



BOOSTING BRAND AWARENESS AND SALES THROUGH INTEGRATED MARKETING

PROBLEM

GeneType aimed to raise brand awareness and boost sales for their genetic tests predicting risks for serious diseases like breast cancer, ovarian cancer, and melanoma. Despite the crucial nature of these tests, GeneType needed a strategic campaign to stand out and drive consumer engagement.

CAMPAIGN SOLUTION

Creators Entertainment Group implemented a comprehensive three-month pilot campaign to enhance brand visibility and sales through integrated marketing across multiple channels.

Campaign Strategy:

- **Integrated Marketing:** Utilized both organic and paid channels.
- **Instagram Stories Campaign:** Collaborated with select influencers to create engaging content.
- **User-Generated Content (UGC):** Employed new technology to build lookalike influencer audiences.
- **Facebook Community:** Established and grew a dedicated community.
- **Facebook Advertising:** Leveraged Creator UGC videos for targeted advertising.

RESULTS

Creators Entertainment Group's integrated marketing strategy successfully elevated GeneType's brand awareness and sales. By utilizing a combination of influencer campaigns, UGC, and targeted advertising, the pilot campaign achieved outstanding growth and engagement, demonstrating the power of a well-rounded marketing approach in the health and wellness industry.

The pilot campaign achieved remarkable results:

- Facebook Community Followers grew 7x over 3 months.
- Community Engagement: Boosted from 0% to 17%.
- Influencer Videos: Generated > 150,000 Facebook ad link clicks.
- Weekly Sales: Saw a 500% increase.

