

# APMA achieves year's goal in less than three months



"Thrive is bringing potential members to my attention faster through the Finder and Contacts features."

- Jessica Etter,  
Communications Associate  
American Podiatric Medical Association

The American Podiatric Medical Association (APMA), the leading resource for foot and ankle health information, was developing a new social media strategy and needed a product that would help them gain traction.

## **The problem:** **Getting the right people engaged**

A surprising number of people talk about their feet on Twitter, but APMA was most interested in reaching out to podiatric medical students and people who had a medical question or interest. They wanted to grow a passionate community of active contributors, not just grow in sheer number of followers. They needed software to help them target the right people, connect with them and keep track of those key relationships.

## **The solution:** **Thrive's Finder and Contacts features**

"Thrive helps you build relationships," said Jessica Etter, Communications Associate. "We started developing better relationships with a lot of our students, because before I started, there was a disconnect between the association and the students who didn't understand what the association would do for them. But now they see us constantly on social media as an active contributor and resource, and are able to clearly see the value we provide."

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## **Case study**

For example, using Thrive's ability to tag contacts with relevant labels to categorize them, Etter was able to target specific podiatric medical students and let them know when the APMA recruitment person was going to be on their campus. She got an amazing response to those efforts.

"Thrive made that process very efficient," said Etter. "I doubt I would have even put that type of targeted campaign together had I been on any other sort of program."

## **The result: A year's goals met in three months**

Etter was pleased to report that she met all her social media goals for 2011 in three months. "I think that's Thrive-related, whereas people here are saying it's because of me," she laughed. "It's a joint effort! I've used other programs and I'm not sure that this kind of success would've been possible with their solutions. Thrive is simply the best."

## **About Small Act**

Small Act empowers you to take social media to the next level, enhancing your fundraising, major gift-prospecting, event-planning and advocacy efforts. With their SocialData, Key Donor Intelligence, and SocialCRM solutions, Small Act proudly serves hundreds of clients, including The Nature Conservancy, National Wildlife Federation, and American Heart Association.