2023 STRATEGIC MARKETING

Lifestyle Matrix
RESOURCE CENTER

EVOLUTION OF MEDICINE™
PRESENTS
FUNCTIONAL FORUM™

Agenda

- Business Goal and Marketing Objectives
- SWOT
- Strategy + Customer Journey
- Channels
- Target Audience
- Next Steps

Business Goal

Marketing Objectives

Business Goal

10 YR - LMRC - ESTABLISHED CONTENT PROVIDER AND THOUGHT LEADER

Marketing Objectives

Increase Awareness
Improve Organic Search

Improve Engagement
Personalize and Automate Messages

Increase Membership Sales
Increase Conversions - Sign Ups

Increase Advocacy
Increase Customer Loyalty: Retention, Referral, Influencer Partnerships

Awareness

Consideration

Conversions

Loyalty

SWOT

SWOT

STRENGHTS

Mission | Vision | Expertise

EMAIL
Content - expertise

SOCIAL
FB Groups
Strategic Organic Presence

WEB
Customized Landing Pages

WEBINARS
Expertise

WEAKNESSES

Digital Presence |

EMAIL
Excesive

SOCIAL
Missing on reaching precise targets through Paid Social

WEB
Functionality | Performance | 2 CMS

ORGANIC SEARCH
Ranking

OPPORTUNITITES

Improve Digital Presence and User Journey

EMAIL
Templatize | Personalize | Automate

SOCIAL
Paid: Target precise audience | Influencer Partnerships

WEB
Improve perpformance and UX

ORGANIC SEARCH
Improve Ranking

PAID SEARCH
Increase Membership Sign ups

THREATS

Growth | Competition

EMAIL
Audience Overlap | Unsubscribes | Black List

SOCIAL
Algorithm

WEB
Lose Customers due to poor functionality and user journey

ORGANIC
Google Algorithm not recognizing LMRC

Strategy

STRATEGY

ESTABLISHED CONTENT PROVIDER AND THOUGHT LEADER

Process
Workflow
Marketing | Sales Pipeline

Improve

- Plan
- Set up Campaigns
- Report
- Collaborate

Framework

Aligned Research

- Adopt and implement initiatives
- Based on Competitive Analysis | Trends

Personalization

Connect with the audience

- Provide relevant content
- Target Segmentation
- Retarget
- Automate

Integrate all channels

Meet the audience

Build Loyalty

Increase trust

- Explore Influencer Partnership
- Employee Advocacy

Integrate Organic Search with Paid Search

- Increase ranking (SERP)
- Reach precise audiences
- Increase followers
- Increase social engagement
- Increase conversions

Customer Journey

CUSTOMER'S JOURNEY

Marketing Funnel | Channels | User Action | Touch Points | Pain Points | Solutions

Funnel

Awareness → Consideration → Purchase | Sign Up → Onboarding → Advocacy | Loyalty

User Action

- Awareness: Hears on social/ friend/event/reps
- Consideration: Browses LMRC website | looks at the compeititon
- Purchase | Sign Up: Schedule a call
- Purchase | Sign Up: Call: assessment | offer
- Onboarding: Becomes a member
- Advocacy | Loyalty: Explores memberships benefits | refers to a friend

Channels

Touch Points

- Awareness: Referral; Social Campaigns: Meet the Rep, Brands, Standard, Facebook Groups; Blogs
- Consideration: Webinars: Forum ; Grand Rounds; Events + Recordings; Podcasts; White papers; Newsletter: Surveys, Group Calls; Social Campaigns; Landing Pages; Promotions: event discounts; Videos; Case Studies
- Purchase | Sign Up: Patrick and Yaa
- Onboarding: Patrick and Yaa; Set up Access in Ontraport; Emails; FB link
- Advocacy | Loyalty: Follow up meetings with Yaa and Patrick; Webinars; White Paper; Survey; Web Updates; Landing Pages; FB Groups; Group Calls

