

Market and Consumer Analysis

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Abstract

New physiotherapy treatments are being produced to help individuals get through rehab after surgeries or maintain bodies throughout the week. Unfortunately, options that are not approved by the Food and Drug Administration (FDA) are difficult to offer to someone who is skeptical. Word-to-mouth marketing increases the validity of any business resulting in brand loyalty. Through the literary analysis of how trustworthiness is built through relationships with social media influencers (Lee & Junque de Fortuny 2021; Saima & Khan 2021), corporate social responsibility initiatives and its effect on consumer responses (Joo Lee & Haley 2022) and Generation X's social media usage and spending habits (Resonate 2020) this article will look to generate cost-effective methods of developing and increasing brand trustworthiness in Cryotherapy. This study will consist of a survey that is designed to understand how the target market retains information, and what type of content is likely to have the most engagement and feedback.

Capstone Thesis Project

Introduction

The physical therapy industry is evolving rapidly with the advancement of technology. In the last three years the rise of cold therapy trends have flooded the industry with ways to combat pain, soreness, extreme fatigue and mental obstacles. Treatments like Cryotherapy offer a wide range of benefits for people aging, in pain, or nervous system disorders like multiple sclerosis and fibromyalgia. Developing trust and awareness becomes difficult without the support and approval of the FDA. Businesses offering new and moderately researched services become difficult to develop clientele. With cryotherapy not covered under health insurance, the goal is to invite the target market to invest in their health just as much as they do their job, family and leisure activities.

Thesis Statement

Generation X is the biggest market of consumers and nearing retirement. They have a high purchasing power and make their health a priority (Carrillo-Durán, Ruano-Lopez, Fernandez-Falero, Trabedala-Robles 2022). Through CSR initiatives (Joo Lee & Haley 2021) and social media influencers (Breves, Liebers, Motschenbacher, Reus 2021), businesses are able to develop brand loyalty into generation X consumers by putting people over profit.

Situation Analysis

Company Overview and Current State

The client is a small business consisting of three locations, in Ligonier, Latrobe, and

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Greensburg. Totalling only 11 employees, Diamond Physical Therapy and Wellness was founded and overseen by Jerry Deriso and his wife Von. The Ligonier office was the first location to open back in March of 2000 with its main attraction/treatment being the spinal decompression machine. The Greensburg office was once a tanning salon, this is great for personalized 1 on 1 treatments. The latrobe office is the busiest, due to its many amenities including a 30-foot therapy pool, and whole body Cryotherapy Chamber.

The mission behind this capstone is to increase the brand awareness for Diamond Physical Therapy, create long lasting relationships with the intent on developing brand loyalty, and increase the scheduled appointments for the Cryotherapy Chamber. The brand will be presented through three major social platforms, Facebook, Instagram, and Tik Tok. The goal will be to increase the following to a minimum of 400 on all platforms. There will be an aim to get the average reach on post to maintain 400-600 accounts. And lastly carry a conversion rate of 5% on posts by the end of 2023. Diamond PT will look to capitalize on 5-7 social media influencer partnerships. Curated content will be published with efforts on educating possible patients on the benefits of Cryotherapy and encouraging the use of the Cryochamber.

