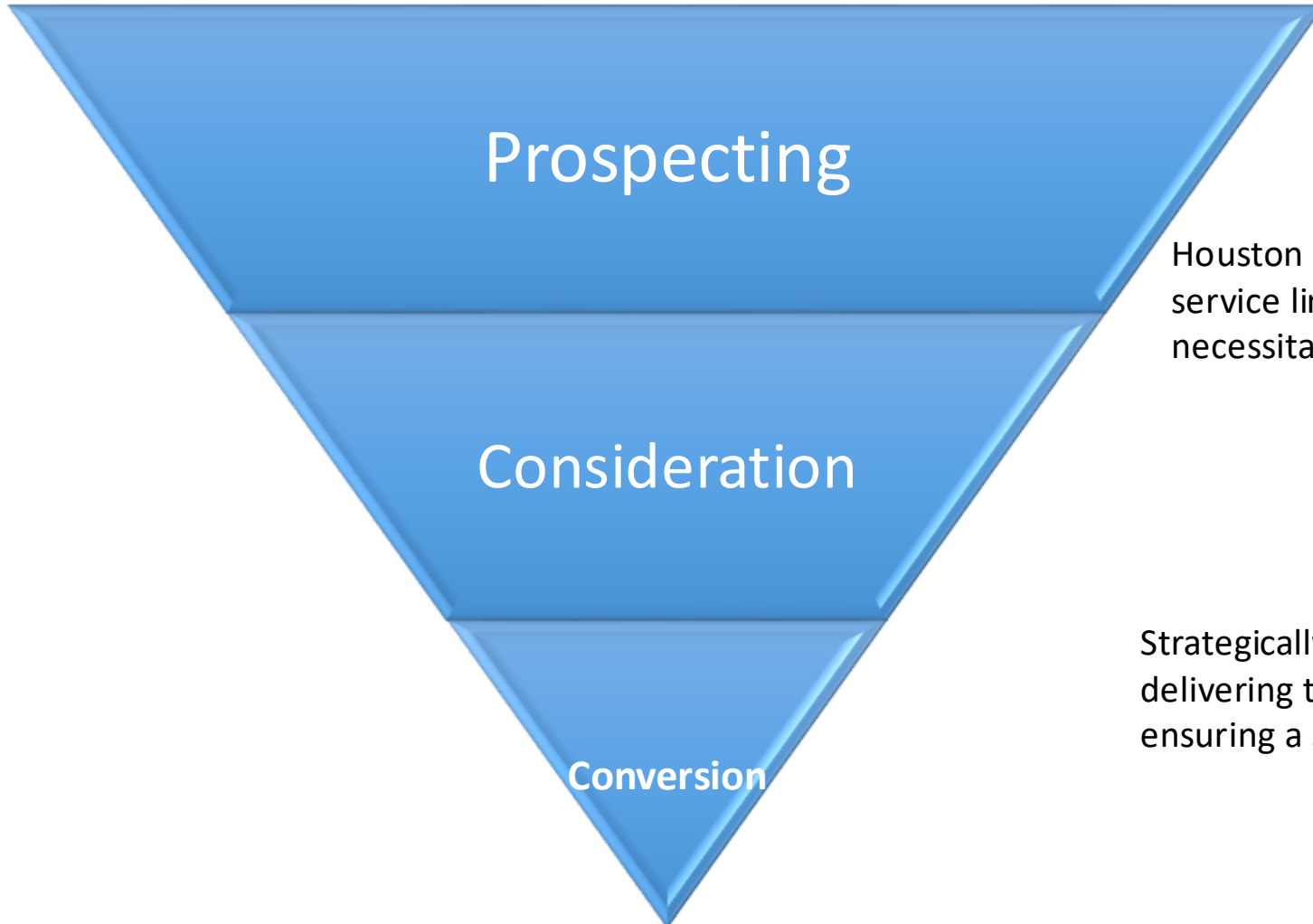


Nurture Strategy

Company: Houston Methodist

Position: Digital Marketing Manager

Weight Loss Surgery Nurture Strategy



Challenge:

Houston Methodist's weight loss surgery, a highly profitable service line, entails a decision process of 6+ months and necessitates extensive education for candidates.

