



Comms strategy: 140K following increase

Case story

Moving minds in healthcare for over



AdvancedMD case study

Company overview

AdvancedMD (AMD) is an integrated medical software suite for independent practices

Target audience:

Physician practices, small and mid-size providers

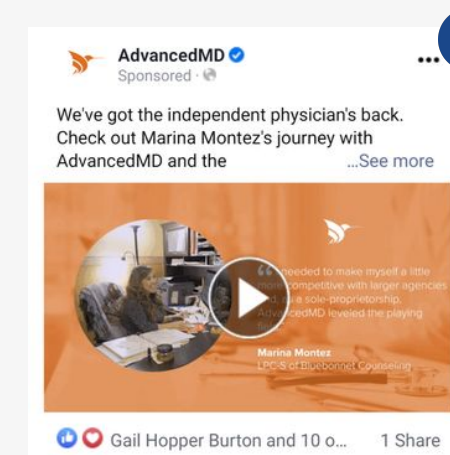
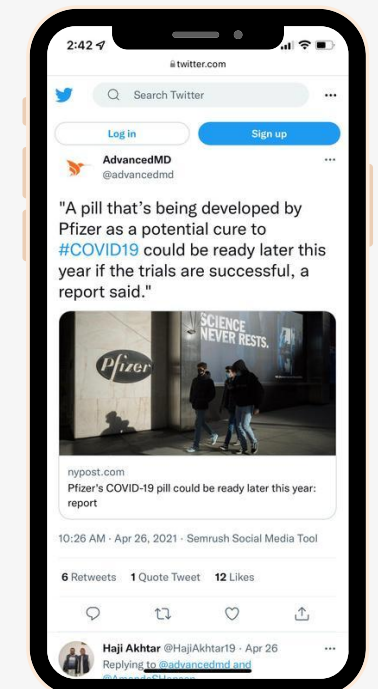
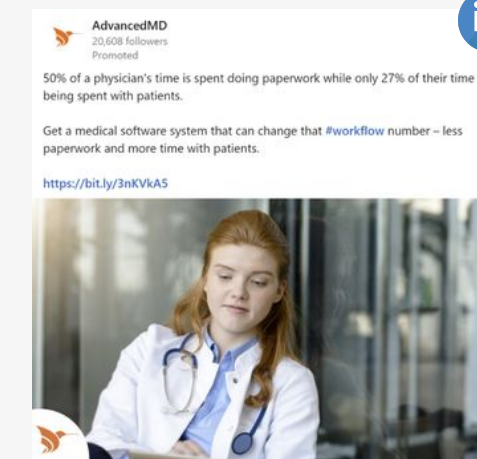
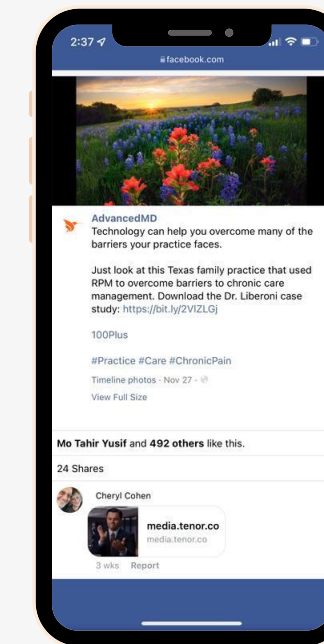
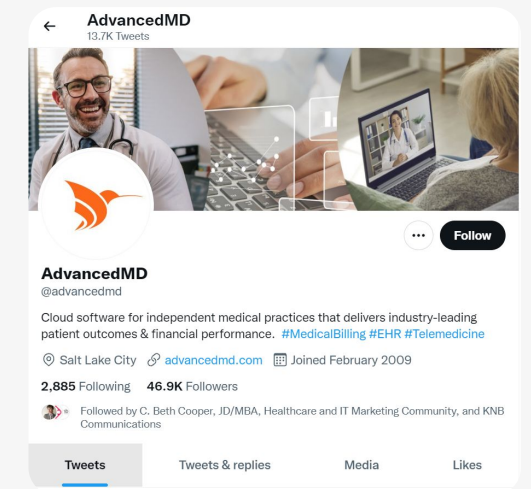
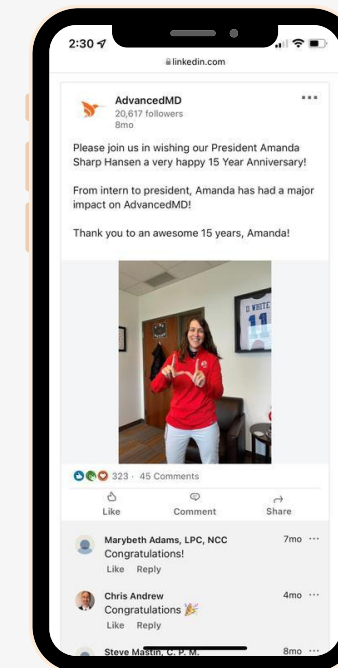
KNB role

Created a comprehensive communications strategy including PR, marketing and social media - targeting medical centers, physician offices and physical therapy offices.

- Provided media training for key AMD executives and end customers (providers) for media briefings and interviews.
- Developed customer case studies through physician interviews. Proactively pitched stories to our established network of reporters and secured strategic meetings.
- Amplified PR placements and extended life by creating a custom audience via social media and a display ad campaign.
- Drove leadership in social media presence, followers, engagement and impressions among highly competitive space, across 3 platforms.
- Continually adapt website content to improve SEO and drive website traffic.

Results

- Grew a combined social following of over 140,000
- Secured media placements and metrics:
 - #1 share of voice (SOV) among cohort: 28.5%
 - Audience reach: 32.2 million





Contact information

290 Harbor Drive,
Workpoint Suite
Stamford, CT 06902
203.504.8230
hello@knbcomm.com
www.knbcomm.com

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