



Our 3-step strategy not only identifies customers who have a high degree of interest in your services and products, but has them take deliberate action that brings them directly to you.

Our processes are measurable and provide you with detailed insight into your prospective customer's social media interests and the messages which they will find most compelling.

3 Step Program:

- Awareness - finding and defining your audience on social media involving a series of queries designed to sharpen your insight into the interests and concerns of your targeted audience.
- Validation - shaping what that audience is looking for through test offers and confirmed through additional surveys
- Conversion - driving your audience to take action and interact with your practice

Our process allows us to develop top-of-mind awareness as social media has become ingrained into our culture. Forge unique relationships with those looking for information about their medical condition and then direct them to a customized website where the potential patient can view information relevant to their condition and treatment. This allows the potential patient to create a relationship with your business and allows you to host patient education seminars either virtually or in the physical space.

We also provide support with Email Campaigns reactivating old lines of business and assist with list building; allowing your business to inform your audience about the latest techniques in pain management or the next great material advancement in medical implant devices. Other services we automatically provide are:

- Discover clear & concise language that directs someone to an action
- Optimize messages to increase response rates
- Categorize questions that are asked, i.e. are the questions people asking about your message positive or negative?
- List Building - use your industry expertise to build your email list into a powerhouse of marketing materials and goodwill

CASE STUDY:

We offer a logical approach to acquiring conversions on Facebook by using targeted demographics, engagement data, analytic tools, and proven conversion processes. This case study outlines how it works and reveals real results from one of our clients.

STEP 1:

TARGET DEMOGRAPHIC

The first thing we do is create a demographic group to advertise to. We look for relevance, audience size, and affinity for your product/service.

- Audience objective: individuals that had muscle, abdomen, back or neck pain
- Targeted group: people with fibromyalgia

STEP 2:

VALIDATE INTEREST

To validate a person's interest in your offer, we first test a number of images by showing them to a targeted group to see how the audience engages with it.

- Total audience targeted was 25,000 people
- An engaged-visitor was measured as a person that clicked on post and consumed content
- In this example, the image shown on the right was posted with the text "Click like if you love..."
- Nearly 7,500 people engaged the content and visited the client's Facebook page

STEP 3:

LAUNCH LANDING PAGE

Having proven a person's interest in your content/offer, we then retarget them with a video. The end goal of the video is to drive them to a landing page to accept your offer.

- A video was shown to the engaged audience from Step 2
- Video engagement was tracked by pixeling people that watched at least 50%, further validating their interest
- This refined video group was then shown a post with an offer; clicking the ad sent them to a landing page for lead collection
- 35% (2620 visitors) of the people that engaged the image post in Step 2 went to the landing page in Step 3
- Of the opt-ins collected, 99 new clients walked in and purchased topical cream in an 8-month period



Topical Pain Cream **8** Months

25,000 Targeted

Responded to Message **7,500**

2,260 Wanted to Know More

Took Action **660**

99 New Patients

Gave Actionable Feedback **140**

38 RSVP'd For Seminar