Strategic Solution:

Strategically guide prospects through the sales funnel by delivering targeted messaging across diverse digital channels, ensuring a seamless journey towards conversion.

Weight Loss Surgery Nurture Strategy

Prospecting

Message:

Educational PDF download; Gated Content



Weight Loss Surgery Nurture Strategy



Consideration

Message:

Informational Webinar; Form Fill

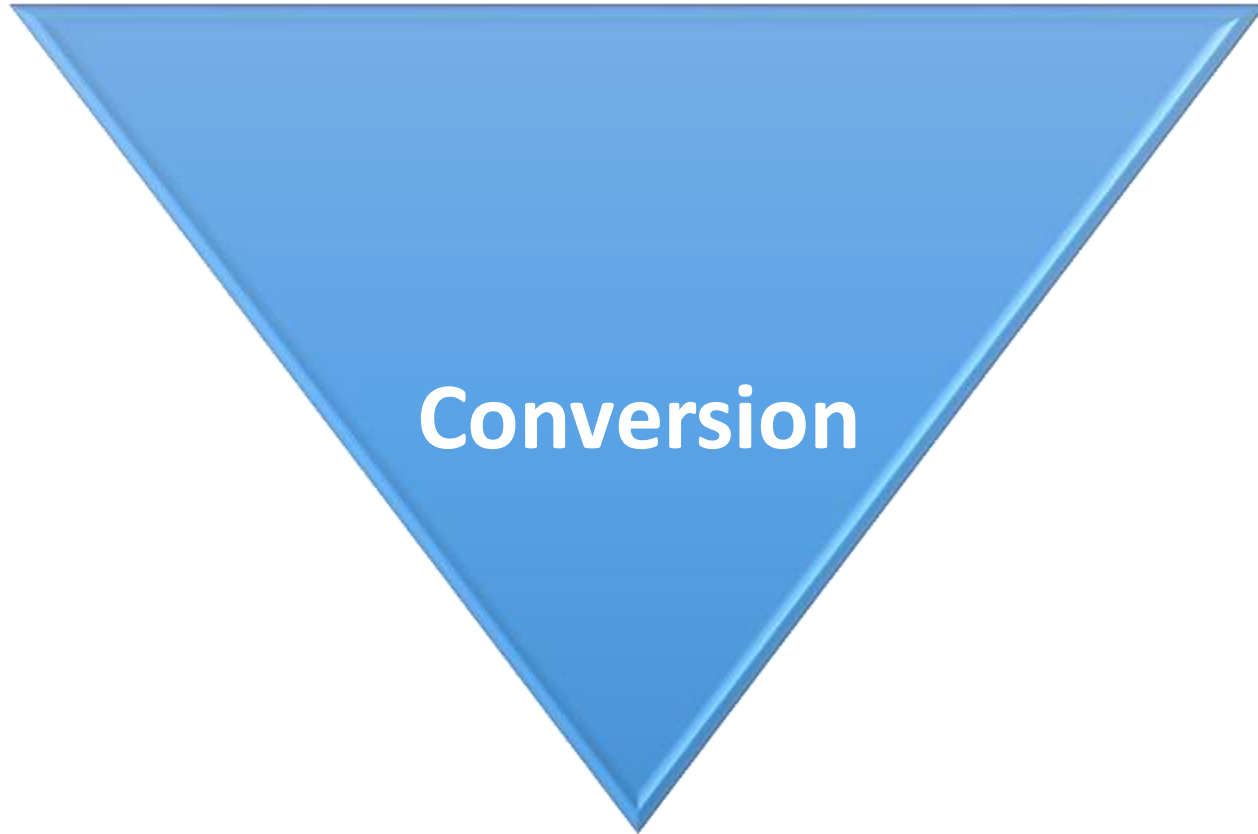


TAKE THE NEXT
STEP TOWARD YOUR
WEIGHT LOSS GOALS

GET STARTED

HOUSTON
Methodist
LEADING MEDICINE

Weight Loss Surgery Nurture Strategy



Message:

Appointment Booking; Localized by user location



M Houston Methodist Sponsored

Still considering weight loss surgery? Take the next step and attend an orientation with an expert who can help.

