



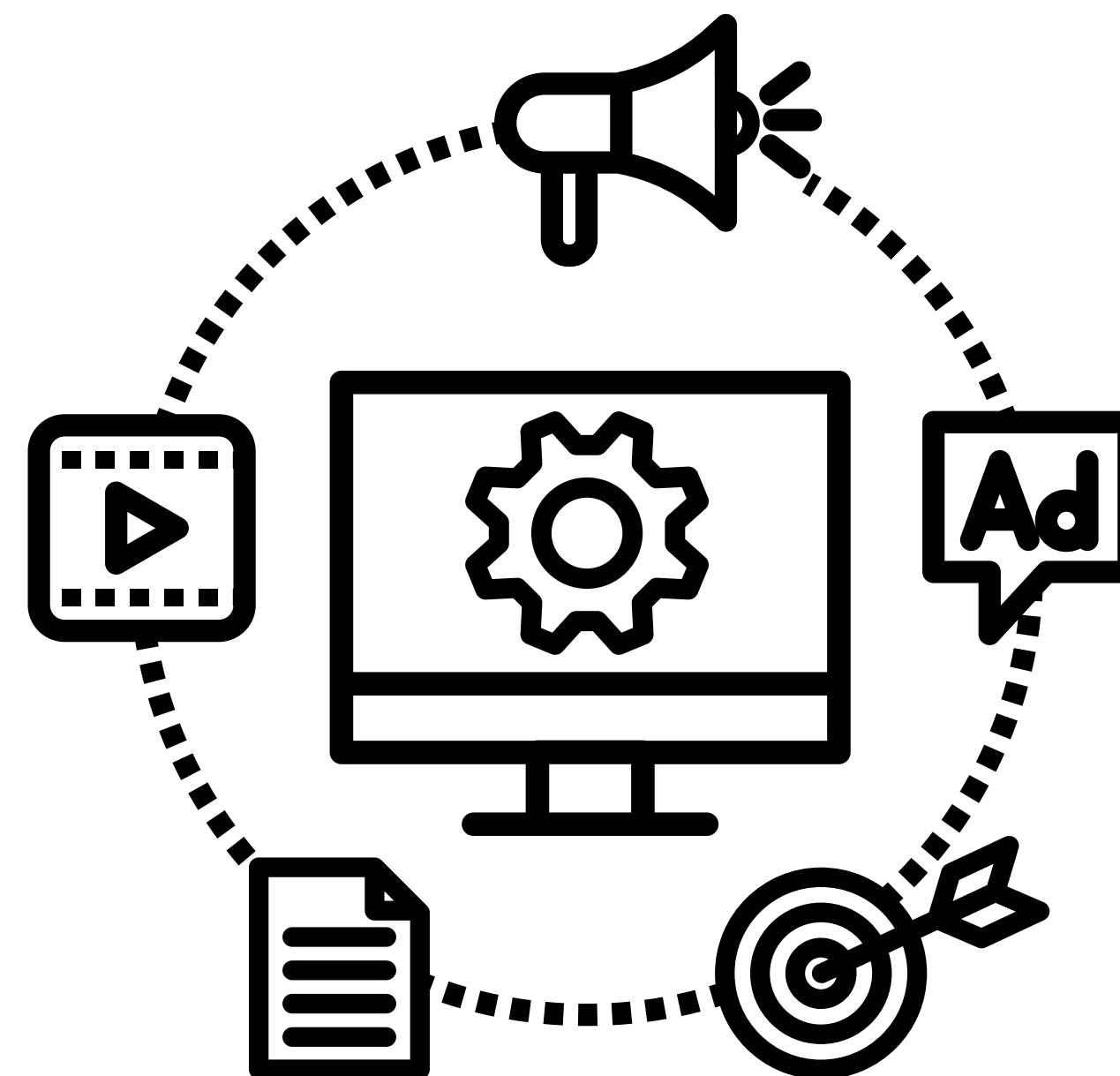
# Case Study: *High-Growth Webinar*

Achieving strong engagement and audience expansion from GLP-1 + MCAS Masterclass

# Executive Summary

The GLP-1 + MCAS Masterclass webinar campaign delivered exceptional performance, achieving 2,433 total registrants and a conversion rate of 27% from registration to live attendance.

Key outcomes include significant audience list expansion, resulting in 1,456 new subscribers—an increase of 9.25% from our client’s current list size. Furthermore, the campaign achieved demonstrably strong audience engagement, with a total of 572 unique engaged viewers and over 100 questions submitted throughout the masterclass. These results validate the strategy of using specialized, high-value content to attract and grow a targeted audience, setting a new benchmark for future outreach efforts.



# About the Client

As a leading expert in Mast Cell Activation Syndrome (MCAS) and complex chronic illness, our client is widely recognized for her investigative, root-cause approach to medicine. Her clinical work focuses on uncovering biochemical, immunological, and environmental drivers of chronic disease.

