



CASE STUDY

Texas Department of State Health Services'
#HealthyTexas



Part I –

Our #HealthyTexas COVID-19

Campaign for the State of Texas

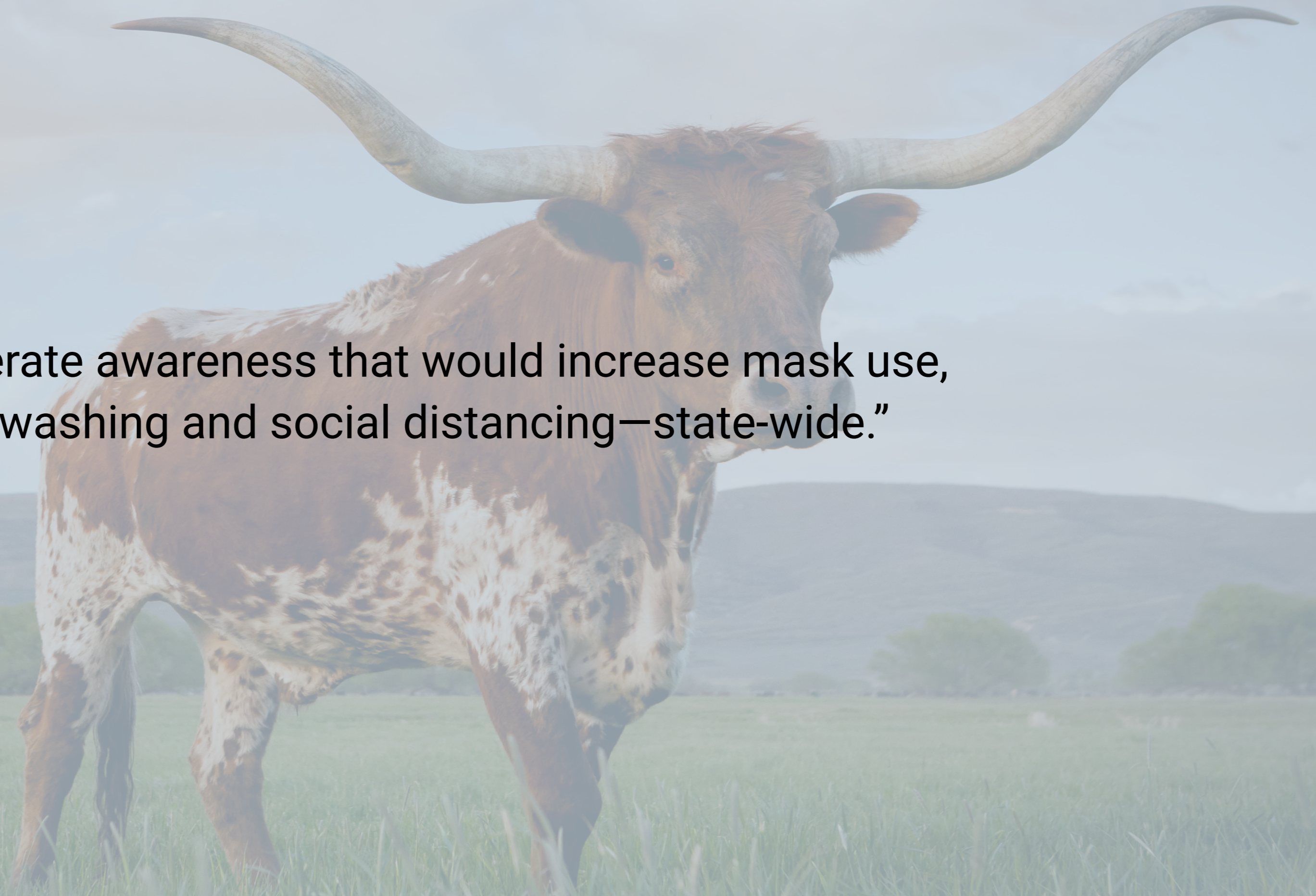
‘Don’t mess with Texas’ was, believe it or not, a phrase paid for by the Texas Dept. Of Transportation to inspire Texans to stop littering.

