



Case Study: Find Clients Power Media Solutions

Client Overview

Client Name: Norwood Family Eyecare

Industry: Healthcare

Product: Target Audience Increase

The Challenge

NW FEC has been around for more than 10 years, 3 years in the Bartlett, TN area. How to increase patients thereby increasing income of the practice.

The Solution: Power Media Solutions Steps In

Recognizing the need for expert marketing and strategic guidance, NW FEC engaged Power Media Solutions (PMS). NW FEC Dr. Chaka Norwood and her staff are committed to offering the highest quality of service upon entrance to Norwood Family Eye Care. Dr. Norwood stays abreast of all the latest advances and technology in the field of optometry.

1. Social Media Marketing (SMM) Strategy

- **Objective:** Create buzz and engage potential client/patients
- **Actions Taken:**
 - Conducted a thorough analysis of the digital footprint.
 - Developed a comprehensive SMM strategy, including content calendars, influencer collaborations, and targeted ad campaigns, and research.
 - Leveraged platforms such as Instagram, Twitter, and FB to showcase *NW FEC abilities* and expertise.

2. Public Relations (PR) Campaign

- **Objective:** Secure community events, speaking opportunities, partnership opportunities
- **Actions Taken:**
 - Crafted compelling press releases highlighting NW FEC community events
 - Forged relationships with community partners, online communities
 - Secured placements in reputable media publications online magazines

3. Audience Research and Segmentation

- **Objective:** Review current data of clients and develop the necessary target
- **Actions Taken:**
 - Conducted market research to identify key demographics interested in services
 - Segmented the audience based on lifestyle, interests, and location
 - Tailored messaging to resonate with prospective patients.

4. Panel Discussions (Promote, Share, Engage)

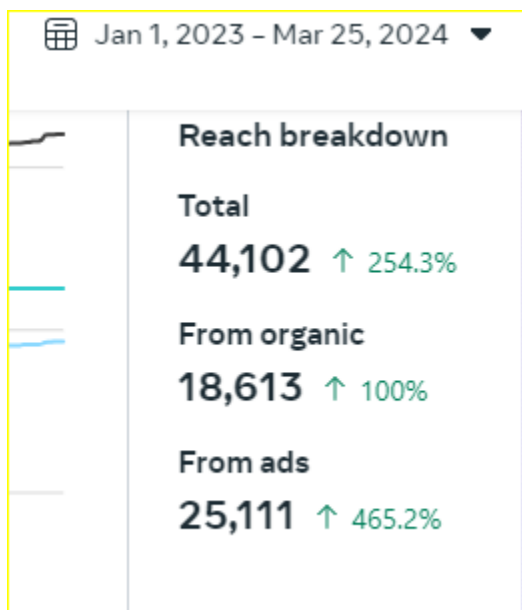
- **Objective:** Secure and promote all panel discussions for Dr. Norwood-Bell
- **Actions Taken:**
 - Showcased *NE FEC* through live interviews, interactive displays, and local celebrity endorsements.
 - Generated media buzz and social media coverage during and after the events/projects.

5. Media/Advertise/TV/Radio

- **Objective:** Position NW FEC as a credible doctor with a wealth of information and credibility.
- **Actions Taken:**
 - Coordinated interviews with Canvas Rebel, JSYB Business other optometry platforms
 - Purchased billboard, Produced Radio and TV ads, MATA bus interior branding
 - Positioned *NW FEC as the healthcare expert*
 - Contributed guest interviews, establishing expertise.

Results

- *NW FEC* gained significant traction within the first year of the campaign.
- Projects include Grizzlies backpack giveaway with Desmon Bane, Whitehaven Community Health Fair, Raleigh Health Fair, Increase eye screenings in Mound Bayou, MS
- in Social media engagement increased by 250% with positive sentiment from early supporters-Ads used over a 12-month period



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- Appointments increased, retail sales increased, secured partnerships with community partners and government collaboratives such as JSYB, documentary

Conclusion

Through a strategic blend of SMM, PR, audience research, Power Media Solutions successfully amplified the visibility of *NW FEC*. The case study stands as a testament to the power of integrated marketing efforts in propelling innovative products to success.

PMS areas of expertise include: Nonprofit Consulting, Business Development, Startup Development, Public Relations, Social Media Management, Website Development, Advertising, Media Buying, Artist Management, Author Support Services, Branding, Storytelling, HR Consulting, Event Coordination & Management, Staffing & Recruitment, Digital Marketing, Content Creation, Grant Administration Management & Compliance, Web Development, Digital

Footprint Auditing, Media Blitz, Research Services, Photography & Videography, Crisis Management, Political Consulting



Power Media Solution credentials include:

JSYB Membership, JSYB Networking, Tell it Now PR & Marketing Conference Clinic, JSYB Expo, Being Featured in "50 Women Who Make A Difference", Receiving a Resolution from Shelby County Commissioner, Erika Sugarmon, Xclusive Power Weekend, Born 2 Win concert series, Author, What Happens When God Moves, Visionary for Women In Leadership Series, Former Public Policy Speaker for NAWBO, Publicist for Bluff City Magazine, Publicist for On Location Memphis, Publicist for OTM Music Group 2x Grammy Winner, Henderson Thigpen, VP Communications Board Members for SHRM-Memphis Chapter, Publicist for Norwood Family Eyecare, Crook Breed Apparel and Footwear

For more information, contact Power Media Solutions

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Or Book Your Nonprofit Consultation at

www.powermediasolutions.com

Learn more about Norwood Family Eye Care

www.norwoodfamilyeyecare.com

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SPEAKING OPPORTUNITIES

Speaking opportunities for the following focus areas: Women in Business, Healthcare Leadership, Bullying, Overcoming Barriers



CONTACT:

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for scheduling.



With Speaker
DR. CHAKA NORWOOD


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