Digital Third Coast & Thriving Center of Psychology

Communicator Awards

Marketing Effectiveness

Background

Thriving Center of Psychology (Thriving) is an online mental health platform that matches patients with therapists, offering counseling services via telehealth. Their target audience includes individuals seeking mental health support, therapy services, and relationship counseling.

Digital Third Coast is a digital marketing agency that generates leads and sales for businesses using industry-leading SEO, paid media, content marketing, and link building practices. Thriving partnered with Digital Third Coast to increase its online visibility and grow its reach in providing mental health services.

The subject of this award submission is a successful link building campaign titled, “I Do Not: Gen Z, Millennials Shifting Expectations About Marriage In 2023,” which utilized custom research, creative data visualization, and a targeted media outreach to achieve positive marketing and business impacts.

Target audience

Our approach to this campaign was to leverage our client’s expertise in the mental health space to produce and promote unique content research. Our target audience included both potential clients of Thriving who are searching for relationship support, as well as journalists at top-tier media outlets seeking authoritative sources of data.

Our promotional team targeted publications with domain authorities of 50 or higher (on a scale of 1-100) with even greater emphasis placed on securing coverage on outlets with domain authorities higher than 70. Not only do these marquee placements resonate well with our clients because of their brand recognition, but they also carry greater SEO value.

Objective & Challenges

Our objective was to create a content campaign that complemented our on-site optimization efforts to boost Thriving’s organic digital visibility, boost rankings in the search engine results pages (SERPS), and reach a broader audience of potential patients.

With the demand for mental health services exploding in recent years, so too has the number of online therapy providers. This has created a highly competitive field for telehealth providers in

the mental health space and made it increasingly difficult for experts, like Thriving, to stand out amongst competitors.

Methods and Strategy

Content
Branded content often appears like an advertisement, making it difficult to earn high quality and widespread coverage many businesses seek. To counteract that aversion to the typical promotional PR efforts, we leveraged Thriving's expertise in the relationship and counseling space to produce a piece of content that would resonate with the news cycle.

A 2022 Census Bureau report revealed more than 1 in 3 people 15 years or older had never been married. To advance the narrative in the news cycle, we surveyed Gen Z and Millennials about their sentiments surrounding marriage and cohabitation. Connecting Thriving's expertise in relationships and counseling to a larger commentary.

To improve the ROI of the campaign we optimized the page for keywords like "millennial marriage statistics" and "marriage statistics 2022" so that the page's organic visibility for information queries could help it earn organic links even after media outreach ended.

Digital PR & Outreach
The success of this content hinged on the effectiveness of our outreach. We pitched general assignment journalists at national and local levels to achieve a breadth of coverage that would impact a website's backlink profile, while simultaneously targeting publications in the space of counseling and relationships to build relevance and authority.

While the piece quickly earned coverage, we faced a potential roadblock just one week into outreach when Pew Research released a competing study on Gen X marriage rates. Instead of letting our campaign get overshadowed or lost in journalists' inboxes, we adapted and *newsjacked* competing report's findings to give our campaign a timely hook. We were able to say "here are the latest marriage statistics, and here is why young adults aren't getting married according to this survey."

Another key component to the successful execution of this content marketing campaign was the rapport we built for our client with *CNBC*. *CNBC* used the campaign as a trusted resource for relationship statistics, citing and linking to our study in four unique news articles around the topics of marriage, living together, and finances. The *CNBC* article then syndicated to NBC affiliates nationwide.

By focusing on earning coverage from top-tier national outlets first, we sought to gain trust along with organic and syndicated placements, maximizing Thriving Center of Psychology's reach with fewer hours spent on active outreach.

SEO

During this period, our SEO team performed on-site work to help Thriving's website rank higher in the search engine results pages. Our SEO projects focused on keyword research and mapping, guiding the client on the best ways to strengthen quality pages on their site.

Results and Overall Accomplishments

Marketing Effectiveness:

- 250+ inbound links earned
- Average Domain Authority (DA) of links: 66
- 51% of links on DA 70+ websites
- 75% increase in organic traffic
- Domain Rating increased from 27 to 36
- Organic keywords in positions 1-10 increased from 8 to 1159





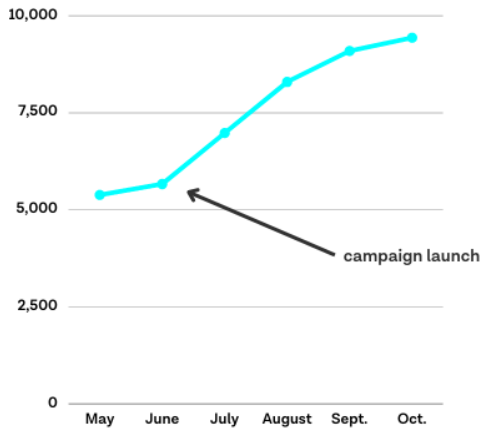
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The campaign earned more than 250 media placements, including many marquee publications like *CNBC*, *The Hill*, *Fortune, Yahoo! News*, and *Brit + Co,* and has over 13,000 engagements on social media. The content is among the top 10 organic landing pages on Thriving Center of Psychology's website and continues to earn organic media coverage each month.

