

CASE STUDY PRIMARY CARE PROVIDER



Healthcare providers are increasingly using Facebook to promote services and attract patients. This case study details a step-by-step process for promoting GPs and specialists on the platform.

BUILDING BRAND AWARENESS A SIX MONTH CAMPAIGN USING SOCIAL MEDIA

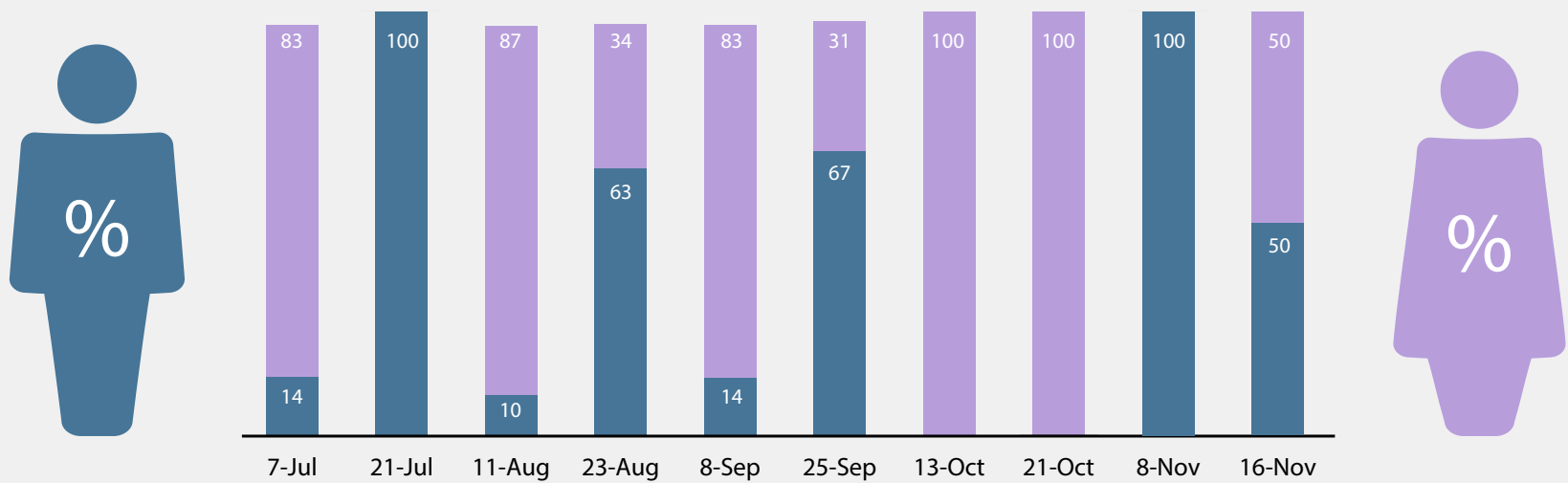


STEP 1: DEFINING GOALS

We defined the goals for the promotion, which were to drive website traffic and generate patient leads.

STEP 2: TARGETING THE RIGHT AUDIENCE

A Facebook campaign targeted local individuals interested in healthcare, wellness or related topics. The audience was narrowed down by targeting specific user groups.



STEP 3: CREATING ENGAGING CONTENT

We developed compelling and educational content that emphasized thought leadership and peer-reviewed insights aligned with their doctors' specialties.

STEP 4: UTILISING FACEBOOK ADS

We boosted their content using Facebook ads to reach a wider audience. We experimented with different ad formats, promoting posts, images, videos, and carousel ads to see what resonated best with their target audiences.

STEP 5: LEVERAGING INFLUENCERS AND PARTNERSHIPS

Using our network we collaborated with other influencers and relevant businesses to expand their reach. They partnered with local healthcare organisations and wellness influencers to amplify their message.

STEP 6: MONITORING AND ANALYSING PERFORMANCE

We tracked our Facebook performance using tools like Hotjar, Meta Business Suite, Google Analytics, and Hubspot. Our focus was on engagement, reach, click-through rates, and conversions.

RESULTS Q3-Q4 2023

01



TARGETED AUDIENCE

When providers operate in an urban environment, we usually focus on targeting an audience that lives within a 20-minute drive from their location. We typically include all genders between 18 and 75 to ensure we consider all individuals within this audience.

FACEBOOK REACH
28.4K

02



COMPELLING STRATEGY

We base our approach to creating compelling content on presenting authentic, fact-based articles from trusted sources. This approach unlocks the vast knowledge of researchers and academics in health and medicine.

FACEBOOK INTERACTIONS
236

03



RAISE AWARENESS

Strategically aligning our content with the health calendar presents an opportunity to tap into more extensive health networks and spread awareness, which ultimately helps us improve the quality of care communication that patient buyers receive.

FACEBOOK LINK CLICKS
804

04



MONITOR & ANALYSE

Monitoring critical metrics from Facebook, Google Analytics, and Hotjar is crucial in evaluating the success of our campaign.

CONVERSIONS & USERS
+49%

