

CASE STUDY on Content Strategies



www.ppsapta.org

- PPS is a Section of the American Physical Therapy Association
- Has more than 4,000 members
- Members are private practice PT owners



ASSOCIATION HEADQUARTERS

associationheadquarters.com

amcinstitute.org

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

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

Step 2 Record video snippets with creator for social advertising

Step 3 Gate the resource to collect contact information

Step 4 Invest in paid advertising to expand 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."