



case study



Patient-Centered Content Strategy Grows Fetal Care Center's Instagram Reach by 700%

background

Fetal Care Center (FCC) is a Dallas-based maternal-fetal medicine practice that specializes in high-risk pregnancies and fetal interventions, including fetal surgeries.

the challenge

Fetal Care Center recognized the potential of social media to connect with, educate and support its patients and the broader high-risk pregnancy community. Although FCC posted regularly across platforms, its social media was not reaching full potential.

The shortfall was particularly evident on the center's Instagram page, with just 800 followers and little to no engagement. The center struggled to gain traction among those in high-risk pregnancy circles and expand its reach to a larger audience.

the solution

Fetal Care Center approached m3 for help with creating social media content that would resonate with its target audience and expand its reach. As m3 began monitoring and engaging on the center's Instagram account, we noticed a former patient sharing her story through Instagram Reels and tagging Fetal Care Center.

The patient detailed her experience with amnioinfusion, a highly specialized procedure that attempts to provide the unborn child with enough fluid during the critical window for lung development.

m3 recognized the power of authentic, patient-centered storytelling and began actively engaging with the patient's content on behalf of Fetal Care Center. Daily interactions, comments and shares amplified her story and highlighted the center's active role in its patient community.



FETAL CARE CENTER

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With the creator's permission, we also took a strategic step to repurpose her user-generated content (UGC) into Fetal Care Center-branded stories and Reels shared across Facebook and Instagram. This approach not only extended the life of the original content but also exposed a new audience to Fetal Care Center. m3 also expanded its UGC strategy by collecting unique stories from other patients and editing the content for use on Instagram, Facebook and YouTube.

the results

In the final quarter of 2021, Fetal Care Center's Instagram following grew from 800 to more than 3,000. The shift to using UGC and highlighting patient stories resulted in an estimated 700% growth in reach, significantly expanding the center's visibility and impact online. Additionally, this growth fueled connection outside of social accounts – social media referrals drove a 60% increase in website sessions during the same period.

A commitment to patient-centered content has ensured continued social media growth. FCC now has more than 4,000 engaged followers who interact regularly on Instagram and across social platforms.

Looking for strategic support for your content?

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