

Case Study:

2742% Increase in Traffic
& 800% Increase in Sales
Qualified Leads from
Social Media



HubSpot

SOLUTIONS PARTNER PROGRAM

Situation & Background:

Orsini Specialty Pharmacy is a nationwide specialty pharmacy focused on providing exceptional patient care. They focus on disease programs that require a high-touch patient experience. Orsini Specialty Pharmacy was previously focused on more sales-oriented, traditional marketing programs. They were new to digital marketing and did not have an active social media presence. With their prospects seeking information online and validation of their specialty pharmacy partnerships, Orsini needed an active and comprehensive social media presence. This would earn brand trust while building website traffic, leads, and customer conversion from social media.

Objectives & Goals:

Before working with Prism Global Marketing Solutions, Orsini Specialty Pharmacy did not have a dedicated social media strategy, regular content being published online, or a way to monitor activity on social media platforms. The primary objectives of this long-term social media initiative were to:

- **Build** Thought Leadership
- **Drive** Website Activity from Social
- **Generate** New Qualified Leads
- **Build** a Sense of Community

To do this, we analyzed their buyer personas to see where they were spending the most time online. Since their focus is on pharmaceutical manufacturers and payors in the healthcare industry, B2B channels are a primary area of focus. We determined that LinkedIn was the most important channel to connect with prospective manufacturer partners, payors, and even healthcare providers. The next platform of interest was Twitter to communicate with media and industry thought leaders. With this in mind, we started developing a social calendar to start testing content types, posting times, audiences, and more to build and optimize the approach.

Strategy, Tactics & Results

Their new regular social calendar now consists of 4 - 6 posts per week across these platforms and posting on behalf of their leadership and sales team members. This extends the reach of their content by posting from their team members in addition to company pages. Also, we have an active LinkedIn ad strategy that combines the promotion of their content and lead ads to drive sales-qualified leads. Finally, when there is a dedicated healthcare awareness week or month, we have a campaign around this event to amplify awareness around a particular cause.

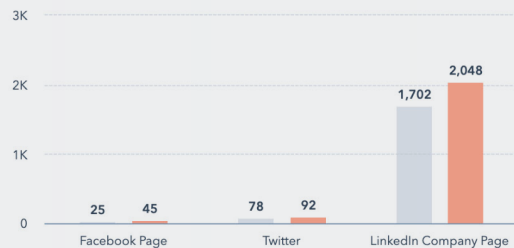
- **Increased Social Media Audience and Activity:** With an active social media promotion strategy, the **social media audience across their primary channels has increased by 21%**, with the primary increase on LinkedIn. One reason for this increase in the audience is content amplification. There has also been a **930% increase in published social content** across the three platforms.

Audience ?

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Activity between 1/1/2021-12/31/2021 vs. 1/1/2020-12/31/2020

Previous period Audience size **2,185** ▲ 21.05%



Published Posts ?

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Posts published between 1/1/2021-12/31/2021 vs. 1/1/2020-12/31/2020

Previous period Published Posts **927** ▲ 930%



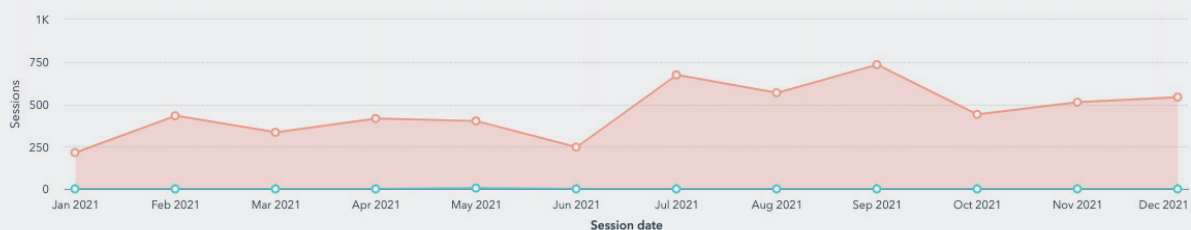
- Increased Website Traffic and Clicks:** One of the most important goals for Orsini was to see an increase in website traffic and clicks from social media. Orsini has seen a **2742% increase in website traffic from social media**, and a **4241% increase in clicks from social media**.

