

HELPING ALPHA-STIM TAKE CHARGE WITH SOCIAL, SEO, CONTENT & PPC

Developed and executed an omnichannel approach that included social media, content, website, SEO, community management, PPC and influencer marketing.

As Pazanga Health Communications' Digital Marketing & Social Media Manager, in 2023 I developed and launched an entirely new social media marketing strategy designed to build awareness, drive both B2B and B2C growth, create a highly engaged community, and ultimately lead to HCP leads and direct purchases by patients and providers.

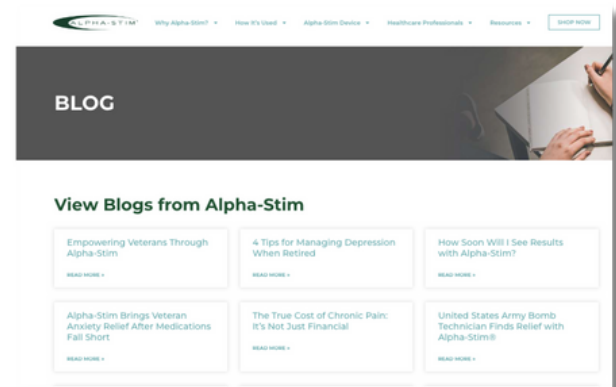
The approach included Facebook, Instagram, LinkedIn, and Twitter, and involved both organic and paid content and campaigns directed at healthcare practitioners and potential consumers (patients). Multiple campaigns were developed and optimized throughout the year, as the brand's look, feel, and impact evolved.

In Q2-Q3, I led the way for Alpha-Stim's website redesign project, executing an SEO and content audit, copywriting, and SEO optimization for technical- and on-page SEO. With continual MOM improvements in traffic and rankings, we rolled out a brand-new PPC campaign in May 2024.

As of Q2 2024, these efforts are responsible for more than 80% of Alpha-Stim's traffic and purchases.

Key initiatives:

- Launch of new B2B and B2C social media campaigns, micro-campaigns, as well as organic and paid overall strategy
- Social media strategy, content development, and execution
- Development of new vertical, square, and horizontal videos featuring influencers, KOLs, employees, and patients
- SEO & content audit, optimization and rewrite for website and blogs
- Development and optimization of 56+ blogs
- Establishment of a highly-engaged online community
- Development and execution of PPC Search & Shop campaigns



Data-Driven Results | Alpha-Stim

Below are some results of our work for Pazanga Health Communication's client Alpha-Stim. Our work on the website, the new PPC campaign, and our social media activities (organic + paid) have driven the majority of Alpha-Stim's website traffic for both new and existing users.



Social Media

3,436,340

↑1,902%

Impressions

125,197

↑1,325%

Engagements

70,409

↑3,000%

Link Clicks



30-111
Avg. Monthly Telehealth
Appointments.

60.125

Avg. Monthly Product Purchases
Attributable to Meta

Website

37.9K

↑22%

Users

36.5K

↑23%

New Users

46.1K

↑14%

Sessions



45,000 web sessions were attributable
out of 57,000+ to SEO, PPC, and
Social Media work in May 2024

↑11.16%

Avg. Pages/Visit

↑523%

Avg. Visit Duration

↓20.9%

Bounce Rate

PPC

366

Begin Checkouts

45

Phone Calls

1.08m

Impressions

19.4K

Clicks

\$0.19-0.53

Avg. CPC

11.92%

CTR



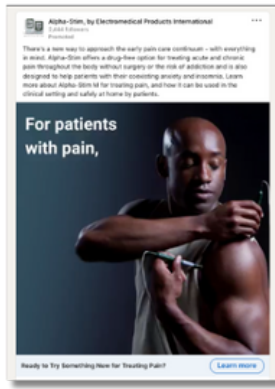
133+ purchases, 15 phone calls, and 6
telehealth appointments from PPC between
mid-May and June 3, 2024