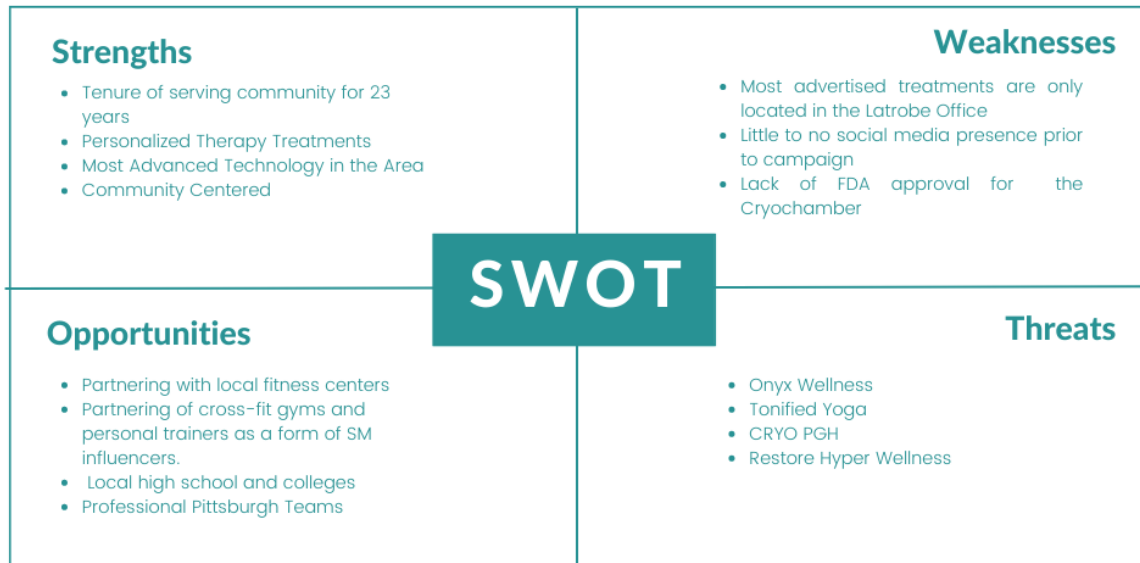
Currently, Diamond Physical Therapy and Wellness serves the Westmoreland County Community. Averaging roughly 100 patients per week, per office. The majority of patients are ranging in the ages 45-75 and are receiving treatment for recommended therapy or rehab from surgery. There is a major communicative divide between the target market and the office. The increase of social media presence will help mend the gap between the target and client. There are no known historical Public Relations issues for this client.

The communicative efforts for the client have been very brick and mortar. Before the campaign began, there was little to no social media presence. This came as a result of the owner being too busy with all three offices, and not enough knowledge on how to interact within the spaces. Advertisements have been present here and there. At the start of March there will be three billboards placed on the side of a major highway. The business was awarded a 'Best Business' award back in 2016 which helped gain some awareness, however the majority of marketing efforts have been through word-of-mouth. Through Maslow's Hierarchy of Needs, this campaign will fulfill all levels and have the intention of guiding patients towards "self-actualization," as they work towards experiencing their best self. The hashtags #onestep and #bestself focus on helping patients making the step towards bettering their health, creating a sense of connection through posts, engagement, and a sense of family. The after effects of Cryotherapy build confidence, self-esteem, and help improve mental wellness. Lastly, the hashtags aim to simplify the health journey process. Having patients realize that to become your best self, all you need to do is take one step at a time, improving little everyday will eventually lead to major results.

The One Step campaign will help guide Diamond PT to the image they desire. The client hopes to give off the atmosphere of a wellness center, and not just a physical therapy office. The client is committed to learning and understanding the strategic communicative decisions behind tactics. This campaign will not alter or change the current image in which they have, an iconic office proudly serving for over 20 years. They understand the head start that they have in their industry. There are currently no other physical therapy offices in the area with a social media presence, or the equipment that Diamond PT possesses.

SWOT Analysis

SWOT Analysis



WWW.DOMINIONDIGITALMARKETING.COM

Some strengths that Diamond PT possesses come from its tenure of serving the Westmoreland Community. With its limited number of employees, Diamond Pt offers some of the most personalized rehab and wellness programs in the area. Currently they offer the most advanced technological treatments including, a heat regulated pool, muscle therapy robot, and its newest addition the Whole body Cryotherapy Chamber. This campaign will look to utilize its tenure as a means of validity behind our research and treatment methods. The advanced technology will be used as leverage to set the company apart from local competitors. The personal one on one treatment style will be used as a method of showcasing the office as community centered and driven business.

Some issues involving a small business such as Diamond PT, the small team becomes an issue when business starts to move. It's great that there are three locations spread across the Westmoreland County area, however most of the advertised treatments are only located at the Latrobe Office. There comes a problem where the other offices may not receive as much attention due to the lack of equipment that is present in the other offices. Before initiating this campaign, there was little to no social media presence, meaning that these profiles will be built from the ground up. Lastly, with the central focus being around the new Cryotherapy Chamber, the lack of FDA approvals make it difficult to market to potential patients. One way this campaign will look to address this issue is using WOM marketing, and expert testimonials as a way to connect personally with the patients and build trust between the product/service and its consumers.

