



SocialMadeSimple®

# Medical Practice Case Study

We help businesses thrive through  
powered tech, custom brand content,  
and hyper-local advertising.

# CASE STUDY OVERVIEW

**01.** About The Partnership

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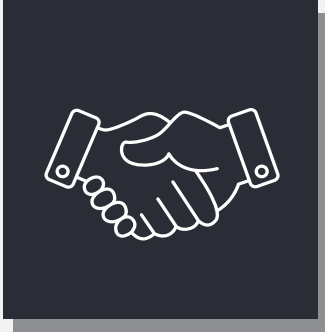
**05.** Targeting

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## About The Partnership

We work with a leading end-to-end medical practice growth solution provider. They provide tens of thousands of medical businesses with websites, SEO, reputation management, EMR integrations, online scheduling tools, and much more.

In short, this partner helps medical practices gain patients, keep current patients happy, and streamline internal processes.

In 2019, this partner was looking to add social media services to their suite of products. Shortly after, SocialMadeSimple began providing white-labeled social media services at scale for this partner's clients.

By integrating with the SocialMadeSimple platform, we were able to produce consistent, quality, content from day one. In the first three months of this partnership, SocialMadeSimple **on-boarded 1,144 client accounts**.

Today, we are producing social media content and ads for more than **1,600 of their active clients**.



## The Challenge

Our partner needed a white-labeled vendor that could deliver quality social media services for thousands of their clients. SocialMadeSimple utilizes proprietary software and a team of Customer Success Managers, Digital Ads Specialists, and Content Specialists to deliver the following:

—  
**Custom & general interest posts to Facebook, LinkedIn, and Twitter.**

—  
**Paid ads that drive page growth, website traffic, and phone calls.**

# HOW WE DO IT



## Dedicated Team of Experts

**Your dedicated Client Success Manager is just one call away!** Your team will consist of a Client Success Manager, a Digital Ads Specialist, and a team of in-house Content Specialists.



## A Consistent Social Presence

**We create branded content on Facebook, Twitter, LinkedIn, and Instagram specifically about your business.** These posts will showcase your business, the people behind it, promotions, and services.



## Advanced Paid Social Advertising

**Our custom advertising campaigns are tailored to your business's needs.** We create, optimize, and manage Facebook and Instagram ads to achieve your desired objective (page views, lead generation, video views, website orders, and much more).



## Simplified Reporting

**With 24/7 access to the SocialMadeSimple platform, you can view real-time reports on your campaigns' performance.** Additionally, you'll receive weekly reporting emails that are informative and easy to understand.

## → STRATEGY

Blending data-backed strategy around paid social, reaching the clients' marketing personas, and delivering world-class creative, SocialMadeSimple delivers a full-service white-label marketing solution.

## → PROGRAM OVERVIEW



### PLATFORM:

All customers are provided access to the white-labeled SocialMadeSimple platform, which allows interaction with scheduled posts, reporting, and more.



### CONTENT:

SocialMadeSimple curates, creates, and posts organic content for all subscribing customers, adhering to social media best practices. (8 Posts per month)



### BOOSTED ADS:

Posts are boosted for each customer account. These ads target likely patients of each practice and provide actionable value, such as "Call Now" or "Visit Website." (4 Custom Boosted Posts per month)

## → TARGETING

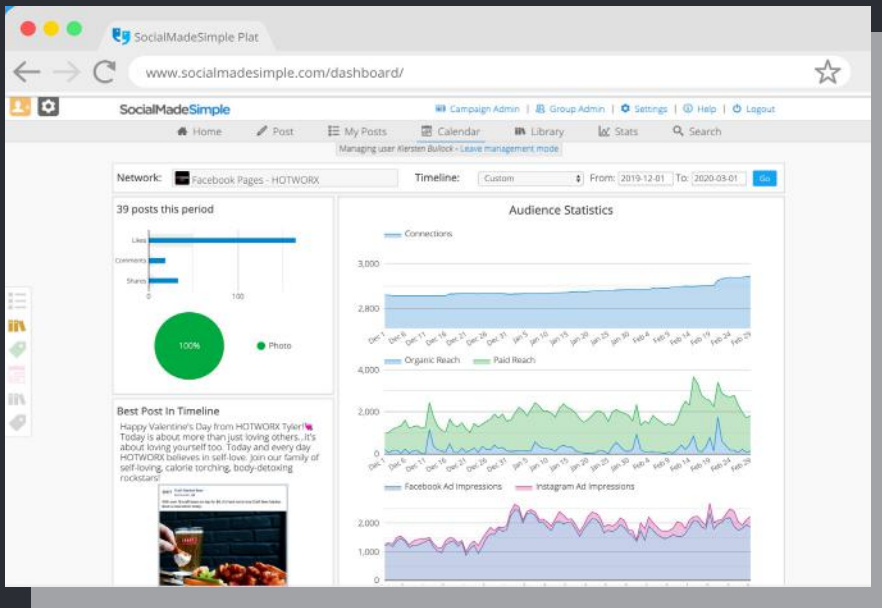
### TARGETING PRIMARILY FOCUSED ON:

- Lookalike audiences (using existing customer data)
- Core Audiences
- Interests (dermatology, healthcare, dentures, botox, etc.)
- Geographic location
- Age
- Gender

### OTHER KEY AUDIENCES TARGETED:

- Non-converted leads
- Friends of "page likes"
- Engaged users
- Customer List
- Web traffic

# THE SOCIALMADESIMPLE PLATFORM



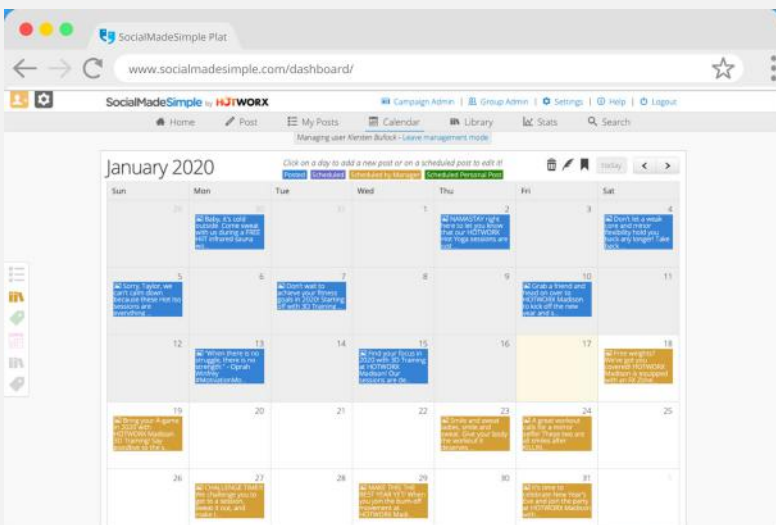
OUR PROPRIETARY SOFTWARE ALLOWS OUR TEAMS TO CURATE, CREATE, AND DELIVER QUALITY, ON BRAND SOCIAL CONTENT AT SCALE.

## Detailed Reporting

Clients receive comprehensive reporting via platform dashboards and white-labeled emails.

## For The DIYer

Each of our clients are **granted access** to our white-labeled platform, allowing them to post content, make edits, view reporting, and more.



## Connected Social Networks

**Post** to Facebook, Instagram, Twitter, & LinkedIn with a single click.

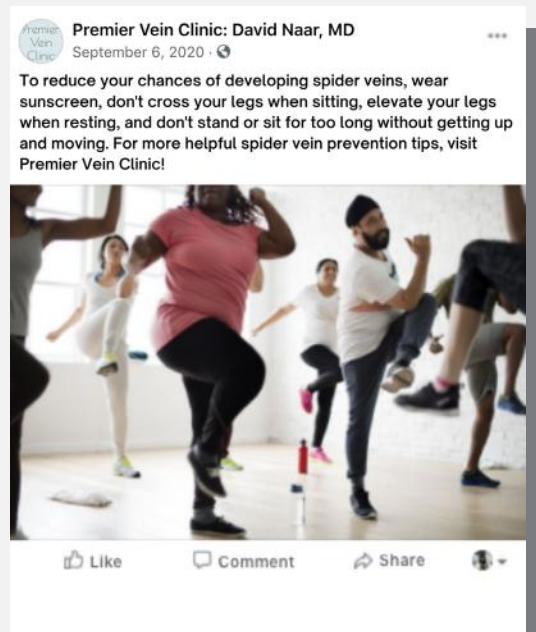
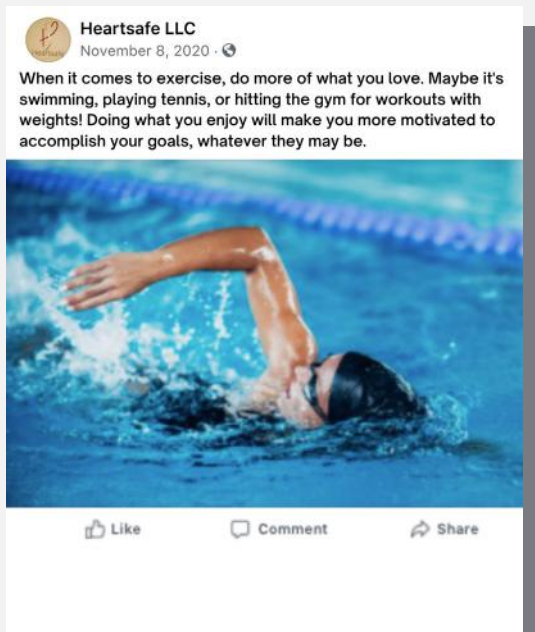
## Content Weeks In Advance

We send **monthly** white-labeled emails to our partner's clients for feedback and revisions.



