

SOCIAL MEDIA CASE STUDY

OBJECTIVES

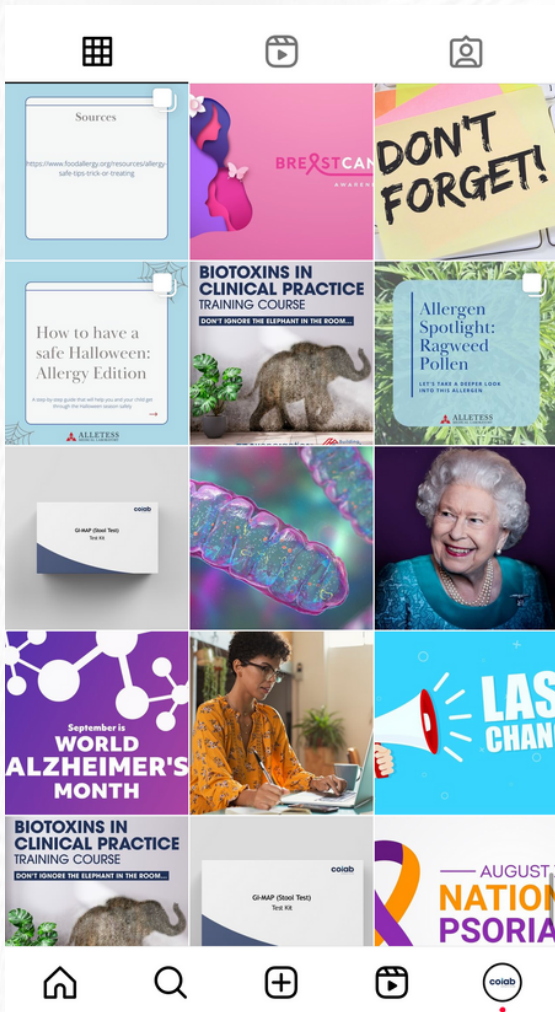
To improve the engagement on the clients instagram page by improving quality of the content and visuals.

SOLUTION

I created content that was valuable and relevant to their target audience of functional medicine practitioners, including interviews with experts, information carousels and tests promoting their products, and gave the grid a new, cohesive look that fits with their website branding.

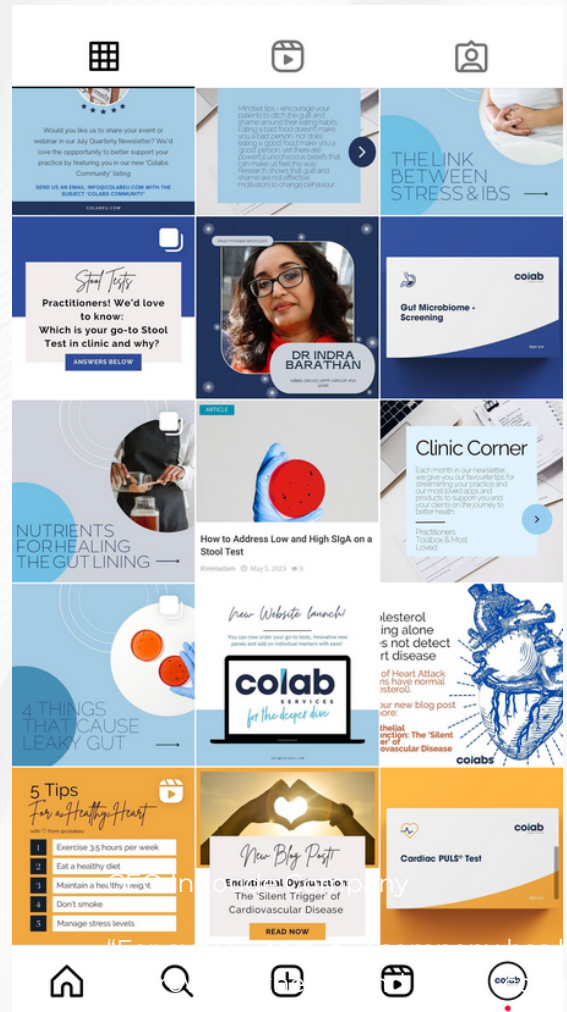
BEFORE

- Visually disorganised
- Poor quality copy with no calls to action
- No strategy - posts seem random
- Posts offer little value to clients

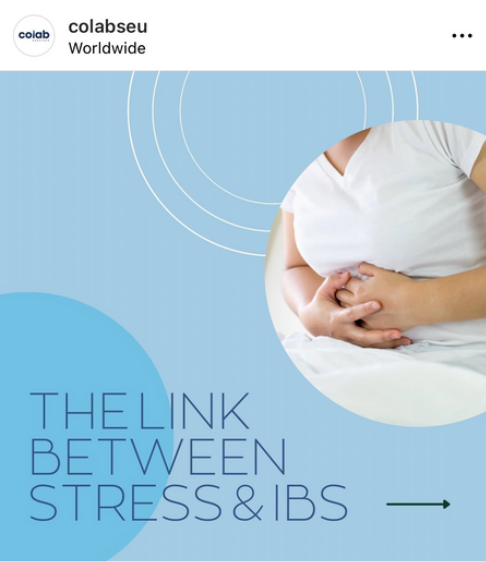


AFTER

- Grid is visually cohesive and appealing
- Reflects their website branding
- Calls to action embedded in each post
- Content offers value to clients



