

# Curated Health & Wellness

Case studies & experience



# WHO ARE WE: YOUR NEW DIGITAL MARKETING CONSULTANCY?

## BRANDS

We've worked many brands in the health and wellness and vitamins & supplements space, from startups to scale ups to well known global brands



## RECOGNITION

In 2021, we were voted within the top 50 digital agencies by our clients and also our peers (other agencies) & won 3 awards for our work with Specsavers (Content Awards & Masterclassing)



# SPECSAVERS: SUPPORTING CUSTOMERS THROUGH LOCKDOWN

## Challenge

Help Specsavers to retain & grow customers by reacting quickly to changing market conditions (Covid-19) & continuing to deliver relevant and accurate advice via digital channels

## Solution & results

We developed a COVID-19 Care content hub with the end goal to deliver fast and accurate insight whilst our research and insight work provided validation on the communication decision being made by the business. To pinpoint key areas for content development we deployed our Assurance framework, based on traditional marketing theory (The OODA loop):

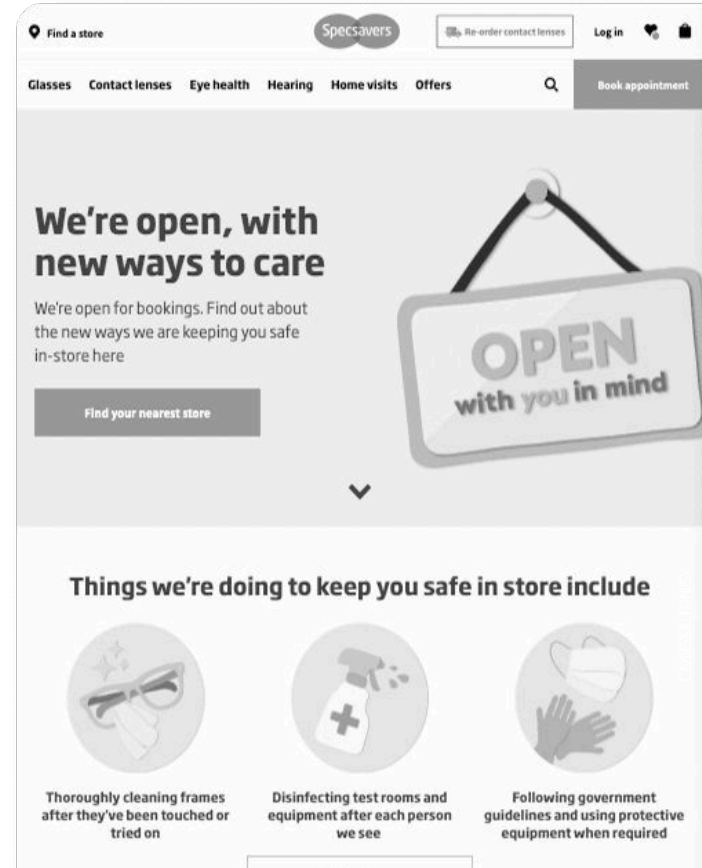
- Observe - using trends, insight tools & desk research to identify search trends
- Orient - collating insights into a repository for weekly collaborative discussion
- Decide - within the weekly meeting, decide what insight to take forward
- Act - agree on creative route & on what platforms

Our research made recommendations on the conversations which Specsavers should be a part of. It also guided internal teams (social, PR) to inform their own tactics.

1 million+ hub page views

365k organic hub entrances

70 pieces of PR coverage including BBC news, Hello! & iNews



# SPECSAVERS: GLAUCOMA CONTENT TO ESTABLISH AUTHORITY

## Challenge

To develop a suite of informational content designed to bolster Specsavers' authority and SERP positioning around 'Glaucoma' in order to encourage users to book eye appointments.

## Solution & results

Curated developed a content hub split into three core categories: causes, diagnosis, treatment. Our analysis uncovered an informational need around understanding and interpreting symptoms due to the disease's complexity, as well as processes involved for detection tests & effective treatment options.

This led to a psychographic layering into the content strategy to foster brand trust & alleviate customer fears and concerns regarding glaucoma and how to manage it — ensuring Specsavers' optometrists are seen as the UK public's go-to eye care professional for glaucoma symptoms.

