



SOCIAL MEDIA ADS **CASE STUDY**

REINCKE VEIN CENTER
SUGAR LAND, TX



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UNLOCK YOUR BUSINESS POTENTIAL



A photograph showing four hands of different skin tones huddled together in a circle over a wooden desk. The desk is cluttered with various office items: a laptop, a calendar, a smartphone, a coffee cup, and some papers. The hands are wearing light blue or white shirts. The background is a solid blue color.

About Company

Welcome to ProSocial Content, where innovation meets results!

In this fiercely competitive market, success demands a unique approach. We're not confined to a single platform because we create, manage, and optimize high-performing Google, Bing, and Social Media advertising campaigns for businesses of all sizes.

But we don't stop at ads. Our dedicated team crafts unique content for Facebook, Instagram, Google My Business, LinkedIn, Twitter, and Pinterest - 7 days a week, 365 days a year.

Our comprehensive services include:

- Social Media Marketing & Content Creation
- Google & Bing PPC
- Google Local Service Ads
- YouTube & TikTok Marketing
- WordPress Design
- Local, National, International SEO
- Landing Page Creation and so much more!





Why ProSocial Content?

- **Effortless Start:** We get you up and running without the hassle. It's quick and simple.
- **No Strings Attached:** We're confident in our performance; no binding long-term contracts required.
- **Proven Results:** We've consistently boosted businesses, big and small, with our high-performing campaigns and compelling content.
- **All-Inclusive Expertise:** Our full-stack team tailors solutions to your unique needs, irrespective of your industry or size.
- **Dedication, Around the Clock:** We're here 24/7, 365 days a year, ensuring your digital presence shines.
- **Constant Innovation:** We're not your typical agency; we stay ahead of the curve, keeping your brand at the forefront of digital trends.

Join us at ProSocial Content for a partnership that's all about your success.



MEET THE FOUNDER

DRAGAN CRNJANSKI

My story began with a dream of becoming a lawyer, a dream I pursued with unwavering determination. After graduating from law school, I took my first steps as an intern at a local legal office. However, a year into practicing law, I discovered it didn't align with my values. It was challenging to derive my livelihood from others' troubles. With the unwavering support of my wife, I embarked on a path of change.

In 2015, I decided to forge my own path, beginning as a freelancer and wearing multiple hats. By 2016, I'd expanded my team and moved into larger offices. Today, Pro Social Content LLC is a thriving marketing agency, employing 29 dedicated professionals, and serving over 200 U.S.-based companies.

Our journey underscores the power of determination, adaptability, and the belief that we can reshape our paths to achieve extraordinary results. What sets us apart is our relentless commitment to our clients' success. It's worth noting that we've never spent a single dollar on advertising our services. Every client we work with is a result of personal recommendations from satisfied customers.

Now, I invite you to embark on a transformational journey with us.

Discover your business's true potential by booking a [FREE 30-minute account](#) consultation. Let's unlock your business's future success together.



WHY SHOULD YOU INVEST IN

Paid Advertising

In the competitive digital landscape, PPC (Pay-Per-Click) or paid advertising emerges as a powerhouse strategy to swiftly expand your business reach.

With PPC platforms on the rise and your potential customers spending most of their time on popular platforms like Google, Facebook, Instagram, Amazon, LinkedIn, and more, the opportunity to connect with your target audience is immense.

As a savvy business owner, you understand the importance of exposing your brand to potential customers, ensuring they not only recognize but also remember your offerings when they're ready to make a purchase.

KEY BENEFITS OF SOCIAL MEDIA ADS:

- Improves Brand Awareness**
It helps you reach people who aren't following your brand on social media, many of whom may have never heard of you before.
- Helps Reach a Targeted Audience**
Social Media platforms have a robust set of targeting options, giving you the ability to narrow down on the most relevant audience groups.
- Drives Quality Traffic**
With more people learning about your brand, it goes without saying that social media advertising will increase your inbound traffic.
- Reduce Marketing Costs**
Although you do have to spend money on social media advertising, it can help reduce overall marketing costs with its accurate targeting capabilities.
- Increase Conversion Rates**
Since you're reaching a bigger, more relevant audience and driving high-quality traffic to your site, you will also see an increase in your conversion rates through social media advertising.
- Build a Strong Social Presence**
Social media advertising puts your brand's social media profiles in front of the right people. When more people notice your ad, it'll bring them to your brand's social media page or have them engage with your ad content.



ABOUT THE CLIENT

Client Name

Reincke Vein Center



Industry

Medicine, Vein Specialist Center

Location

Sugar Land, Texas

Campaign Goal

Increasing online visibility, attracting new patients and boosting appointment booking

Conversions

Leads, Phone Calls, Messages

About the client

CONTINUED...

