Digital Marketing **Case Study**







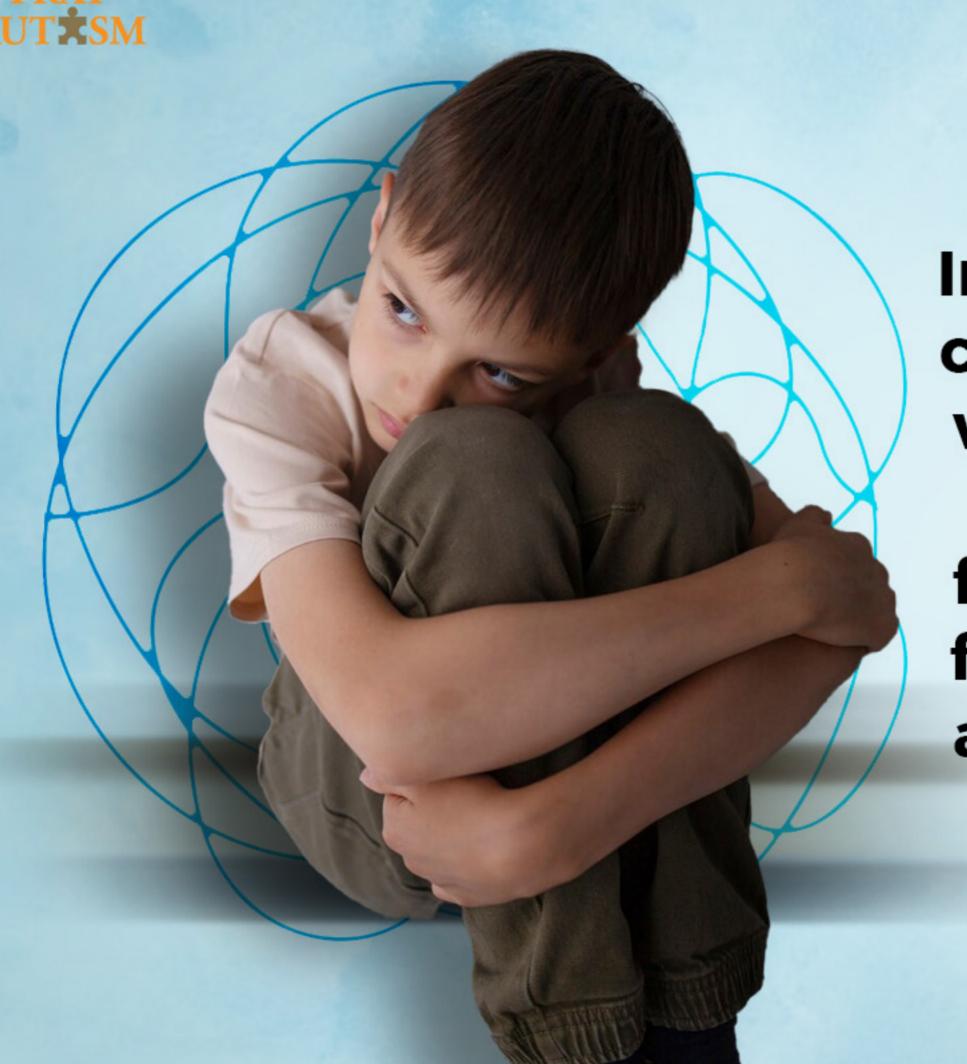
Early Detection - Early Intervention - Optimal Outcomes