It worked. By stoking their unique state pride. Funny thing is, that was easy, compared to getting fiercely independent Texans to wear masks, wash their hands, and social distance during a pandemic,

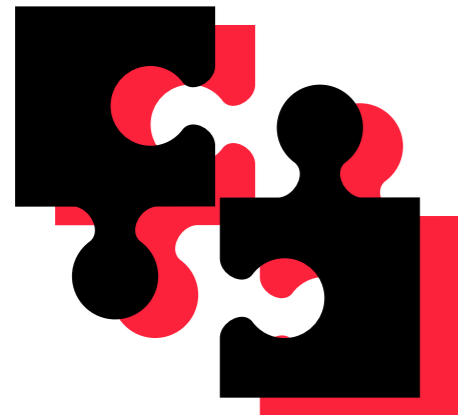
As coronavirus cases rose in 2020, the Texas Dept. of State Health services asked Markerly to use influencer marketing to help turn the tide of the disease.

CAMPAIGN GOAL

“To generate awareness that would increase mask use, hand-washing and social distancing—state-wide.”

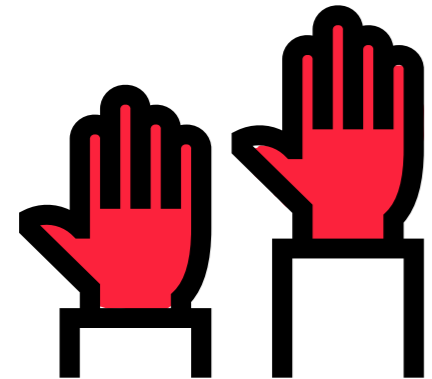
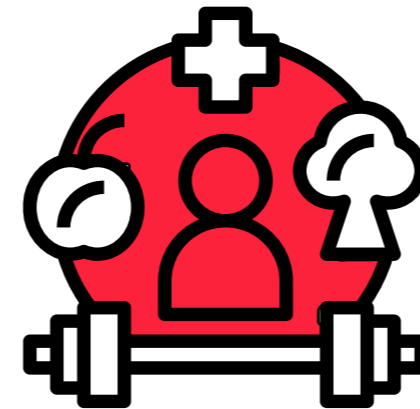


WHAT WE DID



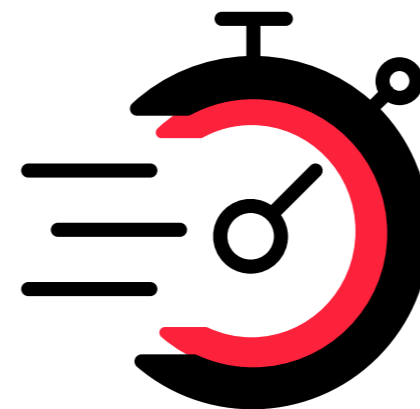
Collaborated with our partner, the Sherry Matthews Group.

Assessed people's lifestyle choices, and how much they might bend to government health guidelines if they received the right message.



Recruited influencers who were free of political agendas, who were racially diverse and represented multiple generations.

Moved faster than the virus, on a project with government sensitivities and still found authentic TEXAS voices,



26

INFLUENCERS

33M

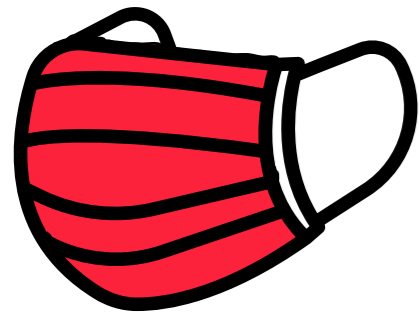
REACH

37.4M

ENGAGEMENTS

\$109.5M

MEDIA VALUE



Intangible ROI:

Thanks to Markerly's campaign, 33 million people received the message to mask, wash and distance. We're proud that this inevitably decreased spread of disease, and increased the receptivity of the public to make healthier choices.



