



CONNECT

CASE STUDIES OF DISTINCTION

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SoMe created a content and ad-buying plan that appealed to new mothers with both timely and relevant information. Key to the success of the program was its strategy to generate valuable content such as articles helping readers learn: “How to Pump in the Car” and “Breastfeeding Full Menu, Day 1.” These blogs were promoted on its Facebook page and promoted via ads.

Throughout the first few months, SoMe generated more than 100 targeted and thoughtful blog articles. These were all used to engage on the website, via Facebook and in other forms of social media. Well-performing content was also used in the online ad-buying campaign.

Dahl says SoMe did a lot of research up front including some valuable market research, “Knowing how the decisions were made, how the process worked was an important part of this being a successful campaign. A lot of the competition is very fragmented so this upfront research allowed us to stand above.”

Overall, the program was designed to compound on its own success. The user community is responsible for ongoing growth. SoMe continues to generate content, and Byram buys online ads with precision and a definitive ROI. New awareness has driven more mothers to work through their insurance providers to buy breast pumps from Byram.

Because of the success it has had with SoMe, Byram plans to continue expanding its online community, starting with blogger outreach.

Dahl says SoMe is working with other therapies at Byram and he expects to continue to work with them on targeting and user engagement in the future.

Byram has been a national leader in disposable medical supply delivery since 1968. Byram provides quality supplies, services and support, specializing in diabetes supplies, ostomy supplies, wound care supplies, Urology supplies, incontinence supplies and enteral nutrition products.

SoMe Connect is a team of digital marketing professionals with offices in Chicago and Atlanta. With our years of direct industry experience, coupled with our design and marketing skills, we build your online brand with a fresh and unique approach. For more information, visit www.someconnect.com

SOCIAL TARGETING CAPTURES CONSUMER ATTENTION TO DRIVE B2B SALES FOR BYRAM HEALTHCARE

More than 40 percent of business users on Facebook report that it is measurably impactful on business. SoMe created a targeted program for Byram Healthcare that achieved 98 percent total engagement within six months –growing an ever-active community within the company’s rather static consumer audience.



Byram was interested in getting new mothers to order a breast pumps using their insurance benefits. Rather than marketing directly to insurance companies and/or doctors and rely on them to capture new business, Bryam wanted to create brand awareness among consumers. The company approached SoMe with this branding goal and within the first six months, they achieved an eight percent jump in breast pump orders.

But more importantly, explains Andrew Dahl, Product Manager, Ostomy/Breast Pumps at Byram Healthcare, “We increased our brand awareness dramatically. We wanted new mothers to have had exposure to our brand in advance of being directed to multiple providers for breast pumps. Or, better, to come to us first when they were ready to purchase. This awareness drove an increase in orders.”

“Facebook can be outstanding for business marketing if you’re looking for influence within one of its core demographics,” explains Aalap Shah, Founder and Social Media Lead at SoMe Connect. “It’s not a silver bullet, but it does provide a solid foundation on which to build a targeted program. In this case, targeting new mothers allowed us to use Facebooks rich targeting profiles to get the right attention quickly.”