



# KBK

Communications

## **Using Paid Ads** to Generate Leads and Promote Conversions in the Healthcare Sector

---

Months of dedication  
and hard work have  
paid off with some  
amazing results for  
one of our key clients



**23**

NEW LINKEDIN  
FOLLOWERS

**23.53%**

CONTACT-TO-  
CONVERSION RATE  
ON LINKEDIN

**40,679**

PEOPLE REACHED  
ON FACEBOOK

**50,108**

TOTAL USER  
INTERACTIONS ON  
FACEBOOK

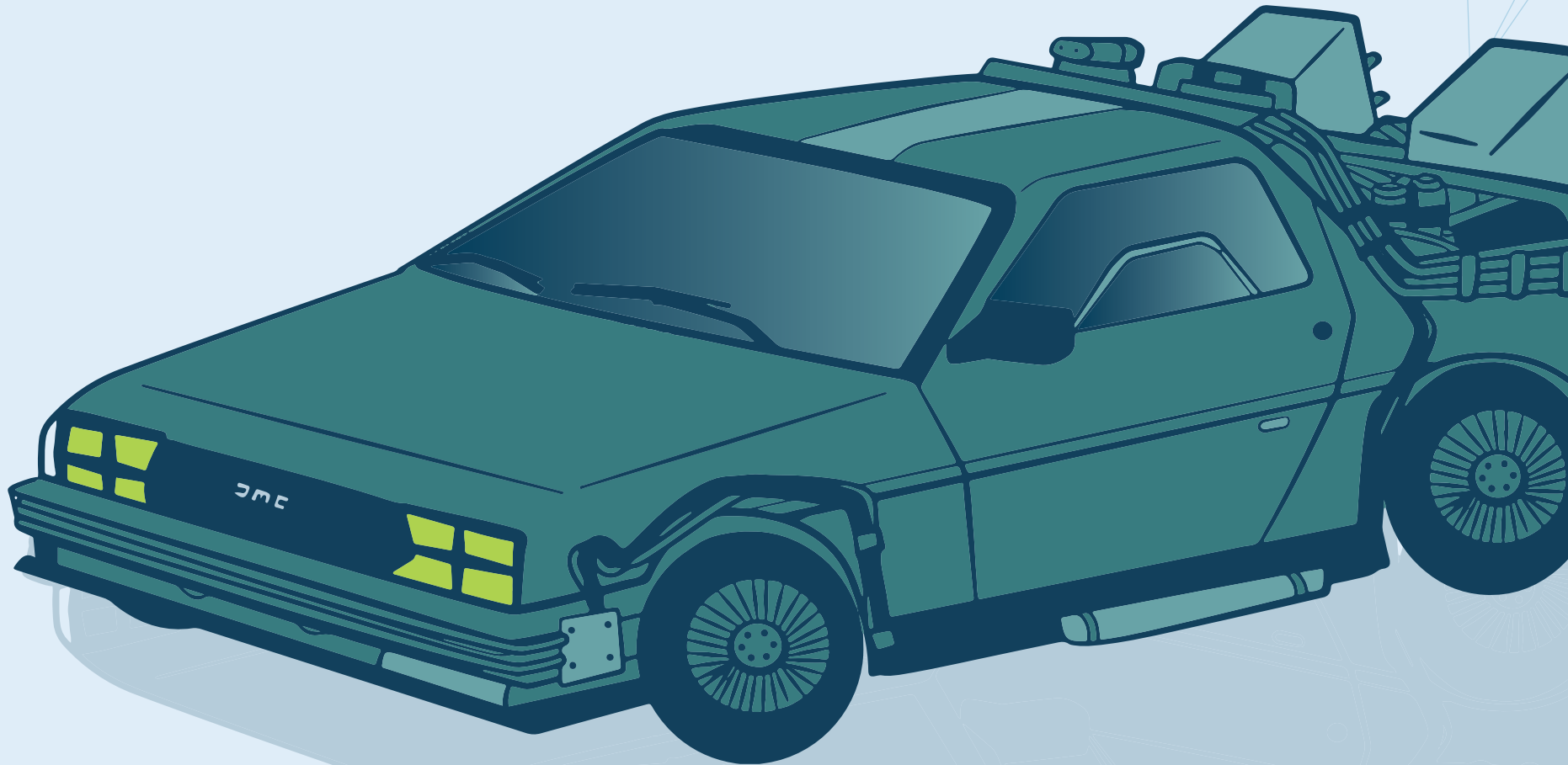
**365**

NEW FACEBOOK  
FOLLOWERS

Looking at those numbers now, it's easy to forget the hours that went into realizing them. From initial brainstorming and alignment, to crafting a solid foundation for an engaging campaign, there were many moving parts and players that had to come together to make it work.