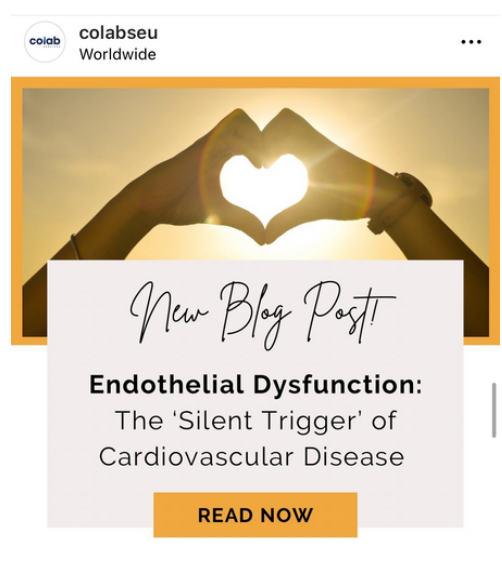
been
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to
our customers."



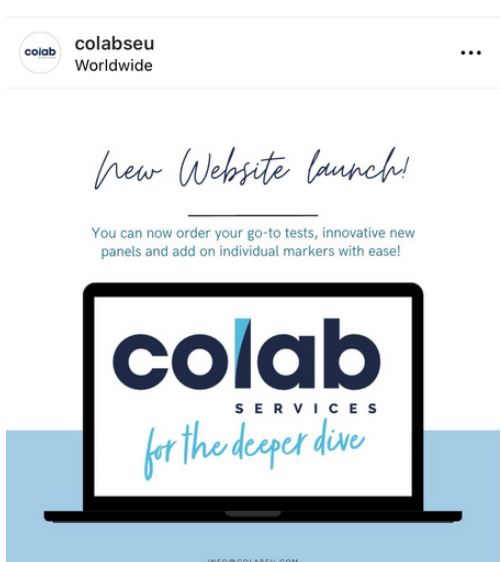
colabseu The Link Between Stress & IBS - is it all in your head?

IBS is a complex condition with multiple contributing factors, but how does stress fit in?

Swipe for more & read our blog article for a deeper dive 📖💙



colabseu ❤️ Cardiovascular disease is the cause of 1 in 4 deaths in the UK. Research shows us that most of it is preventable. Here's our run-down of what's important when it comes to heart health, and how to test for CVD risk with clinically relevant markers. Link in bio. ❤️



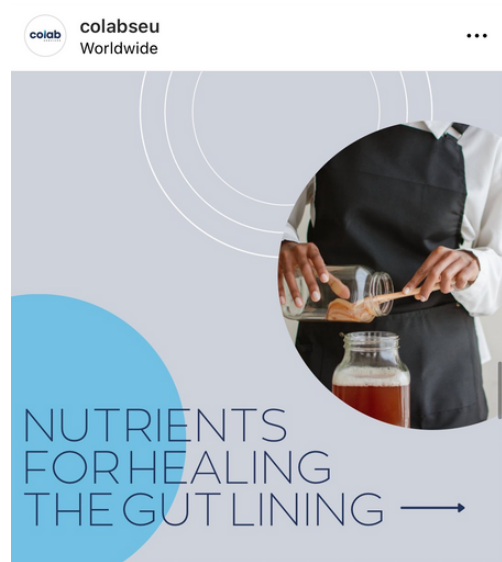
colabseu Our new website has officially launched and we couldn't be prouder! We redesigned it with YOU in mind. We've made ordering tests easier than ever. You can also add on individual markers to existing panels so you can customise the order to suit your clients unique needs. Tell us what you think? Colabs 💙 #functionaltesting #functionalmedicine #cirs #health



colabseu ⚠️ Cardiovascular Risk and Lp(a) ❤️

Did you know Lp(a) is an independent risk factor for atherosclerotic cardiovascular disease?

Check our blog article on Endothelial Dysfunction for more on which markers are relevant for assessing cardiovascular risk ❤️



colabseu Nutrients for Healing Gut Health!

This month we're shining a light on all things gut health.

Healing the gut lining is an essential part of any gut healing protocol - how do you approach this stage?



colabseu 🟡 The Cardiac PULS Test [Spotlight Test for March]

🩸 The PULS Test can detect unstable cardiac lesion risk which is the leading cause of heart attack.

❤️ The PULS test analyses clinically-validated proteins related to inflammation, apoptosis, thrombosis, and vascular remodelling.

📧 We're including a sample report in our newsletter tomorrow - DM us your email address and we'll make sure you get a copy 📧❤️

AT A GLANCE BENEFITS

- 30% improvement in accounts reached
- 11.3% increase in followers
- Content strategy implemented based on monthly 'spotlight test'
- Content links to website content - newsletter, blog posts and sample reports
- Educational posts offer practical tips for practitioners
- Increased focus on cardiovascular tests as our analytics showed this to be their most popular blog content