

First 30 Days Case Study

Client Overview

Trek Health is data driven healthcare company focused an delivering reimbursement insights, bencharking tools, and contract transparency.

Challenge

Before partnering with Upsocial Agency, Trek Health had minimal momentum on LinkedIn.

While they had strong internal expertise and a growing client base, they lacked a content strategy, engagement rhythm, and a clear voice on social media.

Key areas of concern included:

- Low engagement and visibility of company updates
- Inconsistent content types and posting cadence
- Underutilized features like newsletters and competitor benchmarking -
- Little clarity on what content resonated most with target job functions

Strategy & Execution

The approach included:

- **Strategic Content Planning:**

A fresh cadence of thought leadership, product highlights, executive voice posts, and data-driven graphics

- **Newsletter Launch:**

Created and promoted a LinkedIn newsletter that gained over 300+ subscribers within the first 24 hours

- **Content Variety:**

Introduced new post formats and testing themes to identify high-performing styles

- **Competitor Benchmarking:**

Leveraged analytics to outperform key competitors

- **Targeted Positioning:**

Refined messaging

Results (First 30 Days)

Impressions

11,383 to 20,855+

+78.5%

Reactions

290 to 850+

+83.4%

Comments

16 to 71+

+373.3%

Reposts

11 to 46+

+318%

New Followers

in 30 days (+344%)

+34.4%

Top in Class

Outperformed all tracked competitors in total post volume, engagement rate (+194.1%), and follower growth



Visitor Growth

Page views grew to 5,751 (+183%), with a 212% increase in unique visitors

Key Takeaways

- **Consistent, Varied Content Works**

Mixing short-form content with executive thought leadership and data snapshots sparked stronger engagement.

- **LinkedIn Newsletters Are Powerful**

The newsletter launch proved to be a major growth engine, adding hundreds of subscribers overnight.

- **Benchmarks Matter**

By using analytics to outperform competitors, Trek Health positioned itself as a leading voice in healthcare data transparency.