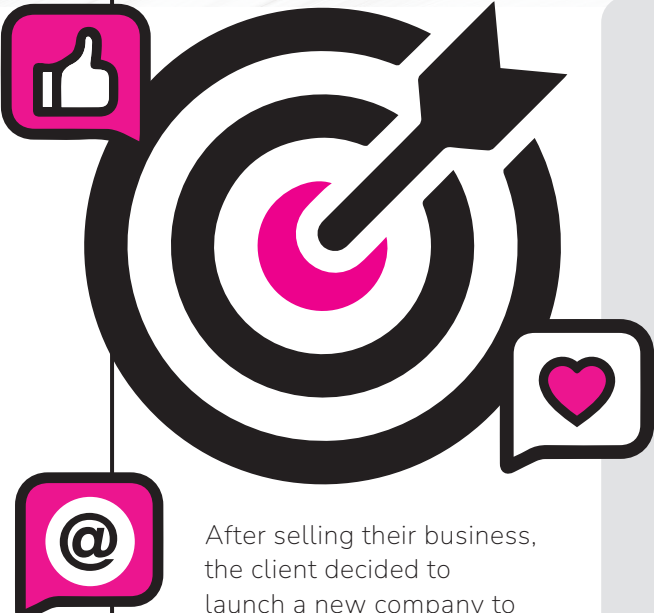


MLC EXPERT CONSULTING

# Case Study 1

## Client Overview and Goals

MLC had an opportunity to work with a client from the Southeast known for their accomplishments as a clinician and educator in the field of wound management. With over 20 years of direct wound care experience, they aimed to develop practical, evidence-based concepts in the healthcare environment and educate wound care clinicians to perfect their craft.



After selling their business, the client decided to launch a new company to rebuild their wound care connections. Unfortunately, they had little to no followers on their “start-up” social media platforms (i.e., <50) and limited marketing capabilities. MLC was chosen to be their one-stop-shop for their marketing needs.

## Project Challenges and Goals

As with any start-up, the client had five fundamental business issues that face all entrepreneurs:

- 1 Little to no brand awareness
- 2 Significant budget constraints
- 3 Short-staffed (1 employee)
- 4 No in-house marketing capabilities
- 5 Lack of a reporting mechanism to measure success

With their focus on educating wound care professionals through lectures, conferences, and webinars, the challenge became driving awareness and demand for their services in an already crowded healthcare space.

**With the challenges defined, the project’s first-year goals were to optimize the budget, maximize awareness in the market, and drive traffic to existing social media platforms and website to reconnect with wound care colleagues.**

**The question now: How to get this done? ►**

## The MLC Advantage™

After reviewing the budget and goals, MLC determined that this client was a perfect fit for the MLC Advantage™ program. This comprehensive program was designed to maximize traffic to social media platforms and other digital outlets by utilizing a four-pronged strategy:

- 1** Developing highly targeted messaging and creative
- 2** Establishing frequency through social channels utilizing an events calendar
- 3** Monitoring analytics against success measurements
- 4** Reporting traffic results

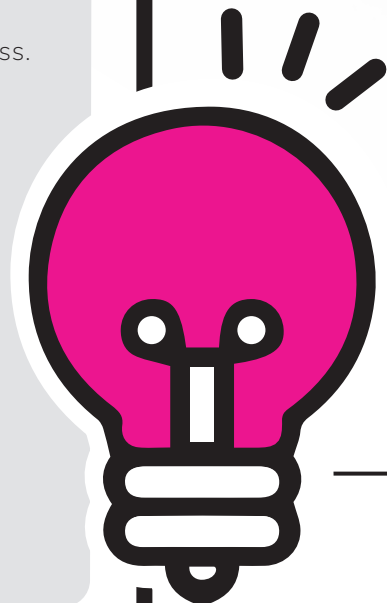
With this strategy as an outline, the next step was to develop a robust creative brief and understanding of the objectives to guide business decisions and budget allocation.

### Developing the Creative Brief

To ensure a successful campaign, MLC's team worked closely with the client to develop a creative brief to outline the project objectives, innovative approach, key deliverables, and definition of success.