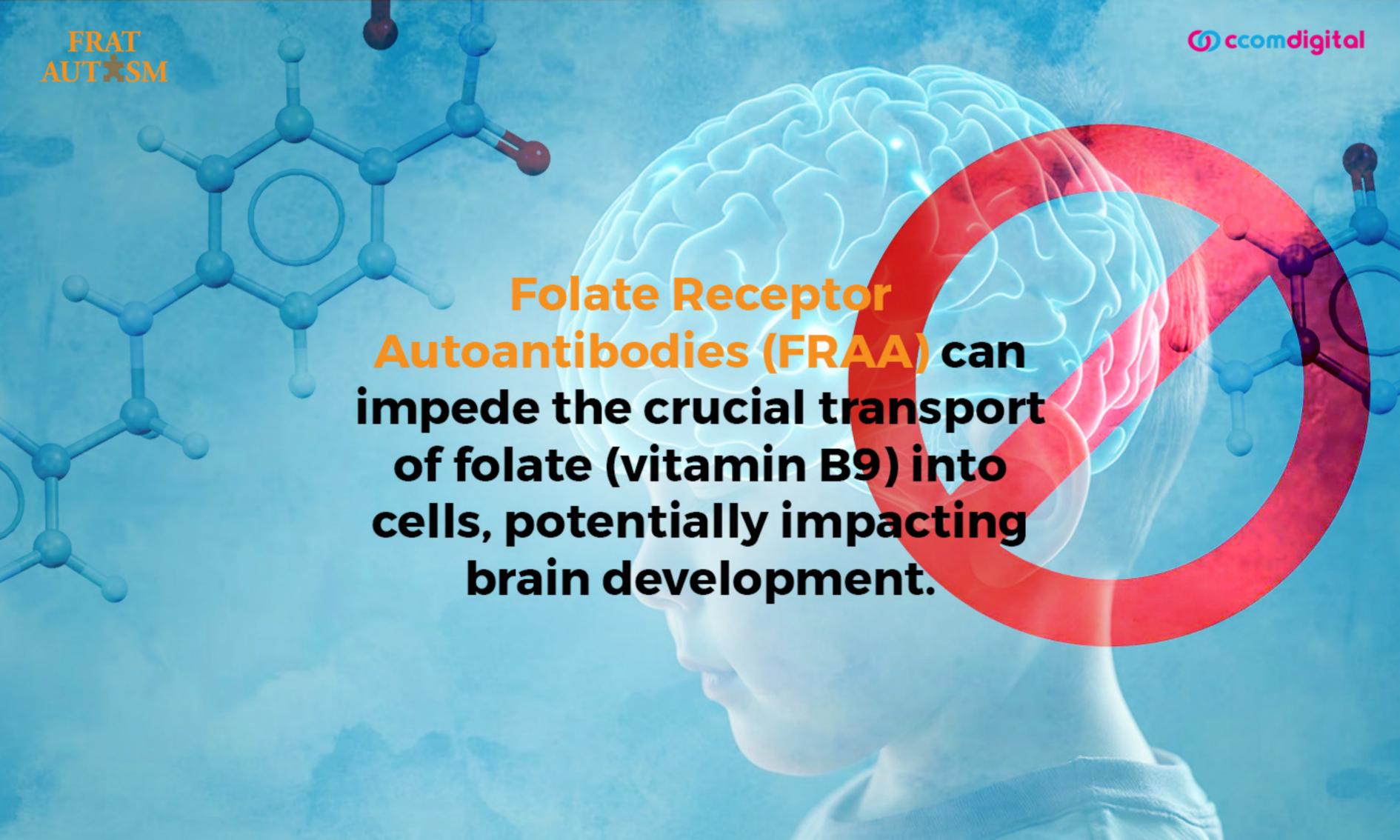








In a world where 1 in 36 children are diagnosed with autism spectrum disorder (ASD), families face a journey filled with uncertainty and the pressing need for answers.







