

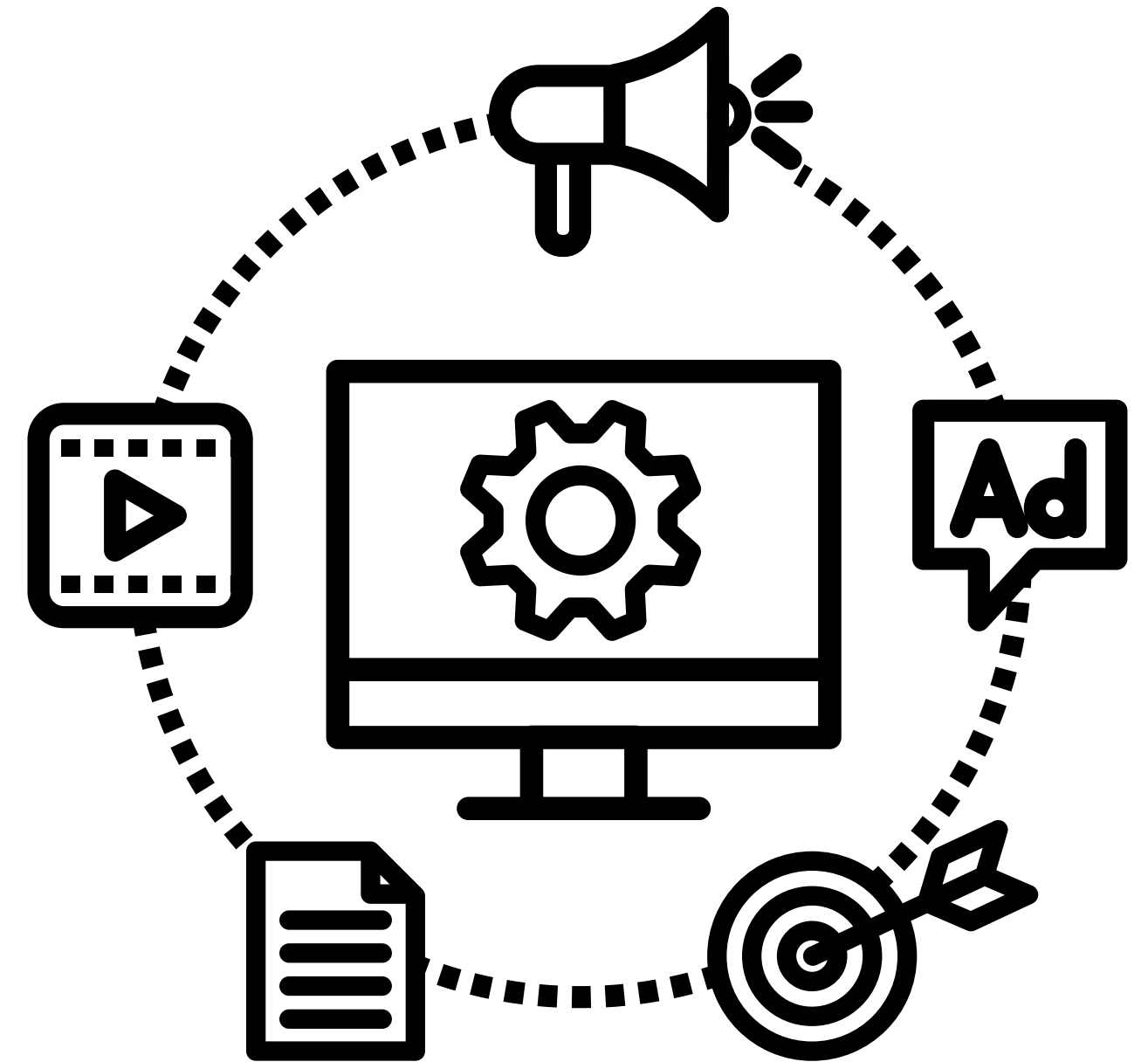


Case Study: *Webinar Marketing Growth*

Driving revenue and product adoption through strategic webinar marketing

Executive Summary

- Created a high-conversion webinar funnel to launch the *Long COVID and Brain Health* panel
- Delivered \$3,495 in revenue from initial campaign despite high price sensitivity
- Achieved strong engagement: 371 sign-ups, 80 live attendees, and 85 replay views
- Improved demand for core product line - uplift in orders for their standard Long COVID panel



