

# SMMS

# IOZK

## CASE STUDY

### How IOZK Achieved 28k Reach & Grew Its Audience Across Facebook, Instagram, TikTok, & LinkedIn



IOZK is a leader in innovative medical solutions, specialising in cutting-edge immuno-oncology research and treatments. Its social media presence is important in educating, informing, and engaging with both medical professionals and patients. By using a mix of professional and patient-friendly content, IOZK aims to grow its community and strengthen its online authority.

#### KEY METRIC ANALYSIS

#### TIMELINE: 5 MONTHS

##### Social Media Platforms



##### Engagement Metrics



Total Reach  
**28,000**

Engagement  
**216%**

New Followers  
**161%**

### THE CHALLENGE

The campaign aimed to:

- Expand IOZK's online reach and follower base.
- Maintain high engagement across all platforms.
- Identify the best language strategy for content (English vs. German).
- Explore opportunities to expand content distribution, particularly on YouTube.



### THE SOLUTION

Cross-Platform Growth & Engagement

- A tailored content approach for each platform, ensuring relevance to the audience.
- High-performing formats, such as educational posts, testimonials, and medical insights, were prioritised, filmed and edited by SMMS.
- Continuous monitoring of engagement rates to refine content strategy.



# ENGAGEMENT



## LANGUAGE TESTING: ENGLISH VS. GERMAN

- Content was published in both English and German on Facebook to evaluate reach and engagement differences.
- Results showed no significant difference in reach, confirming the need for a balanced mix of both languages to engage existing followers while attracting new audiences.

## PLATFORM-SPECIFIC INSIGHTS & OPPORTUNITIES

- Facebook: Highest performing platform in terms of reach, making it the key channel for awareness-driven content.
- TikTok: Showed strong potential to connect with a younger UK-based audience.
- LinkedIn & Instagram: Helped reinforce credibility and brand presence within professional and patient communities.
- YouTube Expansion: Identified as a strategic next step, allowing for longer-form content distribution, including educational videos and research insights. YouTube Shorts could also be leveraged to repurpose high-performing content from other platforms.

A structured, phased content strategy was implemented to educate, engage, and build trust with IOZK's audience. The content themes evolved each month to progressively introduce IOZK's expertise and patient experience.

## EXAMPLE POSTS