By using the outline below, MLC captured all the details needed to achieve the client's desire to build brand awareness and drive traffic to their digital platforms within budget constraints:

- Background: the current business situation
- High-level project objectives
- Success measurements
- Campaign target audience
- Deliverables
- Timing
- Budget



## Bringing the Plan to Life: Execution

With the creative brief as the foundation of the project and MLC's Advantage™ program as the execution engine, the following plan of attack was developed:

1

### Social media campaigns

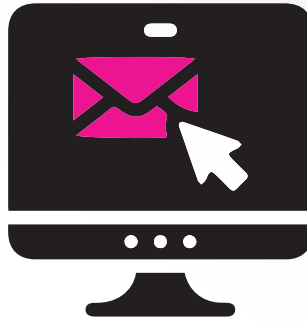
(Facebook, Instagram, Google My Business, and Twitter)



- Concept design and development
- Creative and copy
- Performance analytics
- Social media plan
- 30/60/90-day calendar

2

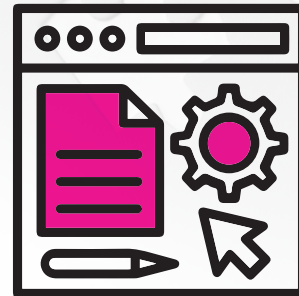
### Email marketing journey



- Concept design and development
- Creative and copy
- Performance analytics
- 3 to 5 emails per month

3

### Website management and hosting



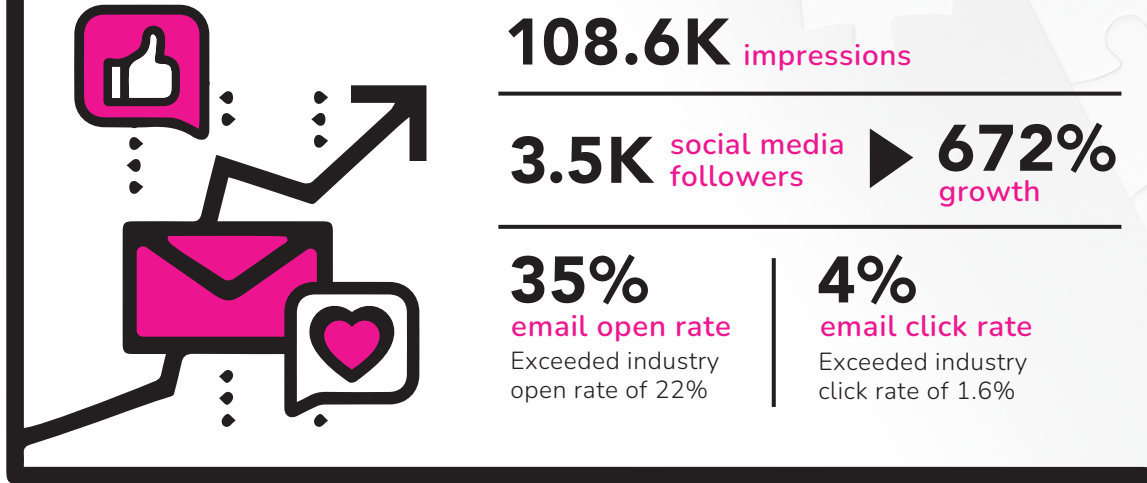
- On-going updates and modifications
- SEO review and maintenance
- Content creation

With a customized plan in place, MLC executed with hyper frequency to the client's targeted audience to ensure **consistent messaging and engagement** across each touchpoint. The "call to action" consistently led the target audience to "follow" on all social media platforms where they could "learn more" at the client's website.

## Assessing Results and Building a Continued Partnership

With MLC's creative expertise, planning capabilities, and execution tools, the project kicked off on time and resulted in impressions, followers, and open rates exceeding industry goals.

2.1K social posts and 25 emails delivered over one year yielded the following success:



### Challenges

- Little to no brand awareness
- Significant budget constraints
- Short-staffed (1 employee)
- Limited in-house marketing capabilities
- Lack of a reporting mechanism to measure success

### Goals

- Maximize awareness in the market
- Drive traffic to the client's existing social media platforms and website
- Optimize budget

### Solutions

- Social media campaigns (Facebook, Instagram, Google My Business, and Twitter)
- Email marketing journey
- Website management and hosting