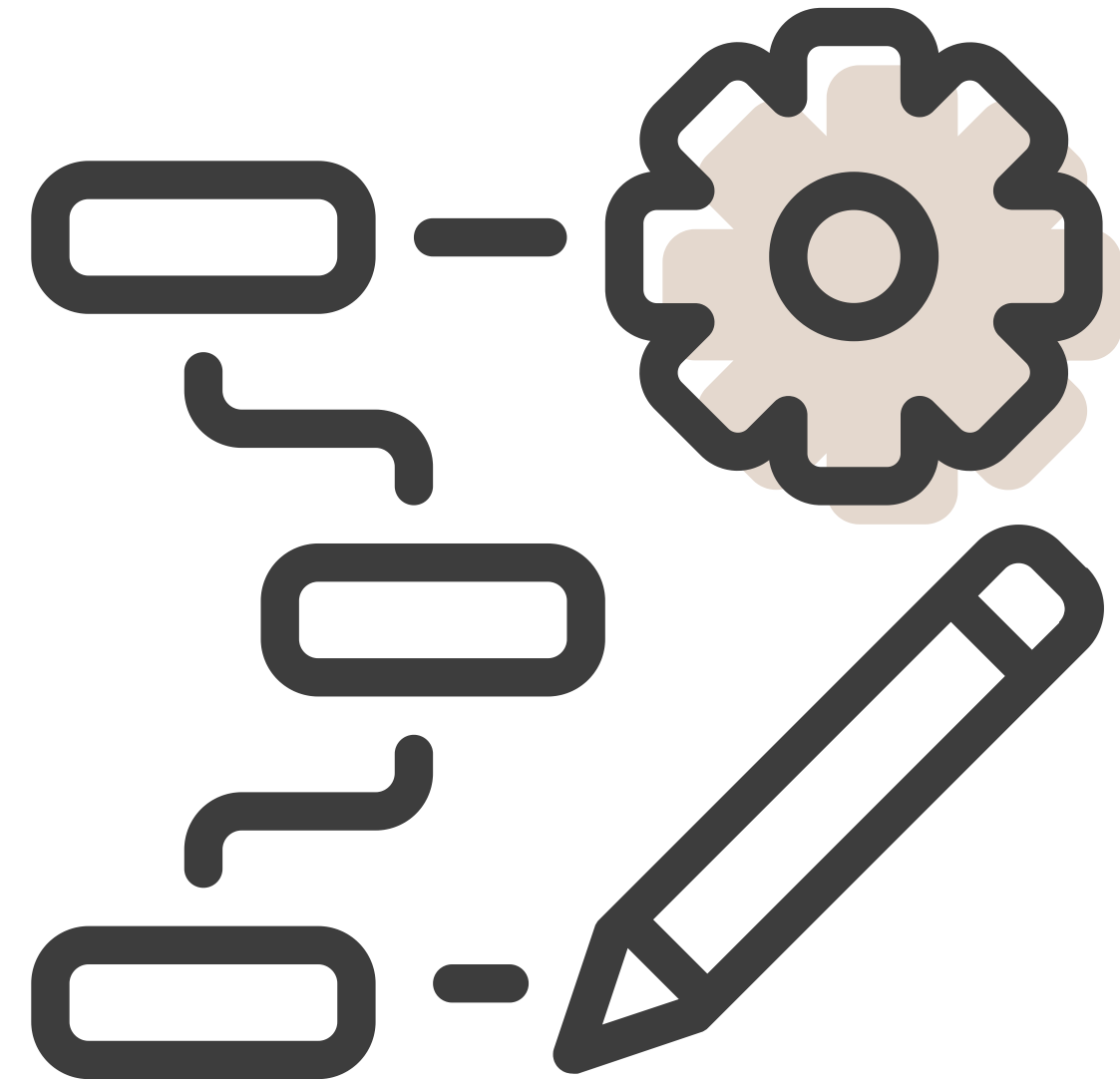
About the Client

Our client is a specialty clinical laboratory with over 30 years of experience in immune diagnostics. They are known for their accurate and advanced panels that serve healthcare practitioners and their reputation for scientific credibility, innovation, and deep clinical expertise.



The Challenge

Our client needed support tracking a complex sales funnel—moving prospects from a webinar to the commitment of ordering test kits, which represented a high-value purchase. Success depended not just on lead generation, but on driving specific calls-to-action (CTAs) within the educational content.