Organic and Paid Search drove most of the
purchases in May 2024

From Awareness to Engagement to Appointments and Leads

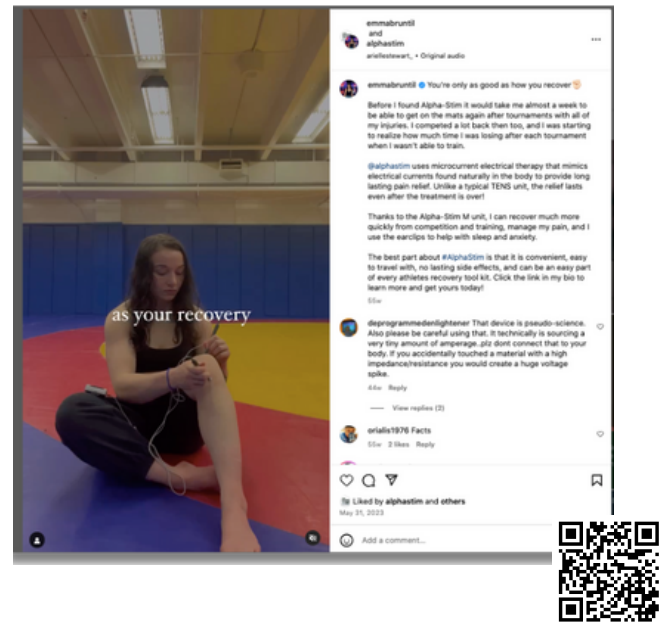
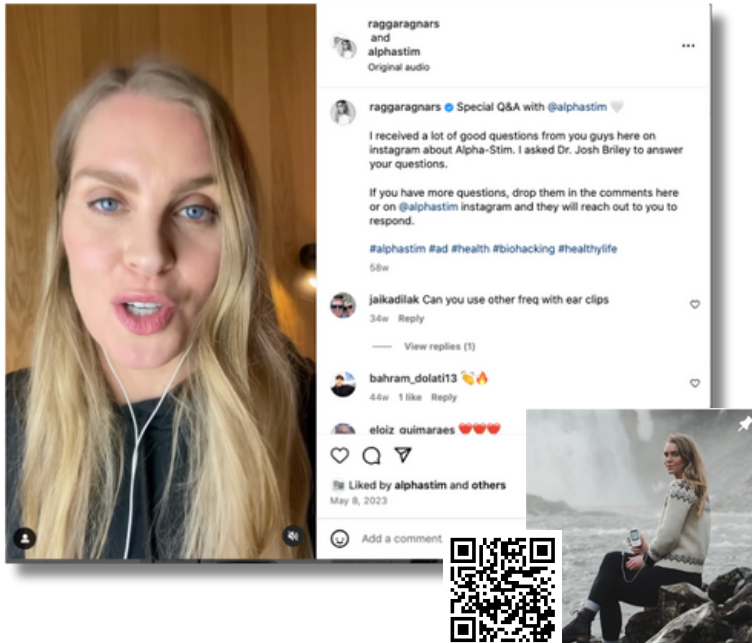
Developed B2B and B2C downward funnel campaign approaches to drive brand awareness, educate, increase the top funnel base for practitioners and patients, and convert new patients and providers into telehealth appointments and purchasing devices.

GOALS: Drive brand awareness, growth, engagement, retention, and sales while expanding the HCP network.



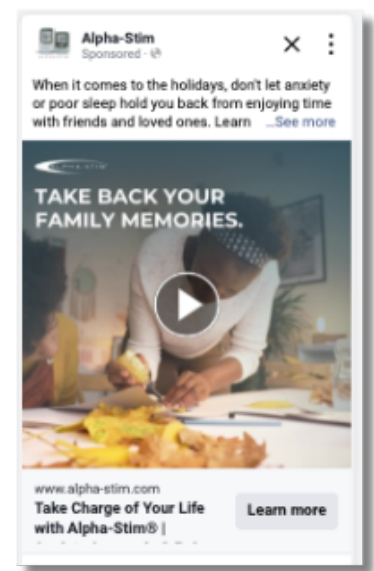
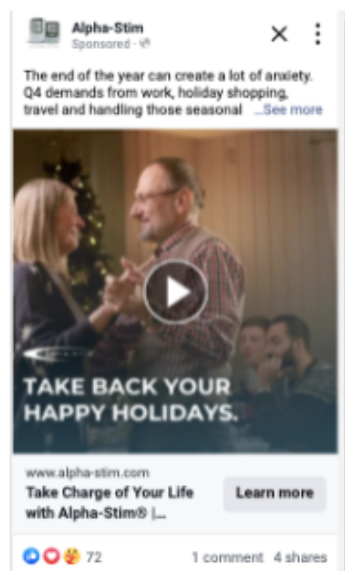
Influencer Marketing Broadened Brand Reach

Create product awareness and drive consumer demand via Instagram and Facebook through celebrities and influencers with large social networks and reach. By developing authentic relationships with these people, we can increase our reach and share stories on social media and our website. We developed a special Q/A piece with Olympic swimmer and actress Ragga Ragnars and Alpha-Stim's Clinical Educational Director Dr. Josh Briley, and worked with Emma Bruntill to tell her story of using Alpha-Stim as a pro wrestler.



