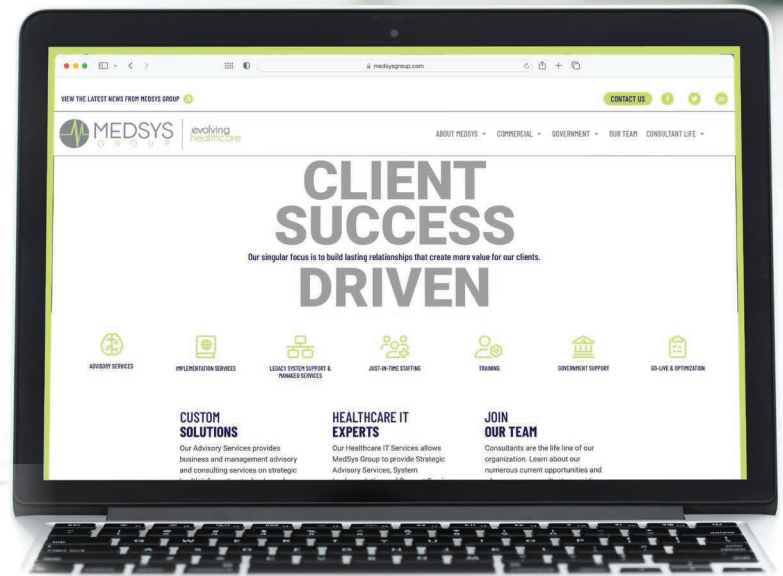


### How Witmer Group Helped a Dallas Healthcare IT Services Company Increase Their Online Visibility.

MedSys Group® LLC is a healthcare IT services company located in Dallas, Texas. Founded in 1995, MedSys Group grew exponentially over the decades through satisfied client referrals.

Despite their success and growing client list, MedSys quickly realized that their brand awareness needed improvement and more visibility. Alan Kravitz, President, Co-founder, and Chief Executive Officer set out to find help and change that.



#### A SOCIAL CHALLENGE:

MedSys Group knew their brand awareness was low with their target audience. They needed help with social media, increasing traffic to their website, and ultimately having every CIO consider MedSys Group as a solution to their IT healthcare needs.

Alan knew he needed outside help and, after an exhaustive search, turned to Kristina Witmer and her team of marketing specialists from Witmer Group. Kristina sat down with her team and developed a game plan to get MedSys the desired results.

#### THE SOLUTION:

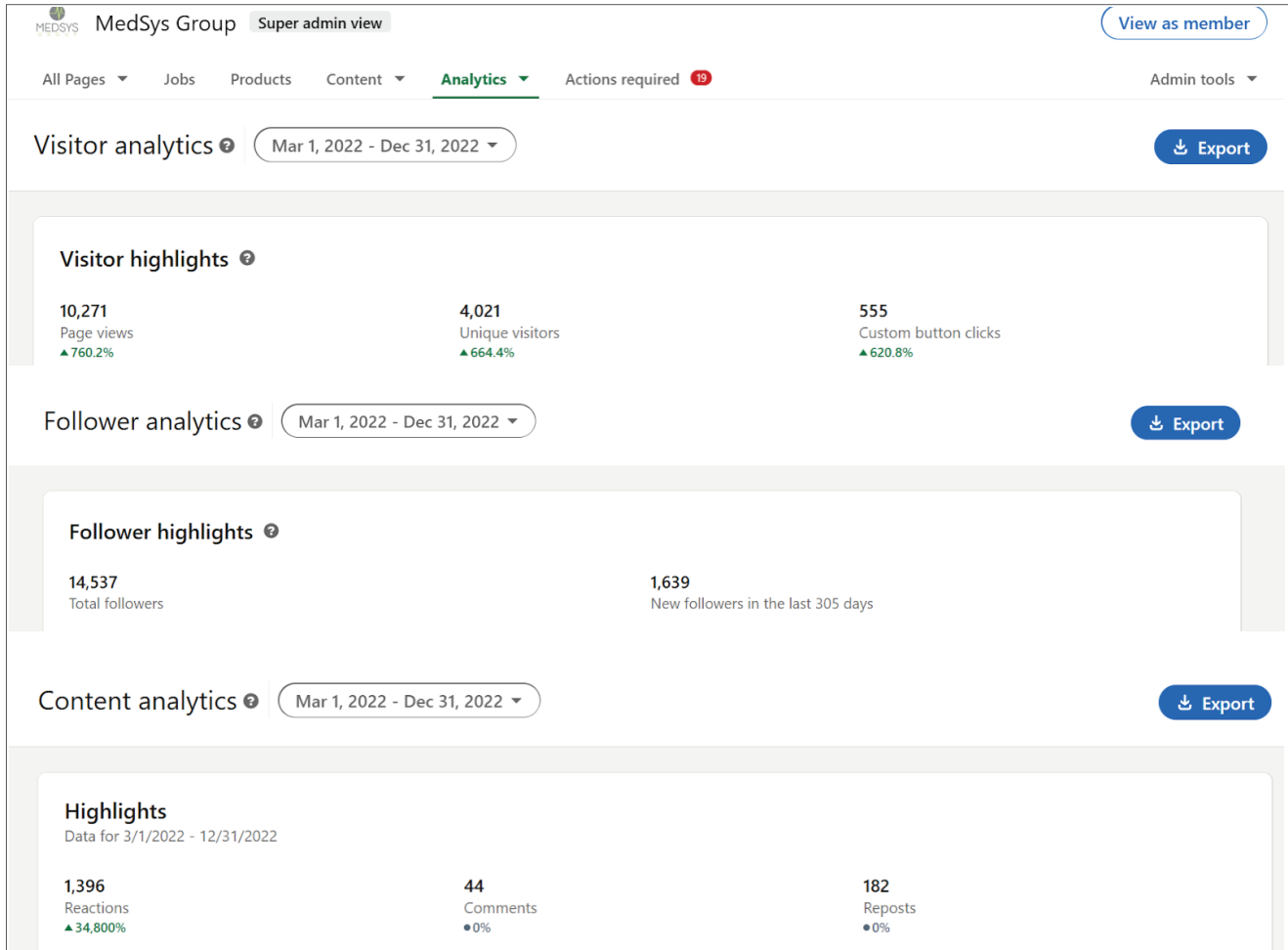
Witmer Group's plan to increase MedSys Group brand awareness included:

- Creating a comprehensive buyer persona
- Content pillar creation and approval
- Content calendar aligned to sales goals
- New hashtag and tagging strategy for social media
- New process for metrics and goal measurement
- Tied content creation to tangible objectives
- Visual social media posts using images, video, and animation
- New website development

## RESULTS:

Using organic-only efforts, the Witmer Group team achieved phenomenal growth for MedSys Group over a 12-month timeframe. Several organic posts reached as high as 1,721 reach and 781 views using organic (non-paid) efforts.

Total page views increased by 760%, unique visitors increased by 664%, and clicks increased by 620%. Anecdotally, MedSys Group received a noticeable increase in comments from their audience about the activity and exciting things happening at MedSys Group and for their clients.



## Let Witmer Group Help You Grow Your Brand Reach and Awareness

Witmer Group will help your company or organization increase brand awareness through our time-tested processes. Click below to contact us and learn more.