**2x number of organic appointment bookings**

**147% increase in traffic to glaucoma pages**



Glaucoma is a group of eye diseases that affect the optic nerve, which connects the eye to the brain. It often affects both eyes, usually to varying degrees. As most cases won't have any symptoms, one of the best ways to detect glaucoma is during a routine eye test - that's why it's so important to have one regularly.

### What causes glaucoma?

The eyeball contains a fluid called aqueous humour, which is constantly produced by the eye, with any excess drained through tubes. When the fluid cannot drain properly, this causes a build-up of pressure in the eye known as the intraocular pressure.



# P&G NATURE'S BEST: AUTHORITATIVE PCOS CONTENT TO EDUCATE & INFORM

## Challenge

Part of the P&G group, Nature's Best are a UK-based online supplements retailer, supplying everything from essential vitamins and supplements to whole foods. Curated's role was to help Nature's Best improve their online brand visibility by positioning them as an authority on health and nutrition.

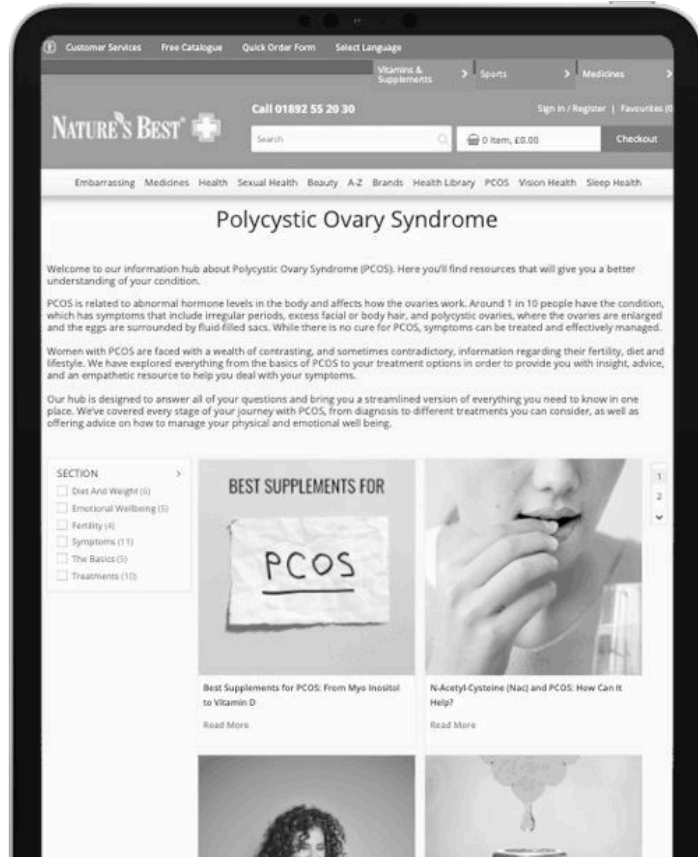
## Solution & Results

Curated developed an onsite hub using search data to create trusted content that answered genuine customer concerns on PCOS.

Understanding the importance of content upcycling, Curated deployed our "Review" framework, completing an in-depth content and SEO audit of the hub. Through implementing keyword mapping and clever content upcycling, we saw an almost immediate improvement in hub performance.

**350% year on year increase in organic traffic**

**2,000+ new organic ranking keywords for PCOS content**



# HEALTHSPAN: BRINGING A NEW CBD PRODUCT TO MARKET

## Challenge

As one of the first companies to take CBD oil to market. Curated were tasked with delivering a digital strategy for Healthspan with the goal of driving organic visibility and sales for a trending product.

## Solution & Results

Curated provided Healthspan with key product insights, i.e. the difference between CBD & Hemp? Is it safe? We developed a hub that successfully married search intent with social sentiment: addressing usage queries alongside concerns over its safety, establishing Healthspan as an authority on the product.

Out ranked key competitors  
with 750 ranking keywords

New content accounted for 25%  
of total website traffic

CBD oil became Healthspan's best selling product



### Is CBD safe? Everything you need to know

Everything you need to know about CBD safety, the different types available, and what to look for on a CBD product label.



### What's the difference between hemp seed oil and CBD?

The two main oil products from industrial hemp, hemp seed oil and CBD oil, are from different parts of the plant and are used for different purposes.