Through this new and exciting treatment service, Diamond PT can look for beneficial partnerships that will help increase the reach and brand awareness for the business and Cryochamber. First to reach the target market, Diamond PT will look to partner with local fitness centers, and Crossfit gyms to offer Cryotherapy as a part of the gym membership and help individuals reach and surpass their fitness goals. Local colleges and high schools are also a great opportunity present as a way to help bring awareness to the benefits that Cryotherapy can have on athletes and people looking to live a healthier lifestyle. Lastly, with the Cryochamber being the only one of its kind in the area, Diamond PT will look to create influencer partnerships with professional sports organizations in the Pittsburgh Area. The Penguins, Pirates, and Steelers players are all potential and enticing sponsors if relationships can be formed.

Even though this whole body Cryochamber is the only one of its kind in the area, there are still competitors. Cryotherapy centers are present in Pittsburgh, however their methods derive from exposing your body to liquid nitrogen, and is not a whole body treatment. Businesses like Onyx Wellness, Restore Hyper Wellness, and CRYO PGH are all seen as cryotherapy competitors. These competitors paint a bad image in the area because former Steeler Antonio Brown burnt his foot a couple years back from unsafe Cryo methods. Diamond PT will leverage these threats by emphasizing the safeness behind Cryotherapy that is run off of water vapor as opposed to liquid nitrogen.

Competitive Analysis

After extensive research, the main competitor for Diamond Physical Therapy would be Restore Hyper Wellness, a franchise wellness center with locations in Monroeville and Pittsburgh. They are considered the main competitor because they are a wellness office that offers similar products and services. They have a following on instagram of over 30k (restorehyperwellness). Looking at their social pages, Diamond PT will look to emulate the identity that Restore has built for themselves.

Looking at what Restore Hyper Wellness offers, they have a range of treatments for athletes. Red Light Therapy, IV drips, an mHbot pod, and whole-body as well as localized Cryotherapy are to name a few (Restore 2023). The prices compared to Diamond PT are slightly cheaper, with groupon rates running five sessions for \$100 as of 02/19. Their website claims whole body Cryotherapy, however your neck and head are outside of the chamber. The cryo machines that Restore uses are older and run off of liquid nitrogen to get temperatures below zero.

Diamond PT is fighting an uphill battle with former iconic Steeler receiver, Antonio Brown, burning his foot using this machine a couple years back due to poor safety (Dator 2019). The “One Step” campaign will emphasize the safeness behind our true whole body Cryochamber as compared to competitors. The concept of cold water vapor will be a selling point to people who are looking for safe and effective alternatives. This campaign will also focus on the rarity of the product, the closest chamber of this caliber can be located at the Philadelphia Eagles training facility. This campaign will define Diamond PT as the number one location for Cryotherapy in the Westmoreland County Area.

Problem Statement

With the rise in physiotherapy trends such as cold therapy and cold plunges, it is imperative to emphasize the benefits in which Cryotherapy exceeds those found in alternative cold therapy treatments. Without the FDA approval it is difficult to create validity in research findings. With the target market inching closer to the age of retirement, planting the seed of consistent Cryotherapy to counter aging and body deterioration will show a problem that can be fixed in only three minutes. There is a need for more information on how to influence and market pioneer treatments for those who may not be the most technologically savvy. There is a focus on building long term relationships with patients with the intentions of them becoming influencers.

Target Market and Buyer Persona

Target Market

Diamond Physical Therapy and Wellness will look to target former college athletes, and retirees residing in the Westmoreland County Area (Latrobe, Greensburg, Ligonier, Monroeville,

Irwin, Jeanette, and Pittsburgh.). Those who will not let their age determine how active they are. They are looking for ways to create a healthy lifestyle, maintain body physique, or recover from nagging injuries from work, extra-curricular activities, and old age. The target market will consist of those ages 47-57 with a higher education (Bachelors, Masters, Doctorate). At school they were student-athletes. Financially they are making anywhere from 85-135k annually. With a population of over 350,000, men and women between the ages of 47-57 make up about 10% (Census Bureau 2021). The demographic of the desired income range makes up over 30% of the population (Census Bureau 2021).

