

SonderMind

CLIENT ACQUISITION CAMPAIGNS

GOAL

To increase conversion rate among users who completed matchflow but did not schedule their first appointment.

OBJECTIVE

To build three client acquisition campaigns targeting:

- College students
- Parents with K-6 kids going back to school
- Moms

We'll accomplish this by creating unique themes for each audience that focus on how SonderMind can help them along their mental health journey. We'll tap into relevant topics that bring awareness to our brand while educating and engaging each target audience.

School work & Self work

COLLEGE STUDENTS

Wearing masks during class. Isolating with roommates. Dealing with awkward Zoom calls. College is stressful as it is. Add in a pandemic, and it can feel totally overwhelming. That's why self-work is just as important as school work. If you make time for your mental health, you'll make space for everything else in life. Let us help you check that off your to-do list.

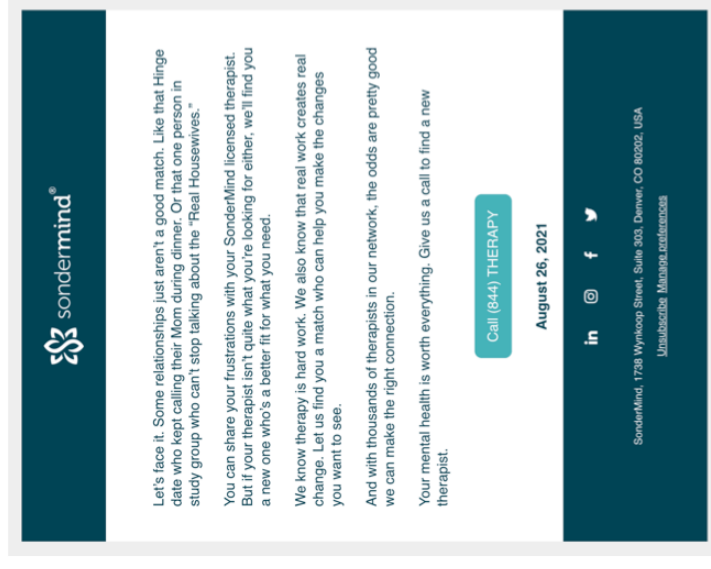
ORGANIC SOCIAL



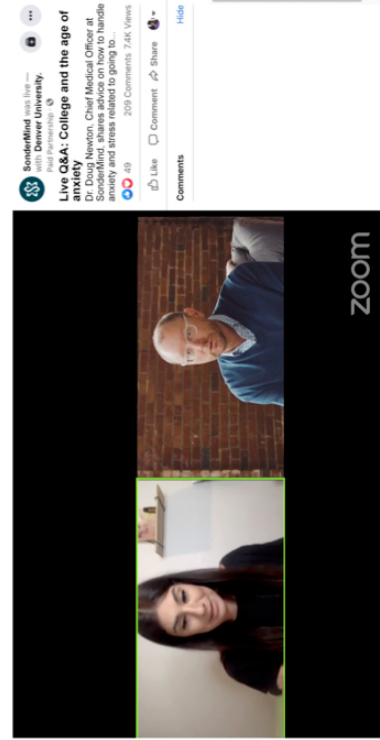
DIGITAL DISPLAY



DRIP EMAILS



FACEBOOK LIVE



OPTIMIZED CONTENT

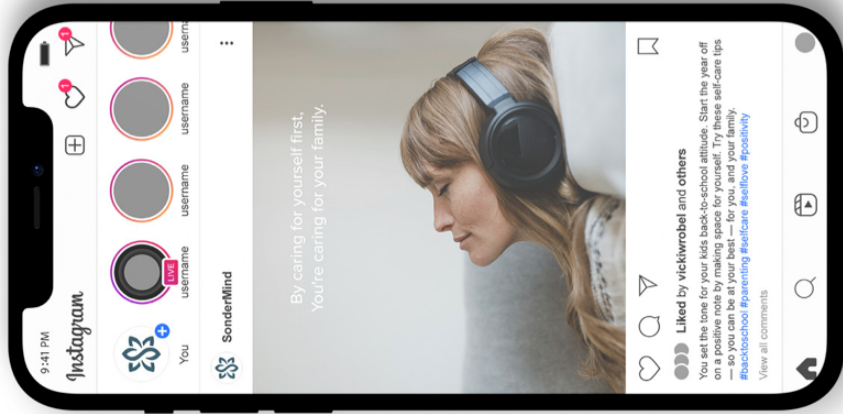


The kids are alright

PARENTS OF K-6 KIDS GOING
BACK TO SCHOOL

When Brenda from school committee tells you to chill out about masks, know that it's completely normal to want to lose your cool. And when your partner forgets to pick up the kids from school, it's okay to want to curse them out. Being a parent during the pandemic is not easy, and you don't have to go it alone. We're here for you, for all things big and small, so at the end of the day — you'll be okay — and your kids will, too.

