



Market Report

Health Coach Consultation

Objective

- Created a nationwide campaign targeting men and women ages 18 – 65+ with a lookalike audience to accelerate learnings at the lowest possible cost per lead to determine the volume of patients interested in a free health coach consultation and which messaging worked best to attract them.

Acquisition Metrics

- 13 leads, \$36.10 per lead

Campaign Dates

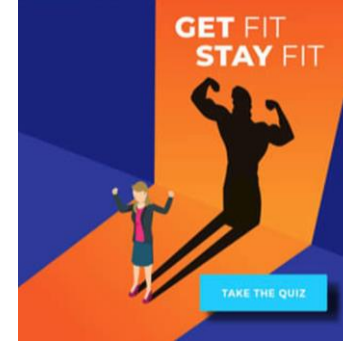
- Targeted Men and Women ages 18-65+
- Lookalike audience – FAS > 80



Process

- 12 Facebook ads that point to a unique landing page with an embedded survey
- 3 Variations per ad
- One screening survey designed based on planned product features
- Thank-you page with links to educational information
- The ad images featured engaging graphic imagery designed to capture the attention of, and resonate with, the population

Image Assets Tested



Attract patients who need treatment

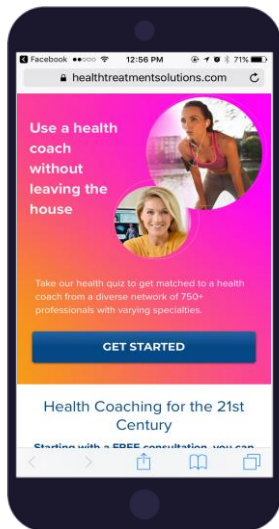
Optimized to ensure high consumer engagement

Social Media



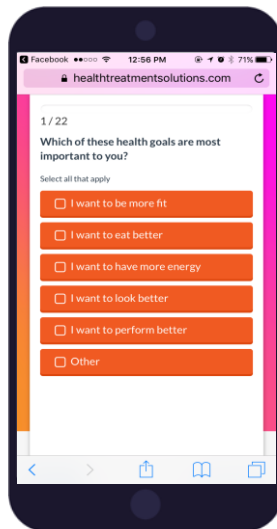
Attract

Landing Page



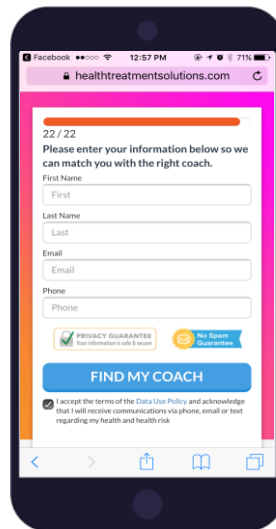
Engage

Symptoms



Qualify

Submit



Collect

Our Goals

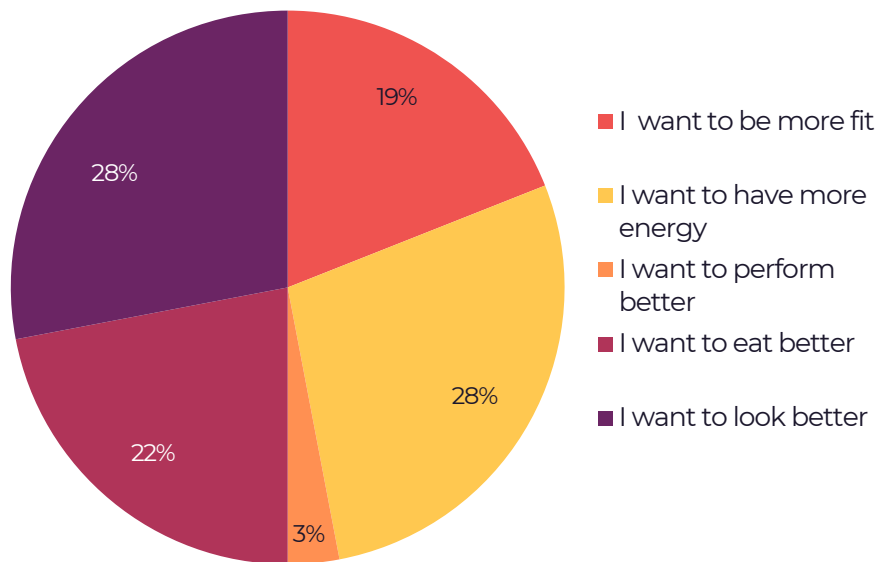


Generate clicks with illustrated ads that stand out in social newsfeed

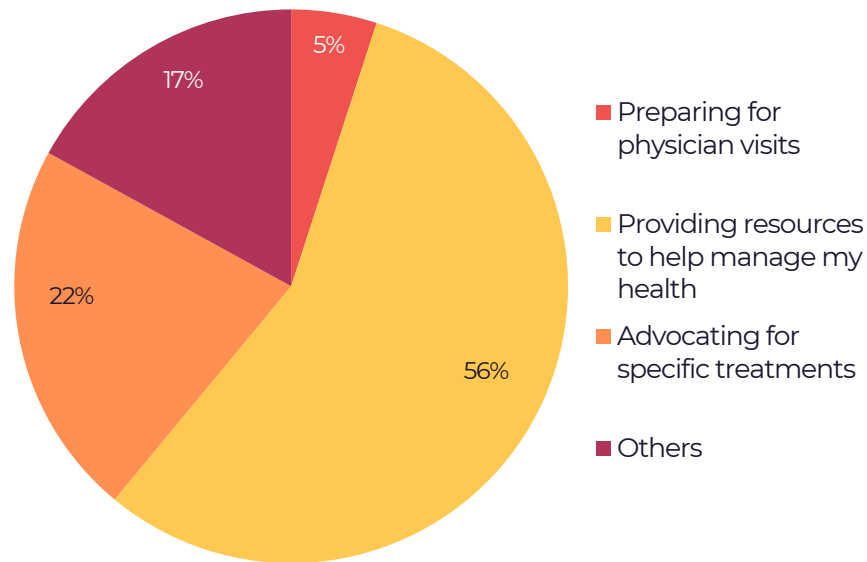


Optimize percentage of respondents who complete survey with engaging experience

Which of the ff best describe your health outlook?



What are your expectations for a health coach?



Summary and Conclusion

- 100% would like to learn more about the connection between their lab results and improving their overall health
- 62% would prefer a female health coach
- 92% think learning about potential new clinical trial opportunities for possible medical breakthroughs would be somewhat to very helpful
- 100% would be most interested in a \$50/month (1-2 visits, email support) plan



For more information email
www.83bar.com

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