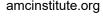
CASE STUDY on Content Strategies



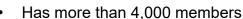
amcinstitute.org





www.ppsapta.org

PPS is a Section of the America Physical Therapy Association



Members are private practice

PT owners



associationheadquarters.com

Celebrating more than 40 years of strategic guidance and partnership with associations and non-profits.

Currently works with more than 40 associations and credentialing bodies

Challenge

- PPS had limited lead-generation capabilities to identify and connect with prospective members.
- Private practice PT owners were struggling amid COVID-19, but PPS didn't want to compromise members-only content.

Actions Taken

Extract content from a specialized, Step 1 members-only resource

Record video snippets with creator Step 2 for social advertising

Gate the resource to collect contact Step 3 information

Invest in paid advertising to expand Step 4 the reach of the resource

Goals

- Collect contact information for member prospects
- · Demonstrate the value of content available to PPS members in a difficult climate

Insights/Learnings

- Featuring the resource creator in social videos elevates the connection with viewers
- Use high-value content that addresses an industry-wide concern

Results

- Landing page conversion rate was 9.9% compared to an industry average 2.35%
- The campaign generated 105 membership leads for PPS

Client quote "This campaign showed us how leveraging our AMC's expertise could yield real results."