

Performance Marketing Case Study

Healthcare



Less Guesswork. More Growth.

\$0 to \$20K in Ad Spend: Healthcare Brand Scales in 3 months

The Story: A healthcare startup approached me with a promising service & product — but no marketing infrastructure.

- No ad history.
- No lead generation funnel.
- No CRM integration.
- And zero customers.

The Result: A strong marketing foundation in 3 months scaled to their \$20K goal with a CAC < \$300 — and that same client was able to scale past \$1MM in ad spend over the next year!



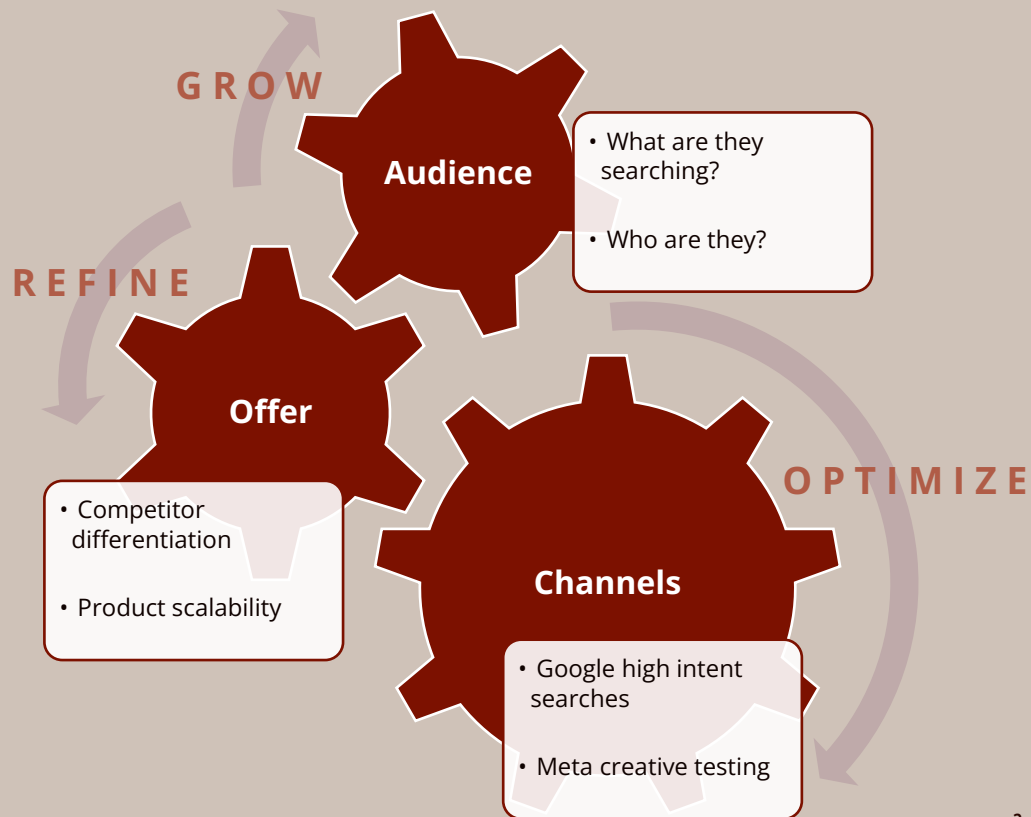
The Strategy: Aligning Offer, Audience, and Channels

Key Takeaways

- CAC optimization starts with solid tracking and CRM feedback, not just ads.
- Smart marketing channel selection paired with an attractive offer drives fast wins without waste.
- You don't need a huge budget—you need a scalable new customer acquisition system.

Why It Worked

- I focused on **alignment before scale**: research, ad messaging, and audience came first.
- I didn't just launch ads—I set up a revenue-based **marketing foundation**.
- I **prioritized** tying back ad spend to overall **profitability**.



My Method for Sustainable Growth

Every engagement starts with understanding audience intent, evolves through structured experimentation, and scales only once efficiency is proven.



“Strategy is not about doing more—it’s about doing what works, better.”



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