Cage Free Care

Marketing Strategy

Agenda slide

1. Who is ~~Zonder~~
2. Cage Free Care Overview
3. Insurance Trends
4. Marketing Funnel
5. Marketing Initiatives
6. Timelines, Budgets & Checklist

Who is ████████?

Have been helping companies grow their digital marketing campaigns since 2010 both in-house and as a consultant. Use data and analytics to deliver the right message, to the right person, at the right time while ensuring a strong Return on Ad Spend, Customer Acquisition Cost, or Profit. Additional team members help with uploading and monitoring. Create automated daily dashboards to monitor all clients

Expertise

Paid Search | Paid Social | SEO | Analytics | Strategy

Core Industries

Healthcare | Apparel | Consumer Goods | Real Estate

Cage Free Care

Cage Free Care

Cage Free Care is an online marketplace to connect individuals, families, and business owners to medical providers who offer healthcare memberships and medical services on the platform.

Price range is $50 to $25,000

Affordable healthcare at a fixed cost with no-copays, deductibles or surprises

Customer Demographics

Cage Free Care's ideal buyer is anyone from the age bracket of 26-65 in the US (but in currently launched cities), looking for a fixed cost healthcare solution.

Apart from that business owners looking to avail insurance for their employees or low as 2 to start with.

Currently in select cities in Nebraska and Texas

The ideal buyer is a group up/parent who is interested in health and wellness and is looking for affordable care option.

Cage Free Care

Competitors

One Medical
HealthCare 2U
Redirect Health
Sedera

Biggest Marketing Challenge

The biggest prevailing challenge in this sector is the high costs of health insurance and and unknown costs of care.

Goals

2 Months: Establish a plan and launch the marketplace
6 Months: Reach 1,500 paid healthcare memberships
12 Months: Reach 3,000 paid healthcare memberships
Overall goal is $100k in MRR

A viable market opportunity exists

Our results indicate that the middle market represents a viable, interested, and underserved segment within the current Life Insurance landscape

The current approach is often flawed

Based on feedback from those surveyed, few firms are utilizing the critical marketing, product, and sales approaches to effectively reach the middle market

The importance of being a "First Mover"

The firms (carriers or disruptions) that recalibrate their approaches to the middle market will likely experience the most significant benefits

A data-driven approach can guide the shift

Deloitte has developed a proprietary information base that can help guide "first movers" in approaching and capturing middle market share

https://www2.deloitte.com/content/dam/Deloitte/us/Documents/strategy/us-cons-life-insurance-consumer-study.pdf

Generational divide

Carriers should look to **new generations for growth** as the baby boomer generation—historically the most reliable customer base—continues to wane

Evolving customer expectations

Consumers of all generations, but particularly the younger demographics, want to research and **buy through multiple channels**, with emphasis on easy access to real-time information through digital channels

Diminishing effectiveness of traditional distribution

As customer expectations and behaviors shift, the way in which carriers have typically partnered with producers is becoming less effective

Ineffective sales and marketing strategies

Underserved markets are not being reached due to **outdated and ineffective marketing strategies** traditionally targeted at demographic/ socioeconomic levels

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Importance of Life Events and Communication Channels

https://www2.deloitte.com/content/dam/Deloitte/us/Documents/strategy/us-cons-life-insurance-consumer-study.pdf

Relative "Insurance" Searches Overtime

Relative "Insurance" Search Interest

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Source: Google Trends

Value of insurance premiums written in the United States from 2009 to 2020

(in trillion U.S. dollars)

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Funnel Stage

Initiatives

Media & Technology integration to drive business value

BRANDING
Channels such as PR and Video to reach new users and create the brand presence in the market.

TRAFFIC
Landing users to the blogs and product pages using personalized communication and providing maximum information about the product. Consistently test messaging to see how users respond.

CONVERSION
Increase user interactions with the website. Analyzing the data from each funnel step to create different audience segments.

RE-MARKETING
Segmenting user behavior by website level metric quality to target those cohorts, such as Viewers, ATC abandoners, Past Purchasers (via email).

Retention
Intelligently using customer data to cross-sell products & increase adoption

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Messaging

Build Trust

Given that buying healthcare insurance is literally putting your life in a company's hands, it is incredibly important that trust is conveyed throughout the experience.

This takes many forms from reviews, to explanations, to being available, and even ensuring there are no bugs on the site (if a company can't create a good website, why should someone trust them to create good healthcare coverage?)

Explain Your Product

Healthcare is often stigmatized in America and inorder to convert people, Cage Free Care is going to need to come up with messaging that is succinct and easy to understand.

