

MEDICAL DEVICE MARKETING

Most Agencies Learn Compliance **On Your Dime.** We Don't.

Social Strategy1 is compliance-native, data-driven, and purpose-built for the medical device market. We don't retrofit campaigns for FDA and HIPAA requirements after the fact — we build strategy, HCP targeting, and revenue attribution around them from day one. The result: qualified pipeline, shorter sales cycles, and ROI you can prove to your board.

16X

ROAS — 4X INDUSTRY AVG

\$20M+

DIGITAL ATTRIBUTED SALES

50%

YOY REVENUE GROWTH

10+YEARS IN REGULATED
INDUSTRIES**FDA**COMPLIANCE
REVIEWED**HIPAA**PRIVACY
STANDARDS**Google**PARTNER
AGENCY**Meta**PARTNER
AGENCY

THE PROBLEM

Medical Device Marketing Breaks Generic Agencies.

The medical device market doesn't reward generalist marketing. It punishes it. Long sales cycles, highly regulated messaging, niche HCP audiences, and complex attribution requirements demand a partner who was built for this environment — not one learning it on the job.

Compliance is not the constraint — it's the competitive advantage. Companies that market compliantly from the start move faster, spend less on corrections, and build more durable brand authority with HCPs and procurement teams than those who bolt compliance on later.



Multi-Stakeholder Sales Cycles

Surgeons, department heads, procurement committees, and C-suite all have a vote. Generic lead gen campaigns can't navigate this — targeted HCP engagement strategies can.



FDA, HIPAA & Platform Compliance

One non-compliant claim can trigger ad rejections, FDA warning letters, or platform bans. Every piece of creative must pass regulatory scrutiny before it runs — full stop.



Attribution Blind Spots

Offline conversions, rep-assisted sales, and multi-touch journeys make it nearly impossible to connect spend to closed revenue without purpose-built attribution infrastructure.



Hyper-Niche, High-Cost Audiences

You're targeting specialized clinicians and procurement professionals at scale. CPCs are high, tolerances for wasted spend are low, and every impression needs to count.



Sales Teams Need Contacts, Not Clicks

Your reps need qualified HCPs and clinical champions at target accounts who are ready for a conversation — not website traffic and vanity metrics.



Product Launch Pressure

510(k) clearance timelines, competitive windows, and surgeon adoption cycles mean there's no room for a slow ramp. Speed-to-market must coexist with compliance.

Compliance-Native. Results-Proven.

Every SS1 engagement begins with regulatory alignment, not an afterthought audit. From there, we execute a data-driven, omni-channel strategy that targets the right HCPs and procurement decision-makers — and tracks every dollar back to pipeline.

01

FOUNDATION

Market Analysis & Competitive Intelligence

Comprehensive market research leveraging best-in-class data tools to map competitor strategies, buyer behaviors, and HCP audience segments before a single dollar is spent.

02

COMPLIANCE

FDA & HIPAA-Ready Campaign Development

All creative, copy, and landing pages reviewed against FDA promotional guidelines and HIPAA standards before launch. No PHI in targeting or analytics. Compliance built in, not bolted on.

03

TARGETING

Precision HCP & Stakeholder Targeting

We target surgeons, physicians, department heads, and procurement committees by specialty, institution, and buying stage — using ABM to align marketing directly with your sales team's priority accounts.

04

EXECUTION

Omni-Channel Demand Generation

Meta, Google, LinkedIn, programmatic display, email, webinars, and industry events — each channel selected and configured to reach your clinical audience at the right stage of the buying journey.

05

THOUGHT LEADERSHIP

Clinical Content & KOL Strategy

Educational campaigns, clinical evidence content, and key opinion leader programs that build brand authority with HCPs — accelerating trust and shortening the path from awareness to adoption.

06

ATTRIBUTION

Revenue Attribution & Sales Enablement

Custom dashboards connect every campaign to closed revenue. Automated lead routing delivers scored, qualified HCP contacts directly to your reps — integrated with HubSpot, Salesforce, and your CRM of choice.

"Compliance isn't our constraint — it's the competitive advantage we build your growth on. While other agencies learn regulatory requirements on your timeline and budget, our team has been executing FDA and HIPAA-aligned campaigns for over a decade."

From Stalled Growth to Market Leadership: How SS1 Delivered 16X ROAS for an Aesthetics Device Company

DAYS 1–30**Strategy & Alignment**

Market analysis, HCP audience mapping, compliance review, attribution setup

DAYS 31–60**Campaign Launch**

FDA-reviewed creative live across Meta, Google, email, and webinar channels

DAYS 61–90**First Qualified Leads**

Qualified HCP and medspa decision-maker leads routed to sales team

YEAR 1–2**Compounding Growth**

16X ROAS, \$20M+ attributed sales, 50% YoY revenue growth

THE CHALLENGE

A fast-growing aesthetics device company faced intensifying competition in a rapidly evolving market. Despite a strong product, they lacked the HCP pipeline and market visibility needed to scale. Their previous agency had delivered 7X ROAS — meaningful, but well below potential. They needed a partner who understood the medical device regulatory environment, could target the right clinical buyers, and could finally connect marketing spend to closed revenue.

THE STRATEGY

- Market analysis using best-in-class data tools to identify and prioritize high-value HCP and medspa segments
- FDA and HIPAA-compliant creative developed and reviewed before any campaign went live
- Omni-channel execution across Meta, Google, email, text, webinars, and live industry events
- Thought leadership content establishing the client as a clinical authority, driving HCP trust at scale
- Custom attribution infrastructure connecting digital spend to pipeline and closed revenue for the first time
- Automated lead routing delivering scored, qualified contacts directly to the sales team

"Success is still growing. The foundation of Social Strategy1's depth of business knowledge, data-driven marketing acumen, and precise targeting makes them our go-to agency partner."

Chief Operating Officer — [Aesthetics Device Company](#)

Numbers Your Board Will Remember.

Two years of compounding, compliance-first marketing produced results that didn’t just beat benchmarks — they redefined what this client believed was possible.



A Full-Service Partner Built For Medical Device Growth



HCP & Stakeholder Lead Generation

Qualified pipeline, not just traffic

Compliant campaigns targeting surgeons, physicians, procurement teams, and clinical champions across Google, Meta, LinkedIn, and programmatic channels.



Account-Based Marketing (ABM)

Align marketing with your sales team

We map your target accounts and deploy coordinated campaigns to reach every stakeholder in the buying committee — shortening sales cycles and improving close rates.



Clinical Content & KOL Programs

Build HCP trust at scale

Thought leadership content, clinical evidence campaigns, and key opinion leader strategies that establish your brand as the authority in your device category.



Revenue Attribution & Reporting

Prove ROI to leadership

Custom dashboards and multi-touch attribution connect every campaign dollar to pipeline and closed revenue — so you're never guessing at what's working.



Compliance-First Creative & Web

FDA & HIPAA reviewed before launch

Every ad, landing page, and email goes through internal compliance review against FDA promotional guidelines and HIPAA standards. No exceptions, no shortcuts.



SEO + Generative Engine Optimization

Get found in search and AI answers

High-intent clinical keyword strategies combined with GEO — so your brand surfaces in Google AI Overviews, ChatGPT, and Perplexity when HCPs research your device category.

Let's Build a Pipeline That Moves Your Device Forward.

Book a free strategy consultation. We'll audit your current marketing, identify compliance gaps and quick wins, and outline a growth plan built around your device, your market, and your sales team.

(214) 463-8310

socialstrategy1.com

Strategy consultation — no obligation