

**PROSTATE  
CANCER**

**LEAD GENERATION &  
SOCIAL ENGAGEMENT  
FROM SOCIAL MEDIA  
MARKETING  
EFFORTS**

PREPARED BY **LIQUID LOCK**

# Prostate Cancer

## 01

### Overview

Approximately 12.9 percent of men will be diagnosed with prostate cancer at some point during their lifetime. With that percentage in mind, in 2013, there were an estimated 2,850,139 men living with prostate cancer in the United States and current education material is not widely known to the public.

## 02

### Goal

The client goal was to drive quality traffic to a branded sponsored landing page in an effort of generate leads, awareness, and to educate men and caregivers on the treatment options and ways to reduce the risk of Prostate Cancer.

## 03

### Result

LLM generated a total of **136 leads within 30 days**, achieved an \$0.21 average cost per click, and a 6.3% average click through rate compared to the industry average of 1.8%.

## 04

### Summary

Liquid Lock successfully developed a precision Facebook campaign; designed using custom and lookalike audiences to hyper-target the desired audience of men (aged 35-65) who exhibited online social behavior related to asking specific prostate cancer questions, suggested comments and who have share particular posts to loved ones. Leads are defined as prospective patients that have filled out a form to have consultation with a patient advocate.



## Conclusion

We aren't satisfied until we deliver meaningful, informative, and profitable results for our clients. We pride ourselves on analyzing and deciphering your marketing data, in order to target the right audiences so as to meet and exceed your goals.

Few agencies out there dive as deep as we do into the data. The real difference?

We live by our data.

# Let's get digging!

