



# Integrative Therapeutics builds a healthy business using LinkedIn Marketing Solutions

*“LinkedIn is a key contributor to new email subscribers—more than any other digital marketing channel.”*



**Vicki Petersen**  
Digital Marketing Manager  
Integrative Therapeutics

## Finding the right targets

Integrative Therapeutics, based in Green Bay, Wisconsin, is a manufacturer and distributor of nutritional supplements in use by integrative medicine clinics across the United States. One of the company’s key marketing challenges is identifying its audience online, and expanding reach in a meaningful way.

“Integrative medicine is an approach to treatment that incorporates both conventional medicine and complementary medicine,” explains Vicki Petersen, the company’s digital marketing manager. “When it comes to identifying the ‘right’ audience, it can be challenging—there are very few job titles that indicate someone practice’s integrative medicine.”

When the company looked to expand its reach, it developed a more content-driven approach. “Our nutritional supplements are only a piece of the puzzle—they are integrated into larger care plans that include lifestyle changes, dietary changes, additional therapies,

## Challenge

- Grow email database
- Increase brand awareness
- Reach professionals in specific business roles
- Share content that drives purchase decisions

## Solution

- Sponsored InMail, Display Ads, Sponsored Content

## Results

- LinkedIn is the primary source of net new email subscribers
- Sponsored InMail clickthrough rate 1.5X LinkedIn benchmarks
- Email database increases by 28%

or medication, Petersen says. "Marketing with a content approach makes sense, presenting information as well as context to respect the same holistic view."

## Using a mix of online tools to drive leads, raise awareness

"Integrative practitioners are active on social media, so we looked to LinkedIn to test the content marketing waters," Petersen says. To find the right professionals, Integrative built its audience through a combined approach of known job titles and skills listed on members' LinkedIn profiles and their group memberships.

Sponsored InMail was one of the first LinkedIn products chosen by the company. "Sponsored InMail gave us more real estate to talk to practitioners than many traditional ad options, and we liked the fact that messages are delivered when members are active on LinkedIn," Petersen says.

The Company added Display Ads to the mix to boost brand awareness and Sponsored Content to deliver relevant updates to an even wider audience.

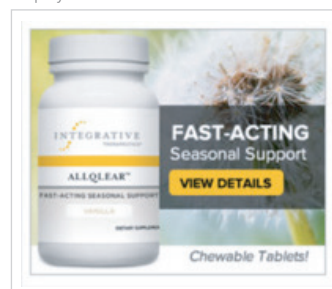
"Before we made investments in content, we looked at the topics that drove the most engagement," Petersen adds. For the Integrative Therapeutics audience, clinical subjects like patient adherence were getting the most attention. "Once we saw what was trending, we created an eBook on adherence and offered it in the Sponsored InMail to drive more traffic to our website."

## Growing the email database— "LinkedIn is our best source"

Petersen says, "LinkedIn is our best source for net new email subscribers." The Company's email database has grown by 28 percent; in addition, Sponsored InMail has driven clickthrough rates 1.5 times LinkedIn benchmarks.

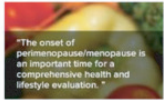
"When we use LinkedIn products in combination, we see the impact it has on our marketing outreach," Petersen says. "We see an increase in engagement that results from our campaigns, so we feel confident continuing conversations that ultimately turn into leads."

Display Ad



Sponsored Content

**Integrative Therapeutics** Less testing, more listening. Part 1 of a 3 part series on "Evaluating Menopause" by Dr. Tori Hudson



**Less Testing, More Listening - Menopause Evaluation (Part 1)**  
Integrativepro.com · The onset of perimenopause/menopause is an important time for a comprehensive health and lifestyle evaluation.

**Gained from Sponsoring**  
Sponsored in: Direct-201508-skill-in-blogpost-menopause part 1 (currently running)

+9,208	+66	+26	+9	+1.10%
Impressions	clicks	interactions	followers acquired	engagement

Like (13) · Comment (3) · 26 days ago

Sponsored InMail

**Integrative Therapeutics**

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**CFS Patient Education Brochure**

Stephanie Katzman,

The complexities of CFS, fibromyalgia, the related long-time to diagnosis and frequent mis-diagnosis can be a source of frustration for many patients. This guide delivers important background information for your patients regarding CFS and fibromyalgia from a mitochondrial perspective.

**This patient resource addresses:**

- The importance of choosing the right practitioner
- An overview of cellular biology and the role of mitochondria
- An explanation of the difficulty in diagnosis
- Coping and communication strategies for patients
- Myths about mitochondrial conditions

This guide is delivered in a print or email-ready PDF format, is free of commercial or brand references, and features an editable location to personalize it with your clinic's contact information.

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