Solutions/Strategy

Overall Approach

Our approach was to establish a meticulously tracked funnel centered around a high-value educational webinar. We focused on capturing metrics across the entire customer journey, from initial interest through to the conversion event. This strategy aimed to prove the efficacy in attracting and motivating a qualified audience and ultimately converting.



Solutions/Strategy

Tactic One: High-Value Educational Funnel

- Positioned the webinar as an expert-led session on Long COVID and brain health
- Built trust through high-value clinical insights and real-case discussion
- Offered a time-limited promotion to create urgency

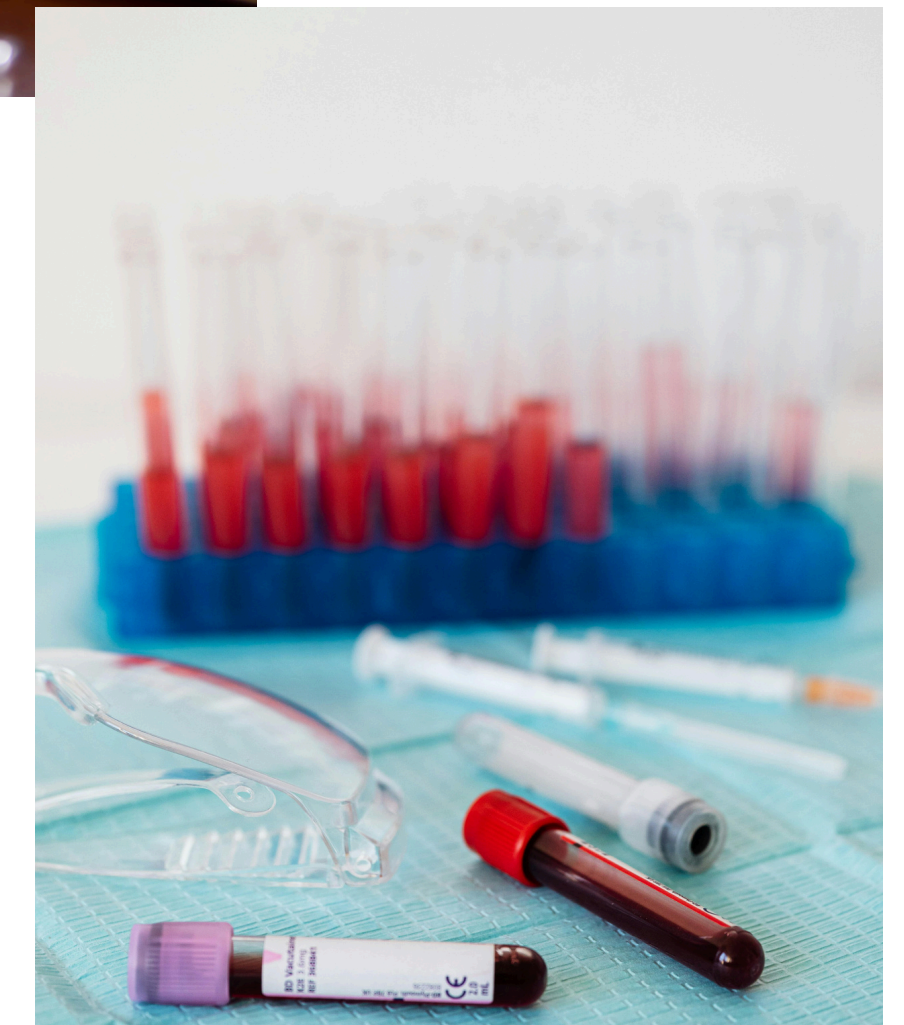
Tactic Two: Precision Metrics Tracking

- Mapped the entire customer journey from registration to conversion
- Optimized follow-up sequences and messaging based on engagement data
- Focused on conversions, not just view or sign ups



Results / Outcomes

- Sign-Ups
 - 371
- Attended Live
 - 80
- Watched Replay
 - 85
- Opened Promo Offer
 - 41
- Visits to Site
 - 21
- Kits Ordered
 - 15
- Tests Sold -
 - 5 (\$3495)



Key Takeaways

- Educational marketing builds trust and overcomes pricing friction for complex products
- High-ticket diagnostic panels can convert when value is clearly communicated
- Even modest conversions can generate strong ROI in clinical markets
- Strategic funnels also drive brand lift





Let's Talk *Strategy*

413-344-5444

daffnee@daffneecohen.com

www.daffneecohen.com

DCM marketing group