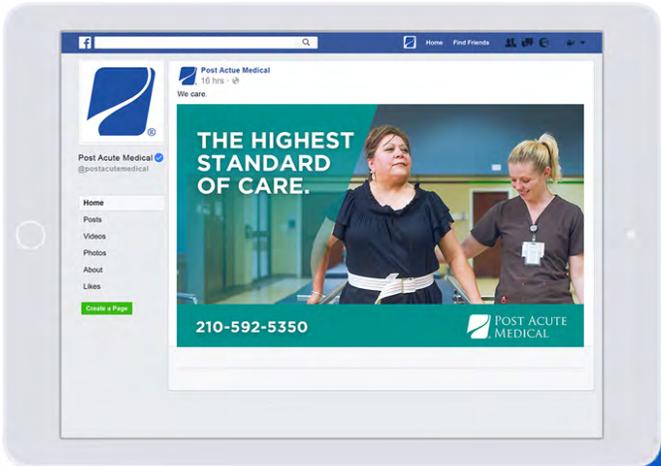


Key Market Expansion for National Healthcare Company

Post-Acute Medical, with more than 50 locations across the United States, has a growth plan for target markets, which requires strategic and immediate increases in market awareness while adhering to a consistent brand voice across the all of its locations nationwide. With planned expansion in Texas, Gavin built an effective, regionally relevant messaging campaign that tied into an overarching brand message and values, while touching on important customer interests. Through value and service messaging specific to physical therapy, recovery, specialty care and nursing services that delivered a distinct voice to the local market, the campaign resulted in increased website traffic and inquiry flow,

evident brand awareness among target audiences and referral groups, and positive employee morale from increased market visibility.





What We Did

- Campaign creation and creative
- Video Production
- SEM / PPC
- SEO / Search
- Email Marketing Campaigns
- Social Media / Behavior Targeting
- Content Marketing
- Earned Media (Public Relations)
- Broadcast
- Radio
- Streaming radio
- OTT
- Billboards
- Media Buying
- Onsite signage and internal campaigns

Healthier Market Results



Marketing efforts tied to target audience interests, including Veterans and Senior Care referrals



\$75,000
Value-Add placements for campaign in 6 months across billboards, broadcast and radio



↑38%
increase in organic website traffic



↑25%
increase in inquiries



↑15%
increase in direct website traffic