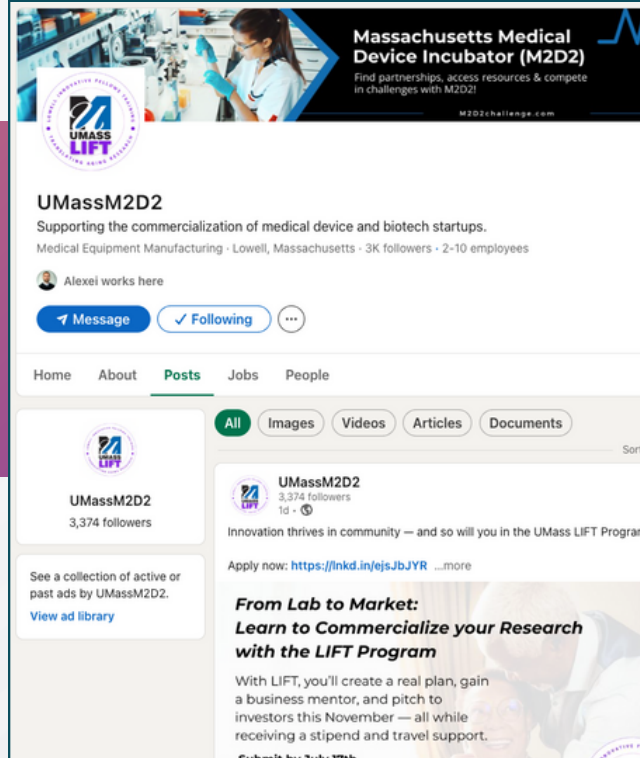




M2D2

Social Media Marketing

OBJECTIVES

The Massachusetts Medical Device Center (M2D2) needed to move beyond email and Twitter to reach a broader audience of startups, investors, and industry leaders. Their goals:

- Build a stronger professional presence on LinkedIn
- Drive registrations for frequent pitch events and innovation challenges
- Sustain follower growth and engagement without paid ads
- Give sponsors, speakers, and startups content they could easily share

SOLUTION

StitchDX rolled out a LinkedIn-first strategy that paired high-value content with continual optimization:

- **Brand & Page Refresh** – updated banner, CTA button, and profile imagery to align with campaigns
- **Event-Centric Content** – live posts and video straight from pitch events
- **Amplification Kits** – ready-to-share copy for sponsors, speakers, and participating startups
- **Algorithm-Smart Cadence** – weekly tweaks to timing, hashtags, mentions, and content mix mix

Phase-II Enhancements (2024-25)

- Vertical video interviews reused as LinkedIn reels
- Long-form LinkedIn articles to vary content shared online

RESULTS

M2D2's LinkedIn program has become a self-sustaining growth engine that expands reach, deepens engagement, and drives real-world event participation.

Consistent, Compounding Audience Growth

Follower count climbed from 1,482 to 3,367 between the original case-study launch and June 2025 – a 125% jump that continues at roughly 100 new followers every month. The audience now spans startups, investors, and industry leaders beyond M2D2's email list.

Higher Visibility and Engagement

Ongoing tweaks to cadence, hashtags, and post formats – plus new vertical-video interviews and long-form articles – have pushed reactions up more than 55% and page views up 68% over baseline. Content now surfaces in more feeds and sparks richer conversations.

Direct Impact on Event Success

The larger, more engaged community converts into webinar sign-ups, challenge applicants, and in-person attendees. Live event posts routinely become top-performing content, proving LinkedIn is now a dependable funnel for every M2D2 program.

AT A GLANCE

CHALLENGES

- Reach limited to Twitter and email database
- Low engagement on LinkedIn posts
- Needed to convert social attention into event registrations

BENEFITS

- 125% follower growth since original case-study launch
- Higher-value content formats: video, articles, live posts
- Regular 100-follower monthly gain without paid spend