Social Good:

Just like 'Don't Mess with Texas' altered our feelings about littering, our COVID-19 campaign matured the conversations in Texas about care, wellness and social responsibility.



Part II –

Under the Hood of Markerly's Healthy Texas Campaign

Every campaign is different.

But at Markerly, we have several linchpins.

LINCHPIN #1

Authentic Reach

Q: How does influencer marketing work best?

A: When we identify the most authentic influencers in your niche and help them promote your brand in the most natural way they see fit.

- These are influencers who will be happy to use your product.
- Who feel excited to tell other people about your product.
- And wield enough influence to bring you sales from their tribe.

We always reach for those influencers who will create max conversions. This means **audience size is less of a factor compared to audience engagement. A smaller, but more engaged audience will generate more sales** than a larger and less engaged one.

Consider:

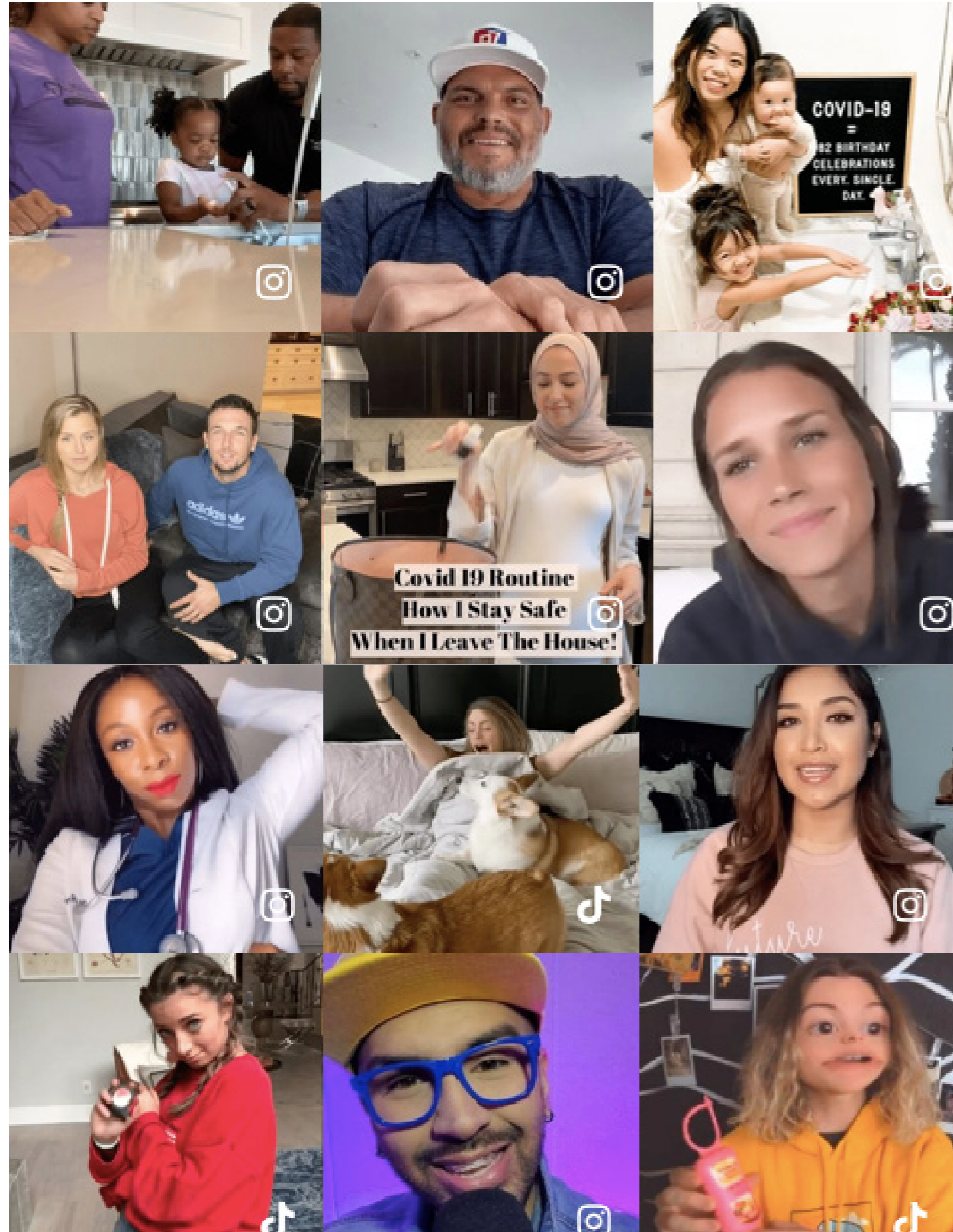
Just 26 influencers = 37.4 million engagements...and there are only 29 million people in Texas! This campaign's potential to change the narrative, and cause *action*, was enormous. It shows the impact of just over 2 dozen Texas influencers.