Micro-Campaigns

Quarterly and monthly micro-campaigns around seasonal or topical themes helped us tap into our audiences' on a deeper level while still leveraging the "Take Charge" core messaging. We expanded the messaging within social media ads and posts to hit home and keep the brand top-of-mind with both patients and providers.



Real Alpha-Stim User Stories

Building a highly engaged online community has allowed us to organically source and leverage patient and provider testimonials. We also have expanded this effort by incorporating employee stories and experiences, as well as clinical webinar clips featuring leading healthcare providers focused on treating anxiety, insomnia, and pain. Some of these pieces have led to hundreds of comments, shares, and thousands of views. Collectively, this video-focused effort is enabling an expansion of Alpha-Stim's YouTube channel along with LinkedIn, Facebook, and Instagram engagement and generating high organic awareness and engagement.

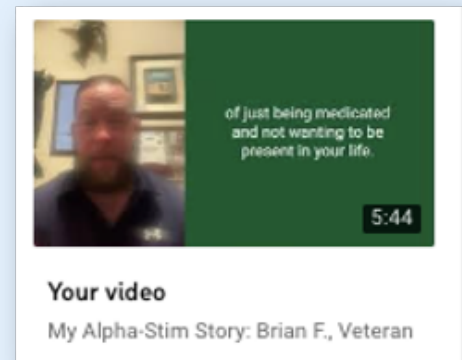
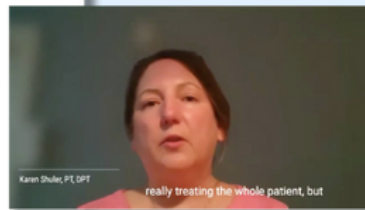
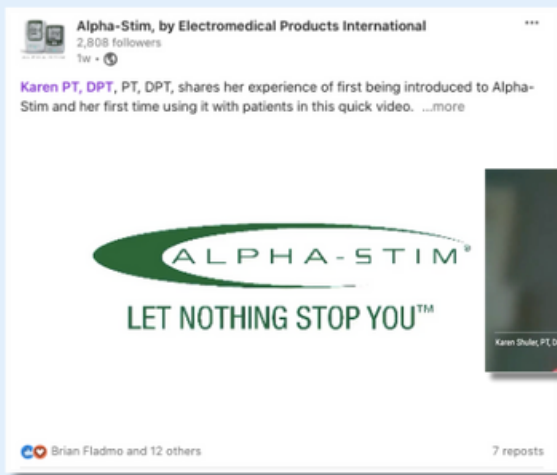


The Power of the Consumer Voice

Cheri Garcia's tag of us in her self-posted video on LinkedIn is a powerful example of how others (KOLS, patients, etc.) can truly boost and grow our brand awareness and engagement quickly and at little-to-no cost.

-Even when we shared her original post, we gained 267 reactions, 9 shares, and 27+ comments

-When you add in her direct results as well, you can see our brand reach is even larger: 750+ reactions, 88 comments, and 27 shares



Joe Jeffrey • 3rd+

56m ...

Military Engagement Specialist | Public Speaker | Military | Diversity, ...

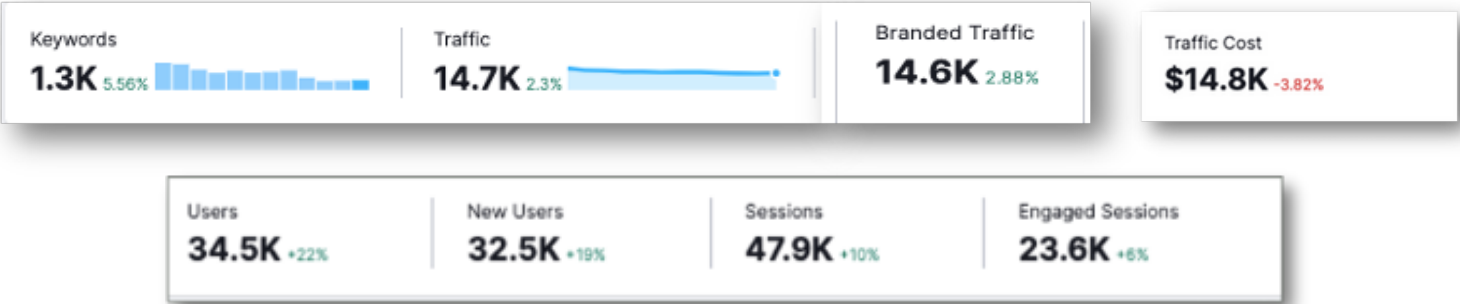
It saved my life! I cannot say enough about this device!! Thank you for existing and thank you for saving me and allowing me to send the information to other Veterans!!!