This expertise made the GLP-1 + MCAS topic a perfect alignment for an educational deep dive in collaboration with a fellow doctor.



# The Challenge

## 1. High-Complexity Clinical Topic

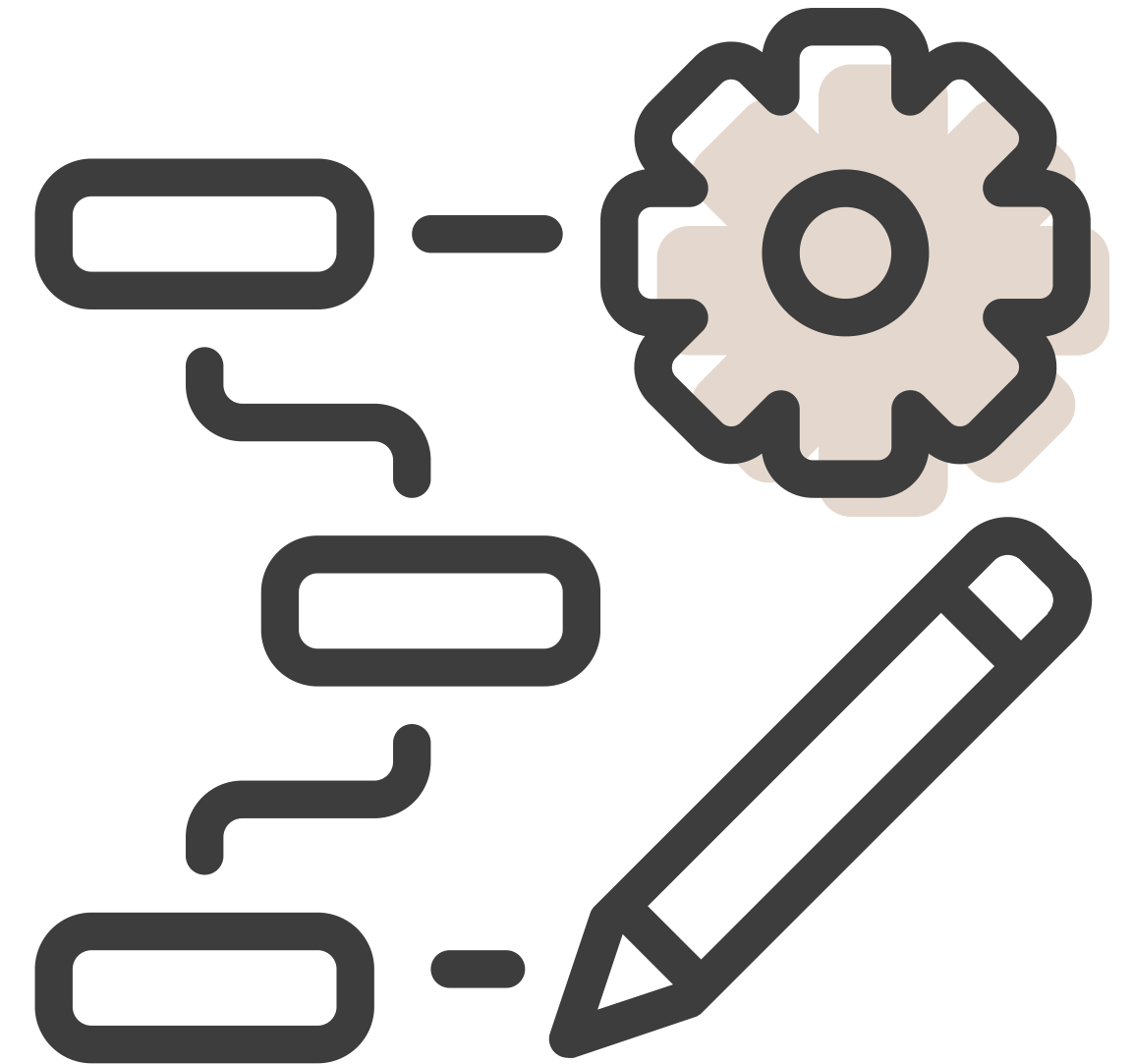
The relationship between GLP-1 medications and mast cells is new, rapidly evolving, and often misunderstood. The campaign needed to simplify a complex topic while still preserving our client's advanced clinical expertise.

## 2. Reaching High-Intent Registrants

We needed to attract individuals who:

- Are dealing with MCAS or chronic inflammatory conditions
- Are using, or evaluating, GLP-1 medications
- Trust functional/integrative approaches
- Value clinician-led education

This required a highly targeted and intentional outreach strategy.



# Solutions/Strategy

A layered, multi-channel strategy ensured consistent visibility and strong momentum leading up to the event.

## A. Consistent Marketing Across Email + Social

We used a coordinated approach across newsletters and social platforms by:

- Sending educational emails that built curiosity early
- Creating a clear problem-solution narrative
- Running weekly social assets highlighting the GLP-1/MCAS connection
- Using expert positioning to reinforce credibility

This kept the topic at the forefront and drove a strong registration flow.

