

CASE STUDY: STURGIS HOSPITAL

Using content to establish credibility and connections.

With our digital marketing products, we've got the solution to every challenge.

The Challenge:

Sturgis Hospital wanted to increase credibility and awareness among potential patients in their community as a means to generate connections and prompt patients to choose their facility when the need arose.

The Solution:

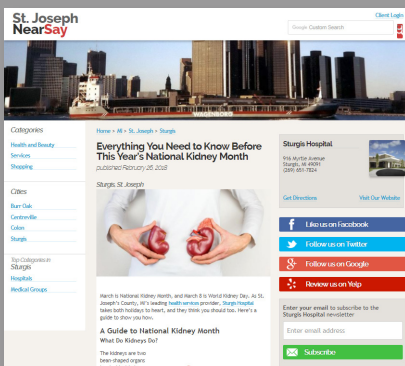
Vivial Marketing Platform + Social Media Management



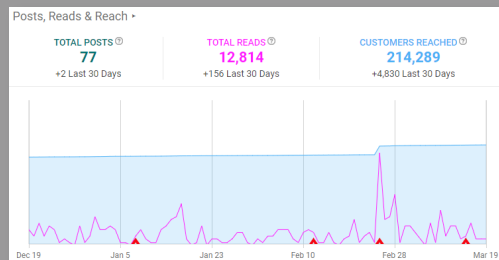
Using Vivial's Marketing Platform and supplementing it with our full-service Social Media Management package, Sturgis Hospital has connected with nearly a quarter-million potential patients in their community.

- Custom content distributed online reaches an average of nearly **5,000** people
- Over **14,000** people follow Sturgis Hospital on Facebook
- Social media posts provide direct exposure to and engagement with **11,000** people

What We Did:



Custom content relating to industry trends



Regular content posting and transparent reporting



Promoted Facebook posts to increase exposure & engagement

Want to learn more about how our solutions can generate connections for your business? Contact us today!

vivial.net