Like · 1 | Reply

SEO-Optimization Created an Optimized Website Experience

Alpha-Stim's newly designed and optimized website went live in late October 2023, and we quickly reaped the rewards with MOM improvements in organic traffic, new sessions, new users, overall sessions, session engagement, a reduced bounce rate, and increase in purchases driven from organic and paid search.

Exactly 3 months after launch...



Following the launch of PPC in May 2024...

Data below shows May 2024 results only with PPC live for less than half the month

Sessions by Session primary ch...		Search...						
SESSION PRIMARY ...		Rows per page: 10 Go to: 1						
SESSIONS								
Paid Search	20K							
Organic Search	16K							
Direct	9.6K							
Organic Social	7.2K							
Paid Social	7.2K							
Unassigned	3.5K							
Referral	885							

Session primary...Channel Group)		Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
		49,229	65,211	28,408	40s	0.58	4.89	43.56%
		100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	Avg 0%
1	Paid Search	19,567	20,349	9,465	39s	0.48	4.43	46.51%
2	Organic Search	9,575	15,526	9,312	1m 13s	0.97	6.67	59.98%
3	Direct	6,769	9,622	4,187	53s	0.62	5.57	43.51%
4	Organic Social	5,083	7,230	2,113	6s	0.42	3.48	29.23%
5	Paid Social	5,750	7,154	1,957	6s	0.34	3.67	27.36%
6	Unassigned	2,861	3,493	637	11s	0.22	3.60	18.24%
7	Referral	575	885	482	1m 11s	0.84	5.65	54.46%
8	Paid Shopping	247	273	148	33s	0.60	5.28	54.21%
9	Organic Shopping	106	106	58	7s	0.55	4.64	54.72%
10	Organic Video	21	37	29	1m 39s	1.38	8.68	78.38%

Data below shows 15 days of live PPC results in May 2024:

98.85

Begin Checkout

19

Phone Calls

6

Telehealth Appointments

Highlighted Achievements

- ✓ Organic content is developed weekly to drive new followers, higher engagement, and SEO with new static, animated, and video creative and copy.
- ✓ New videos in square and vertical formats to bring high-performing content from print and website locations to social media channels in easily digestible formats, and in 2024 this was expanded to KOL clips optimized from clinical webinars and direct testimonials from patients and employees for all social channels.
- ✓ Co-branded influencer marketing via Instagram with former Olympic swimmer Ragga Ragnars and Olympic wrestling contender Emma Bruntl
- ✓ Thought leadership and company innovation content featuring employees across all levels to build greater authority, credibility, and professional brand positioning
- ✓ Event social strategy with pre-, live-, and post-event content and boosting strategy for both the brand and staff, to amplify attention for Alpha-Stim booths, speakers, and devices at critical industry events
- ✓ Paid campaigns for Facebook, Instagram, and LinkedIn targeting prospective patients and healthcare practitioners in the United States. This was a large campaign developed from scratch to achieve the following goals: (1) Build brand awareness in the United States; (2) Increase visibility and educate healthcare practitioners to expand the network of Alpha-Stim providers; (3) Capture potential patients to convert to direct-to-consumer sales; (4) Develop a highly engaged audience to organically converse about the brand online (both B2B and B2C); (5) Drive quality traffic to the website to drive downward funnel conversions; (6) Drive telehealth appointments (patients); (7) Drive leads and shop-actions by new healthcare practitioners (who may purchase multiple devices in one sitting); and (8) Create a highly-engaged online community to organically support brand mentions and market presence.
- ✓ Micro campaigns developed from Q2-Q4 focused on adaptations of the brand messaging theme "Take Charge" including the insomnia campaign "Take Back Your Nights", holiday campaign "Take Back Your Happy Holidays" / "Take Back Your Family Memories" and the recent Q1 2024 theme of "Take Charge of Your Life."
- ✓ Complete website redesign with new branding, navigation, design, and SEO-optimized content, that has led to continued MOM increases in traffic, new users, sessions, session duration, and conversions since Oct. 2023.

Award-winning work



2024 Social Media Manager of the Year |
Gold Stevie Winner - The 22nd Annual
American Business Awards®

Platinum Hermes Creative Award - 2024
(Social Media Campaign)