## B. Cross-Authority Partnership

Partnering with a fellow doctor expanded reach and added dual-expert credibility.

This collaboration:

- Brought new audiences to our client's ecosystem
- Increased perceived value
- Improved click-through and registration rates



# Solutions/Strategy

## Tactic One: Multi-Email Promotional Funnel

We sent out four campaigns featuring:

- Educational problem-awareness emails
- Expert positioning messaging
- Clear calls to register
- Final-48-hour urgency reminders

This drove the majority of registrations and produced strong open/click rates.

## Tactic Two: Social Media Amplification

Our social approach highlighted:

- Educational micro-content
- Teasers connecting GLP-1 meds to MCAS
- Branded images designed for shareability
- Cross-promotion between both clinicians

This expanded visibility and reinforced the email messaging.



# Results / Outcomes

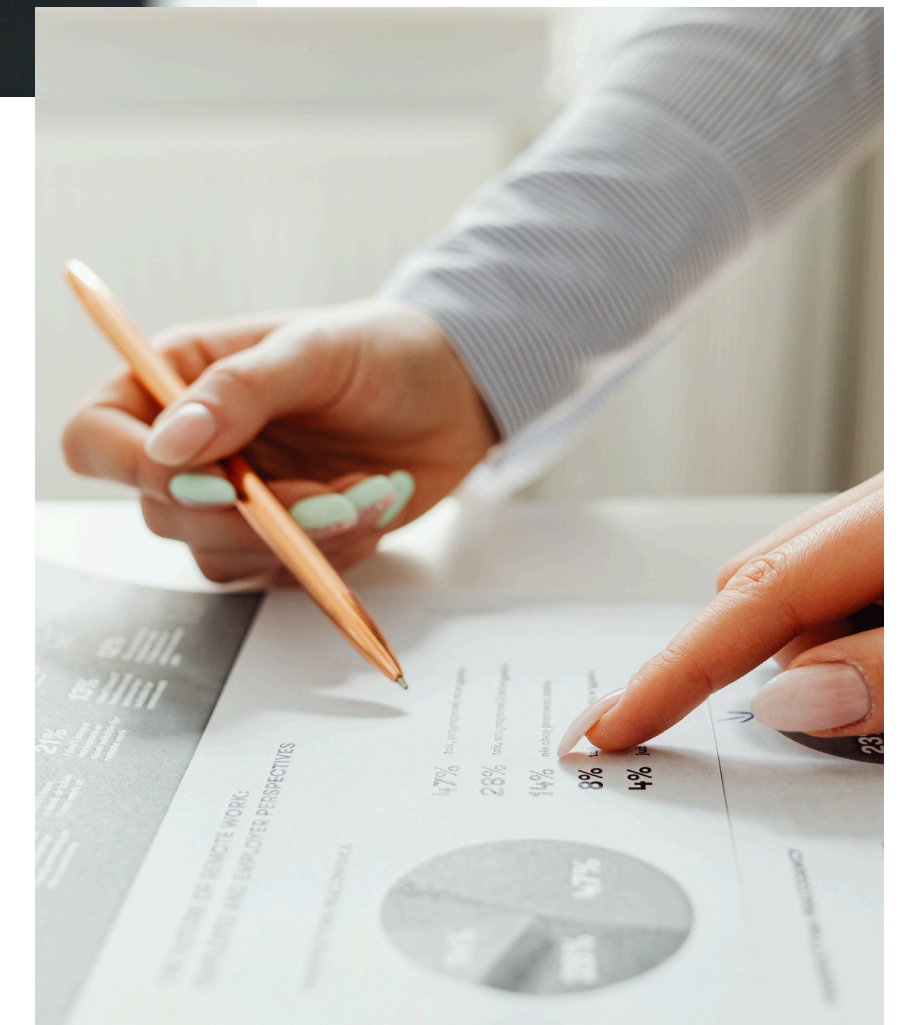
## Registration & Attendance

- 2,433 registrants
- 670 live attendees
- 572 unique engaged viewers
- 110 questions submitted → very high engagement

## Email List Growth

- 1,456 new subscribers added
- 9.25% total list growth (starting list: 15,744)

This represents one of the strongest list-building events to date for our client



# Key Takeaways

- **Exceptional List Growth:** The webinar campaign successfully served as a high-performance lead-generation tool, resulting in significant growth of the audience list by effectively targeting a specialized audience interested in GLP-1 Agonists and MCAS.
- **Strong Audience Engagement:** The Masterclass format successfully captured audience attention, demonstrated by high attendance and participation rates, proving that complex or specialized topics can drive deep engagement when presented effectively.
- **Proven Campaign Model:** The overall campaign structure—from promotion to execution—was highly effective, establishing a repeatable and successful model for future high-growth webinar initiatives.





# Let's Talk *Strategy*

413-344-5444

daffnee@daffneecohen.com

www.daffneecohen.com

DCM marketing group