Spend time brainstorming ways to communicate a "Healthcare gym membership" and constantly testing them to see the best reactions from people. This should not only be informed by the digital results, but also phone calls with prospective clients

4 Rules for Effective Messaging

Show viewers how you'll solve their problem

Ad · https://www.selecthealth.org/ ⋮ (855) 442-9900
SelectHealth - Find The Right Plan For You - selecthealth.org
SelectHealth Health Plans Offer No Deductibles, Low Cost Prescriptions & Superior Service. Offering A Wide Range of Health Plans That Are Perfect For Your Needs. Federal Employee. Family & Individual. Employer **Insurance**. Service Areas: Utah, Idaho.

Ad · https://www.ramseysolutions.com/insurance ⋮
Take Care of Your Family - Free Term Life Insurance Quote
Whole Life Costs 5-10x More Than Term Life. See How Much You Could **Save**. Make Sure...

Include emotional triggers

Focus on benefits, not features

Ad · https://www.justworks.com/ ⋮
Health Insurance for SMBs - All-In-One Features - justworks.com
Justworks Makes Businesses Run Smoother with a User-Friendly Platform and Expert Support. Get More Value from Your Health **Insurance**. Access Premium **Medical**, Dental...

https://www.tetraultinsurance.com › blog › articles › lif... ⋮
Life Insurance Policy – Buy One, Before It's Too Late
We can't change our past, but we can surely control our present and mould our future. **Insurance** is a financial instrument designed to manage risks and ...

Implement FOMO

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Google Analytics

Device Category	Acquisition			Behavior			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	149 % of Total: 100.00% (149)	149 % of Total: 100.00% (149)	182 % of Total: 100.00% (182)	45.60% Avg for View: 45.60% (0.00%)	4.26 Avg for View: 4.26 (0.00%)	00:02:55 Avg for View: 00:02:55 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. desktop	86 (57.72%)	86 (57.72%)	106 (58.24%)	42.45%	4.66	00:03:19	0.00%	0 (0.00%)	$0.00 (0.00%)
2. mobile	60 (40.27%)	60 (40.27%)	73 (40.11%)	49.32%	3.78	00:02:27	0.00%	0 (0.00%)	$0.00 (0.00%)
3. tablet	3 (2.01%)	3 (2.01%)	3 (1.65%)	66.67%	1.67	00:00:30	0.00%	0 (0.00%)	$0.00 (0.00%)

Mobile users are accounting for around 40% of traffic currently. When digital advertising starts, expect that number to increase.

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Easy Login

Healthcare is known for being complicated, Cage Free Care needs to put significant effort into changing that perception

Currently there are two sign up processes, one for CageFreeCare.com and one for CageFreeCare.Accresa.com. Ideally these need to be combined (even finding the Accresa login is confusing to me).

SSO for CageFreeCare.com leads to a bad gateway.

Username is not needed and adds unnecessary complexity.

Homepage

The homepage is a user's first experience with a website and users can make fast judgements

Desktop: 3 separate call to actions and the text is hard to read

Mobile: The "just type" is not clear what will be used for search and the there is a lot of unused whitespace for the hero image

Both: there are more engaging images and there's no "learn more" CTA, many images feel out of focus throughout the website

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https://blog.shift4shop.com/blog/product-reviews-increase-sales

Homepage

Clear call to actions and description of the product

More inviting design

Homepage

Strong emotional Trigger

More inviting design

Homepage & Education

What is a Healthcare Membership?

Healthcare Memberships are all-inclusive healthcare services offered directly by local providers. These memberships do not have the same restrictions or financial barriers of traditional insurance.

A Healthcare Membership is a form of Direct Primary Care and is a financial arrangement between the patient and healthcare provider. Providers set their own pricing and services they would like to offer. By removing all the traditional overhead costs, providers can offer their services at a much more affordable rate!

Easy To Enroll

Plan Comparison

Traditional HMO-Plan

Tod pays premiums and never uses his policy, he pays:
$4,005.48/yearly

Tod
pays everything out of pocket until his deductible is met, His responsibility is
$12,555.48

VS.

DPC + Catastrophic Plan

Tod pays his DPC membership and premiums for his Catastrophic policy totaling: **$3,469.56/yearly**

Tod
pays **$0** unless he has a catastrophic event which would then he would pay a total of
$8,469.56

Given the unusualness of this product, the education process should be significantly expanded and simplified (ie nice blocks of text and images)

Including the Plan Comparison (though it can simplified)

Encourage phone call or chat at every opportunity

Explain why this can be so cheap compared to traditional healthcare.

