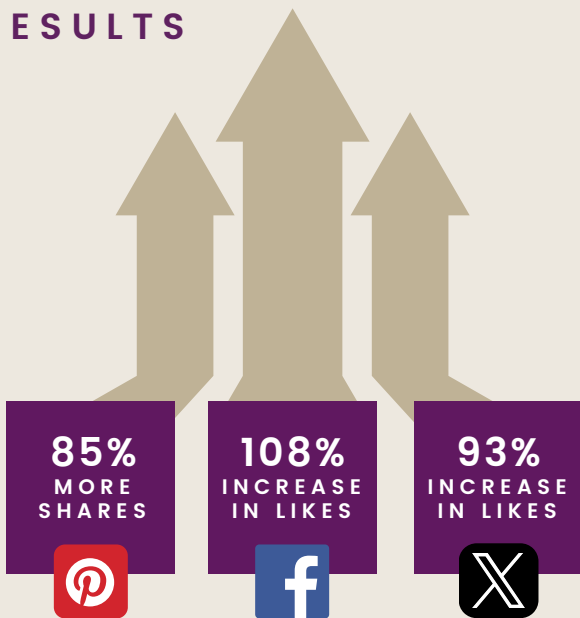




# SOCIAL MEDIA CASE STUDY

Lodestar Marketing Group Increased Awareness of Non-profit Cancer Support Organization to Help More Families in Need of Support

## RESULTS



"Since 2000, Lodestar Marketing Group has been providing digital marketing services to some of the world's leading brands and favorite local companies. We know digital and we have the results to prove it."

**SARAH SCHWITTERS**  
Lodestar Marketing Group

## INTRODUCTION

This is a non-profit organization dedicated to helping people who have been diagnosed with cancer. Through their robust forums, patients and their families can ask questions and get support from doctors and specialists all over the world.

The organization wanted to increase awareness of this free service to help as many families as possible.

## PROBLEM

The non-profit wanted to utilize Meta, X, YouTube and other social media outlets to generate awareness of their free services. The current campaign was not generating "likes", interest or engagement of any kind. The non-profit was posting highly technical videos as their sole social media effort. While the videos were informative, they were highly advanced and hard to understand. They were also not the kind of content people wanted to share with their friends.

## SOLUTION

Lodestar Marketing Group developed a strategy to introduce different types of content into the campaign including encouraging quotes & photos, testimonials from their members, success stories, and breakthroughs in cancer research.

The non-profit noticed a large increase in likes, engagement, and shares. The traffic on their website forum where patients and family ask a question to doctors skyrocketed. They also saw a huge increase in people sharing their Facebook posts.

## CONCLUSION

With some simple changes to the social media strategy, the non-profit was able to leverage this powerful tool to share the free resources they have to offer with more families in need of support.