Pain Points

Little Awareness

Lack of Conversion Campaigns

Information Overflow

Lack of marketing materials

Solutions

Organic Search:
Keywords
Web Functionality
User Journey
Ranking on SERP
Page Authority

Automation | Paid Search: Social Ads + Google Ads | Referral: Influencers Partnership

LMRC Channels

Objectives by Channels + KPI

Channels

- Email
- Organic Search: SEO
- Paid Search: Social | Google Ads
- Web: landing Pages; LMRC updates; forms
- Webinars/Events/Podcasts

Email Objectives

KPI

Opens Rate: 15%
CTR: 2-4%
Unsubscribes: 0

Customer Journey
Personalization
Automation
Nurture Leads

Increase Awareness

Blogs

Awareness

Drive Traffic to the Website/Events

Grand Rounds | Forum

Increase Engagement

Newsletter

Consideration

Increase Advocacy

Customer Satisfaction: Surveys
The Standard

Loyalty

EMAIL STRATEGY

Best Practices

START EVERY CAMPAIGN WITH A BRIEF

- To align on marketing objectives, etc.
- Set clear directions to improve team collaboration

PERSONALIZE

- Understand customer's needs
- Personalize message
- Segment Target Audience

Not Started

TRENDS

- Readable and scannable content
- Average email read time is 5-7 sec
- Spam Check Tool

Improving

EMAIL FRAMEWORK

TEMPLATIZE FOR LMRC

- Newsletter ✓
- Blog
- The Standard

In progress

FREQUENCY

- **Schedule** ahead
- **Avoid** email black list and audience overlap:
  - Adopt **Automation**
  - Customer **Journey**

Currently: 3-9/week?

In progress

CTA 1-2

- **Awareness:**
  - Learn More | How
- **Considerations**
  - Watch,
  - Ask Questions, Polls
- **Conversion**
  - Sign Up
  - Get Access
  - Join Now
- **Loyalty**
  - Membership Benefits

In progress

OPTIMIZE CAMPAIGNS WITH A/B TESTING

- **Subject Line**
- **Previews**
- **Copy** etc.

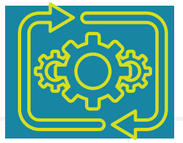
Not Started

EMAIL LENGTH

- **Subject line:** less than 9 words: 50 characters
- **Content** length: 50 to 125 words

Currently:

In progress



AUTOMATION

- **Retarget** site visitors
- **Enroll lists** in automation etc.

In progress

Email Campaign Types

Lifestyle Matrix
RESOURCE CENTER

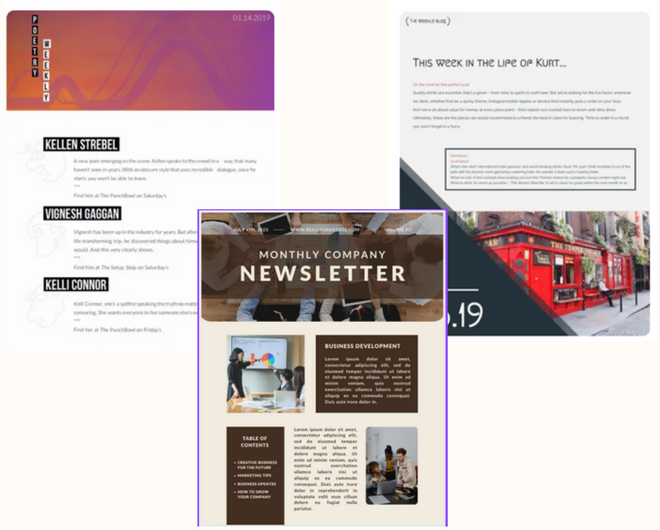
Customer Journey

- **Newsletters (Group Calls)**
  4-5/mo
- **Blogs**
  Weekly
- **Webinars**
  Qarterly
- **Standard**
  Qarterly
- **Grand Rounds**
  Qarterly
- **Ortho/LMRC Events**
  Go Evo Med Events