ORGANIC SOCIAL



DIGITAL DISPLAY

**By caring
for yourself
first, you're
caring for
your family.**

MATCH WITH A THERAPIST

sondermind®

**There's no handbook
for parenting.
Talk to someone
who gets it.**

TRY THERAPY

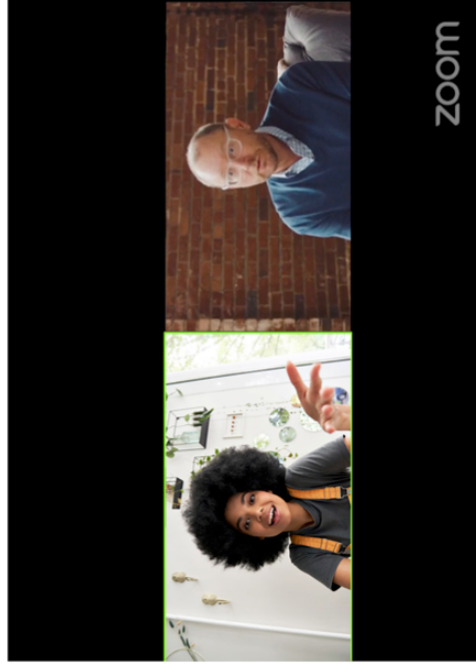
sondermind®

sondermind®

**By caring for yourself first,
you're caring for your family.**

**MATCH WITH
A THERAPIST**

FACEBOOK LIVE



OPTIMIZED CONTENT

sondermind® how it works your resources BLOG

1-844-888-8335 LOGIN

**Parenting Through An Unfamiliar
Elementary School Experience**

AUGUST 12, 2020

Popular Categories

- COVID-19
- Depression
- ADHD
- Anxiety
- Relationships
- Autism
- Bullying

Sign Up For Our Newsletter

Enter email

Join our newsletter

I think we can all agree we never thought we'd be navigating a pandemic and trying to understand how to do the elementary school experience this year. It's a lot of new things, but you're not alone. We're here to help you navigate this year in the best way possible. For you're learning as you go.

Many questions might come up from your kiddos, things like, "Am I going back to school?" "Why isn't my mom home?" and even the big question of "What's a pandemic?" We'll be answering these questions and more in our upcoming blog posts. And we'll be sharing tips and tricks to help you and your family navigate this year in the best way possible. We'll be sharing tips and tricks to help you and your family navigate this year in the best way possible. We'll be sharing tips and tricks to help you and your family navigate this year in the best way possible.

SonderMind was live with **DPS System.**

Live Q&A: Bullying: A guide for parents

October is National Bullying Prevention Month. Dr. Doug Newton, Chief Medical Officer at SonderMind, is addressing how to help your...

49 209 Comments 7.4K Views

Like Comment Share

Comments

Make Time for Me

MOMS

In between carpool duty, packing lunches, and navigating whatever else 2021 decides to throw your family's way, finding a few minutes for yourself can seem like a dream. We get it. That's why we're offering a fresh take on self-care: take back some "me" time by connecting with a SonderMind licensed therapist. You talk. We listen. Because good mental health is for everyone, even Moms. Especially Moms.

While Mischief is spearheading the execution of this campaign, we'll develop several assets to complement their efforts.

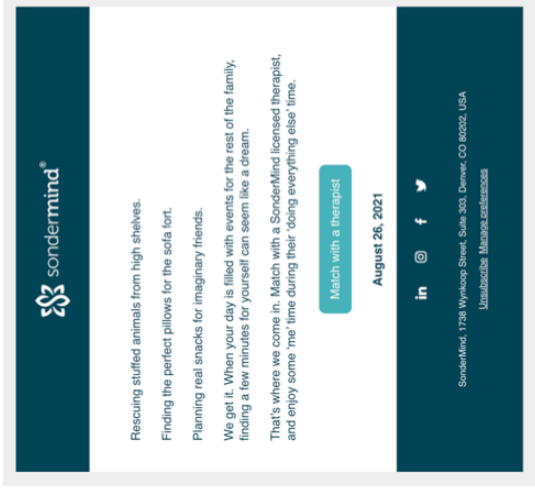
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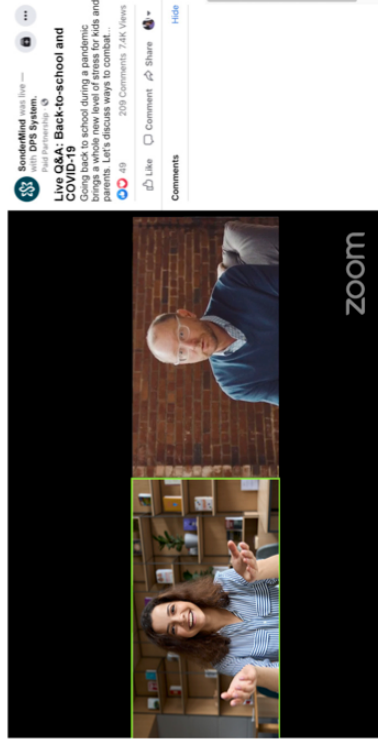
DIGITAL DISPLAY



DRIP EMAILS



FACEBOOK LIVE



OPTIMIZED CONTENT



Thank you.