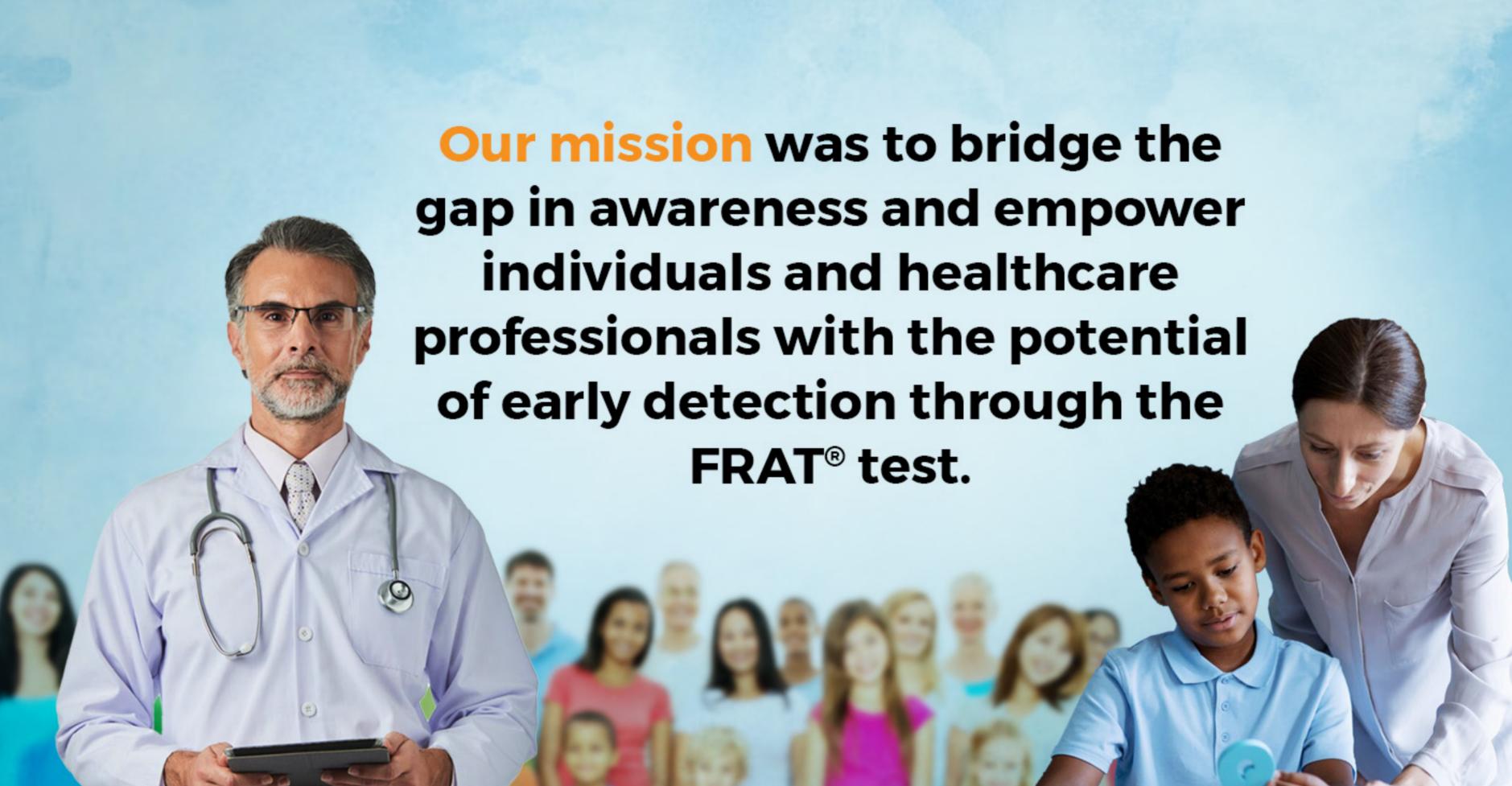


What is FRAT®?

FRAT® is a vital blood test that screens for Folate Receptor Autoantibodies











This wasn't just about a medical test;

it was about providing a beacon of hope for families navigating the complexities of ASD.







Digital Marketing

Strategic Approach





We launched a 360-degree digital marketing campaign with the message

Early Detection

Early Intervention

Optimal Outcomes

as our guiding principle.



We understood that a multi-faceted approach was essential to reach diverse segments, including autistic individuals and their caregivers, physicians, partners, and knowledge seekers.

Our strategy was built on empathy, recognizing the urgency and vulnerability of parents seeking answers, and the dedication of physicians striving to provide the best possible care.





Content Marketing:

The Power of Storytelling

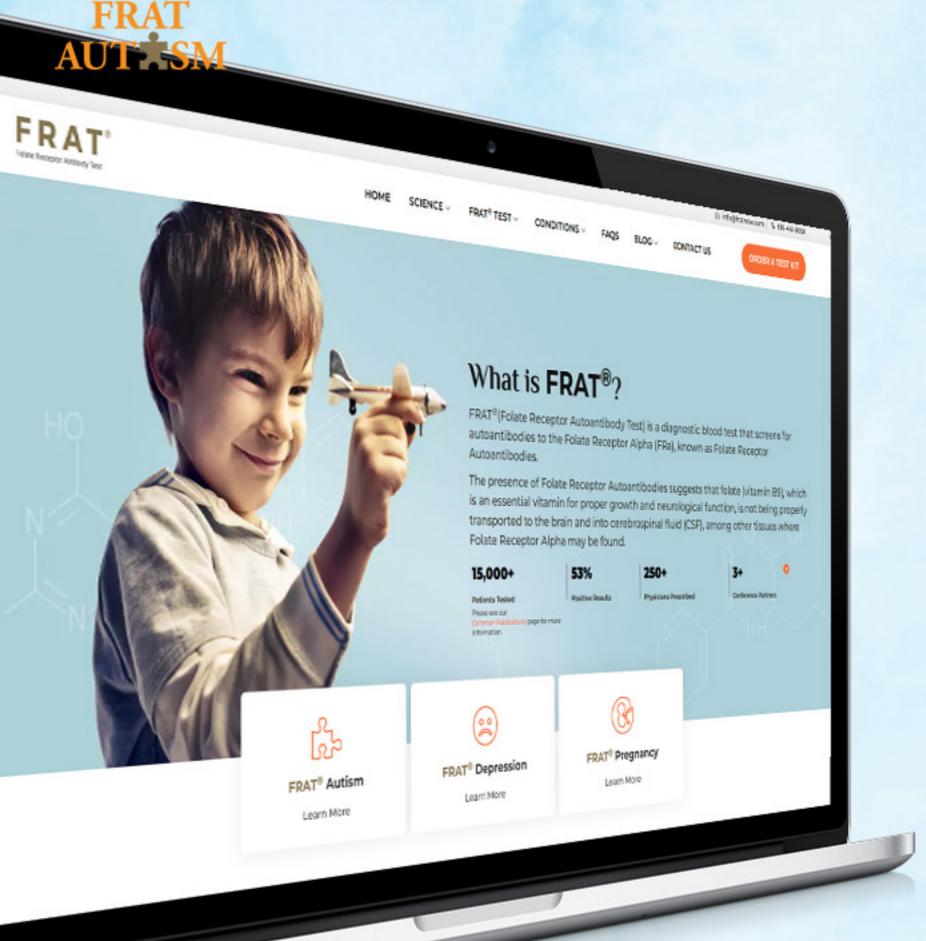




We leveraged the power of stories to convey the unique buying proposition (UBP) of **FRAT**®.