But to illustrate this, let's go back in time.

Sets DeLorean to  
**6 MONTHS AGO**



# THE PLAYERS

## Safe trip? Great!

Now that we're all here, let's get the introductions out of the way:

As **KBK Communications**, we're a global digital sales and marketing agency that specializes in the healthcare space. When we're not messing with the space-time continuum, we focus on customer experience, user experience, and digital transformation from research to purchase.

Our client is a medical manufacturer offering a wide range of disposable and reusable products, along with specialty equipment in the pre-hospital emergency care sector. They are focused on improving healthcare workforce efficiency with practical solutions that safeguard both patients and the professionals who treat them.



# THE CHALLENGE

Disappointed by the response they'd received for two recently introduced devices, the client was looking for a partner with the experience to lay-out an actionable digital campaign, and the resources to follow-through on its promises.

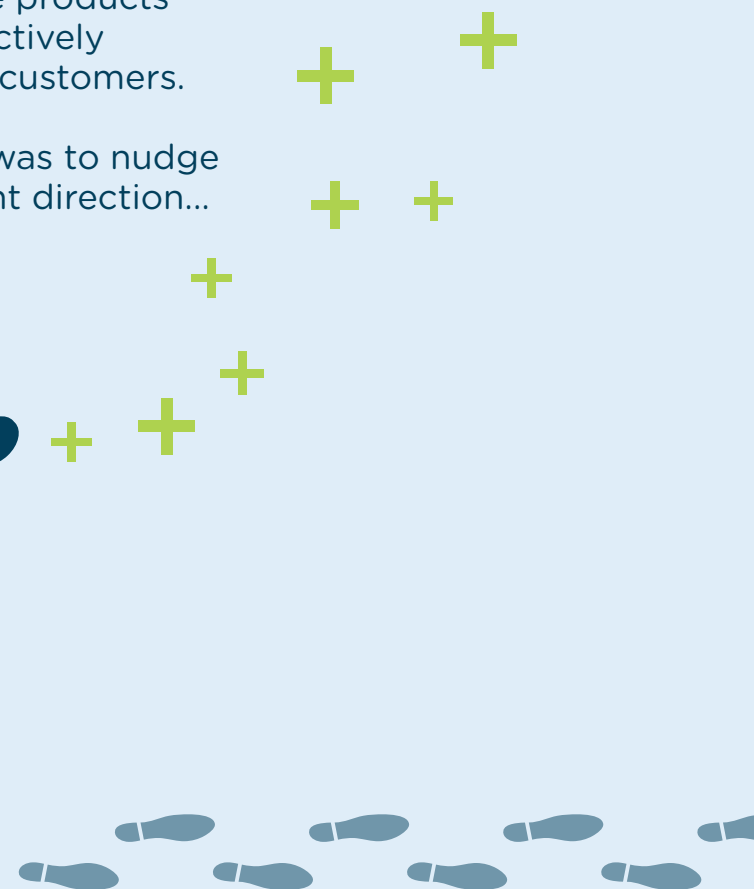
## **We took on the challenge.**

We set our investigative noses to the digital grindstone to see why the release of these devices had fallen on deaf ears (and eyes). A few keystrokes and a comprehensive digital audit later showed us...

...that our client had next-to-nothing in terms of social media presence. This meant they lacked the necessary reach to place their new devices in front of the people that mattered, when it mattered the most. But, there was hope (something we were

quick to point out). Their Facebook and LinkedIn audiences were growing organically, which showed genuine interest on the audience's part, and that our client's healthcare products and services were being actively sought by these potential customers.

Now all we needed to do was to nudge these prospects in the right direction...





A hand is pointing at a map on a bulletin board. The map shows various locations marked with blue dots and labels. The background is a light blue wall with a network diagram overlay consisting of white lines connecting various points. Two circular icons are also present: a green circle with a white 'in' (LinkedIn) and a green circle with a white 'f' (Facebook).**in**

# THE APPROACH

The client's products deserved more, so we set out to ensure that the developmental hard work was rewarded.

To remedy their lack of reach, we brainstormed a two-platform strategy that relied heavily on Facebook and LinkedIn paid media. What sold them on our idea was the concept that we could cost-effectively connect them with their intended audience, without the resource-drain of having to produce a whole new library of assets or content.

