

Client snapshot

Healthtech expert network with a small team that partnered with WTMC to turn social into an engine for visibility, trust, and pipeline support.

Key outcomes



7.4%

average LinkedIn engagement in 9 months



11.2%

average LinkedIn engagement the next year



110K

organic impressions in 18 months



+16%

new followers in first 9 months



+32%

followers the following year



Growth-Driven |
Creative | Transparent



Marketing, Content, and Social
Media Leadership



whitetulipmarketingco.com



Denver, CO and across the U.S.

Challenges

- Needed to stand out in a crowded healthcare expert insights market.
- Social not aligned with revenue and product priorities.
- Lean team without capacity for consistent content.

Solutions

We treated social as a strategic growth channel, not just a posting calendar.



Strategy
Build



Content
Engine



Ongoing
Optimization



"You handle our social accounts like a seasoned healthcare leader with tailored strategy, strong content, and clear insights."

– Co-founder and SVP

IMPACT

1

Market Signal

Engagement far above healthcare averages, signaling strong market fit.

2

Perceived Scale

Helped a small team show up like a sophisticated marketing organization.

3

Relationship Depth

Social content reinforced relationships with clients and expert respondents.