

# Driving Leads & Deepening Engagement with a Digital Marketing Strategy

## How Graham Media Partners Helped FamilyWize Design and Execute a Digital Marketing Strategy

### Overview

FamilyWize offers free prescription savings cards to help Americans save money on FDA-approved medications. Committed to a growth strategy, leadership at the company wanted to increase distribution and usage of the cards.

The company was concerned that its existing marketing strategy relied too much on in-person contact through a single channel: UnitedWay distributed the majority of the cards through its offices and at in-person events. Recognizing the power of digital marketing but lacking expertise, FamilyWize leaders decided to assemble a team of outsourced marketing experts to design and execute a comprehensive digital strategy to reach a larger market.

### Solution

FamilyWize selected Graham Media Partners as its social media, graphic design, and copywriting partner, along with other expert marketing firms, including a PR agency, design firm, and SEO consultants. Graham Media Partners worked closely with other members of the extended marketing team, while focusing on several key components.

#### ✔ SOCIAL MEDIA & ADS

Created multiple daily posts and ads on leading social media platforms including Facebook, LinkedIn, Instagram, Pinterest, and Twitter.

#### ✔ BLOG

Wrote, promoted, and integrated SEO best practices in a weekly cadence of blogs on topics relevant to FamilyWize's target consumers.

#### ✔ DIGITAL COLLATERAL

Created digital versions of existing print collateral.

#### ✔ WEBSITE UPDATES

Partnered with SEO consultants to create and update the website with compelling content.

**INDUSTRY:** Healthcare

**SIZE:** Midsize

#### SERVICES PROVIDED:

- Social media & ads
- Blog
- Digital collateral
- Website updates
- App updates
- PR, including digital placements

#### RESULTS:

1. Grew website traffic by >9,500%
2. Increased social media web referrals to +30K
3. Created digital collateral that surpassed in-person handouts in 1 year

## ✓ APP UPDATES

Worked with the development team to provide UX copy for the FamilyWize app.

## ✓ PR

Collaborated with the PR team to promote digital placements for sponsored content, bylines, quotes, and influencer marketing.

“The strategies suggested and implemented by the team at Graham Media Partners were instrumental in the growth of FamilyWize, which not only allowed us to meet our growth goals, but also ultimately helped the company get acquired.”

– Joe Sanginiti, Former President & CEO, FamilyWize

## Select Results



Grew website traffic by >9,500% in 1 year



Increased web referrals from social media from <1K to >30K



Created digital collateral that surpassed in-person handouts in 1 year



Led to a company acquisition based on positive results

## An Integrated Marketing Partner

FamilyWize's integrated marketing partnership had immediate results. By strategically leveraging a range of digital channels in tandem, the company saw an increase in brand awareness, card downloads, and repeat prescription refills using a card. This positioned FamilyWize for its ultimate acquisition by RxSense.

Learn how Graham Media Partners can help you execute marketing initiatives that deliver results.

[grahammediapartners.com](http://grahammediapartners.com) | [info@grahammediapartners.com](mailto:info@grahammediapartners.com) | 610.688.2060