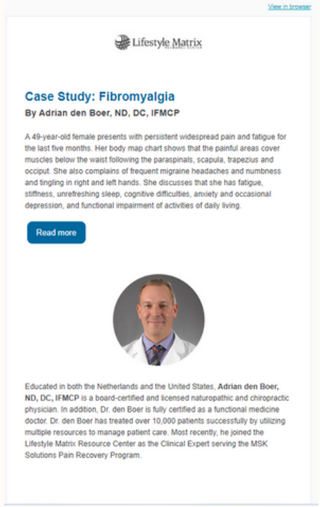
- **Welcome**
  Onboarding: Accounts | Leads
- **Automation**
  Behavioral Segmentation -
  deliver the right message at the right time
- **Sunset Policy/ Re-Engagement**
  Engaging disengaged contacts
- **Membership Updates**
  Newsletter
- **Outreach**
  Promotions
- **Abandoned Carts**
  Shopper's Experience
- **Events/Webinars**
  Reccordings
- **Retargeting**
  Based on activity

TEMPLATES

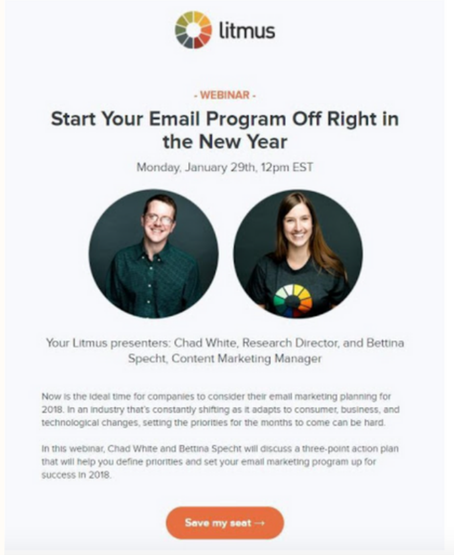
Newsletter

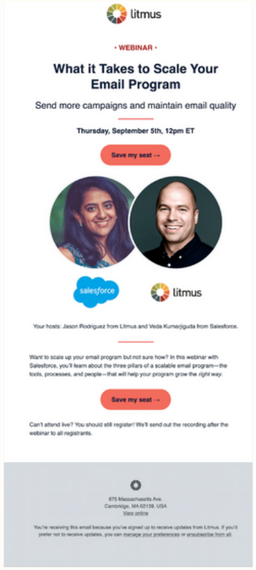


Bogs



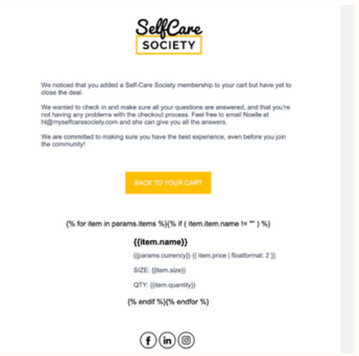
Webinars | Events





Automation

Re - targeting (abandoned carts)
Surveys
Unengaged



Social Media

ORGANIC SOCIAL: OBJECTIVES

	KPI	CTAs
Increase Awareness	Reach and Impressions Increase Page Likes (specific audiences)	Learn More | Learn How | Find How | See How | Follow Us
Increase Traffic to the website	Click Through Rate: 2 - 4%	Visit Us | Click Here
Increase Engagement FB + IG	Engagement rate: 2%	Ask Us | Watch this Video
Increase Conversions (Lead Conversions)	Conversion rate of Event Sign Ups Memberships sales (Targetings pecific lists)	Sign Up | Get in touch with our reps | Consultations
Increase Loyalty	Loyalty Customer Rate Kits | CE Purchase Frequency	Contests | Referral | Recurring

Paid Social Objectives

KPI

Reach: 5K

ER: 1 - 4%

CTR: 2-4%

CPA:0.10$

Social Ads:

Increase Awareness: followers

Impressions | Reach

Awareness

Drive Traffic to the Website

Increase Engagement

Boost Posts

Clicks | CTR | ER

Consideration

Increase Conversions (leads)

