

## Case study

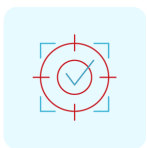
### The challenge

A small medical device company specializing in spinal implants created a new technology that was proven to create a healthy, strong bone graft in less time, with fewer complications, leading to faster patient recovery. Due to the company's size, awareness of this technology was limited among spinal surgeons. KNB was tasked with exponentially increasing awareness of the product among the company's target audiences. Adding to the challenge, the company had limited use cases, minimal recent research, and few new announcements to leverage for exposure.



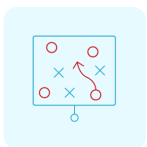
#### Goal

Increase awareness of the customer's new, innovative spinal implant



#### Target

Medical device distributors, spinal orthopedic and neurosurgeons, potential investors, and acquirers



#### Strategy

Consistent earned media coverage combined with organic social media content and audience-targeted paid ads

#### Relevance

-  Public relations
-  Healthcare content
-  Biotech industry
-  Paid + organic social media

# The approach

KNB first set out to perform a website and social media audit to determine benchmark awareness and ensure all platforms reflected professional, consistent imagery and messaging. Once KNB established this foundation, it developed and deployed an organic and paid social media strategy across the company's LinkedIn and X (Twitter) accounts. Following KNB's development of strategic messaging, the agency developed targeted media lists, compiled editorial calendars, and crafted unique story angles to secure relevant media coverage. To overcome the challenges of limited use cases and announcements, KNB recommended distributing a press release boasting new patient cohort results and highlighting the company's attendance at an industry conference.



# The results

## Press releases + media placements

KNB's media team wrote press releases, sent pitches and secured media placements. Here are the results:



KNB secured 15 placements, including a nationally syndicated podcast and trade-specific media outlets and publications.



The equivalent cost of coverage in the publication based on paid advertisements would have cost the client \$3.5M+.



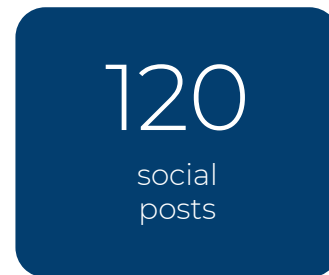
The distributed press release earned 2,819 views, 403 pickups, secured 3 interviews, and 7 features in target media outlet.



Press releases and media placements had a total reach of over 110 million people within the client's intended target audience.

## Organic + paid social

KNB's digital marketing team created LinkedIn and X paid ad campaigns. Here are the results:



KNB created the concept for, designed and drafted 120 organic social media posts about the client's new technology.



KNB's organic and paid campaigns garnered a 52% increase in LinkedIn followers from the client's target audience.



KNB's organic and paid campaigns got over 17,500 clicks with content tailored to be valuable to the client's target audience.



KNB's organic and paid efforts received over 2.9 million impressions on the LinkedIn and X social media platforms.