

HEALTHCARE 101 CASE STUDY



How RCG built Healthcare 101's brand and marketing strategy to reach new markets

CLIENT BACKGROUND

Healthcare 101 is a holistic health and wellness coaching service that provides personalized services, including but not limited to customized fitness, dietary, financial, and mental health coaching to individuals in the Naperville, IL area. It was founded and is currently run by Board-Certified Nurse Coach Joanne Whiteside. According to her website, Healthcare 101 “offers my clients a real chance at health by focusing on them and their needs. On listening to them, seeing them, and serving them in the best possible way as a nurse and coach.” Healthcare 101’s current base of active customers consists of predominantly middle-aged women who work in corporate or other high-pressure/high-compensation environments, and its services begin with a 12-session package, flexible to the client’s availability.

HEALTHCARE 101 CASE STUDY



How RCG built Healthcare 101's brand and marketing strategy to reach new markets

SITUATION

Joanne approached RCG for assistance in multiple areas: creating an overall marketing campaign, reaching the obstetrics (OB) market, and identifying optimal corporate settings for nurse coaching. Joanne had limited background and experience in leveraging marketing to reach a new market in today's digital age, so the team was assigned to create a marketing strategy report, create marketing materials, and connect Joanne with companies she could partner with. As the project progressed, the focus shifted to helping Joanne understand her overall brand and implementation strategies for various recommendations. For most of the project, the RCG team of associates was divided into two workstreams to specialize in specific areas: the OB workstream and the corporate workstream.

HEALTHCARE 101

CASE STUDY



How RCG built Healthcare 101's brand and marketing strategy to reach new markets

ANALYSIS & RESULTS

The team started by conducting in-depth industry research to better understand nurse coaching and its market. The OB team identified best practices and lifestyle medicine approaches for preconception, prenatal, and postpartum care to understand the OB market. Based on preliminary research, the teams identified a need for more awareness and knowledge of nurse coaching within the OB and corporate market. Both workstream teams generated a tailored list of Q&A style questions for Joanne's introductory video content to answer common questions and misconceptions about nurse coaching.

After this initial phase, the OB team developed a social media strategy for reaching the OB market. The team identified short-form video content features that engage users, such as a call-to-action, that Joanne could seamlessly integrate into her content. The team also provided Joanne with resources on TikTok's creative center, where creators find the top trends and utilize their creative production guide to create more engaging content. Next, different post-calendar platforms were evaluated so Joanne could schedule posts to release content regularly and consistently.

HEALTHCARE 101

CASE STUDY



How RCG built Healthcare 101's brand and marketing strategy to reach new markets

ANALYSIS & RESULTS

Joanne wanted to find a “point person” who would think of Healthcare 101 for their health and wellness needs. Joanne said she had more success when talking to and connecting with potential clients in person. The corporate team brainstormed types of local businesses where Healthcare 101’s services may be desired to guide the team’s outreach efforts. In addition, the team leveraged their network with Loyola contacts. Using the identified businesses and Loyola contacts, the corporate team sent emails gauging interest in a conversation with Joanne. The team received multiple responses and successfully connected Joanne with an interested party.

Next, after a deeper discussion with Joanne, the team also focused on enhancing Joanne’s current capabilities and utilizing her existing platforms, namely her WIX website. The team identified various tools within her existing WIX website, such as marketing tools allowing the creation of multiple types of content and would publish directly to linked social media accounts, analytics tools to review website traffic, visitor behavior, and revenue reports, with tailored recommendations on how to improve, and tools for improving SEO, such as a personalized checklist of SEO setup tasks to help your site become more visible in online searches. The team also provided Joanne with information about her Google Business account. Furthermore, to give Joanne marketing examples, the team identified social media accounts and websites relevant to Joanne for inspiration for revamping her website and its strategy.

HEALTHCARE 101

CASE STUDY



How RCG built Healthcare 101's brand and marketing strategy to reach new markets

ANALYSIS & RESULTS

Throughout the project, the team designed and circulated a survey addressing critical areas of health and wellness to confirm and supplement market assumptions. The goal was to narrow down the general population and pinpoint what areas people wanted health and wellness help in, who those people were, how much they knew about health and wellness coaching, and how they preferred to receive new information. Key findings showed women were significantly more interested in health and wellness coaching. In addition, 76% of respondents believed they could benefit from a lifestyle change, confirming that people recognize this as a need. Most respondents preferred receiving health-related information through online articles and social media. Excitingly, Joanne's current focus on nutrition and fitness aligned with the respondents' preferences. Postpartum support emerged as the primary area of interest for the OB market. These insights guided RCG and Joanne in targeting demographics, improving outreach, and refining strategies.

HEALTHCARE 101

CASE STUDY



How RCG built Healthcare 101's brand and marketing strategy to reach new markets

RECOMMENDATIONS

Based on the extensive research conducted throughout the case and using the results from the comprehensive survey, RCG concluded its partnership with Healthcare 101 with four recommendations for Joanne as she continues to grow Healthcare 101 and expand into new markets:

1. Revamp social media strategy, specifically to target younger audiences and obstetrics patients through short-form content representing Healthcare 101's strengths, brand, and mission. Content should be posted and adjusted regularly with the identified scheduling and analytics tools.
2. Improve website SEO and visibility, utilizing WIX's SEO tools and updating the Google Business account.
3. Create educational content tailored to the OB and corporate markets based on the questions provided. This includes Q&A-type videos, informative infographics, a video series, online quizzes, and polls.
4. Secure speaking and community events by expanding their network on LinkedIn and connecting with contacts provided by RCG.

The RCG team looks forward to the future of Healthcare 101. With various resources at her disposal, Joanne can better market her services and expand her clientele as she grows Healthcare 101.