

NEWSWIRE

**CASE STUDY:
Let's Talk Interactive**

**Learn How Newswire's Media Advantage Plan
Helps Let's Talk Interactive Position Itself as a
Leading Provider of Telehealth Technology and
Solutions**





Let's Talk Interactive, Inc. (LTI) is a complete end-to-end Telehealth solutions provider. LTI arms medical and behavioral health professionals with cutting-edge Health Insurance Portability Accountability Act (HIPAA) video conferencing software, kiosks and medical carts, network solutions, virtual clinics, and proprietary safe and secure online video conferencing capabilities while giving those in need instant access to care through its innovative technology platform.



OVERVIEW

Between October 2019 and March 2020, amid the COVID-19 pandemic, LTI's telehealth kiosks facilitated over 232 virtual therapy sessions across schools throughout the Florida panhandle. LTI's telehealth solutions have not only helped to connect people in rural communities to overcome the challenges of living in remote areas while maintaining access to quality healthcare services but also help to benefit first responders, veterans and ethnic minority communities.

A dynamic go-to-market strategy was developed and implemented by Newswire, creating a clear roadmap with realistic goals and KPIs to ensure the effectiveness of campaigns, return on investment and help Let's Talk Interactive share and market its innovative telehealth technologies with the people and organizations in need of improved accessibility to quality healthcare.



APPROACH

- **People** - In addition to a designated Earned Media Strategist and Campaign Manager, Let's Talk Interactive gained valuable C-level guidance, consultation and operational insights from Newswire's executive and management team, including its CEO, COO, CMO and Director of Media and Marketing Operations.
- **Plan** - A go-to-market strategy highlighted key areas of opportunity to showcase company growth. The development of a go-to-media plan, agile content calendar and audience segmentation created a clear plan of action for Let's Talk Interactive to create impactful content with the goal of generating meaningful engagement with the media, local businesses and the public.
- **Platform** - Through the Newswire platform, Let's Talk Interactive identified commercial marketing targets, built targeted media lists, gained new search engine optimization (SEO) keywords and drafted attention-grabbing campaign ideas. All of these were leveraged to increase the effectiveness and reach of communications while also extending the long term value of owned media.
- **Production** - A year-long strategy built around earned, paid and owned media opportunities was put into motion. This involved the final editing and optimization of press release content for search engines, the identification of high-value media targets within the industry and the execution of strategic email marketing campaigns. For each campaign, the Newswire team writes, uploads, formats, reviews, approves, distributes, pitches and markets campaigns with no additional work from the LTI team at a fraction of the cost of outsourcing a PR agency or hiring a full-time equivalent.
- **Performance** - Steady campaign monitoring, consistent outreach and regular check-ins between Let's Talk Interactive leadership and the Newswire team ensure that the plan is executed with intent and precision. To date, 10 press releases have resulted in 2,776 syndicated links on outlets including Yahoo! Finance, Fortune Week, Science Tech and more.

RESULTS

Earned Media Wins: Acquiring earned media opportunities is a key component of Newswire's Media Advantage Plan. Targeting select publications within the healthcare, education industries, as well as emergency services and local outlets in select regions throughout Florida helps inform organizations on the leading telehealth technology and solutions that Let's Talk Interactive is able to provide.



CHARLOTTEINNO

Charlotte Inno connects and catalyzes the city's ecosystem, producing digital media and events about the entrepreneurs, executives, startups, businesses, trends and topics that are shaping the present and future of Charlotte's economy. Through daily editorial, a weekly newsletter, events, directories, data and more, Charlotte Inno is building a portal to and for the city's thriving startup and tech communities.



CHARLOTTE
BUSINESS JOURNAL

The Orlando Business Journal features local business news about Charlotte and is the leading source for business news, data and networking for the Central North Carolina region.



Healthcare Tech HEALTHCARE TECHNOLOGY
OUTLOOK KNOWLEDGE NETWORK

Healthcare Tech Outlook is a leading Healthcare technology print magazine that provides a knowledge network for Healthcare Industry experts.

Earned Media Wins (Continued)

nature

Nature is a weekly international journal publishing the finest peer-reviewed research in all fields of science and technology on the basis of its originality, importance, interdisciplinary interest, timeliness, accessibility, elegance and surprising conclusions. Nature also provides rapid, authoritative, insightful and arresting news and interpretation of topical and coming trends affecting science, scientists and the wider public.

POLITICO

POLITICO strives to be the dominant source for news on politics and policy in power centers across every continent where access to reliable information, nonpartisan journalism and real-time tools create, inform and engage a global citizenry.



RESULTS (Continued)

Outreach: 1,991 contacts have been reached through email marketing campaigns driving 195 qualified leads to LetsTalkInteractive.com.

SEO: Organic traffic is steadily trending upward and reached its all time high of ~1,800 monthly visits in April of 2021. The company currently has a domain authority of 52.

Website Traffic: LTI's organic traffic has seen an increase by nearly 700% in the period between May 2020-21.

Referring Domains: There are a total of 2,918 backlinks and 552 unique domains directing traffic to Let's Talk Interactive's website from external sources.

Domain authority, also referred to as thought leadership, is a metric developed by Moz that predicts how likely a given website will appear in search engine results pages (SERP) versus its competitors.

CONCLUSION

Newswire aims to transform quality content into actionable leads. Organizations like Let's Talk Interactive rely on thought leadership and media outreach to adequately communicate the value of its products to businesses and other organizations that can benefit from its use.

At a fraction of the cost of outsourcing or employing full-time equivalents, LTI continues to leverage Newswire's Media Advantage Plan to grow its visibility with the companies, organizations and industries that can benefit from LTI's telehealth solutions and technology including government agencies, schools, hospitals, doctors' offices, jail administration, behavioral/mental health services and more.

Based on its ethos of **people, plan, platform, production** and **performance**, Newswire has combined these elements to help businesses across industries meet their media and marketing goals.

