



Case Study:

Health Care Service

Expected Outcomes:

Increase follow-up visits from existing data base. See how effectively using a CRM system with nurturing emails and social media can increase brand recognition and revenue.

The Problem:

The main problem was how to re-engage past clients.

Client Validations:

We conducted interviews with current clients and those who did not return to identify motivations. We presented a few topics and shared a prototype with select clients to see how the packaging and title was accepted. We then rolled out the campaign.

Key Results:

1. Social media followers and engagements **increased by 16.3% overall** (LinkedIn increased 37.5%) over first 9 months.
2. Email campaigns **generated over \$70K** in follow-up visits and secured an open rate of 25-53% over the first six months.

BACKGROUND

A privately held company needed to expand its customer base to a larger audience and encourage repeat subscribers.

CHALLENGE

The challenge was to provide an update on the expanded service with more consumer-friendly reports that were more meaningful to a broader base.



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