

# Case Study

## Building Series A demand without an existing product.



Industry: Healthcare

Target Audience: Operations, Finance, Growth leaders at healthcare providers and payors



### Executive Summary

With only 12 weeks, minimal budget, and no historical data to influence any decision-making, this program was built to generate demand for a Series A startup building its product in real time. Each potential lead required significant education and there were high emotional barriers to entry. Nevertheless, the program succeeded in generating:

↑ 87% lead qualification rate

↑ 31 activated patients (comparable to # of opportunities in a traditional scenario)

↑ 4.2% conversion rate from first-touch to transfer

## Introduction

Anna-Claire was responsible for building an end-to-end demand generation program to source, qualify, and convert net-new healthcare leads into a client's healthcare system. The program included content production, audience segmentation and targeting, paid ad execution and optimization, BDR and sales processes, and analytics and reporting.

The key metric of success for this initiative was number of transfers (i.e. the number of leads that scheduled an appointment with the healthcare provider). The entire project was executed over a 12-week period and achieved a 4.2% conversion rate from first-touch to transfer while staying significantly under budget. The focus of this initiative was on hip and knee replacements, procedures valued at an average contribution margin of \$22,000 each.

## Objectives

The key objectives of the project included:

1. Identify current consumer behavior and buying motivations.	2. Identify most effective techniques for consumer acquisition.	3. Build a quickly adjustable demand generation program with limited resources.	4. Generate qualified lead pipeline and transfer into healthcare systems.
<i>Deliverable:</i> Probable personas and likely buyer journey. Documenting emotional barriers to entry.	<i>Deliverable:</i> MVP content model and testing framework to rapidly iterate on new channels.	<i>Deliverable:</i> Personalized email nurture program that dynamically served next steps to each user.	<i>Deliverable:</i> Build enough demand to generate interest amongst healthcare networks. <b>Goal achieved.</b>

## Unique Challenges

This company had just received its Series A funding and was building a product at the same time Anna-Claire was building a demand generation engine. This meant that the understanding of the buyer and the solution the company was providing was ever-changing, and so the program had to be fluid enough to adjust alongside it. Additionally, this program was operating under a minimal budget with a 12-week POC timeline. Success of future funding decisions depended on the outcome of this program.

## Methodology

<b>Time Period</b>	12 weeks from beginning the build to qualified leads transferred.
<b>Tools Used</b>	Wordpress, Hubspot, proprietary LLM data, proprietary personalization engine applied to email nurture.
<b>Stage One: User Research</b>	User research was conducted to identify target personas and understand buyers' motivations and needs based on the healthcare conditions the company was targeting.
<b>Stage Two: Content</b>	An MVP content strategy was developed to target each buyer group at the early stages of the buying cycle. The strategy was repeatable, allowing for rapid iteration and content deployment.
<b>Stage Three: Engagement Channels</b>	<p>The most effective channel for this client was Meta by a significant margin. Cost per lead on this channel maintained as low as \$3 for some campaigns.</p> <p>Additional channels were tested including direct mail, cold calling, Nextdoor, Reddit, and guerrilla tactics.</p>
<b>Step Four: BDR Alignment</b>	Achieved alignment on lead stage definitions, lead qualification criteria, lead follow-up processes, and lead dispositioning steps.

## Data and Results

Within 12 weeks and limited channel budget, this demand generation program generated:

**↑ 87% lead qualification rate**

**↑ 31 activated patients**

(comparable to # of opportunities in a traditional scenario)

**↑ 4.2% conversion rate from first-touch to transfer**