### What strength CBD should I take?

High strength, super strength, ultra strength... with so many different types of CBD available, which one is best for your needs? Dr. Sarah Brewer explains.



### Absorption: the benefits of CBD capsules, gummies, balm

Dr Sarah Brewer explains how different types of CBD affect how absorbed in the body, and the difference this can make.

# HEALTHSPAN: JUMPING ON A TREND TO DELIVER MORE TURMERIC SALES

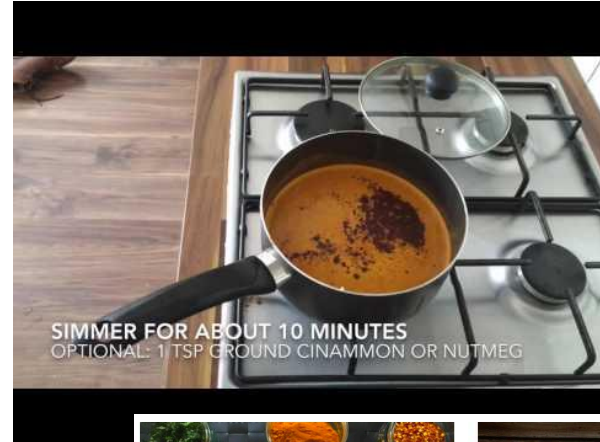
## Challenge

Insight from paid search activity suggested that turmeric was a 'rising star' category so we wanted to take advantage of the opportunity. Google trends data backed this up by suggesting a 56% year on year growth in searches, with audiences particularly interested in educational content such as how it could help manage conditions such as sleep, joint pain, depression, arthritis.

## Solution & Results

Curated quickly created a hero Turmeric page which contained both content and product information. We created basic recipe content, and shot both video and photo content to showcase the product. This was supplemented by long-form editorial.

The content and video helped improve paid search conversion rates by over 50% and new organic rankings and traffic led to additional sales through non-paid channels too



### Turmeric and the digestive system

Traditionally in India, turmeric has been used to support digestive wellness and liver health. It is believed to increase levels of the enzymes needed to support detoxification, it is also a bitter spice which may help to stimulate our digestive secretions and help us to break down food. Some studies suggesting that turmeric and curcumin, like plant compounds, may help to influence our gut bacteria, which is so vital for digestive health.

# SPECSAVERS SPAIN: DELIVERING MORE EYE TEST APPOINTMENTS

## Challenge

A new entrant into an unfamiliar Spanish market, Specsavers wanted to establish the brand with locals & large expat audiences. With no eCommerce functionality, they needed a bespoke digital strategy that would drive customers into physical stores.

## Solution & Results

We created content to speak directly to Spanish & English speaking audiences without alienating the other. We undertook two gap analysis projects to understand the main questions each audience was asking & their pain points.

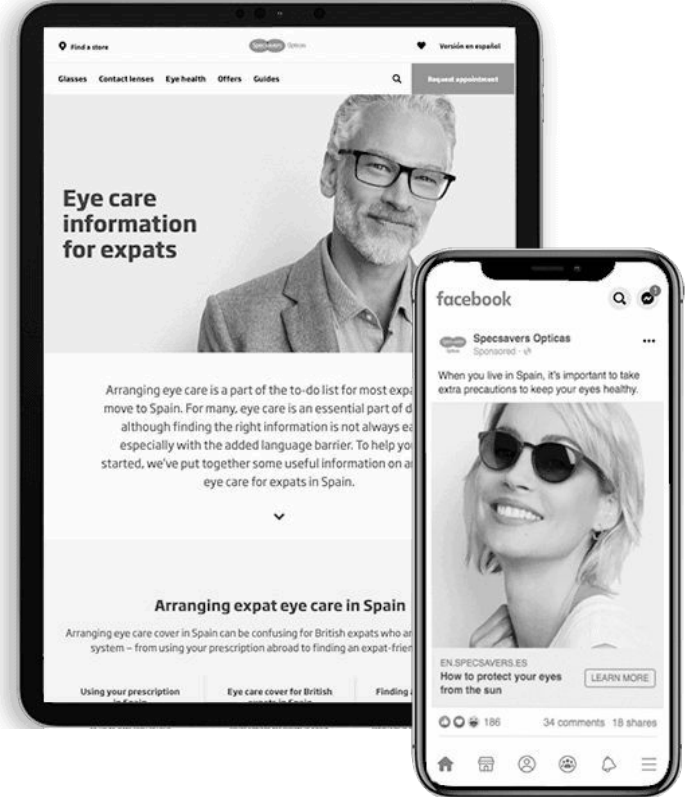
For the Expat audience based on extensive research, we created an [Expat Eye Care hub](#). For the Spanish audience we developed a “Gafas de Sol” content hub designed to boost brand visibility for both transactional & informational Sunglasses keywords