Sign Ups - Form Submissions: Events | Membership Sign Ups

Conversions

Organic Search + Web Objectives

KPI

- Sessions
- Time on Page
- Crawl-ability
- LCP (load Speed)
- CLS: Visual Stability
- Page Authority
- Keywords Ranking

SEO

Search Ranking

Improve Functionality + Performance

Security | Web Vitals | Site Speed | Mobile |

Improve User Journey

Appearance and navigation - web updates

Increase Average Time on Page

Paid Search Objectives

KPI
Reach: 10-20K
CTR: 2-4%
CPA:0.10$
Keywords Ranking
CPC
Conversion Rate
Quality Score

Google Ads

Increase Awareness
Impressions Reach

Awareness

Drive Traffic to the Website
Visits | Sessions | CTR

Consideration

Increase Conversions (leads)
Scheduled Meetings with Patrick and Yaa

Conversions

Events | Webinars Objectives

KPI
Reach:
CTR: 2-4%
Submissions
Clicks

Forum
Grand Rounds

Increase Awareness
Impressions Reach

Awareness

Drive Traffic
Clicks| CTR

Consideration

Increase Conversions
Sign Ups

Conversions

Event Strategy - Campaign Sample

Integrate Channels | Adopt Organic and Paid Social and Search
Focus on Keynote Speakers and Partner with Brand Advocates

Pre - Event

EMAIL | SOCIAL | PAID | WEB

AWARENESS:

- Announcements
- Promoted Posts

CONSIDERATION:

- Videos

CONVERSION:

- Registrations
- Sales
- Downloads

Event

EMAIL | SOCIAL | PAID | WEB

CONSIDERATION:

Engagement

- Live chats | Group Conversations
- Promoted posts
- Community engagement

Post - Event

EMAIL | SOCIAL | PAID | WEB

CONSIDERATION:

