



Duke Raleigh Hospital

Orthopaedic and Spine Center

Agency:
BrightWhistle

Company background

Duke Orthopaedics, a leading physician group in the North Carolina Triangle area, reduces their cost of social media advertising by 70%, and dramatically improves results using the BrightWhistle platform.

Goals

Duke Orthopaedics' previous efforts in social media marketing were underperforming. The company wanted to:

- Reduce their cost of social media advertising
- Utilize their existing fan base as a marketing channel to increase patient inquiries and appointments
- Increase patient engagement

Approach

Duke worked with BrightWhistle, a digital marketing solution for delivering new patient leads for health care providers, to improve the creative as well as the targeting of their ads.

BrightWhistle utilized its platform to:

- Try all types of ads, including Paid Link Posts testing each to determine which were most effective
- Create campaign-specific, dynamic landing pages with clear calls to action within Duke Ortho's Facebook page
- Optimize the targeting of each ad by testing Location, Demographic, and Friends of Fans targeting, and comparing results.

Duke used engaging posts to get existing fans and friends of fans to comment on their experience with their surgeons, providing credibility through social endorsement.

BrightWhistle used their bid optimization algorithm to keep pace with fluctuating daily bid changes. This automation was critical to managing the cost of ads.

Results

- 70% increase in campaign efficiency, resulting in 70% lower CPC
- 20x increase in CTR
- 100% increase in the rate of daily new Likes.
- Improved patient engagement with posts generated more appointments and patient inquiries. For example, a single post generated 121 likes, 24 comments, and 5 appointment requests.

For Duke Ortho, Paid Posts and Sponsored Stories were dramatically more cost effective than traditional ads. These tools were also very effective at generating comments from fans.

“At Duke Raleigh Hospital we were in need of a targeted social media strategy to reach specific audiences outside of traditional advertising channels. We chose to utilize the BrightWhistle platform, a Facebook PMD, to market our sub-specialty service lines to potential patients through targeted social media messaging with the ability to convert those leads to a measurable return-on-investment...”

Carla Parker-Hollis, Chief Marketing Officer & Planning Officer,
Duke Raleigh Hospital



Ad



Sponsored Story



Page screenshot

Duke Orthopaedics, part of Duke Medicine, is comprised of 11 locations throughout the North Carolina Triangle area. Named by U.S. News & World Report 2010 as the #6 orthopaedic department, its faculty and staff are dedicated to providing the best possible service to its patients and referring physicians.

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