Our approach to channel focused on paid & paid social, optimising based on locations - it was vital that the customers we reached were likely to visit their nearest store.

**51% increase in appointment requests**

**177x improvement in onsite conversion rate**

**71% increase in phone calls to stores**





## 12X3: SUPPORTING THE LAUNCH OF A NEW BOXING GYM

### Challenge

12x3 were opening two new boxing gyms in London and needed support generating new customers, initially on a trial basis, but with the hope of converting them into full paying members.

### Solution & results

We used precise radius & interest targeting across Google Ads, Facebook & Instagram utilising a mix of promotional offers and free trial messaging in order to generate a steady influx of first time customers

We also ensured a feedback loop that meant that each free trial driven could be tracked up to the point of being a paying customer. This meant we could optimise towards true commercial value for 12x3 rather than just the volume of free trials.

CPA per paying customer of  
£36.45

600% ROAS across paid  
channels

**12x3 Boxing | Be Trained By Champions** 1

**Ad** [12x3gym.co.uk/seven-day-trial/book-now](https://12x3gym.co.uk/seven-day-trial/book-now)

Get your 7 Day Trial For £35 at 12x3 Boxing Gym in Aldgate or Paddington . Get unlimited sessions with World Class Coaches. Dare to be

**12x3 Boxing** Sponsored ·

**Coaches**

**Pricing**

**Workout**

**50% Off Personal Coac**

Call 0208 032 4067

Be trained by champions at 12x3 Boxing in Aldgate. To make weight this January, use code 'NoGutsNoGlory' at checkout to get your first session free.

12x3gym.co.uk  
**12x3 Boxing: First Session Free** [BOOK NOW](#)

# WHITE TIGER QIGONG: TAKING QIGONG TO THE MAINSTREAM

## Challenge

To increase the CRM database of WTQ and fill capacity at high-end qigong events globally.

## Solution & results

Through our strategy focusing on mindfulness, mobility & medical, we used our gap analysis approach alongside channel marketing via paid search, social and display to drive awareness of WTQ and qigong in general to targets in core locations.

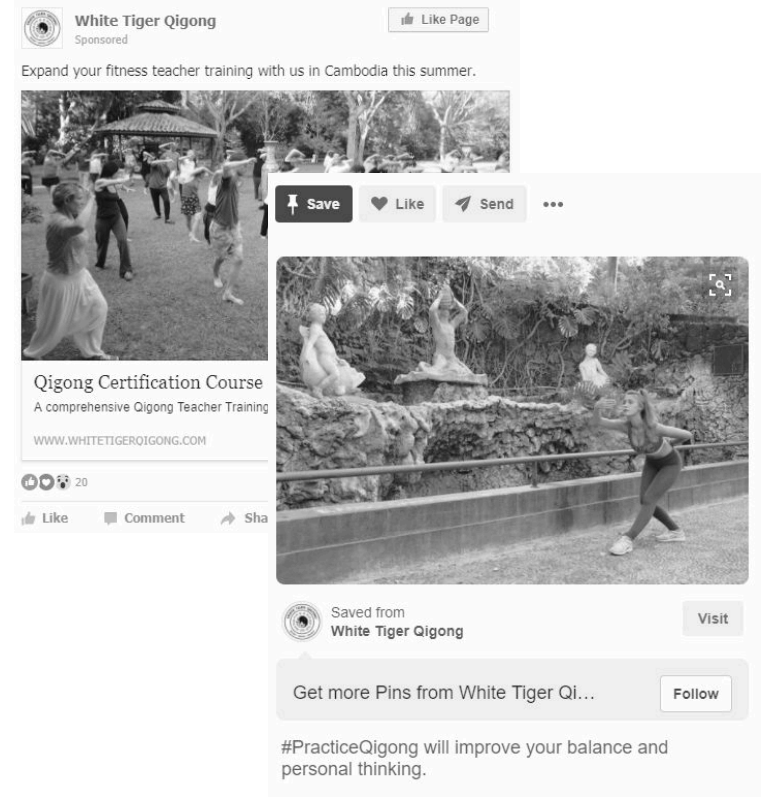
This included running campaigns across Facebook & Pinterest amongst paid search.