Through the Website, videos, static creatives, blogs, and social media content, we shared compelling narratives that resonated with our target audience.





The website was meticulously designed to address the diverse needs of our audience.

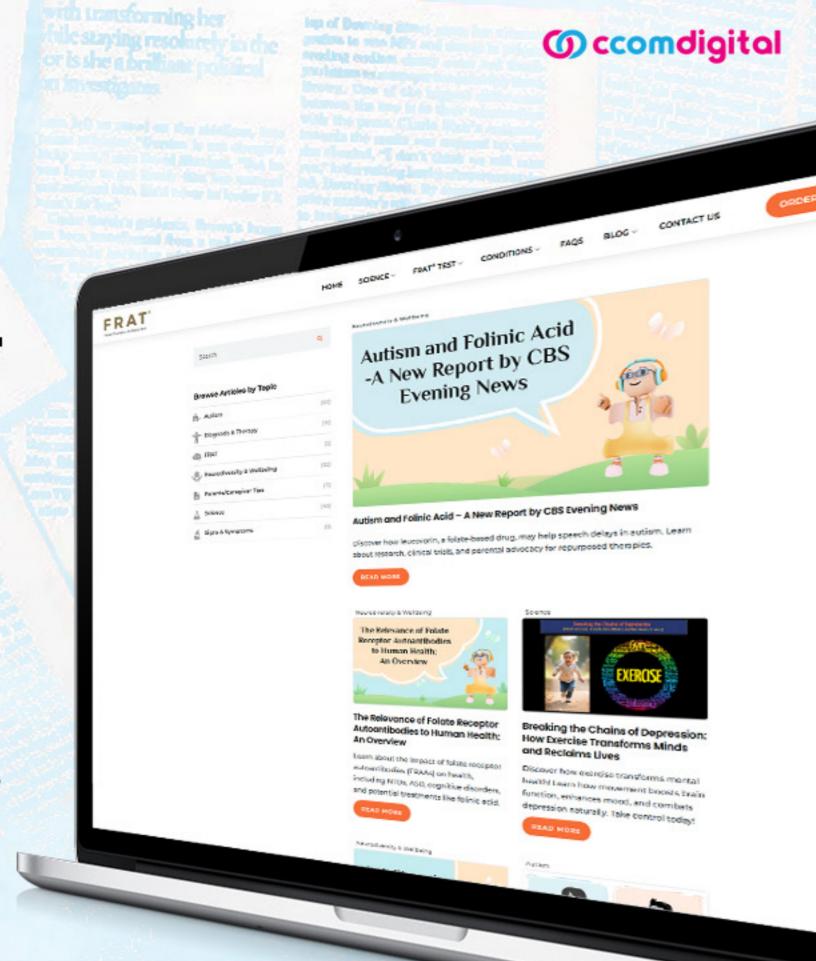
We included dedicated sections for the **FRAT**® Test, related Conditions, and the Science behind it, ensuring that all information was easily accessible.



Nurturing with Knowledge:

We curated a library of over 200 Blog, tailored to address the specific concerns and interests of parents and physicians.

For parents, we used clear, concise language, breaking down complex medical concepts into digestible information.







Nurturing with Knowledge:

We understood the importance of visual appeal. To enhance engagement and shareability, we incorporated subtle colors, compelling imagery, and carefully selected fonts.







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Did you know?

Of the 15,000+ individuals tested with the FRAT® test, a significant 53% showed positive results, indicating the presence of Folate Receptor Autoantibodies. Supplementation with alternative treatments like folinic acid has demonstrated improvements in the quality of life for many of these individuals.

A FRAT[®] user's TikTok video, sharing her child's positive transformation following a positive FRAT[®] test result, went viral. Since its posting, the video has garnered an impressive 800K views, 79K likes, 27K shares, 33K bookmarks, and over 3K comments.

Over the years, more than 250 physicians have been prescribing the FRAT® Test, underscoring its growing recognition as a valuable diagnostic tool.