Joo Lee & Haley (2022) use a generational cohort as a theoretical framework to explain how certain demographics “share similar experiences and moment-defining events during their childhood and adolescence that influence their attitudes, values, and behaviors,” (pg. 272). Generation X is known to be skeptical of authority but will work within a hierarchy or for the betterment of society, this is later described as Horizontal Individualism. Meaning they can spot the difference between CSR Initiatives and traditional market-positioning strategies, (Joo Lee & Haley 2022, pg. 275). Coupling with the idea of influencers positively affecting purchase intention and credibility (Saima & Khan 2021), targeting CrossFit coaches, personal trainers and athletes as influencers to reach the desired market will help raise the trustworthiness of cryotherapy and mitigate potential resistance (Breves et Al. 2021). These former athletes are high maintenance, and have very busy schedules between work, life, and family. The target market will consist of mainly parents and grandparents, who look to combat old age and keep up with their growing family. Generation X individuals want to be seen as a reliable and trustworthy member of their family, (Title 2022. Web). There may be a family history of arthritis, dementia,

depression, fibromyalgia, multiple sclerosis and skin cancer. These individuals do not have the time, desire, or energy to devote hours of the week into their physical well being.

The target market of men and women ages 47-57 have a very particular consumer habit. They look for products that are rewarding and are priced fairly (Resonate 2022). They have an online presence of 20-40+ hours online per week, (Nickalls 2020). They are not the most technically savvy yet managed to develop a slight addiction for online shopping. They have a high purchasing power due to education level and profession. From studies, people with a horizontal individualistic orientation respond better from content that is seen as public serving, which lead to a higher purchase intention, and more willingness to visit a website (Joon Lee & Haley pg. 278).

Diamond Physical Therapy and Wellness currently takes care of upwards of 300 patients a week, with a heavy chunk falling into the ages of 45- 65 years old. Many patients are already receiving treatments from conditions listed above, however are unaware or are unsure of the benefits that consistent Cryotherapy can deliver. Through Social Media Influencers, advertising effectiveness of new products and services can be increased through the para social relationships between influencers and their followers (Breves et Al. 2021).

Buyer Persona



Our buyer persona is a working family, starting with Jeremy Stephens. He grew up in the Greensburg Area, and life has him constantly moving. Jeremy works in a hospital that has him on his feet for hours on end. He enjoys working out in his free time. He is the older gentleman at the gym that still looks in better shape than most guys, this comes from his background in baseball and football. With his age getting up there, he is starting to feel like his body is dying out on him. He has been dealing with a nagging knee and back issue and just wants to remain active without the pain and inflammation afterwards. Jeremy is married and has two kids. His oldest daughter is a standout soccer player and does indoor travel soccer during the offseason. Jeremy is constantly on the go between work, the gym, and his daughters soccer competitions. Jeremy has never been injured, however he deals with constant lactic buildup and soreness. Jeremy ices his knees and shoulders if the pain gets too much. Jeremy is looking for a treatment option that will not deter him from his typical routine, but keep him at his best throughout his long list of priorities.

Secondary Research

In healthcare, predominantly straight forward and professional voice is used when communicating Business to Consumer. In recent years, there has been a shift of business strategies involving collecting qualitative feedback through social media. (Popovic & Smith 2010) examine effective strategies in communicating with patients through the platform Twitter. They explain the importance of being transparent and authentic to reach the hearts of your followers, as well as being mindful of negative information and responding accordingly. This notion of Satellite Marketing (2010) was presented as a method of using social media sites and services provided as hubs that allow conversation with the consumer. Creating an atmosphere

that is comfortable for the consumer to easily communicate with the company/brand will create feedback loops. Patients will be given a chance to also share their experiences with the Cryochamber that will in turn create avenues for a larger reach on social media.