This was then followed up with low funnel messaging on both search and social channels focusing on converting customers and filling event

**75% increase in Ecommerce revenue**

**1600% ROAS on average per event**

**490% increase of online course sales**



White Tiger Qigong  
Sponsored

Like Page

Expand your fitness teacher training with us in Cambodia this summer.

Save Like Send ...

Qigong Certification Course  
A comprehensive Qigong Teacher Training  
WWW.WHITETIGERQIGONG.COM

20

Like Comment Share

Saved from  
White Tiger Qigong

Visit

Get more Pins from White Tiger Qi... Follow

#PracticeQigong will improve your balance and personal thinking.

## ESSILOR: AGE IS JUST A NUMBER (AIJAN) CAMPAIGN

### Challenge

The AIJAN campaign was run to question conventions and stereotypes about what it is to be old and drive engagement & conversions on the AIJAN website.

### Solution & Results

The campaign was broken down into 2 phases. Reach, where we drove relevant traffic to the AIJAN website in order to promote engagement & UGC of people who themselves broke these stereotypes.

We then remarketed, pushing product ads to those who were most engaged with our ads, in order to convert customers.

Both of these phases were supported by content created by Curated, with the overall goal of driving new customers for Essilor.

**The campaign was successful, breaking all targets across reach, engagement and lead generation.**



Discover the first varifocal to provide total visual freedom. Vision. Redefined.



**Essilor | Varilux X S**  
Age is just a number. See  
[essilor.co.uk](http://essilor.co.uk)

109



See as young as you feel. Join us in our mission to make age just a number.



**Essilor | Varilux X Series**  
Age is just a number. See more.  
[essilor.co.uk](http://essilor.co.uk)

[Learn More](#)

149

9 comments 13 shares

# SWEATBAND: CONTENT, COMMUNITY & COMMERCE

## Challenge

Sweatband are a sporting goods store saw a spike in sales demand during lockdown. As part of a subsequent website launch, Curated were hired to guide on digital strategy and inform content direction.

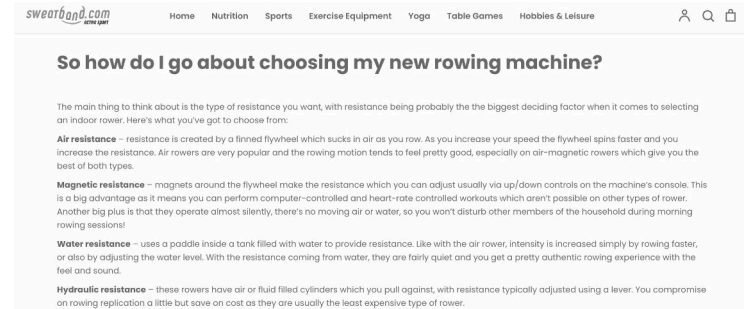
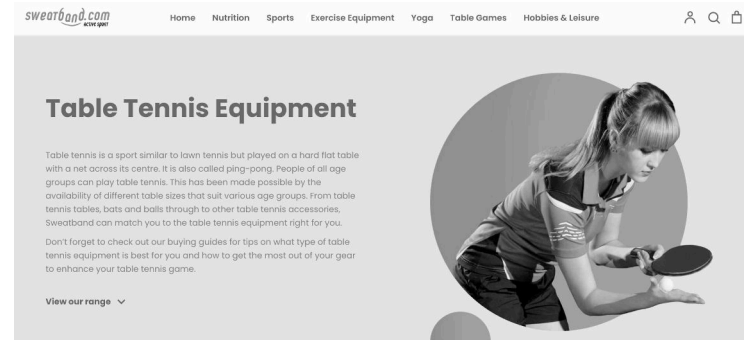
## Solution & results

Onsite copy was optimised with a focus on clear product category copy & landing pages. This work was informed by in-depth keyword mapping, optimising for PAA questions with structured data.