Here's what Maxwell (Parent to an autistic child) has to say about the FRAT® test:



"Having a child with ASD is challenging. Even more challenging is navigating what programs, treatments, therapies, and diets will help them improve; this was overwhelming for us at first. We are so thankful for our knowledgeable doctor and for the FRAT® test because our child has improved in so many facets – his speech, his socialization, his attention span – it has been remarkable. Thank you, again."

MAXWELL M.

Is your child on the autism spectrum?

The FRAT® test can be of help, just like it has been for so many parents.

Talk to your physician today and order a FRAT® Test Kit.

ORDER A FRAT® TEST KIT







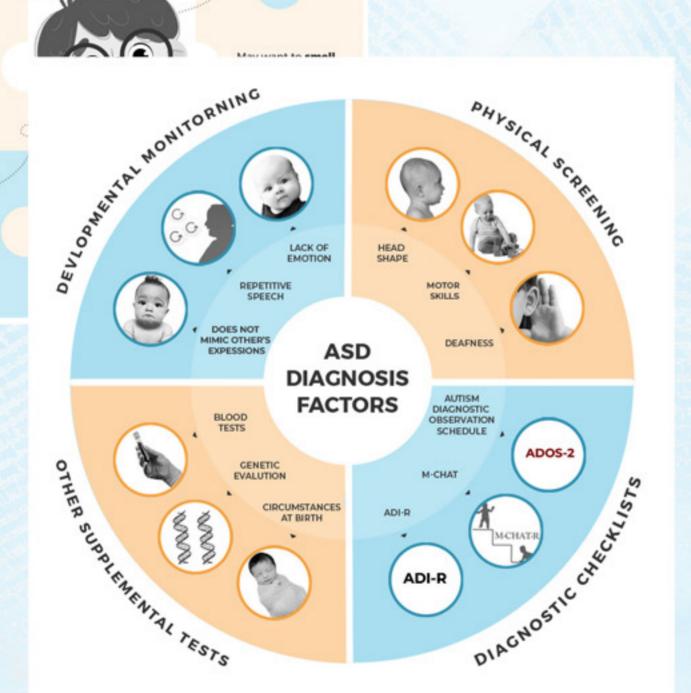
Exhibits sensitivity to light Shows a dislike for

having their hair

brushed or cut

Exhibits excessive risk-taking behavior, frequently crashing into things

Either dislikes being touched or seeks an increased amount of touch

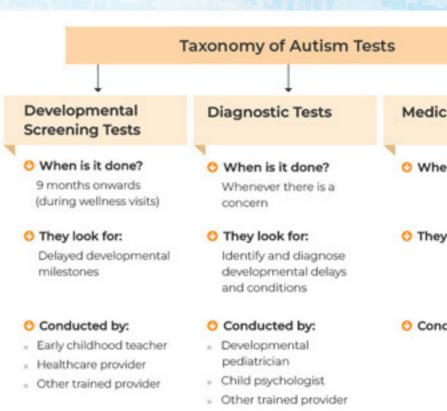


Clothing tags or

textures may trigger

crying or upset

Infographics, tables, graphs, statistics, quick snippets, call-outs, and highlights were strategically used to make the content visually engaging and easy to understand.





About the Test

Is FRAT* performed in a CLIA certified lab?

Are the levels of Folate Receptor Autoantibodies stable

How reliable is FRAT*?

Nurturing with Knowledge:

We developed detailed Frequently Asked Questions (FAOs) sections, addressing

(FAQs) sections, addressing common concerns and providing clear answers for parents and caregivers.

e test?

What is CFD

o insurance companies reimburse the cost of these tests?



Folinic acid improves the

The diagnostic utility of folate receptor autoantibodies in blood

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Spectrum Disorders: A Systematic Review and Met Folate Receptor Alpha Autoantibodies in Autism Spectrum Disorders: Diagnosis,

Treatment and Prevention



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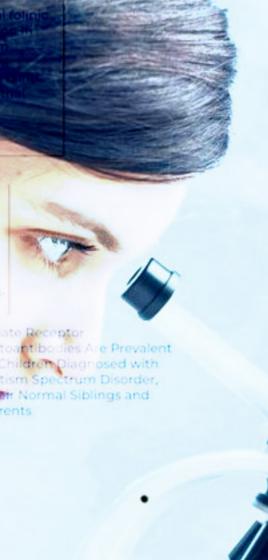
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Nurturing with Knowledge:

A science section, that showcased the latest research publications, that would be important for physicians, and those people who wanted to know more about the science behind the test.