Engagement
Lead nurturing

- Thank you notes
- Polls
- Surveys

Target Audience

Psychographics

Demographics

Geographics

Behavior

Persona - Personalization

Target Audience Segmentation

Demographics

Age:
Gender
Income:
Marital Status:
Employment

Psychographics

Activities
Personality
Interests | Needs
Attitude
Lifestyles

Geographics

Local
Regional
National
International

Behavior

Patterns
Usage
Benefits

Personas

Explain targets for personalization

Daniel Gallego

xx

Avery Davis

xx

Eleanor

xx

Juliana Silva

xx

Characteristics	Characteristics	Characteristics	Characteristics
xx	xx	xx	xx

Target Segmentation - Ads

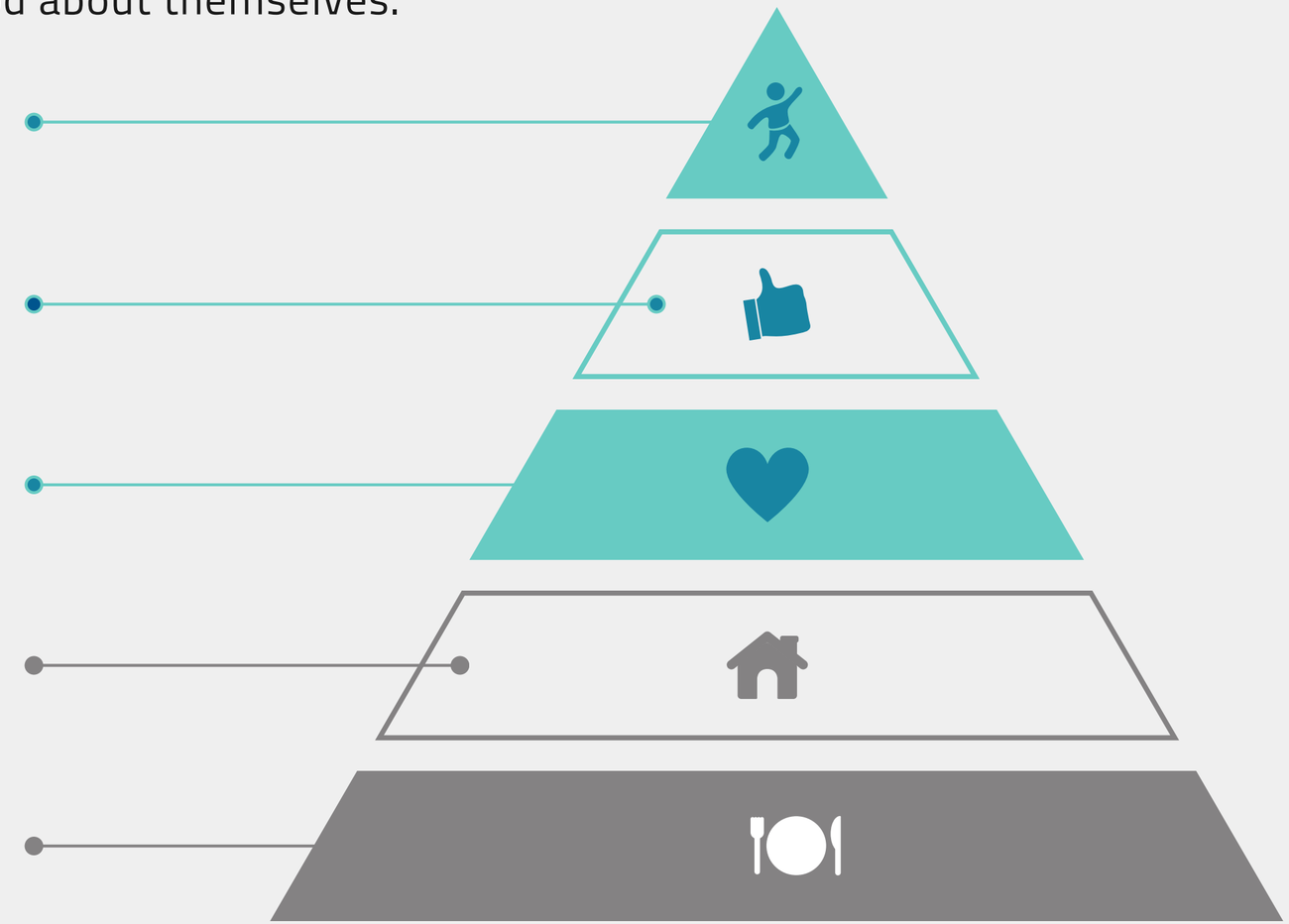
MEDICAL FIELD	Industry	Interests	Programs
CARDIOLOGISTS	Health | Wellness	The Institute for Functional Medicine (medical education)	Cardiometabolic
IMMUNOLOGIST	Hospitals | Healthcare	Healthcare	Immune
CHIROPRACTOR | ORTHOPEDISTS	Medical Practice	Supplements	Musculoskeletal (MSK)
GASTROENETORLOGIST	Pharmaceuticals	Institute for Integrative Nutrition	Gastro Intestinal (GI)
ENDOCRINOLOGIST	Mental Health Care	Vitamins	Stress Recovery (SOS)
GENERAL DOCTOR	Biotechnology	Health & Wellness	HEALTH RESILIENCY (WELLMATRIX)

Maslow's Hierarchy of Needs

Maslow's Hierarchy of Needs
Target audience is at the upper level of Maslow's Hierarchy of needs : Love, Belongingness and Self - Actualization .

Opportunity to influence and help the target achieve their personal self-actualization and self esteem - feel good about themselves.

1. Self-Actualization
2. Esteem
3. Love and Belongingness
4. Safety
5. Physiological Needs



Next Steps

Recommendations

Improve workflow and processes

HubSpot Pipelines | Workflow | Templates | Automation

Segment Audience

Work with Communications Dept. for personalized Messaging

Increase Conversions

Move Customer Journey to the bottom of the funnel:
Implement Paid Campaigns

Increase Loyalty

Automation

Influencer Partnership

Budget

THANK YOU