With emerging marketing tactics, the notion of Value Centered Marketing (VCM) is imperative in healthcare practices. Agarwal, Dugas, Gao & Kannanc (2020) define VCM as the promotion of wellness and treatment of illnesses in social media posts. Previous healthcare marketing strategies revolved around volume marketing. Practices that put profits of the quantity of patients received over the quality of treatment in patients. The authors describe a method of implementing VCM, using the three “P’s” of marketing, preference, precision, and process. In their collective study, they determined that patients are “looking for providers to design programs that help consumers establish and maintain healthy lifestyles,” (Agarwal et. Al 2020 pg. 15). The implementation of VCM in the marketing of Cryotherapy will bring validity to the Diamond PT brand and its product the Cryochamber.

When implementing value marketing over volume production, influencers should be held to the same standard to keep uniformity between messages. Otherwise known as micro-celebrities (Hudder, Jans & Veirman 2020), the concept of social media influencers have become a focal point in business marketing. The influencers act as a multiplier for the company in disseminating information, adding validity and trust in the product, service, and brand (2020). Using Stern’s revised Communication Model for Advertising as a theoretical framework, the authors broke Influencer Marketing into three sources. The sponsor, which is typically the business funding the advertisement or provides the product or service being marketed. The intermediary, which could be an author creating the advertisements, or a bridging partner that

seeks out the influencers. The final source is the influencers themselves, which act as both an author and a persona for the brand, product, or service presented as they post sponsored content to personal profiles and blogs. The successfulness of an influencer is impacted by their expertise of a certain topic, authenticity in their voice, and how intimate they are with their followers (Huddar et. Al 2020).

When building an audience on social media, consumer engagement on posts becomes a focal indicator of success. The International Communication Association (2018) discussed the importance of personalization on social media and its direct effects with audience engagement on Facebook. They analyzed politicians' Facebook profiles and categorized posts into three groups of self-personalization. Emotional, private, and professional. After doing a study of 19 male and 19 female politicians, they determined that transparent and natural images receive more engagement over staged-professional photos. The posts that were categorized as emotional and private received the highest rate of engagement. (Unnava & Aravindakshan 2021) indicate the importance of producing content across multiple platforms. The authors present consumer engagement in three ways, consumers reacting to a post of a product or post. The carryover effect that the previous post still receives overtime. And the spillover effect from posting across multiple platforms (2021). In their study they tracked 20 brands over three months analyzing content and its effects on their engagement rates. Unnava and Aravindakshan determined that Facebook and Instagram carry the highest engagement rate and reach across platforms. Facebook has the highest spillover effect across other social media sites. Lastly, Instagram maintains the highest carryover effect from post to post.

After examining tactics that optimize user engagement and increase eyes to the page, the next step is creating brand equity. This is done through the building of trust amongst followers and validity in product or service. Xingyuan, W., Li, F., & Wei, Y. (2010) aim to identify how consumers react to different forms of product proposals that lead to brand trust, advertisements, word of mouth (WOM), and user experience. They identified four categories related to brand trust, brand awareness, product knowledge, company knowledge, and perceived value (Xingyuan et. Al 2010 pg. 248). They conclude that advertisements perform well in company and product knowledge, but lack effect in brand awareness and perceived product or company value. User experience proposals are the best for increasing brand awareness and perceived company and product value. Lastly, WOM does great in increasing the perceived company and product value, but does nothing for increasing company knowledge. Finding a healthy blend of advertisements and user experiences will create enough WOM, resulting in the brand equity that survives and creates long lasting relationships.

VALUE CENTERED MARKETING IN HEALTHCARE

Value Centered Marketing strategies are methods that place the importance of the quality of treatment over the quantity of patients. The mission behind these tactics are to create long lasting relationships within a community.



VALUE VOLUME

It is the phase of creating valuable content for our target audience. Previous marketing strategies within the healthcare industry have been revolved around bringing in more patients. Rather than focusing on the quality of treatment received or steps to improve treatment.

PREFERENCE

Identifying what matters most to consumers and providing them with the content they wish to see on social media. Actively listening to consumer feedback and acting on that feedback will show patients that their opinion means something to the company

PERCISION

Requires not only promoting wellness and treating illness effectively but also in ways tailored to the consumer. Looking for the most interactive ways to reach the target market. The right individual needs to be targeted for the right wellness program.

