



TAO Life Sciences and the SIMT

A Social Media Listening Center Case Study

TAO Life Sciences works to discover standout technologies from research labs in South Carolina that fill unmet needs in the marketplace and to bring these to market, ultimately driving innovative technologies from the laboratory to customers. The TAO team utilized the prototyping services of the Southeastern Institute of Manufacturing and Technology (SIMT) while developing a new medical device that would change the everyday life of chronic crutch users, creating a breakthrough crutch tip that allows users to walk on sand, avoid slipping on ice, and even go hiking.

The next step for TAO was to focus on how they would market the product to a “niche” target audience. They were aware that digital marketing through their website and social media sites would be the most effective way to go about informing their audience – both in terms of reaching the correct audience and maximizing on marketing dollars. They had to acknowledge that they didn’t even have a social media presence – and even if they did, how would they know where to find their potential customers?

The TAO team was excited to learn about the services of the SIMT Social Media Listening Center (SMLC). The SMLC conducted an in depth social media listening research report for TAO using a listening software that monitors more than 650 million public online sites for mentions of TAO, its potential competitors, the personal mobility



industry (including crutches and crutch tips), and a variety of other keywords. The report provided to TAO identified the most active online sites for people mentioning chronic crutch use. Together we learned that the majority of these conversations were not taking place on social media sites or even in news articles, but instead in forums and blogs where people shared their personal mobility challenges and offered advice and products to one another.

From there, the SMLC consulted with TAO to establish a social media presence and develop unique content on the forums, suggesting their product directly to their target audience. The SMLC offered strategies on how to identify influencers (or brand ambassadors) – high profile people who would be willing to talk about their personal experiences using TAO’s crutch tip, thereby directly influencing the market on TAO’s behalf. This strategic and intentional approach to social media listening and marketing led to TAO’s successful online recognition as a now popular all-terrain mobility aid for chronic crutch users.

The SiMT Social Media Listening Center

Cut through the noise to make smart, data-driven business decisions. Let us help you assess your social media efforts and online presence to build a social strategy based on listening, engaging, and analyzing.

For additional information on how the SiMT Social Media Listening Center can assist your company, contact Duane Childers at 843-413-2738 or Duane.Childers@simt.com.