

# DIABETES RELIEF

Studio Brand used extensive market research and strategic implementation initiatives to enhance the development of the Diabetes Relief brand.

## GOALS

- Diabetes Relief is a healthcare service provider in desperate need of more patients and overall brand awareness to help generate revenue. Studio Brand was able to serve these needs by refreshing their brand and marketing strategies with the inclusion of substantiated data found in both of Diabetes Relief's and Studio Brand's numerous research activities.

## APPROACH

- To gain further insight into the values, concerns, beliefs, and preferences of Diabetes Relief's target audience, Studio Brand conducted consumer research by initiating focus group surveys.
- The surveys covered four topics: content and messaging (value propositions), logo design, landing page content, and video effectiveness.
- In addition, Studio Brand analyzed several secondary resources to understand the market in which Diabetes Relief functions fully.
- Studio Brand utilized these research activities to establish a comprehensive brand strategy. This allowed Studio Brand to optimally plan and execute the web design and digital campaigns for Diabetes Relief.

## RESULTS

- Increased site visits by 181 percent and unique page views by 175 percent.
- Site sessions increased by 164 percent, while new users increased by 161 percent.
- Increased traffic across organic search, direct entry, social, and referrals.
- Email click rates as high as 29 percent with open rates as high as 4.5 percent; well above the industry average.
- Reached over 45,000 individuals and made over 154,000 local impressions through paid social.

## THE CURRENT SITUATION

Diabetes Relief is a healthcare service provider that is pioneering the evolution of diabetic patient care. The company helps doctors and patients achieve superior results by operating with the core belief that diabetes is not a disease, but a symptom of a parent illness: metabolic disorder. The business had an aggressive international growth plan but needed a large influx of patients to fund their goals. To achieve this growth, Diabetes Relief commissioned Studio Brand to research the most effective messaging and brand-

INDUSTRY: PROFESSIONAL SERVICE

YEAR: 2018

SERVICE SCOPE RESEARCH AND STRATEGY

PROJECT TEAM:

BRAND DEVELOPMENT · CONTENT MARKETING · SOCIAL MEDIA MARKETING · WEB DEVELOPMENT · INTERACTIVE MARKETING

ing for its target market. Studio Brand was tasked with coming up with a thorough marketing plan for the Diabetes Relief brand, in addition to designing and developing a web platform that would optimize digital marketing campaigns moving forward. Research and comprehensive brand strategies were critical in bringing these marketing activities to life, creating a solid foundation for the Diabetes Relief brand moving forward.

## THE SOLUTION:

Thanks to our market research initiatives, Studio Brand was able to refine and target digital messaging to drive brand awareness, educate the consumer base, and ultimately achieve business development for Diabetes Relief. With an improved brand strategy, consistent communications, and targeted marketing, Diabetes Relief was able to capture a larger market share and generate much higher revenues in correlation with the successes of our web platform and digital campaigns.

## PROJECT GOALS AND OBJECTIVES

Analysis of the market atmosphere and trends, consumer demographics, target audience profiles, and market opportunities helped determine four marketing objectives to favorably position Diabetes Relief to consumers: be valuable, be unique, be convenient, and be a community. The core objective for Diabetes Relief's marketing was two-fold: 1) encourage key decision-makers in the medical industry to accept the Diabetes Relief treatment as the standard of care for their patients, and 2) increase awareness of the treatment options available at Diabetes Relief among patients with the goal to increase direct client intake.

“Taking a deep dive into the needs and desires of Diabetes Relief's target audience via focus-group testing provided the insights we needed to move the needle in a crowded market.”

—Nathan Smith, Content Director at Studio Brand

## MEASURE OF SUCCESS

- Studio Brand created a Diabetes Relief Marketing Plan that was designed to increase the visibility, adoption, and use of DR's treatment and services.
- We identified numerous groups that could influence the awareness, use, and reputation of the DR treatment program. They include referring physicians, nurses, medical administration personnel, media, supporting organizations (like employers, churches, and charities), and medical facilities.
- The website Studio Brand designed was intended to be useful to all of our target audience's patients,

providers, internal administration and staff, and supporting organizations. The site was to become a one-stop resource for information about clinical services offered, profiles of the physicians (and other clinical specialists) who will be providing service treatments, stories of how DR has changed people's lives, etc.

- Outreach from other various marketing activities such as email marketing, social media, and digital advertising was applied to generate brand awareness and build traffic through dynamic and thought-provoking content. Studio Brand was able to track and monitor these efforts to fine-tune and enhance our Diabetes Relief brand executions.

## FOCUS GROUP TESTING



● Logo A



● Logo B



● Logo C



● Logo D

Which logo makes you feel this company develops cutting-edge medical advances?