PROCESS

Implementing a consumer oriented culture that seeks to maximize satisfaction, and respond efficiently and accordingly to any burdens that patients may have.

Info gathered from

Agarwal, R., Dugas, M., Gao, G. (Gordon), & Kannan, P. K. (2020). Emerging technologies and analytics for a new era of value-centered marketing in healthcare. *Journal of the Academy of Marketing Science*, 48(1), 9–23. <https://doi-org.oclc.fullsail.edu/10.1007/s11747-019-00692-4>

3 FORMS OF PERSONALIZATION

FOR ONLINE BUSINESS OWNERS



Professional

Professional personalization is a businesses ability to actively show their brand identity in a way unique to their industry.

Emotional

Emotional personalization is being able to go beyond the corporate talk and create active connections with like minded consumers. Being able to embody what the consumer is thinking/feeling.



Private

Private personalization is the best way to form trust and awareness to your brand. Being able to open up and connect with the market in a way they may not have felt comfortable before.

Info gathered from

Unnava, V., & Aravindakshan, A. (2021). How does consumer engagement evolve when brands post across multiple social media? *Journal of the Academy of Marketing Science*, 49(5), 864–881. <https://doi-org.oclc.fullsail.edu/10.1007/s11747-021-00785-z>

Primary Research Design

In researching the effectiveness of the focus groups and questionnaires in men and women ages 45-65 (Lee & Fortuny 2021; Joon Lee & Harvey 2021), primary research should be conducted in this way for the purpose of understanding the trustworthiness that influencers have on generally unknown products or services. Dissemination of sponsored content can be masked to look like organic photos and videos posted through the profiles of strategically selected influencers. (Evans et. Al 2022) do a great job showing the impact of influencers and how their exposure level has a direct effect on consumer attitudes and purchase intentions.

The purpose of this study will look to find the ideal influencers and form of content distribution that will bring the most validity and trustworthiness to the Diamond Physical Therapy Brand and the new CryoChamber. A questionnaire will be given to all patients coming to receive treatment to assess their retention of information given. There was no specific treatment targeted as participants, all were welcomed. Half of the patients will be shown a testimonial video that entails details of what Cryotherapy is and the benefits. The other half of patients will receive a visual infographic. Questions will be geared toward information retention and likelihood of telling others. These questions will help identify what kind of influencer will suit best for the Cryochamber as well as how Diamond Physical Therapy will produce content for the highest rate of engagement and reshare value.

What social media platform do you use the most in a week span? (Facebook, Instagram, Twitter, Pinterest or LinkedIn) If other, specify.

What category best describes your social media feed? (Travel, Food, Music, Fashion,

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Workout). If other, specify.

When trying new products, are you someone who likes to first try things for yourself, look for product reviews, or listen to trusted testimonials?

I am knowledgeable of Cryotherapy? (Indifferent, Not Yet, Maybe, Sure, Absolutely)

I have been interested in Cryotherapy? (Indifferent, Not Yet, Maybe, Sure, Absolutely)

I am willing to recommend Cryotherapy to others who may benefit? (Indifferent, Not Yet, Maybe, Sure, Absolutely).

After disseminating information to participants, a questionnaire was given with the questions to assess the retention of information by the patients. There was purposeful negligence of the answer “no” to limit the complete disregardment of Cryotherapy or the rest of the survey. “Not Yet,” implies that they may still try it in the future. However, the answer “Indifferent” was seen as “no.” in analysis. The Cryo focused questions were designed as statements that the participant would read to themselves. The first statement is, I am knowledgeable of Cryotherapy. The second statement was I have participated in Cryotherapy. The third statement was I have been interested in trying Cryotherapy. The fourth statement was I have experienced benefits from Cryotherapy treatment. The final statement was I am willing to recommend Cryotherapy to a family or friend that may benefit.

