

INCREASED SOCIAL MEDIA ENGAGEMENT NEARLY 3X THROUGH STRATEGIC POSTING & ITERATIVE TESTING

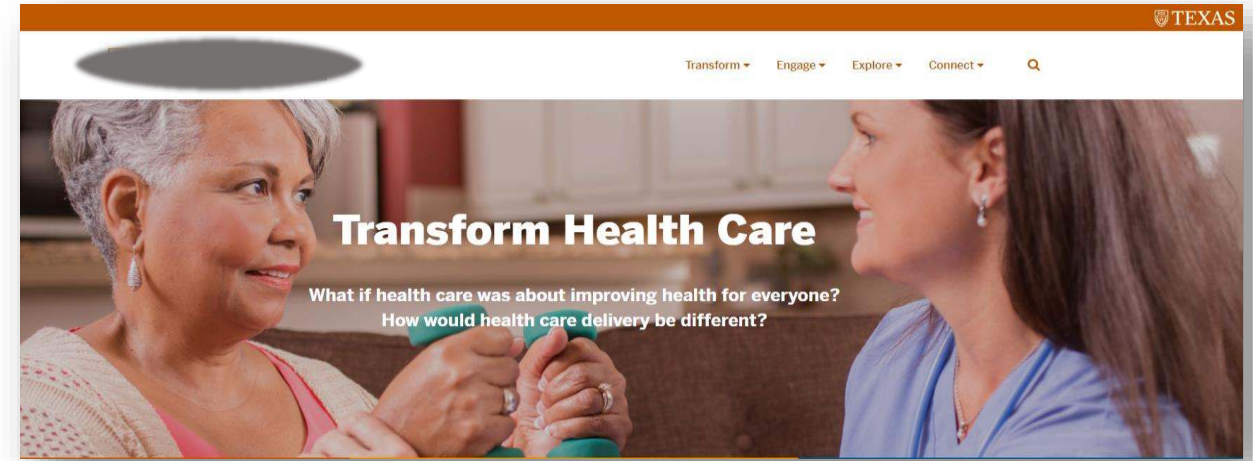
Business Challenges

- Difficult to define and differentiate their offering of value-based healthcare to their desired audience
- Low visibility and engagement from core audiences
- Needed a strategic approach to social media

(un)Common Approach to Earned Social

- Developed strategic content calendar, customized to Facebook, LinkedIn, and Twitter
- Iterative post testing to identify top performing messaging, themes, and post formats
- Continuous updates to content plan based on findings

(un)Common Results



Period-Over-Period Performance