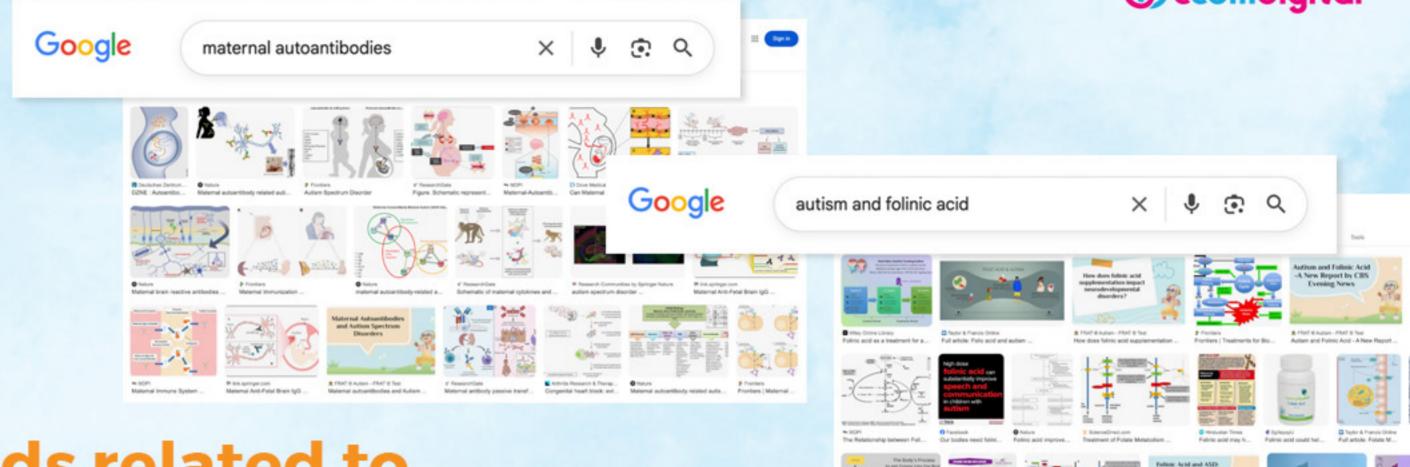




Treatment of Folate Metabolism Abnormalities in Autism Spectrum Disorder

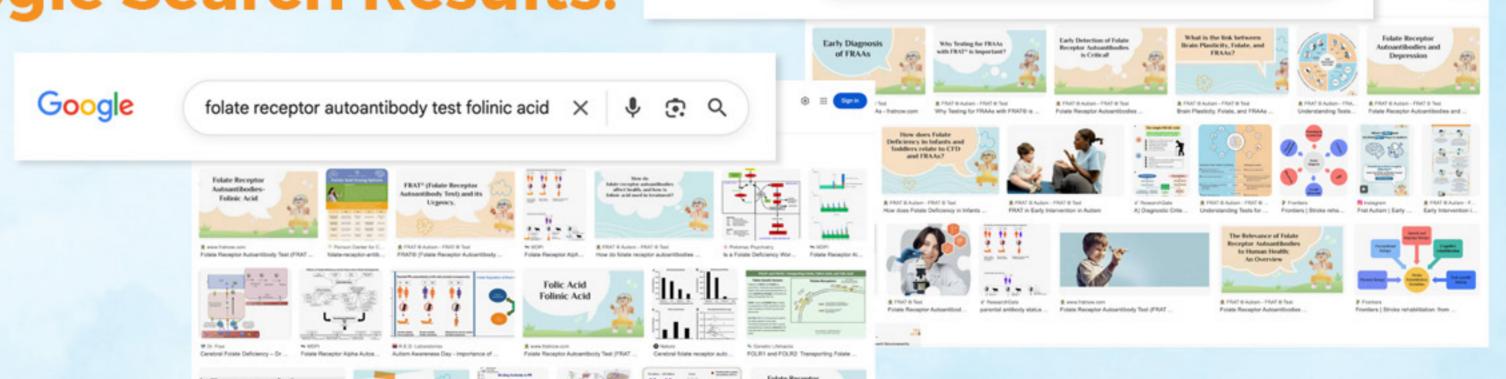






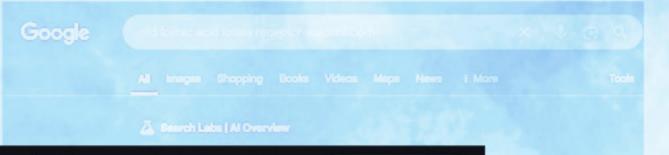
early diagnosis of fraas

Keywords related to FRAT® dominated Google Search Results.



Google



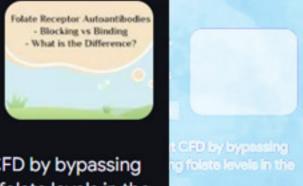




Cerebral folate deficiency (CFD), a neurological condition, is often associated with the presence of folate receptor autoantibodies (FRAA) in the blood. These autoantibodies block the transport of folate, a vital B vitamin, across the blood-brain barrier, leading to a deficiency of 5-methyltetrahydrofolate (5-MTHF) in the cerebrospinal fluid (CSF).

rahydrofolate (5-MTHF) in the cerebrospinal fluid (CSF).