Primary Research Findings

Introduction

Creating validity in a product is tough if you do not fully understand the audience in which you are trying to reach. But first finding an optimal form of content distribution must be

identified. A semi conducted survey was initiated to help gather key information as to how the target market retains information. The purpose of this study was to understand what content men and women ages 47-57 prefer to watch, and what will lead them to more WOM marketing.

Diamond PT is attempting to build trust, validity, and awareness of the Cryochamber to the target market through Value-Centered Marketing (Agarwal et. Al 2020).. This survey took a qualitative approach similar to (Lund & Wang 2021; XU, Chen & Safarnejad 2021) by attempting to bridge any misunderstandings between the client and the target market on social media, and where the need for attention will be through the analysis of information retention.

Method

Participants of the survey were patients coming in for treatment at all Diamond Physical Therapy offices. Each participant was asked if they would be a part of a brief anonymous survey upon starting their scheduled treatment for the day. Some participants were spouses that come and interact while the other is receiving treatment, both were considered as participants if they chose. Gender distribution was even at 14 female participants and 14 male participants. Some participants were already users of the Cryochamber, these answers are still acceptable because the questions are asking about knowledgeability of the benefits of cryo treatments from information received and the likelihood of a carryover effect of content distributed (Xu, Chen, Safarnejad 2021). The sample size totaled 28 surveys conducted, 14 participants that watched a testimonial video, and the other 14 received visual infographics. Originally there was a third group who would have received the benefits of Cryotherapy directly from a trusted therapist; however, due to the requirements of the position and number of staff on hand, it was not feasible at the time. Further research with more time will allow for

clearer results. Each participant spent time in between treatment sets to take the survey, which did not take longer than 5 minutes. The easiness and quickness of the survey allowed for more accepting participants.

The research was collected after participants received information regarding the Cryochamber. The two methods of dissemination were a descriptive video or an educational visual infographic. Both contained the same information. After getting initial info, participants were to answer a series of six questions asking about their preferred social content and possibility of passing on that information to others. An inverted funnel (Simmons, Bickhard, Lynch 1993) was used to frame the question by placing broader questions of preferred social media content, and focused questions of Cryotherapy at the end to avoid previous questions creating bias for following questions. The first question "I am knowledgeable of Cryotherapy," was asked to determine the effectiveness of information received. The final statement asked if participants were willing to tell the information they received to relatives and friends. The two methods of distribution were seen as forms of content distribution for future posts. The respondents were receiving treatment for all sorts of injuries. Some participants were slightly older in age, the oldest participant counted was 62. There was an older gentleman who received a survey but it was clear he did not understand what was being asked, his answers were voided.

Results were gathered by a paper survey and organized by the two forms of content received and gender. The five answer choices for the Cryotherapy focused questions were sectioned off as (20%) intervals to indicate possible future probability of future response. *Indifferent* being a range of 0-20% or 1, *Not yet* being 20-40% or 2, *Maybe* being 40-60% or

3, *Sure* being 60-80% or 4, and *Absolutely* being 80-100% or 5. Answers were sectioned into categories, knowledge, retention, and WOM Carryover. These three numbers were used to get an estimated future resharing probability range or (*pr* score). Answers for each category were tallied and divided by 7 to get the rate for males and females, then 14 to get the probability score for both forms of content. The average resharing probability range is used as an inference as to how followers will respond to the content Diamond PT posts .

After all surveys were gathered, answers indicate that the knowledge of benefits and retention of information was higher in those who watched the educational video. While the likely future carryover rate of information received was higher in those who received a visual infographic. Roughly 90% of participants all use facebook, this was visually observed when approached with the Cryotherapy information. Most patients already had the app opened on their phone.

