



# Case Study Fall 2022

# Austin Speech Labs

## Campaign Components



- Obtained valuable quotes from 6 interviews with ASL staff, ASL volunteers, and stroke survivors to personalize social media posts
- Filmed content of the physical facility to introduce personalized content to followers through reels and stories, increasing engagement over informative content
- Uploaded 12 stories, 5 static posts, and 2 reels

## Digital Marketing

- Utilized the Austin Speech Labs brand kit to curate weekly content
- Worked alongside the SMM to post with an effective timeline
- Created cohesive and unique designs for the Austin Speech Labs Instagram
- Used interactive quizzes and designs to increase engagement



## Design



## PR

- Tweet from Austin Mayor promoting World Stroke Day and Austin Speech Labs
- Press release about the new Phonology app and World Stroke Day
- Connection at KXAN for interview/story

## Client

Austin Speech Labs is a non profit founded in 2008 that supports stroke survivors through therapy and other means. Their mission is to support stroke survivors and their loved ones in rebuilding their lives by providing intensive, affordable, and innovative speech and cognitive therapy.



## Goal

Provide social media management, design, and press management services for Austin Speech Labs as a way to spread awareness about Austin Speech Labs and their upcoming speech therapy app, Phonology.

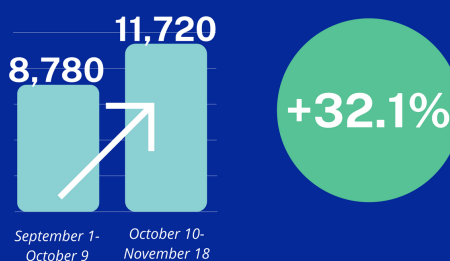
## Strategy

- Social media management
- Graphic design and copy for social media materials
- Continual pitches to media outlets regarding the Phonology application and World Stroke Day

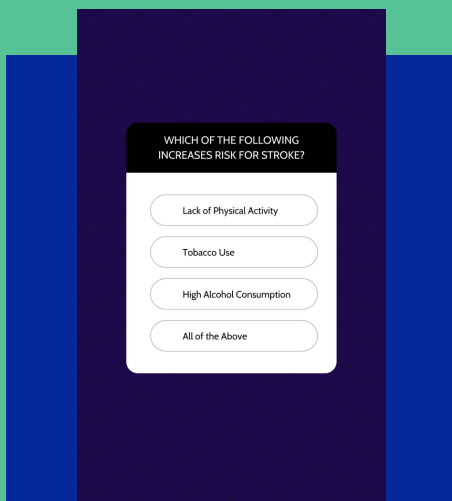
## Results

1,191 accounts were reached with an average engagement rate of **2.73%**.

### Impressions



### Content Interaction



### WHY AUSTIN SPEECH LABS?