Houston Methodist
LEADING MEDICINE

Attend an Online Orientation for Weight Loss Surgery

HOUSTONMETHODIST.ORG
Weight Loss Surgery [BOOK NOW](#)

Like Comment Share

Annual Performance



Conversions

↑ 42% YoY Appointment Volume

Efficiency

↓ 20% in CPL (cost per lead)

Web Traffic

↑ 30% YoY paid web traffic referrals

Share of Voice

↑ 22% in Houston Market

Executed Content Marketing and Social Programs

Company: Just Energy

Position: Social Media Manager

Three-Phase Strategy

PHASE 1

Identify seasonal demand and educate consumers on that need through social content, blogs and website content

PHASE 2

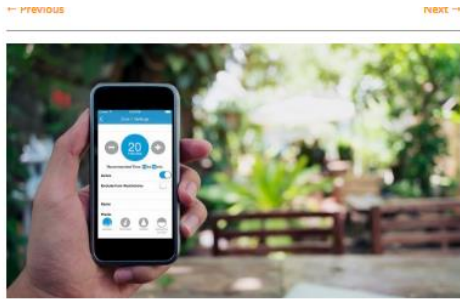
Position products/services as the solution to the need through targeted social ads

PHASE 3

Reinforce value-proposition and establish brand affinity by highlighting community-specific activities (employee volunteering, local reward programs, etc.)

Skydrop Smart Sprinkler

PHASE 1 – Educate



Save Water with Smart Sprinklers

Posted on April 25, 2018 by Mike Strayer
Squish Squish.

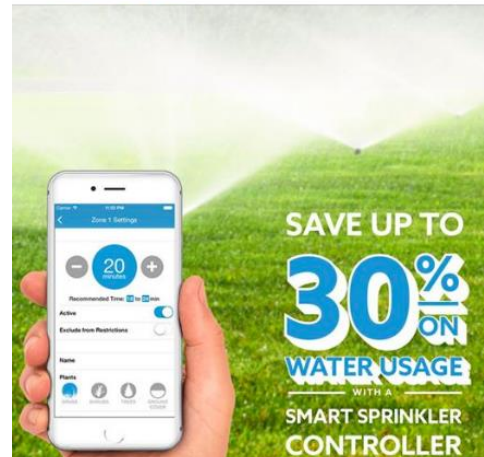
We have all been there. You realize you forget to turn off the sprinklers, a storm rolls through and you come home to a flooded yard. Not only have you wasted gallons of water, you've also saturated the soil. The frustrating part is that you could have prevented it.

Or you find out about the local water ban, when you see the fine in your mailbox. Again, it could have been prevented.

With the arrival of spring, there is an urgent need for an efficient and effective sprinkler system. Traditional irrigation systems are limited in their performance and can over or

By identifying the demand for water conservation in the summer months, I drove development of blog content to speak to the benefits of smart sprinklers.

PHASE 2 – Advertise



By leveraging internal customer lists, lookalike audiences and remarketing to audiences that engaged with the educational blog content, I developed social ads with a stronger transactional CTA

PHASE 3 – Reinforce



Through local volunteer activities, I developed brand equity content highlighting the organization's commitment to a greener lifestyle and energy conservation

Annual Performance



Conversions

450 average monthly enrollments

Impressions

4.1MM MoM (global average)

Web Traffic

+250% YoY social web traffic referrals

Share of Voice

+400% in North America

SabrinaFleary@Gmail.com

832-472-1630

