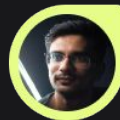
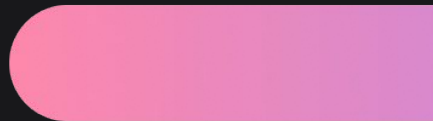
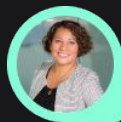




Zapnito x Mark Allen Group

Discover how MAG increased sponsor value and member engagement by establishing a dedicated branded community, the ARBS Network.



The ARBS Network (also known as Aesthetic and Reconstructive Breast Surgery Network) is an online community for healthcare professionals and industry experts in the field of aesthetic and reconstructive breast surgery. It was developed by the Mark Allen Group (MAG) in partnership with Professor Jian Farhadi and the team behind the annual London Breast Meeting, with a view to extending the engagement from that event year-round.

Key highlights

- Tailored expert content delivery
- Centralized collaboration hub
- Rapid community growth and engagement
- Data-driven insights for optimization
- Scalable, self-sustaining platform

The Community Challenge

MAG planned to build a breast science community long before the COVID-19 pandemic, to increase engagement with its premium content all year round.

However, with the UK forced into lockdown just a month before the launch of ARBS Net, MAG were suddenly faced with the prospect of hosting one of the world's largest meetings, the London Breast Meeting, for breast surgeons and breast cancer specialists in a solely virtual format.

Self sustaining community

Create a self-sustaining, engaging platform that delivered tangible value to all members

Expert resources

This platform needed to provide expert resources, promote collaboration, and align the varied goals and expertise of its stakeholders



The Zapnito Solution

To address MAG's unique challenges, Zapnito delivered a tailored community platform designed to establish ARBS Net and the London Breast Meeting as a source of expertise among breast specialists.

Expert content delivery

MAG leveraged Zapnito to deliver curated resources and tools, helping members access high-value, goal-aligned content.

Facilitated collaboration

The platform offered a central hub for members to connect, share knowledge, and collaborate across industries.

Scalable community engagement:

Zapnito equipped MAG with tools to encourage ongoing participation, helping to build a self-sustaining, engaged community.

Data-driven Insights

Advanced analytics enabled MAG to track engagement, identify trends, and optimize content delivery to better meet member needs.

Results

320+

pieces of premium content have been created since launch



2,000+

breast surgery specialists have become members



50%

increase in sponsorships due to the engagement of the community



4

additional knowledge-driven communities launched following the success of ARBS Net



Why Zapnito?

MAG chose Zapnito for its ability to deliver a customized, scalable platform that aligned with their mission and member needs.

Zapnito's robust features, combined with its focus on facilitating collaboration and providing data-driven insights, empowered MAG to create a dynamic, self-sustaining community.

This partnership has enabled MAG to create a space to showcase thought leadership in breast surgery including best practice, surgical techniques, and the latest developments.



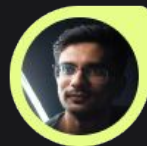
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ARBS Net provides a trusted,
curated space for key opinion
leaders to network away from
the noise of the general web



Matt Cianfarani

Executive Director, Mark Allen Group



Thank you

Find out more at <https://zapnito.com>