



**A Healthy Dose of Social Media**

**THE APPROACH:**

- PrimaCare was interested in increasing brand awareness and reaching potential patients surrounding its 11 locations
- MarketWave developed a customized Facebook page and content calendar to keep fresh, relevant information and stay-healthy tips on the Facebook page
- An electronic postcard was sent to PrimaCare employees a month before the public launch of the Facebook page to encourage employees and their network to "like" the PrimaCare page
- At the page's launch, a postcard and e-mail were sent to potential customers within a one-mile radius of a PrimaCare clinic asking them to "like" PrimaCare on Facebook
- Table tents with the same information as the postcard were placed in the waiting rooms of all PrimaCare locations

**RESULTS\*:**

- PrimaCare's Facebook page has over 500 "likes" and growing
- MarketWave consistently creates compelling content for the Facebook page to make it relevant to patients
- Due to its success in the social media realm, PrimaCare asked MarketWave to create and manage its Twitter page to complement its Facebook presence

*\*Results as of December 2010*