Sessions ?

Activity between 1/1/2021-12/31/2021

Organic social Paid social

5,514 ▲ 2,742.27%



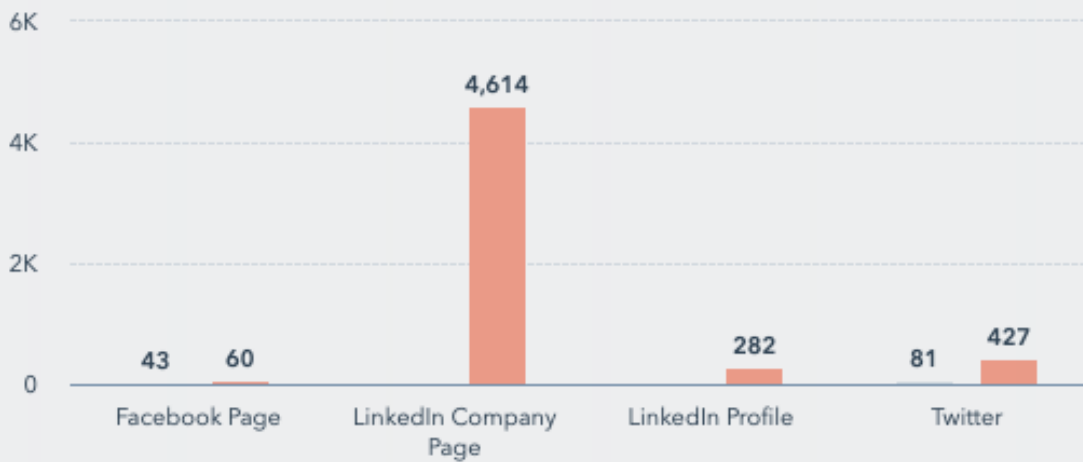
Clicks ⓘ

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Posts published between 1/1/2021-12/31/2021 vs. 1/1/2020-12/31/2020

Previous period Clicks

5,383 ▲ 4,241.13%



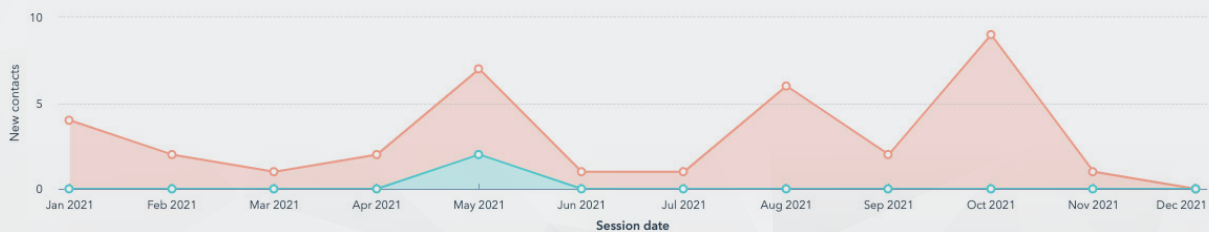
- **Increased Number of Qualified Leads:** Website traffic can't be the only indicator of success. It's essential to look at qualified leads. This was a critical metric to make sure their content efforts on social were engaging their target audience to become leads for their sales team. Orsini saw an **800% increase in sales qualified leads from social media.**

New Contacts ⓘ

Activity between 1/1/2021-12/31/2021

Organic social Paid social

36 ▲ 800%



- **Increased Impressions and Interactions:** With any comprehensive social strategy, it's important to make sure your content increases in impressions and interactions. Orsini has seen a **4698% increase in social media interactions** and a **2408% increase in social media impressions**. In addition, Orsini's social media shares **have increased by 440%**.