On the phone this was described as a "gym membership" and that explanation could be included in the website.

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https://blog.shift4shop.com/blog/product-reviews-increase-sales

Website Reviews

MORE REVIEWS MEAN MORE ORDERS

No matter the industry, review volume shows a positive correlation with number of orders—even at very high volume levels.

Early volume growth has the highest impact on conversion.

200 reviews
44% lift

150 reviews
41% lift

100 reviews
37% lift

50 reviews
30% lift

1 review
10% lift

MORE REVIEWS → LEAD TO → MORE PURCHASES

Order lift

Reviews per product

Family Hospital Brushy Creek
No Rating Yet
Visit Store

Family Hospital Lake Travis
No Rating Yet
Visit Store

Family Hospital Millard
No Rating Yet
Visit Store

Family Hospital Papillion
No Rating Yet
Visit Store

Family Emergency Room Lakeline
No Rating Yet
Visit Store

Family Emergency Room Georgetown
No Rating Yet
Visit Store

Website Reviews must be put on the website and have an email campaign to constantly push for more reviews. Respond to the reviews to show engagement!

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https://blog.shift4shop.com/blog/product-reviews-increase-sales

Provider Pages

On the Provider pages, a CTA to start a membership should be added

The checkout process says the service is included with the something, but does not explain what it is, nor the pricing and benefits

Let's add Google Pay, Apple Pay, and Paypal

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On particular screen sizes, the design is critically distorted and not useable at all.

The container sizes are not dynamically adjusting on various screen sizes and making content unreadable.

Text fields and CTAs aren't properly adjusted per the screen size and the user is unable to fill forms properly without scroll.

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Should have lazy loading to speed up overall load speed.

Need to resolve mobile cache issues to improve speed.

Fonts need to be preloaded in front.

Images attributes need to be added for better crawl by google. Importantly we need width, height, and, alt-text.

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Source: https://pagespeed.web.dev/

The branding on the site needs to be improved. Logos used are blur and the footer is missing branding too.

Text alignment and overlap issues throughout the site reducing readability.

CTA buttons can have a more engaging color. There can be one main color for the main CTA button, and then use this light blue for all others

About Us

Contact us Button is not working

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Membership Types

Select State

25%

Texas

View Cities

Nebraska

View Cities

View Membership Types

View Membership Types button is not working

https://blog.shift4shop.com/blog/product-reviews-increase-sales

SEO

Ensure metadata (such as H1, Meta Descriptions and more) and URL structures are set up according to best practices

Use keywords that are most relevant for your brand throughout the site to ensure Search Engines understand what Cage Free Care should appear for (healthcare marketplace, healthcare insurance)

Put together a strategy to acquire links from other websites. This will not see immediate results and isn't an area to focus on immediately.

SEO Meta 1 Click is the tool on the left.

SEO: Core Web Vitals

Use the [Core Web Vitals Report](#) in the Search Console to ensure your website is following technical best practices.

Core Web Vitals Are Part Of Google's Overall Evaluation Of "Page Experience"

CORE WEB VITALS
- LOADING — Largest Contentful Paint (LCP)
- INTERACTIVITY — First Input Delay (FID)
- VISUAL STABILITY — Cumulative Layout Shift (CLS)

OTHER WEB VITALS
- MOBILE FRIENDLY
- SAFE BROWSING
- HTTPS
- NO INTRUSIVE INTERSTITIALS

SEO Best Practices

Every page should have

Title: The Blue Link on Google. 50-60 characters

Meta Description: Often the description on Google. 110 to 160 characters

H1: The "Chapter title" of your page

Canonical URL: referencing its own URL

Alt text: describes each image

URL structure that

- Does not include capitals
- Does not include special characters (remove them)
- Spaces should be "-"

Facebook/Instagram Ads

iOS 14.5 significantly limited the amount of data Facebook can collect from iOS users and completely changed the way Facebook operates and expected success metrics.

Digital channels have seen a drop in performance since this change was made around March, but the industry continues to learn and improve.

Facebook is still the top advertising platform and that is not changing in the near future.

Facebook Ads: Targeting

Interest

INT: Healthcare

Gender: All
Age: 26-65
Loc: Launched cities

Messaging:
Affordable
healthcare at a fixed
cost with no-copays,
or surprise costs.

Interest

INT: Small Business
Owners, Entrepreneurs

Gender: All
Age: 26-65
Loc: Launched cities

Messaging:
Affordable
healthcare at a fixed
cost with no-copays,
or surprise costs.