Results

The sample size was made up of 14 males and 14 females, which were also split evenly by forms of content distributed (infographic or testimonial video). There were 7 participants in each four categories, males who watched the video (mv), males who read the brochure (mb), females who watched the video (fv), and females who read the brochure (fb). These results are a preliminary study, and a larger sample size is needed for clearer answers. Men who watched the two minute long educational video had an estimated knowledge score of 3.71, a retention rate of 4.42, and a WOM carryover rate of 3.85. Totaling to an estimated reshare probability of 3.99 or roughly 60%. While men who read the brochure carried a

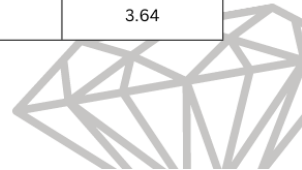
knowledge score of 2.85, a retention rate of 4, and a WOM carryover rate of 3.28. For an estimated reshare probability range of 3.37 or roughly 45-50%. Women who watched the educational video had a knowledge score of 2.28, a retention rate of 3.42, and a WOM carryover rate of 2.71. Making the average reshare probability range 2.80, or roughly 45%. While women who read the visual infographic had a knowledge score of 4, a retention rate of 4.14, and a WOM carryover rate of 3.71. Making their average reshare probability score 3.95 or roughly 60%. In total those who received the brochure ended with a higher estimated reshare probability range 3.64, or 50-55%. Those who watched the educational video received an estimated reshare probability range of 3.14, or roughly 40-45%.



Diamond-PT

SCORE COMPARISONS

SURVEYS	KNOWLEDGE SCORE	RETENTION RATE	WOM CARRYOVER	ESTIMATED PR SCORE
Females, Video (fv)	2.28	3.42	2.71	2.80
Females, Brochure (fb)	4.0	4.14	3.71	3.95
Males, Video (mv)	3.71	4.42	3.85	3.99
Male, Brochure (mb)	2.85	4.0	3.28	3.37
Total Videos (v)	2.78	3.64	3	3.14
Total Brochures (b)	3.35	4.0	3.57	3.64



VIDEOS OR VISUALS?

A QUALITATIVE STUDY

Of the total patients who came in for treatment, 28 agreed to participate in the study. 14 male 14 female. Half received an informational brochure, and the other half watched an educational video. After a 5 question survey was given out to assess the retention on the information and the likelihood the participant would pass on what they learned.

28 TOTAL PARTICIPANTS FOR THE STUDY



What type of content will lead to the most engagement and feedback from our followers?



Our study shows that majority of our patient base gets a clearer understanding of scientific explanation through the visual infographics, something that they can read in black and white. However the video creates more excitement in trying the Cryochamber



VISUAL INFOGRAPHIC

Those who read the visual brochure received an estimated reshare probability of 50-55%. Participants were able to retain the information better, leading to a greater chance to disseminating to friends and family.



EDUCATIONAL VIDEO

Those who watched the video had an estimated reshare probability of 40-45%. Participants were less likely to share the info with friends and family, but showed more excitement in trying the Cryochamber.



How will we move forward with our content creation and posting?

With using these results as a guide to future postings, Diamond Physical Therapy and Wellness will look to capitalize on visual graphics that are packed with information to help our target market understand the science behind Cryotherapy. The process of increasing our consumers knowledge will be our main focus moving forward.

Infographic 2 Infographics should be inserted directly into this paper, not done as an attachment.

Conclusion

The findings from this survey call for future studies, with minor changes. To have a control group of participants who would hear recommendations and benefits of Cryotherapy from their therapist would help show the difference in retention rates between human interaction and visualization. This survey will help Diamond Physical Therapy and Wellness shape their future social media posts that will resonate the best with their target market. Visual infographics serve as a better option to disseminate scientific information regarding Cryotherapy and its research. Facebook is the best medium to connect with our target market, this study showed us what type of content will lead to the most engagement and feedback.

Conclusion

Receiving feedback from consumers is the best way to drive your business in the right direction. From the understanding of preferred social media platforms, to what content will lead to a higher retention rate, the feedback you receive are the fine tune adjustments that need to be made to develop brand loyalty. Consumers must believe and feel as if they are right and have a sense of direction of what content they see. Agarwal et. Al (2020) and Popovic & Smith (2010) provide key insight as to how businesses put people over profit, utilizing their products and social media pages as a hub to create inviting avenues for constant feedback and conversation. Hudder et. Al (2020) provide insight on how the proper selection of influencers, or micro-celebrities, add validity and trust to your brand and products. With new treatments still under scrutiny from the FDA, the information provided in this research study will help create proper

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direction for the marketing and advertising of new Physiotherapy treatments such as Cryotherapy.

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