Reincke Vein Center, nestled in the heart of Sugar Land, Texas, stands as a beacon of excellence in vascular care. When we embarked on our journey with Reincke Vein Center, they faced the unique challenge of having no online presence whatsoever.

Recognizing the critical role that a robust digital presence plays in today's healthcare landscape, our collaboration began with the creation of a bespoke website tailored to showcase their expertise and commitment to patient care.

From the ground up, we meticulously crafted an online platform that not only reflects the cutting-edge nature of their vascular services but also ensures a seamless experience for potential patients seeking specialized care.

CLIENT WEBSITE: www.reinckeveincenter.com

As we built the digital cornerstone of their presence, our strategy seamlessly expanded to include the establishment of social media channels, positioning Reincke Vein Center to connect with their community and share valuable insights.

Simultaneously, recognizing the importance of organic visibility, we initiated a comprehensive SEO strategy, optimizing their website to resonate with search engines and ensuring that individuals searching for vascular care in Sugar Land would find Reincke Vein Center at the forefront.

This integrated approach, spanning website development, social media setup, and SEO implementation, has laid the groundwork for Reincke Vein Center to not only enter the digital realm but to thrive and grow their influence in the dynamic landscape of online healthcare.

Our ongoing partnership with Reincke Vein Center exemplifies our commitment to empowering healthcare providers to reach their audience effectively in the digital age.



Social Media Ads

CAMPAIGN OBJECTIVES:

- Increase brand awareness for our client.
- Showcase patient testimonials and treatment procedures.
- Drive leads and facilitate communication with potential patients.

CAMPAIGN STRATEGY:

In order to achieve these objectives, our team implemented a multi-faceted social media advertising strategy over two years. Key components of the strategy included:

- **Engaging Ad Creatives:** We designed compelling ad creatives featuring the clinic, its staff, and state-of-the-art facilities to create a visually appealing and trustworthy image for potential patients.
- **Brand Awareness and Traffic Campaigns:** Leveraging both brand awareness and traffic campaign objectives, we showcased patient testimonials and treatment procedures to engage the audience and build credibility.
- **Custom Audiences and Retargeting:** To maximize the impact of our campaigns, we utilized custom audiences, specifically targeting website visitors and previous patients. This allowed us to tailor messaging and increase the likelihood of conversions through On-Facebook Leads and Message Conversions campaign objectives.



Results

FIRST 30 DAYS (OCT 7, 2021 - NOV 5, 2021):

On-Facebook Leads: 0
 Message Conversions: 6
 Ad Spend: \$628.42
 Cost/Conversion: \$17.34

Campaign	Results	Impressions	Clicks (all)	CPC (All)	CTR (all)	Amount spent	Cost per result
PSC - Brand Awareness	1,770 Estimated Ad Recall ...	36,176	87	\$1.65	0.24%	\$143.49	\$0.08 Per Estimated Ad Re...
PSC- Traffic Objective - LP	159 Link clicks	17,920	209	\$0.69	1.17%	\$145.02	\$0.91 Per Link Click
PSC - Instagram Engagement	96 Post engagements	685	—	—	—	\$40.45	\$0.42 Per Post Engagement
PSC - A - Traffic Objective	81 Link clicks	6,333	118	\$0.68	1.86%	\$80.11	\$0.99 Per Link Click
PSC - Facebook Page Likes	11 Follows or likes	5,174	69	\$1.67	1.33%	\$115.34	\$10.49 Per Follow or like
PSC - Messages	6 Messaging conver...	2,450	26	\$4.00	1.06%	\$104.01	\$17.34 Per Messaging Co...

LAST 30 DAYS (OCT 15, 2023 - NOV 13, 2023):

On-Facebook Leads: 14
 Message Conversions: 64
 Ad Spend: \$960.97
 Cost/Conversion: \$11.17

Campaign	Results	Impressions	Clicks (all)	CPC (All)	CTR (all)	Amount spent	Cost per result
PSC - Messages	52 Messaging conver...	26,685	476	\$1.47	1.78%	\$699.23	\$13.45 Per Messaging Co...
PSC - On FB Lead	14 On-Facebook Leads	5,099	127	\$1.15	2.49%	\$145.44	\$10.39 Per On-Facebook Le...
PSC - Messages - LAL	12 Messaging conver...	5,365	105	\$1.11	1.96%	\$116.30	\$9.69 Per Messaging Co...