Curated also built communities, and integrated a CRM platform into the business allowing for greater customer understanding & personalisation.

The introduction of a CRM and email strategy was also important in order to focus on retention, and save future costs of acquiring customers.

Overall, the new Sweatband website has been a success, with the updated copy & category pages playing a large part in providing a greater customer experience.



# ANYTIME FITNESS: ACQUIRING NEW CUSTOMERS POST LOCKDOWN

## Challenge

We worked with Anytime Fitness to help a number of their gyms across the UK who were struggling to attract new members due to Covid-19 restrictions and uncertainties. Curated were tasked with running activity across paid search channels to drive more leads through to the various.

## Solution & results

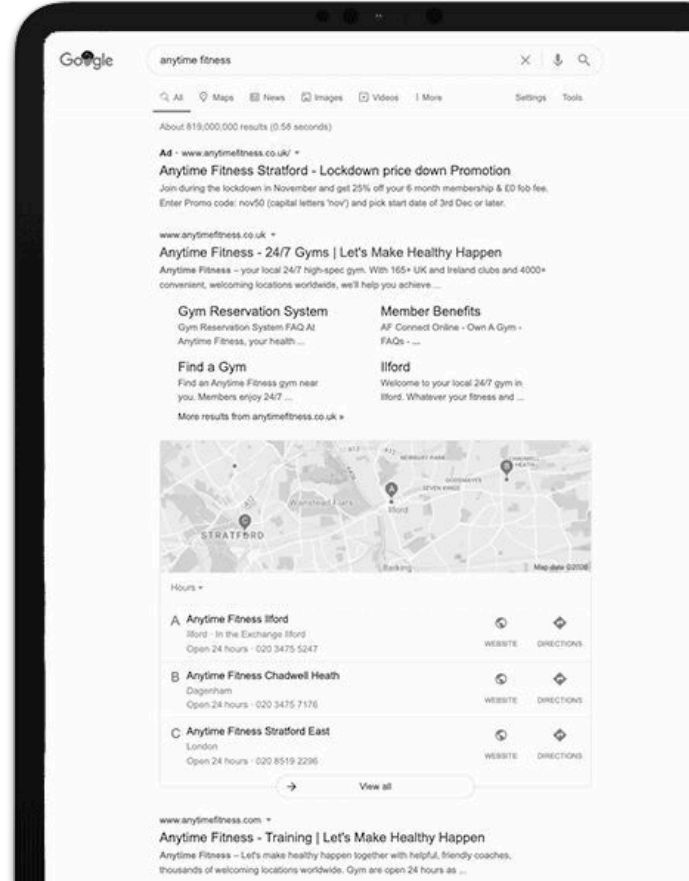
In order to maximise intent, we made sure to prioritise on customers who were living within the vicinity of, or searching for cities where the Anytime Fitness gyms were. This allowed us to focus on those most likely to convert, but also allocate our budget on the most opportunistic gyms that were in need.

To maximise the quality of the leads driven we added 'in demographic' & 'in-market' audience adjustments to hone in on an audience who would be more interested and ready to convert, as well as making use of automating bidding where appropriate.

37% decrease in cost per lead across all digital channels

36% increase in new members

41% monthly increase in leads from paid search





## PHARMACEUTICALS: PFIZER, BARD, ADVANZ



### Project specifics

- B2B Focus
- Delivered a strategy to help Pfizer better engage with HCP's via an internal platform (ePermissions)
- Develop engaging content and amplify via social media channels to drive high engagement levels from HCPs online
- Creation of a strategy for 3rd party partnerships



### Project specifics

- B2B > D2C Focus
- Shift Bard's focus on urinary health products (catheters) away from B2B to target D2C
- Amplification of the BARD brand to generate awareness amongst patients, setting up trials (leads) of their urinary products direct with prospective customers



### Project specifics

- B2B Focus
- To evolve over the next two years and to be seen as thought leaders within the hospitals and critical medicines space
- Build a strong social presence to reach the right people, with the right content, at the right time to ensure maximum engagement levels & brand recall