Lookalikes

LAL: Automatically
create audiences that
are similar users who
have taken desired
actions on
website/uploaded list

Gender: All
Age: 26-54
Loc: Launched cities

Messaging: Affordable
healthcare at a fixed
cost with no-copays, or
surprise costs.

Remarketing

RMK: Users who have
taken desired actions
on the website

Gender: All
Age: All
Loc: U.S.

Messaging: Discounts/
Reviews

Facebook Ads: Competitors

Sedera
Sponsored · Paid for by Alana Marguerite Wong

Sedera Medical Cost Sharing: an innovative, non-insurance approach to managing larger health expenses.

One Medical
Sponsored

Get 24/7 care over video chat from the comfort of home - free with a One Medical membership. Join today.

ONEMEDICAL.COM
Primary care for real life
Start a video visit in minutes

Sign Up

Creatives must showcase not just Cage Free Care's personality, but also the needs of having your family insured.

Competitors often pushing a specific service (like video doctor visits).

On the next slide, most competitors are trying showcase the affordable pricing but we can capitalize on the advantages of providing a marketplace environment.

Membership clearly messaged by One Medical.

Use emojis in the ad text. Facebook's algorithm reacts positively to emojis.

Facebook Ads: Competitors

Facebook Ads: Creatives

Creative Types Needed

Video: testimonials (from doctors and patients)

Video: user generated content (UGC)

Video/Image: lifestyle shots w/ benefits

Video/image: product shots

Image/gif: quote testimonials

Image/gif: product explainer

Creative Ratios

Videos: 4x5 and 9x16

Images: 1x1 and 9x16

Length: Usually 15 seconds and shorter

Google Search Ads

Google Search Ads

Identifying the intent keywords for 3 broad segments like Brand, non-brand and generic cohorts

Ads Copy

Basis the keywords searched by the user, showcase the relevant communication to hook the user

Auction Optimization

Since the health/insurance sector is highly competitive market, it's important to bid efficiently and to a relevant customer. Insurance Cost Per Clicks are some of the highest.

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Ad · https://www.sedera.com/   ⋮   (800) 473-5472

Sedera.com - Sedera® - Health Care Sharing

Introduce A Fresh And Affordable Alternative To You, Your Family & Your Team Members. Our Industry-Leading Technology And FDIC-Insured Bank Partner Powers Cost Sharing.

📄 Learn more - Get In Touch Today

Individual & Family Quiz
Choose what works best for you
Business, individual or family

Providers Around You
Discover valued providers
Around you

Google Search Lead Form Extension

Multiple steps in the user journey lead to drop off at each stages. Search ads lead form extension helps to catch the user before they try to escape from the funnel

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Google Discovery Ads
Lead form Attached

Discovery ads serves on the most premium push medium inventory(YouTube and Gmail) which result in high quality audience which can be captured from Discovery ads via lead forms.

Email/SMS

Campaigns

Create drip campaigns for customers who have signed up and shown interest. The campaigns can include both email and SMS
Ensure you are sharing high quality content, not just sales pitches
SMS is great for Flash Sales

Personalization

Set up abandon cart emails to ensure your customers know to check out/subscribe. If a customer hasn't checked out in 24 hours, send a discount code
Offer personalized recommendations based off of what customers have bought/viewed

Platform

Klaviyo is a top platform that has ability to sync Facebook Ads, create dynamic drip campaigns, and SMS features at a reasonable price
Use the platform o add pop-ups to collect additional email addresses and track success of campaigns

Competitor Emails

care/of

Healthier living is within reach

Introducing Care/of, a new kind of vitamin company.

Why are we here?

Finding the right vitamins is overwhelming. Until now. We'll give you honest guidance about what vitamins and supplements are right for you, based on your diet and health goals.

Learn more

We're passionate about quality

We make our own line of vitamins, minerals, probiotics, and other supplements from the best quality ingredients we can find, sourced from around the world.

Learn more

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Upsell Examples

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Reviews/Testimonials

Reviews and testimonials are the backbone of building trust with consumers who are currently browsing your website.

Reviews

Push for people to leave reviews as as they show up well. Cage Free Care can run promotions to encourage review

Testimonials

Work with doctors and customers to create videos of people positively discussing your clothes

Offsite

Working with Bloggers and Influencers will build trust elsewhere

Referral Program

Referral marketing was rated the most effective tactic used by marketers at all stages of the sales funnel. New customers earned via referral have pre-established trust in your brand.