ALL TIME RESULTS (OCT 7, 2021 - NOV 13, 2023):

On-Facebook Leads: 369

Message Conversions: 1,336

Ad Spend: \$22,960.54

Cost/Conversion: \$12.36

Campaign		Attribution setting	Results	Impressions	Clicks (all)	CPC (All)	CTR (all)	Amount spent	Cost per result
PSC - Brand Awareness	set bu...	7-day click or ...	1,770 Estimated Ad Recall ...	36,176	87	\$1.65	0.24%	\$143.49	\$0.08 Per Estimated Ad Re...
PSC - Messages	\$24.00 Daily	7-day click or ...	887 Messaging conver...	467,281	8,515	\$1.42	1.82%	\$12,120.83	\$13.66 Per Messaging Co...
PSC - Instagram Engagement	\$3.00 Daily	7-day click or ...	642 Post engagements	6,033	8	\$34.96	0.13%	\$279.64	\$0.44 Per Post Engagement
PSC - Messages - LAL	\$4.00 Daily	7-day click or ...	449 Messaging conver...	254,188	4,320	\$1.50	1.70%	\$6,459.54	\$14.39 Per Messaging Co...
PSC - On FB Lead	\$5.00 Daily	7-day click or ...	369 On-Facebook Leads	174,632	3,277	\$1.02	1.88%	\$3,335.99	\$9.04 Per On-Facebook Le...
PSC - Traffic Objective - LP	set bu...	7-day click or ...	159 Link clicks	17,920	209	\$0.69	1.17%	\$145.02	\$0.91 Per Link Click
PSC - A - Traffic Objective	set bu...	7-day click or ...	81 Link clicks	6,333	118	\$0.68	1.86%	\$80.11	\$0.99 Per Link Click
PSC - Facebook Page Likes	\$5.00 Daily	7-day click or ...	38 Follows or likes	17,813	212	\$1.56	1.19%	\$331.02	\$8.71 Per Follow or like
Post: 'D- Mars promoting the Top 30 Influenti...	\$50.00 Lifetime	7-day click or ...	— Messaging Conversa...	1,679	54	\$0.93	3.22%	\$50.00	— Per Messaging Conv...
PSC - Call Lead	set bu...	7-day click or ...	— 20-second Call	759	6	\$2.52	0.79%	\$15.10	— Per 20-second Call
Results from 10 campaigns			7-day click or ...	982,814	16,806	\$1.37	1.71%	\$22,960.54	—

ANALYSIS:

The progression of results over time demonstrates the effectiveness of our social media advertising strategy.

While the initial 30 days saw a modest start, the following months showcased a notable increase in both On-Facebook Leads and Message Conversions.

The most recent 30-day period saw a substantial improvement in metrics, with a 180% increase in leads and a 1180% increase in message conversions compared to the initial phase.

COST EFFICIENCY:

Despite the expansion of the campaign, the cost per conversion has consistently decreased. In the first 30 days, the cost per conversion was \$17.34, while in the most recent period, it dropped to \$11.17. Over the entire campaign duration, the cost per conversion averaged at \$12.36, indicating the efficiency of our efforts in delivering tangible results within a reasonable budget.



RESULTS

Summary

Our strategic approach to social media advertising has significantly contributed to our client's online presence and patient engagement.

By leveraging engaging ad creatives, targeted campaigns, and continuous optimization, we have not only increased the quantity of leads and conversions but have also done so in a cost-effective manner.

The consistent improvement in performance metrics underscores the success of our ongoing efforts in meeting and exceeding the client's objectives within the dynamic landscape of social media advertising in the medical industry.



A background image showing two hands in business suits shaking over a glowing blue globe, symbolizing global business partnership and growth.

Unlock Your Business Potential with a FREE 30-Minute Account Audit

At ProSocial Content, we're here to tailor solutions to your unique business needs.

Our inspiring journey, transitioning from a solo operation to a thriving marketing agency, demonstrates our commitment to success and client satisfaction.

Why Book Your FREE Account Audit?

Personalized Solutions: We understand your business is one-of-a-kind. Our audit delves into your unique challenges, goals, and opportunities.

Expert Guidance: Our seasoned professionals are ready to be strategic partners in achieving your objectives.

Actionable Insights: Get practical, data-driven insights that you can implement immediately.

No Obligation: There's zero commitment. Our audit is completely free, offering you a risk-free opportunity.

Ready for Your Business Transformation?

Whether you're a startup or an established enterprise, our FREE 30-Minute Account Audit is designed for you. To schedule your audit, simply click [HERE](#).

Together, we'll unlock your business's true potential.





THANK YOU

For any additional information please do not hesitate to contact our office



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