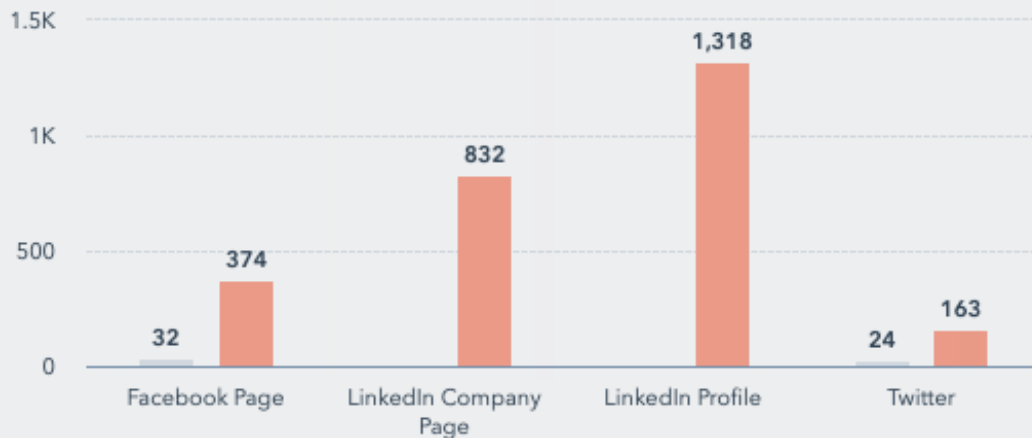
Interactions ⓘ

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Posts published between 1/1/2021-12/31/2021 vs. 1/1/2020-12/31/2020

● Previous period ● Interactions

2,687 ▲ 4,698.21%



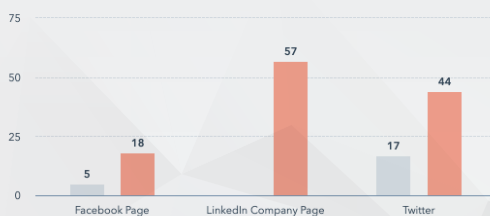
Shares ⓘ

Save report

Posts published between 1/1/2021-12/31/2021 vs. 1/1/2020-12/31/2020

● Previous period ● Shares

119 ▲ 440.91%



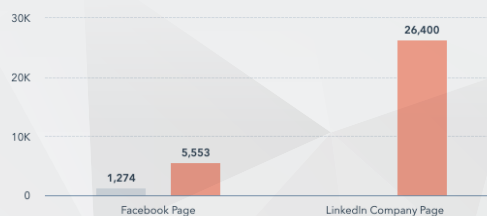
Impressions ⓘ

Save report

Posts published between 1/1/2021-12/31/2021 vs. 1/1/2020-12/31/2020

● Previous period ● Impressions

31,953 ▲ 2,408.08%



■ **Developed a LinkedIn Ads Strategy to Connect with Content Calendar:**

Since Orsini had a fairly new digital presence, it was important to amplify their content to reach their target audience. To do this, we used a combination of organic social posts and then targeted LinkedIn ads to amplify each blog to the appropriate audience. This resulted in:

- **1,048,458 impressions**
- **4,062 clicks** from paid social
- **\$4.03 average CPC** across these types of ad sets
- **52% decrease** in average CPC from the prior year

Impact:

- **31% revenue increase** from the prior year
- **800% increase** in sales qualified leads
- **21% increase** in social media audience
- **2742% increase** in website traffic
- **4241% increase** in clicks
- **4698% increase** in social media interactions

A Note from Our Client:

“The team at Prism Global Marketing Solutions is an excellent partner. They helped me migrate a website, enhance our current site and develop a digital marketing plan that has helped our organization build awareness and drive demand. They are experts at digital marketing strategy and execution. Our monthly reviews of analytics has helped inform our digital marketing plan. Responsiveness and turnaround time are outstanding!”

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