

BRINGING A NEW PAIN TREATMENT ALTERNATIVE BRAND FORWARD

Launching an expanded social media presence, new strategy and developing content to elevate SPR Therapeutics, Inc.

A social media strategy designed to promote brand awareness, and grow engagement with the SPRINT PNS System and SPR Therapeutics company was developed by Brixten Marketing in Dec. 2019 and executed in early 2020.

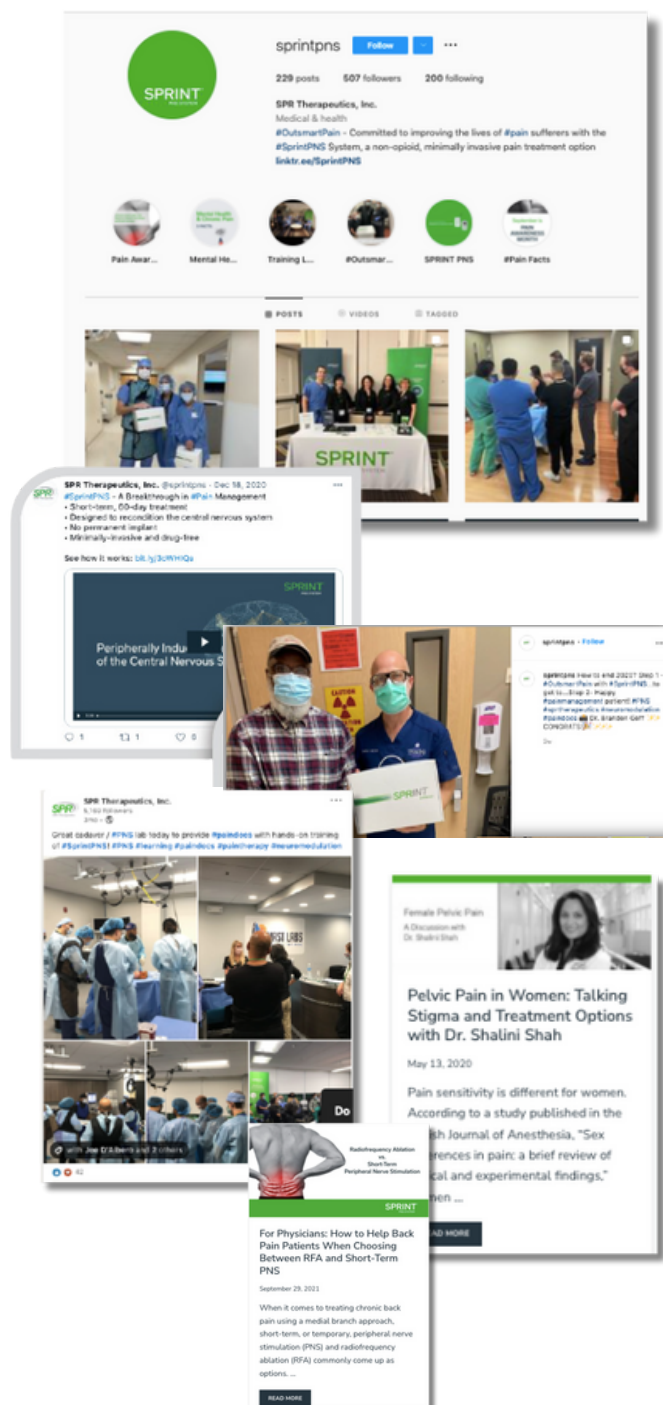
Between 2020 and 2022, Brixten Marketing handled the brand's social media strategy, content development, and engagement, as well as held instructive social media training for employees and leadership. Even with COVID-19 in play, we were able to help SPR leverage digital channels to engage HCPs and patients and drive business growth forward.

Additionally, following the success of social media, we were asked to develop SEO-optimized content. Brixten Marketing developed the blog strategy, and topics and executed the research, interviewing, writing, and SEO optimization of all blogs for both audiences from 2020 through 2022.

Thanks to Brixten's foundational work, SPR experienced quick growth and prime engagement with both B2B and B2C audiences and has continued to see high engagement to this day with their now in-house team.

Key initiatives included:







- Social media and marketplace audit
- Optimized existing LinkedIn & YouTube channels
- Launch of Instagram, Twitter & Facebook
- Development and launch of social media and community engagement strategy
- Social media training for staff and leadership
- KOL relationship & community building
- SEO-optimized content development



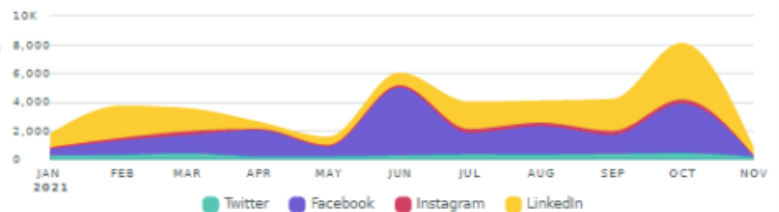
Highlighted Results

- ✓ Grew LinkedIn following by **+2,697** within the first year with 100%+ growth in all other channels throughout 2020
- ✓ Raised **average monthly LinkedIn engagement rate to 5-9.8%** (above healthcare average, and above most competitors)
- ✓ Created engaged relationships with HCPs using SPRINT PNS / part of research abstracts to post on social about using the device, data, and connected events

2021 Year Snapshot

Impressions	Engagements
963,719  135%	40,437  77.1%
Post Link clicks	Video Views
21,441  78%	28,288  41.7%
Total Audience	Total Audience Net Growth
8,107  9,786%	2,559  7.2%

Engagements, by Month



Engagement Metrics	Totals	% Change
Total Engagements	40,437	77.1%
Twitter Engagements	3,239	29.1%
Facebook Engagements	18,079	562.5%
Instagram Engagements	2,127	167.9%
LinkedIn Engagements	16,992	15.3%

Outsmart Pain™



SPR Therapeutics, Inc.
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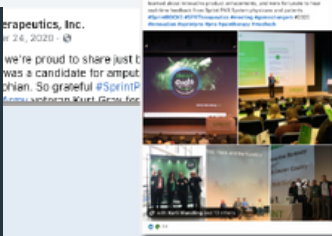
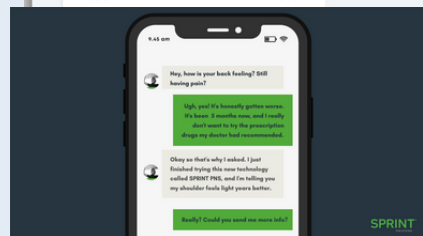
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“Sarah has been an excellent extension of our marketing efforts helping us to drive our social media presence and supporting our brand message. I would work with her again in a heartbeat! She was a quick study of our message and my voice and worked tirelessly to help us accomplish our objectives with some of the most rapid turn around times I’ve experienced.”

Mark Stultz,

Senior Vice President, Market Development
SPR Therapeutics, Inc



Get in touch today!