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Fremont, CA

## Sample Case Study : Marketing Strategy

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### Problem Statement

- One of our client, a major Neuromodulation company, wanted to create a Social Media (SM) marketing strategy which would enable them to educate their target audience about the disease condition and at the same time meet all the regulatory guidelines

### Orbees Approach

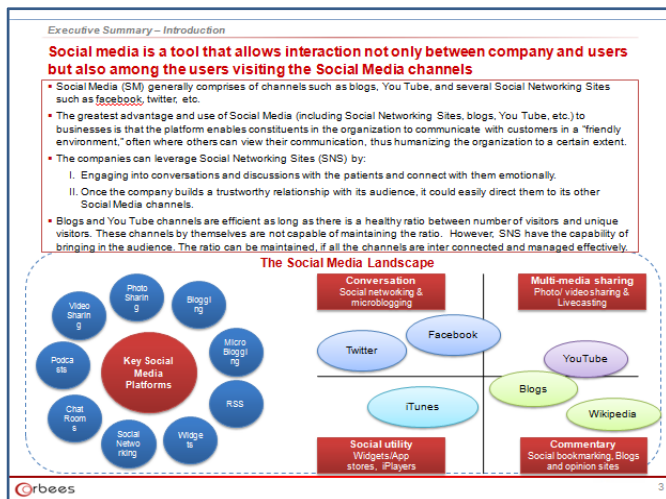
- Orbees Medical investigated the existing SM landscape pertaining to healthcare industry
- Identified various regulatory requirements to be met by companies while engaging with patients on SM
- Orbees Medical conducted a Primary Research among patients, physicians, SM experts, and regulatory experts to get first hand understanding of SM from the stakeholders.
- Orbees Medical analyzed the SM activities of various healthcare companies and distilled important lessons from the SM activities of these companies.
- Identified various SM channels, topics, in house SM team, and external vendors relevant for executing client's SM campaign

### Outcomes

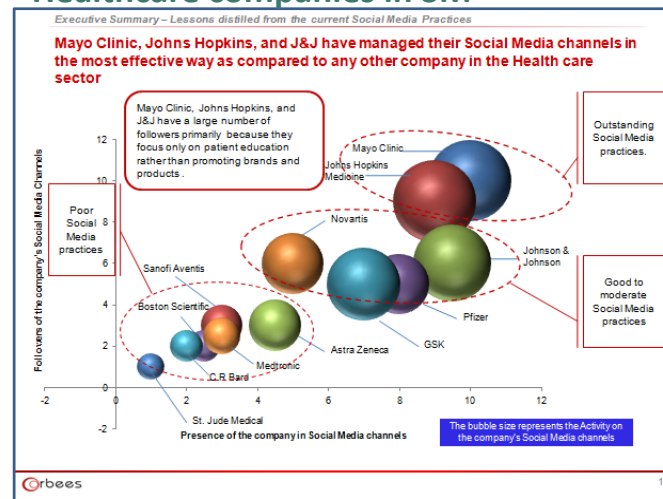
- The client was able to streamline their efforts while engaging into SM activities.
- The client was able to prioritize various activities to be done in order to finalize and implement an effective SM strategy

# Orbees Deliverables

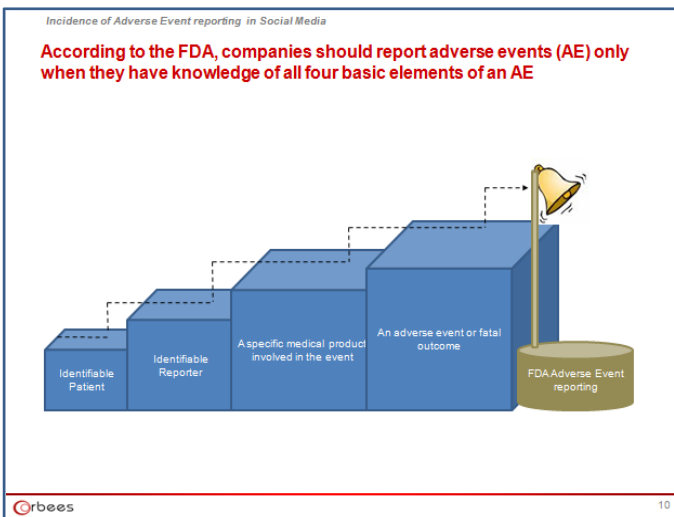
## SM Landscape



## Presence and activities of various Healthcare companies in SM



## Regulatory requirements to be fulfilled while engaging with patients on SM



## Various channels and features of the SM Marketing strategy

