

CASE STUDY

Social Media

CLIENT:



SECTOR: MEDICAL

COMPANY PROFILE

The American Heart Association, a voluntary health organization that leads the world in combating cardiovascular disease, is committed to preventing heart disease and stroke, which are the top two causes of death globally.

Through collaboration with millions of volunteers, they raise funds for groundbreaking research, advocate for more robust public health policies, and offer vital resources and information to help prevent and manage these conditions.

BACKGROUND STORY

The American Heart Association contacted NEXA from their US office looking for help and strategy for their presence in the Middle East region. The primary challenge facing them was their very niche B2B client base in selling solutions to hospitals that ensure survival rates for cardiac and stroke patients.

AHA did not have a large or impactful digital footprint, and NEXA was tasked with building out a digital strategy. We addressed this by first creating a regionalised website, and then launching social media.

HubSpot was also implemented in order to consolidate AHA's systems and to work on lead-generation campaigns. NEXA continues to provide AHA with ongoing strategic support and services.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Twitter and LinkedIn
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Photo and video shoots
- English content

