CASE STUDY · PREVENTIVE HEALTH · UNITED STATES

Building a growth system for a US preventive-health clinic

Turning health awareness into a free assessment, a trial, a paid membership and referrals.

SCOPE OF THE WORK · THESE ARE DELIVERABLES, NOT PERFORMANCE RESULTS

36 lifecycle emails	**2** audience lists	**6** funnel stages
3 acquisition channels: content, search, partnerships	**1** offline acquisition concept	**3** growth motions: acquire, convert, retain

Client	US preventive-health clinic (name and results under NDA)
Market	United States, consumers
My role	Growth and marketing strategist, remote
Scope	Growth strategy, acquisition funnel, lifecycle email, partnerships, community and retention.

1. The challenge

Most people agree that preventive health matters. Far fewer act on it. There is no pain yet, no deadline and no clear first step. The clinic needed more than visibility: a connected system that educates people, lowers the effort of the first step, keeps interest alive and gives members a reason to stay.

> **The goal:** a repeatable growth model, not one-off campaigns. Every stage needs a purpose and a next step, instead of treating every visitor as ready to buy a membership.

2. The approach: three connected growth motions

Motion	Purpose
Acquire	Bring new people in through several entry points that all lead to one measured funnel
Convert	Turn interest into a completed assessment, a trial and a paid membership
Retain	Keep members through ongoing value, community and referrals, which feed acquisition again

3. Acquisition: three channels, one funnel

Channel	Role in the journey
Content	Explaining preventive health and building trust
Search (SEO)	Capturing people already searching for health answers
Partnerships	Reaching new audiences through aligned organisations and community networks

Each channel had a different job, and all of them pointed to the same entry point: the free health assessment.

4. The conversion funnel

Stage	What happens	Next step
1 · Discover	People meet the clinic through content, search or partners	Engage with content
2 · Engage	Content explains the value of preventive health in plain terms	Take the free assessment
3 · Assess	A free health assessment: an easy first commitment	Join the email follow-up
4 · Nurture	Emails answer questions, address doubts and show value	Start a trial
5 · Trial	People experience the membership before paying	Become a member
6 · Member & refer	Ongoing value, community and referrals	Bring in new people

5. Lifecycle email: 36 emails, 2 audience lists

Instead of sending one promotional message again and again, the emails follow where each person is in the journey: what they already know, what they are unsure about, and what the next step is. Two audience lists got their own messaging instead of one sequence for everyone.

Journey stage	What the emails do
First interest	Introduce the clinic and why prevention matters; ask for the first action
After the assessment	Keep momentum; explain results and the next step
Doubts and objections	Answer common hesitations; build trust; clarify value
Trial	Support the trial and show its value; invite people to become members
Members	Reinforce the benefits of staying
Retention and referral	Encourage community participation and referrals

6. Offline idea: health registration in convenience stores

Most health brands compete only for attention online. I proposed registration tablets in selected convenience stores, so people can start the free assessment where they already go every day.

- Tablets in selected convenience stores offer the free health assessment.
- Sign-ups go straight into the same digital follow-up: email, trial, membership.
- Results can be measured per store, like any other channel.

> **Principle:** meet people where their everyday routine already takes them, and connect it to the same measured funnel.

7. Community, referrals and partnerships

Retention was designed as part of growth, not an afterthought:

> Member value → continued engagement → community → advocacy → referral → new member

Partnerships were built into the same system as a channel: aligned organisations and community networks introduce the clinic to new audiences, and those people enter through the same assessment.

8. Deliverables

Area	Deliverable
Growth	Acquisition strategy and funnel design
Lifecycle	36-email nurture system
Segmentation	2 audience lists with their own messaging
Conversion	Assessment → trial → membership journey
Acquisition	3-channel plan: content, search, partnerships
Innovation	Convenience-store tablet registration concept
Retention	Community and referral plan

9. Results

Performance figures are confidential under NDA. This case study shows the strategy and the deliverables, not the clinic's internal business results.

My role

As the clinic's marketing strategist, I designed the growth strategy and the full journey from first contact to membership and referral, wrote the email system, and developed the offline and partnership concepts.

Tools I work with: Meta Ads Manager, Google Analytics, Apollo, Canva, Higgsfield, Claude Code and other AI tools.