We can see this in action using website referral traffic. The conversion rate of referrals from other websites saw a lift from 2.4% in 2018 to 3% in 2019, making it the highest-converting traffic acquisition channel.

Each member will get their own referral code enabling for easy tracking about the customers who are bringing in their friends. These are the types of customers who are great to reach out to and ask for reviews/testimonials to put on the website.

Influencermarketinghub.com is one of the top referral and rewards programs

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LinkedIn Ads

Linkedin Ads do a great job of reaching people who are already in the "business" mindset.

Targeting can be done by job title (such as Founder, CEO etc.) even more accurately then Facebook.

LinkedIn cost can be relatively high compared to other platforms as there are many large businesses putting a lot of spend into it.

Affiliates

Affiliate Programs are a great way to generate additional revenue without the risk of advertising spend.

Partner with bloggers, vloggers, e-commerce stores, influencers and more to pay them a percentage of revenue when they drive people to make a purchase on your website.

Affiliates are not automatic, and require lots of outreach to find new ones

Share-A-Sale has been growing aggressively and is now considered by most to be the top affiliate platform with a great mix of tools and partners already on the platform to choose from.

Companies with large affiliate programs

How Affiliate Programs Work

You show an ad or link for XYZ store on your website, blog or social network

Customer clicks the ad or link

Customer is sent to XYZ store through tracking link

Customer makes a purchase on AXYZ design store

Affiliate network records the purchase and details of the transaction

Customer is sent to XYZ store through tracking link

The transaction is credited

You get paid your commission

TikTok Ads: Targeting

Interest

INT: Healthcare

Gender: All
Age: 26-54
Loc: Launched cities

Messaging: Affordable healthcare at a fixed cost with no-copays, or surprise costs.

Lookalikes

LAL: Automatically create audiences that are similar users who have taken desired actions on website/uploaded list

Gender: All
Age: 26-54
Loc: Launched Cities

Messaging: Affordable healthcare at a fixed cost with no-copays, or surprise costs.

Remarketing

RMK: Users who have taken desired actions on the website

Gender: All
Age: All
Loc: U.S.
Messaging: Discounts/ Reviews

TikTok Ads: Competitors

I was actually shocked at how much I was overpaying!

Conversions | United States

Most Americans don't know

Conversions | United States

https://ads.tiktok.com/business/creativecenter/inspiration/topads/pc/en?from=4

Snap Ads: Targeting

Interest

INT: Fitness Enthusiasts

Gender: All
Age: 26-54
Loc: Launched cities

Messaging: Affordable healthcare at a fixed cost with no-copays, or surprise costs.

Lookalikes

LAL: Automatically create audiences that are similar users who have taken desired actions on website/uploaded list

Gender: All
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Remarketing

RMK: Users who have taken desired actions on the website

Gender: All
Age: All
Loc: U.S.

Messaging: Discounts/ Reviews

Blog & Content Strategy

Cage Free Care needs to undertake a strategy to produce engaging content that can be used across multiple platforms including Social, Video, Influencers, Affiliates, its own Blog and more.

When considering how and where to use this content, Cage Free Care must consider the potential impact. For example, putting together comparison charts on the advantages of buying our services can help users make faster decisions. Also, going with more user reviews can help make a better point for us rather than we pitching that we offer the best services.

Cash based pricing

All your healthcare needs

Healthcare for whole family

Transparent pricing

User Reviews

Shop For Healthcare Memberships

Affordable healthcare

YouTube Ads: Targeting

Interest

INT: Health

Gender: All
Age: 26-65
Loc: Launched cities

Messaging: Affordable healthcare at a fixed cost with no-copays, or surprise costs.

Channels

CHL: specific channels such as competitors & influencers

Gender: All
Age: 26-65
Loc: Launched cities

Messaging: Affordable healthcare at a fixed cost with no-copays, or surprise costs.

Similar Audiences

SA: Automatically create audiences that are similar users who have taken desired actions on website/uploaded list

Gender: All
Age: 26-65
Loc: Launched cities

Messaging: Affordable healthcare at a fixed cost with no-copays, or surprise costs.

Remarketing

LAL: Users who have taken desired actions on the website

Gender: All
Age: All
Loc: U.S.

Messaging: Discount & more specifics

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Pinterest: Competitors

Public Relations

PR should be prioritized if Cage Free Care feels there is a great brand story to tell.

Focusing on local news and local radio hosts may be the best way to go

PR is great for building trust Cage Free Care can include "As seen on" throughout the website

Most likely hiring a small PR consultant for 2-3 months will be the best way to launch PR