# THE PROCESS

We turned our strategic 'proof of concept' into a winning digital strategy that employed content marketing, marketing automation, social media marketing, and paid search. Specifically, we used paid search to target predefined audiences and generate greater reach with paid ads to engage users who weren't following the client's Facebook or LinkedIn pages.

Once the campaign had run its course, we were treated to positive news that boded well for our client's future:



Organic posts continued to build on the momentum our strategy initiated, and continued to perform well



Follower count continued to increase without the help of boosted posts

**We'll claim that win!**

# THE SPECIFICS

There's more to our strategy than meets the eye, so let's take a deeper dive into the 'hows' and the 'whys':



## LinkedIn

Over a five-and-a-half month period, we ran lead generation ads and sponsored content to drive potential customers to the client's website. The primary mandate of this particular campaign was to raise awareness for their two new products.



## Facebook

Following the directive to increase followers and raise brand awareness, we deployed **boosted posts**  and business page promotion ads to reach the following end users:

## Who We Targeted



**First responders**



**EMS**




**Police officers**



**Military personnel**

## What is a boosted post & why does it matter?

 Boosting a post that's performed particularly well, or one that you want more people to see, significantly increases the chances of it being shared or interacted with. Boosting content also creates opportunities to reach people outside of those who like and follow the page.



# THE RESULTS

Achievement unlocked! In just over two months, our Facebook and LinkedIn paid ad campaigns delivered the following results:



# FACEBOOK



40,679

## USERS REACHED

Our paid media content was seen by a number of users who hadn't previously liked or followed the client's page. This proved that our campaign was reaching new audiences and, potentially, new customers.



2,486

## ENGAGEMENTS

Engagements include such things as a Like, a Share, a Comment or a link click-through. This number of engagements meant that the messages were definitely striking a responsive chord.



50,108

## INTERACTIONS

**30 times more than the previous time period**

Whereas engagement is solely on the part of the user, interactions are measurable conversations between the brand and their potential customers. Establishing a personal connection with followers lays the foundation for brand advocacy.



365

## NEW FOLLOWERS

**Four times what it was before**

Our paid media campaign increased the client's Facebook followers four-fold. This shows genuine interest, and that users were actively choosing to follow our client for future content or information. By engaging new users, we placed the client top-of-mind and increased the likelihood of their products and services being chosen.

# LINKEDIN



34

## WEBSITE VISITORS

Our campaign methodology was generating enough interest to drive potential customers to the client's website for more information.



8

## NEW LEADS

**23.53% conversion of visitors to leads**

We don't need to tell you how important this one is! Eight new leads means eight more chances to engage with and convert prospects into paying customers.



23

## NEW FOLLOWERS

LinkedIn's biggest selling point is that users are scrolling it with a heightened state of interest. They are actively seeking some opportunity or looking for the right products and services. Thus they're more likely to engage with a brand.



84%

## INCREASE IN INTERACTIONS

As previously noted, interactions provide the opportunity to actively communicate with the follower. By being attentive and responsive to their queries, we were able to make them feel valued, increasing the likelihood of them recommending the business to peers, or using the products and services.



100%

## INCREASE IN THE AMOUNT OF IMPRESSIONS

LinkedIn impressions indicate the number of times a particular post was shown to LinkedIn users. By doubling our clients' impressions, we placed them in front of the people they wanted to connect with.





# THE TAKEAWAYS

By addressing the client's social media limitations from the outset, we were able to set realistic expectations and overcome obstacles with relatively few 'revisions on the fly'.

We found that paid ads across Facebook and LinkedIn helped to hone in on a distinct audience demographic and increase both reach and engagement. The results speak for themselves, proving that the use of paid ads on social media are effective, worthwhile methods of promoting product awareness and generating leads.

# GOING FORWARD

## Shaping customer experience through digital healthcare marketing

We continue to assist the client with website optimization, lead nurturing workflows, as well as conversion opportunities.

And we're always up for new challenges! Just don't ask us to travel through time — that's out of our range of expertise.

What we can do is offer you the services of a team of accomplished medical industry digital marketing specialists who understand how to engage and educate the industry's leading decision-makers.

If you are a healthcare distributor, manufacturer, or service provider that wants to achieve the following:

- Find new customers and expand into new markets
- Retain and upsell existing customers
- Grow and nurture qualified leads
- Provide support so customers use your product or service to its full potential
- Engage and delight existing customers
- Increase your Net Promoter Score
- Allow customers to self-serve

... then [get in touch with us](#) at [KBK Communications](#) and begin your journey to the growth and ROI you deserve (DeLorean not included).

**KBK**  
Communications



[kbkcommunications.com](http://kbkcommunications.com)

Shaping the Customer Experience