Folinic acid, also known as leucovorin, can be used to treat CFD by bypassing the blockage caused by these autoantibodies and restoring folate levels in the brain.



Foliate Deficiency (CFD):

GFD is characterized by low levels of 5-MTHF in the CSF, despite normal foliate

Al Generative Search results showed the key points from the our content

Google New

Early diagnosis of Folate Receptor Autoantibodies (FRAAs) is crucial for several reasons. It allows for timely intervention, potentially leading to improved outcomes, especially in conditions like Cerebral Folate Deficiency Syndrome (CFDS) and Autism Spectrum Disorder (ASD). A blood test, like the FRAT® test, can detect FRAAs, but a lumbar puncture is necessary to diagnose

Neurodevelopmental Plast
period o

Folate Transport at the 888 × ♣ ② ♀

Folate transport across the blood-brain barrier (BBB) is essential for maintaining adequate folate levels in the brain, which are crucial for neural development and function.

This transport is primarily mediated by the reduced folate carrier (RFC) and proton-coupled folate transporter (PCFT).

The choroid plexus also plays a role in folate uptake, utilizing folate receptor alpha (FRa) and PCFT. Disruptions in these transport systems can lead to cerebral folate deficiency and associated neurological symptoms.

Foliate Nutrition and Blood-Brain Barrier Dysfunction—
PMC
Many nutries and metabolites are transported and concerned up to several told higher in CSF than plasma.

© Posterio General

Clinical Implications of Foliate Transport in the Central Nervous System
Lass of Figure PCF Excuses several concerning companies from transport The

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CFDS. @

treatment can lead to better developmental outcomes, reduced nd improved functional abilities.

ons:

slows for targeted interventions, such as dietary adjustments or plementation.

PROGRAMS

rograms are designed to maximize a child's development









Understanding the significance of the blue candy bucket as a symbol of autism awareness,

we launched the

#FRATBlueBucketChallenge

to foster community and awareness.









We invited individuals to "pledge their support to autism" through simple acts of engagement, such as liking our Facebook page and participating in a survey. These actions, though seemingly small, became powerful symbols of solidarity and collective commitment.



nore, visit https://autism.f

#folatereceptor #autoimmune #vitaminB9 #folateandautis st #FRATAutism #FRAT #FRATNow

> FRAT AUT SM





We extended this engagement beyond online platforms by actively participating in key industry events.







During significant gatherings like the National TACA Autism Conference and MAPS (Medical Academy of Pediatric and Special Needs) Conferences.





we provided attendees with opportunities to pledge their support to autism. By doing so, we not only raised awareness but also fostered a sense of shared purpose within the professional and advocacy communities dedicated to improving the lives of individuals with ASD.





Early Diagnosis

Early Intervention Optimal Outcomes



Amplifying the Message

- To maximize our reach, we employed a multi-channel approach. We utilized targeted Google and social media ads to connect with relevant audiences, including autism support groups.
- We also leveraged email newsletters to engage with individuals who had previously interacted with FRAT® or expressed interest in autism-related topics.



Could your child's autism be linked to a form of cerebral

folate deficiency?







Humanizing the Cause

Animated stories were created to convey the key message of the campaign in an engaging and accessible format.

















Spreading Awareness, Driving Acceptance

The core message of the #FRATBlueBucketChallenge was to spread awareness and promote acceptance. We aimed to create a world where individuals with ASD are understood, supported, and celebrated.

We encouraged people to "fill the world with blue," symbolizing autism awareness and unity.







A Campaign for the Greater Good

This campaign was not about promoting a product. It was about creating a positive change in the community. It was designed to support the GREATER GOOD of the people, and to create a more understanding and accepting society.







FRAT AUT SM

STRATEGY: 3

Testimonials:

Sharing Real-Life Impact with Testimonials

The most powerful voices in our campaign were those of the parents and professionals themselves. Their testimonials are not just endorsements; they are testaments to hope, resilience, and the life-changing potential of early detection.





Celeste Brinkerhoff shared her journey of discovering how FRAT® testing revealed the root cause of her neuropsychiatric symptoms, emphasizing the importance of screening for this antibody.











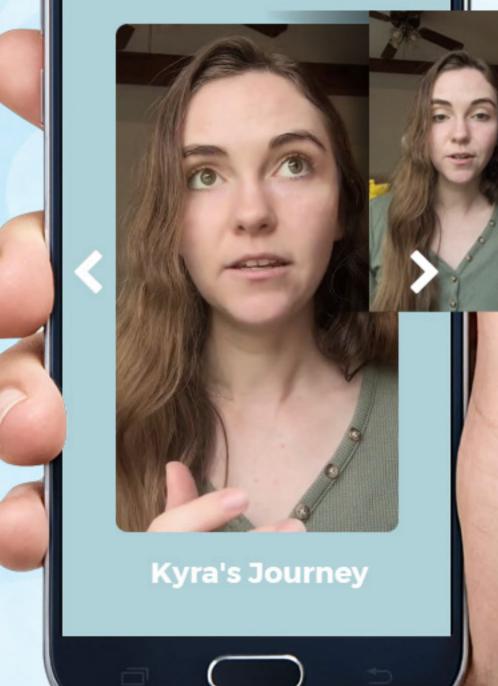




Kyra's story, in particular, went viral,

demonstrating the profound impact of FRAT® and driving significant engagement across Facebook, Instagram, and our website.



