



Shorebird Media helped St. John's provide essential access to vaccinations in the underserved communities of Los Angeles

3X

Increase in Website Traffic

36K

Appointments Scheduled

6%

Link CTR

Their Story

St. John's Family Center strives for health equity by addressing the health care needs of low-income, uninsured, and under-insured people in Central/South Los Angeles and Compton. As a first-responder in the communities hardest-hit COVID-19, St. John's launched a massive testing and contact tracing program in areas that had no access to testing.

Campaign Goal

St. John's goal was to expand its reach in Los Angeles County by providing individuals essential health information and access to free COVID-19 vaccinations.

Our Strategy

Shorebird Media partnered with St. John's in early July of 2021 to tackle the growing COVID-19 crisis in LA County.

Their goal was to provide access to free COVID-19 vaccines and combat misinformation in the community. Shorebird Media implemented a three-prong approach across paid social, paid search, and SMS to drive new COVID-19 vaccine appointments in the hard to reach communities of East LA.

The team prioritized creative messaging that was timely and relevant to the community to combat misinformation and encourage vaccine appointments. Shorebird Media leverages the three channels to drive individuals to the CA.gov website to schedule vaccine and booster appointments.

As a result, St John's and Shorebird Media have driven over 36K new vaccine appointments in under 6 months at a cost of under \$3 per appointment.

Our Tactics

- Facebook Advertising
- Google Search Advertising
- YouTube Display Advertising
- SMS Messaging



July 2021 - December 2021