knexis
DIGITAL MEDIA | web. seo. social

Case Study
Community Engagement

Blue Cross Blue Shield of Michigan

"In an extremely short window, Knexis was able to focus on our program objectives and manage a complex project, with many competing priorities. Knexis' expertise continues to be invaluable in developing targeted and effective community campaigns in social, mobile and online."

Cle Jackson,
Senior Community Liaison
Blue Cross Blue Shield

Campaign Management

About the Client: Blue Cross Blue Shield of Michigan (BCBSM), is the largest independent licensee of Blue Cross Blue Shield Association, and provides and administers health benefits to more than 4.3 million members. BCBSM utilizes the spirit of friendly competition to inspire individuals to change their attitudes toward diet and exercise, and to increase the level of their physical activity.

Faith In Wellness GR
Blues Community Challenge

Blue Cross Blue Shield of Michigan

Challenge

- Needed an Effective Solution to:
    - Coordinate Communication and Collection of Contact Data to more than 200 religious organizations, Tribal Communities, Municipalities, and Organizations in BCBSM Programs.
    - Efficiently Communicate to all Groups Simultaneously, including the Ability to Segment Groups and Communities
    - Have 24/7 Access to a Communication System, in order to Communicate with Groups

Solution

- Knexis Designed a Comprehensive, Two Part Digital Communication Strategy for BCBS.
    - *Part One:* Focused on real-time data capture from online signup pages, Twitter and Facebook tabs.
    - *Part Two:* Employed Knexis marketing solutions to simultaneously deliver multi-channel messages and promotional videos via SMS, targeted email campaigns and voice broadcast messages.

Why Knexis?

- **Mission-Oriented:** Professional Team Shares Expertise and Engages Best Practices, so Our Clients Can Achieve Their Objectives.
- **Efficient**: Knexis' All-in-One Communication Software Efficiently Delivers Communications, Customized to Each User's Preference.
- **Results-Driven:** Ability to Leverage Knexis' Expertise in Digital Website Design, Search Engine Optimization (SEO), Reputation and Webmaster Management, and Secure Hosting.

Results

- **38% increase** in collected contact data
- **264% Increase in reach** to 7 tribal communities, 8 municipalities, organizations and over 200 churches.
- **Enhanced Ability to Track Delivery and Open Rates** for SMS, email, voice, Facebook and Twitter.