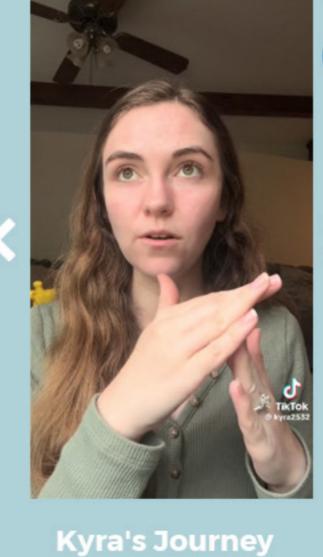






1.11⁺Crore Youtube Reach

30⁺Lakhs Facebook and Instagram Reach



SAMSUNG

100k+ Website Traffic

116k⁺ Facebook Followers

Emailer Interactions





Our Execution

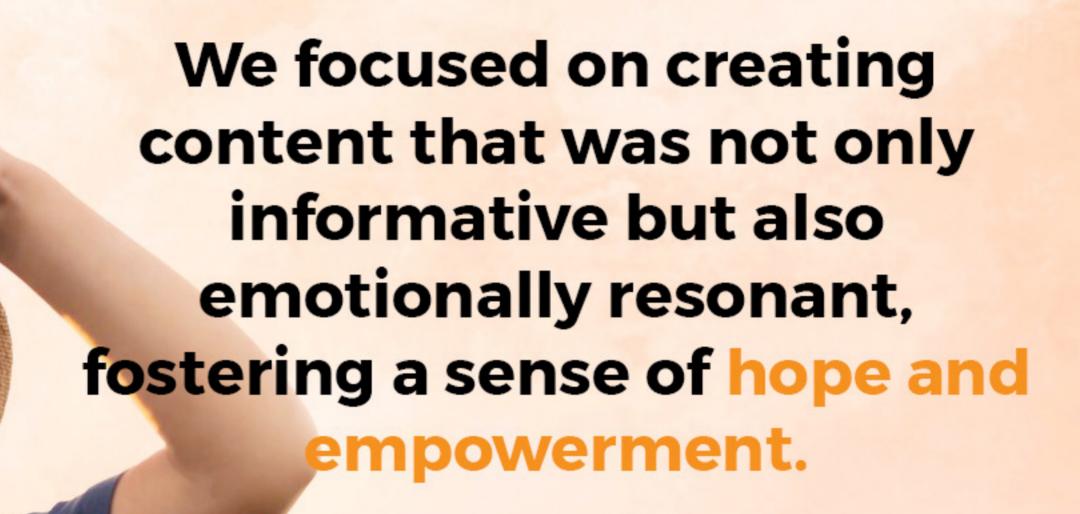






We actively engaged with online support groups, partnered with autism organizations, and utilized targeted advertising to reach our audience effectively.



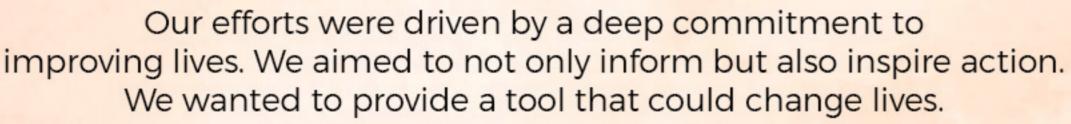






Impact and Vision





The campaign was not just about marketing, but about building a better future for those affected by autism.







Phenomenal Results





Social Media

172,121

Facebook Page Reach

154,996

Instagram Page Reach

250,412

FB Ad Campaigns Reach

Meta has tagged our campaign as "High Performing." campaign consistently for 3 months

92%

Target Population from USA

100%

Reduction

CPC: \$0.75 reduced from \$1.36 i.e. almost 100% Reduction





Search Engine

697% Increase

Total Sessions: 183,000

754% Increase

Total Users : 120,000

429% Increase

Page Views : 371,000

769% Increase

Returning Visitors: 20000

Keyword Ranking

85

Keywords Ranking on First 3 pages





Blogs

Joint Efforts by C Com and FRAT team

190 Total Blogs

14951

Total Views on top 10 Blogs





Our Journey has just begun