

Delivering A Solution to Support a Sustainable Social Marketing Strategy for Net Health



CLIENT

Net Health, headquartered in Pittsburg, PA, provides EHR software and predictive, actionable analytics for medical specialties, including rehab therapy, wound care, home health and hospice, and employee health. Their solutions are trusted in over 24,000 facilities across the continuum of care, including the nation's leading hospitals, skilled nursing facilities, senior living facilities, home health and hospice agencies, and outpatient clinics.

Their software enables caregivers and their organizations to engage effectively with patients, streamline documentation, staff efficiently, secure maximum appropriate reimbursement and maintain regulatory compliance. The firm's unique approach to analytics seamlessly presents insights in clinical and operational workflows to improve care and business performance.

The business has been recognized as a leading US employer, being listed as one of the top 150 Great Places to Work in Healthcare, listed as one of America's fastest-growing private companies in Inc.5000 and as a Tech50 firm by the Pittsburg Technology Council.

CHALLENGES

The marketing team at Net Health manages a breadth of marketing activity including paid advertising across LinkedIn and Google, as well as SEO and all the firm's social accounts, which also included Facebook and Twitter.

Following a period of rapid growth over 12 to 18 months, during which time the firm had also acquired two other businesses, the team needed to focus on social amplification to build a strong social media footprint. They needed to increase LinkedIn follower growth which had slowed down and increase post engagement. LinkedIn was especially important for Net Health as a B2B provider.



200%

Increase in Followers

290

New Users

700

Posts

110,000

Clickthroughs

4000

Shares

- Employees can now see how easy it is to use and they know whom to contact to get their messages out there. We have been putting lots of information out in the last year and we have seen increased interest from our audience since implementing MB”

Morales Bates,
Digital Marketing Coordinator





MAKING AN IMPACT

The marketing team had been keen to adopt a platform that would give them control over what was shared on social media and when it was shared. Having an automated solution that provided updates and notifications, allowed the firm to be more strategic in its approach.

Working for an organization that had grown rapidly over a short period of time it was important to onboard people quickly. Being able to do this and then integrate MarketBeam with Slack and other internal systems was hugely beneficial. It takes Digital Marketing Co-Ordinator, Morales, just two hours a week to set up and schedule content, and then MarketBeam gets to work delivering results.

In addition, the analytics MarketBeam provides, and the tagging features to track content, have made it easy to manage performance and identify interesting and important engagement and feedback opportunities.

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SOLUTION

The team needed a solution that staff would find easy to engage with and that could be rolled out across the organization. There had been no previous strategy for this activity, with potential posts emailed to the marketing team, who responded based on the importance and priority assigned to each message. The team was also using some of the manual tools on LinkedIn and Twitter. This was not a sustainable solution for a growing business where automation was needed to help the firm scale its activities.

A number of staff were motivated to share content across their personal accounts, but this wasn't being done in a coordinated way and relied on people following Net Health's accounts. MarketBeam was chosen because of the platform's ability to automate posting across multiple accounts while allowing individual users have control over their personal socials. None of the other solutions offered this feature and it was key to success.

RESULT

Since implementing MarketBeam the team has seen increased engagement across all their platforms, but most notably on LinkedIn where followers have increased from 2,000 to 7,000! More people are sharing, liking, and commenting on posts delivering more powerful messaging for the business, and helping support the promotion of webinars, trade shows, and new product development.

Since implementing MarketBeam the team has had over 110,000 click-throughs, 7,000 posts, and 40,000 shares, with over 290 new Net Health users signing up!

– Product support is great. The few times we have needed assistance or had questions the support team has been very quick to get back in touch with a solution. One thing we really like is that twice a year we'll get together with MarketBeam, and they tell us about new features and ask for our input. We do really appreciate that. The experience with MarketBeam has been great in terms of the quality of the product and support”

Paul Plaza,
Senior Digital Marketing Manager at Net Health

