



## CASE STUDY Healthcare B2B



### OVERVIEW

Be A Legend is specialized in B2B and B2C healthcare marketing to drive brand engagement and increase revenue.

With more than 75+ years combined experience, Be A Legend has helped increase revenue for multiple healthcare organizations in the mid-size market in a highly competitive marketplace. Be A Legend has partnered with some of the leading names in healthcare to promote superior service offerings in the B2B and B2C sector for physicians and patients. Taking a sharpened look at how Be A Legend engaged with facilitating their focus to utilize innovative and unique tools to aid in the recruitment of physicians has led to an increase in their overall revenue.



*Lara is a high energy executive who effectively combines a skill for listening and learning with digital marketing knowledge and expertise that business leaders need. Be A Legend invested an incredible amount of time learning about our business needs before creating a thoughtful proposal that was designed to solve for our objectives.*

*– Jim G.  
Executive Chairman*



## CHALLENGE

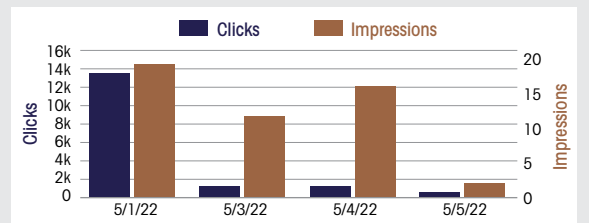
Doctor recruitment is limited to many traditional methods that aren't scalable or fast moving. With no up to date methods for identifying and attracting the right caliber of specialists this client was searching for, they found it increasingly difficult to build potential physician recruits for their locations nationwide.

## SOLUTION

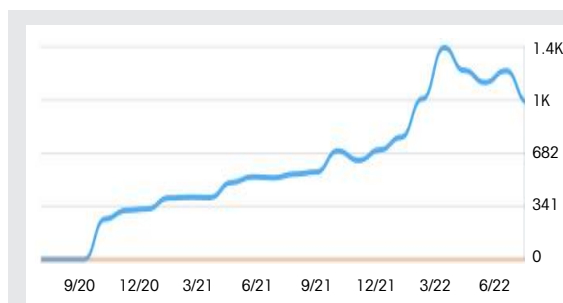
Be A Legend offered a recruitment campaign that included an overall digital strategy with the identification of the target audience. We took a deep dive analysis to first of all evaluate, develop, design and then execute the solution provided to help with the challenge this client faced. Multiple services were implemented that made up the overall strategy with key data being analyzed every step of the way. Multiple campaigns were launched to help address the messaging, while ensuring the branding remained consistent but was elevated as a result of our efforts.

## RESULTS

**16,426 impressions were delivered** from the date of the campaign launch and for 5 days afterwards with a total click through ratio of 46 to a very targeted audience of only a couple of hundred doctors.



- **Significant branding awareness was achieved** with the target audience in a short space of time, producing warm leads for their business development team.
- **The client has seen the importance of the use of a digital recruitment campaign** for doctors and has seen first hand the results it can yield.



**Click through ratio significantly higher than industry average**, owing to the identification of the target audience and were able to reach a quarter of the doctors with branding and messaging which otherwise would not have been aware of the client's recruitment opportunities.

- Owing to multiple campaigns across multiple platforms, **engagement across a variety of platforms increased significantly** during the time the campaigns were live.
- **The psychology behind the marketing and language** that was used, that was implemented across the board for the campaigns, **was imperative to engaging the potential doctors the client was targeting** to raise awareness of their recruiting efforts nationwide.