# CONTENT

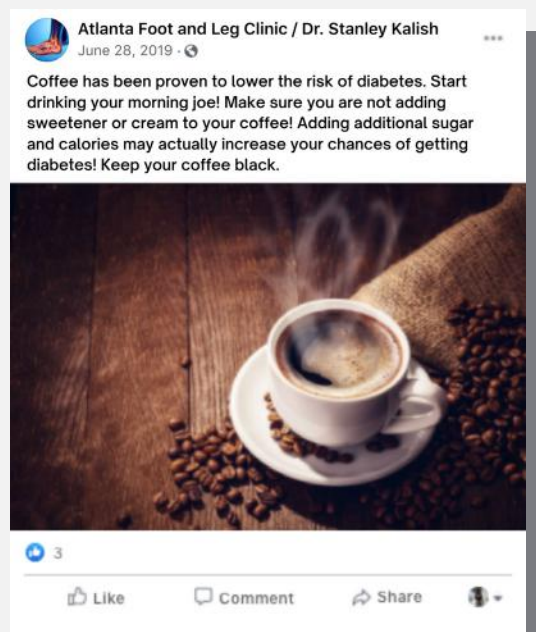
SKILLFULLY CRAFTED SOCIAL MEDIA POSTS THAT BUILD CREDIBILITY, SHOWCASE SERVICES, AND POSITION THE MEDICAL PRACTICES AS LOCAL LEADERS IN THEIR SPECIALTIES.



**+225,000**

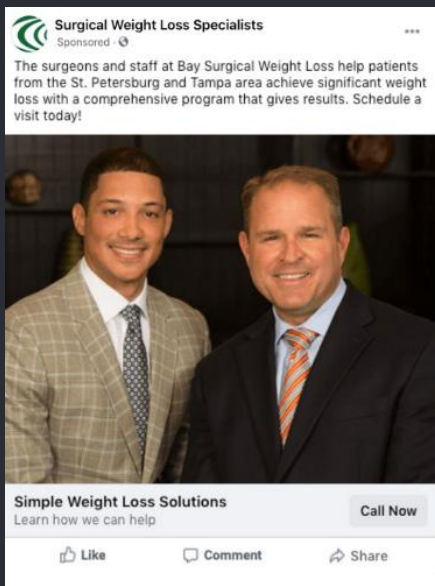
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**HEALTHCARE  
SOCIAL MEDIA  
POSTS PUBLISHED  
IN 2020**




# FACEBOOK ADS

These are **Facebook posts** shared on a business' timeline with a monetary budget behind them. These posts are shown to a targeted audience, improving brand awareness, driving website visits, and increasing appointments booked.



**Surgical Weight Loss Specialists**  
Sponsored

The surgeons and staff at Bay Surgical Weight Loss help patients from the St. Petersburg and Tampa area achieve significant weight loss with a comprehensive program that gives results. Schedule a visit today!




**Simple Weight Loss Solutions**  
Learn how we can help [Call Now](#)

Like Comment Share



**Fasciablusters of Utah**  
Sponsored

From cellulite to wrinkles - FasciaBlasters may just be the cure for it ALL! Hear from creator Ashley Black to learn more about the power of Fascia Blasting!



[W/MAGAZINE.COM](#)  
**Why FasciaBlasters May Be the Cure to Everything from Cellulite to Wrinkles** [Learn More](#)

1



**Summit Medicine And Wellness**  
Sponsored

Continuous joint pain is not an issue anyone should have to live with. Come in for a free consultation and let our team build a customized treatment and recovery plan to fit your personal needs!



[DISPLAYURL.COM](#)  
**Say Goodbye To Joint Pain** [Request Time](#)  
A customized treatment and recovery plan

Like Comment Share

**+175 million**  
HEALTHCARE FACEBOOK  
IMPRESSIONS GENERATED  
(2020)

**4,045,174**  
TOTAL AD CLICKS  
(2020)

**111,623**  
TOTAL CALL  
GENERATED (2020)



# WHAT OUR CUSTOMERS SAY



More patients are coming through the door.



Prompt delivery of lead info and clean summary reports. Easy to use for a low-techie like me. Love it!



I think the marketing is consistent and effective.



We've noticed a huge improvement in our social media leads since joining. We really enjoy working with Emily. She has been absolutely great.



CONSISTENCY is the best word I can use for your TEAM. EXCELLENT!



I enjoy the immediate notifications and easy access dashboard. The calendar option is also very nice to schedule posts.



The team is very quick, helpful, easy to contact. Immediate response, nothing negative at all



Every aspect of the program is outstanding from the staff to the products offered. Thanks for your service.



Best program out there to give my practice visibility.



I am getting new leads every day.

# OUR SOCIAL MEDIA EXPERTS



**VERONICA JACKSON**

Director Of Client Services



**ANDREW SERAPHIN**

Customer Success Manager



**ASHLEY CURTIS**

Customer Success Manager



**EMILY FAUBERT**

Customer Success Manager

# LET'S WORK TOGETHER!



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