

Paid Social Pays off for Health Solutions Brand

OBJECTIVE

A healthcare brand wanted to position itself as staying one step ahead of industry information, with a pulse on key trends that could help with reimaging and pushing healthcare forward. In particular, the brand wanted to promote a specific research report to generate new leads/demand for their solutions and drive awareness to their website for continued insights and updates.

SOLUTION

The brand enlisted the help of SMB Media Consulting to use social media as the main channel for educating the company's existing digital followers and targeting prospects to engage and take an action – either a click, form fill, and/or webinar registration. The SMB team used a mix of CRM lists, self-identification (information a user includes in their social media channel that advertisers can use it to build an audience), and retargeting to target users.

RESULTS

From 2020 to 2021, spend decreased by **78%** while click-through rate increased by **78%**. In addition:



Cost per click
decreased by
34%



Cost per quote
decreased by
74%



Cost per app download
decreased by
74%