Controlling the Narrative

We want the influencer to decide how your company's product is best presented to his or her own audience. Why? It works. That being said, we highly encourage campaign collaboration between influencers and the brand they are presenting.

At least half of influencers want to be treated as brands will treat any 3rd party publisher. In other words, you're not going to pay off a reporter from the New York Times for a glowing review. Same for the influencer, no matter how niche he or she is.

Can influencers be bought? Yes! Most influencers (69.4%) are willing to take money to promote your product. That's why we steer brands to the influencers who will promote them with excitement, authenticity and trust. We assess our influencers and expect them to uphold acceptable standards throughout the life of every campaign.



LINCHPIN #2

Integrated Influence

Our Healthy Texas campaign used content marketing and social media, which inspired people to take action. These are three parts of what we call integrated influence.

At Markerly, it's not enough to hammer a few posts together and blast them to the tribe. Whenever possible, we work with a whole brand. We help your company assemble an integrated influence campaign, which is powered by your existing:

- Social media
- Advertising
- Public Relations
- Agencies
- Campaigns
- Content
- Events
- and Corporate Responsibility Programs

Integrated influence is our signature approach.

We use the full "marcom matrix," which amplifies an influencer campaign to reach your audience in the most effective way possible.

LINCHPIN #3

Doing Good

We help brands design socially responsible campaigns. It's not just that we want to do good.

Social responsibility sells.

This is a campaign that created more health consciousness, and increased respect. That was on purpose, because we help you design campaigns that do good AND get positive attention. That's why we help we ideate and create social-good elements in your campaign **for little, to no cost.**

If a brand can use an influencer campaign to help its community, the environment or a good cause—it's a win-win.

- You'll create a campaign that inspiring, and more shareable.
- Your brand will visibly associate with what your audience loves.
- You *become* the story that's told by people of influence.
- Your brand creates the news.

Because people like people who do good.



LINCHPIN #3

Doing Good

To get this campaign running, we had to go above and beyond to ensure that all of our influencers were themselves **socially responsible**.

- To make sure they were following stay at home guidelines, we checked ALL posts from ALL 26 influencers, for six weeks prior to the campaign.
- We ensured they were free of divisive political opinions, so the campaign would reach everyone in the state as neutrally (and effectively) as possible.
- The campaign factors changed quickly. Government regulations changed. The virus changed. Social conditions were all over the map. And every day, the death toll climbed. We moved as quickly as possible to mitigate each of these factors, and give our influencers the support they needed to deliver accurate health messages in an authentic way.
- The campaign targetted Millennials and Gen Z, or those would be the most 'on the fence' about COVID-19 restrictions, yet open to our message about creating a healthy Texas.



An aerial view of a city skyline at sunset, with a warm orange and pink glow over the buildings and sky. The Markerly logo, consisting of a teal speech bubble icon with an upward-pointing arrow and the word "MARKERLY" in white, is centered over the image.

 **MARKERLY**