After the campaign launched, Thriving saw a 75% increase in organic monthly traffic, from 5,375 sessions per month in May to 9,417 sessions monthly as of October 2023. During the same period of pre-to-post launch, organic keywords in positions 1 - 10 jumped from 8 to 1159.

75%

Increase in organic website traffic from May 2023 to October 2023



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The website domain jumped from 27 to 36 and their website is now featured in Google's featured snippets and "People Also Ask" section of search engine results for relevant keywords.

This spike in visibility means Thriving Center of Psychology's website is becoming increasingly accessible to both journalists looking for marriage/cohabitation statistics and Thriving Center of Psychology's target customers.

As a result of our combined on-site and outbound efforts during Q2 and Q3 of 2022, Thriving experienced a 40% increase in goal completions, year-over-year.



SPEND

65% of unmarried millennial couples live together, but over half aren't sharing the cost equally

It's common for millennial couples to move in together before they're married: 65% of unmarried millennial couples have already taken this step, according to a recent survey from the Thriving Center of Psychology. And a majority of them — 61% of cohabiting millennial couples — cite financial reasons as a contributing factor.

Kamaron McNair, CNBC Make It | August 11, 2023

EARN

40% of millennials and Gen Zers think marriage is outdated—but 'it's important to be realistic' about the financial benefits, says CFP

Some 83% of Gen Zers and millennials (those aged 18 to 42) anticipate getting married eventually, but about 2 in 5 say marriage is an outdated tradition, and 73% say it's too expensive to get married in the current economy, according to a recent survey from Thriving Center of Psychology.

Ryan Ermey, CNBC Make It | August 11, 2023

SAVE AND INVEST

3 steps for combining finances with your partner: 'It can be scary, but there are things you should know'

Among Gen Zers and millennials (those aged 18 to 42), 3 in 5 unmarried couples live with their partners, according to a recent survey from the Thriving Center of Psychology. Among those couples, half say finances were part of their decision to move in.

Ryan Ermey, CNBC Make It | August 14, 2023

PERSONAL FINANCE

Many young unmarried couples don't split costs equally. Experts weigh in on what's 'fair'

Roughly 3 in 5 unmarried couples in the U.S. live with their partners, according to a report by the Thriving Center of Psychology, which surveyed 906 unmarried Gen Z and millennial pairs in June.

Ana Teresa Solá, CNBC | August 15, 2023

LIFE CHANGES

Gen Z, millennial couples say it's too expensive to get married in this economy

Some three-quarters, or 75%, of Gen Z and millennial couples said it's too expensive to get married in the current economy, according to a survey by the Thriving Center of Psychology. The center polled 906 unmarried Gen Z and millennial pairs in June.

Ana Teresa Solá, CNBC | August 17, 2023

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LIFESTYLE · WEDDINGS

Millennial and Gen Z couples say they aren't getting married, because it's too expensive right now

In a June poll, the Thriving Center of Psychology asked 906 Gen Z and millennials—between ages 18 and 42—about their views on marriage. Participants were all in a relationship, but unmarried. Three in five of those polled lived with their partner, while 15% shared a child with their partner, and 70% co-owned a pet with their better half.

Eighty-three percent of respondents said they were hoping to get married someday—although a similar proportion noted that they did not believe marriage was necessary to have a fulfilled and committed relationship.

Chloe Taylor, Fortune | August 18, 2023

salon

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In a poll from the Thriving Center of Psychology, two out of five Gen Z and Millennials thought that marriage was outdated; per the poll a disproportionate number of women (69%) compared to men (27%) have felt this way. The poll also stated that 85% of people thought that marriage isn't necessary to have a committed relationship. While a majority of Zoomers still want to get married, there's a growing number of people that are rejecting the ideas of traditional relationship markers. Some are also ditching monogamous, heteronormative dating all together.

Nardos Haile, Salon | October 18, 2023