Case Study – Agribusiness client

A simple approach to improve engagement

The Challenge

While overall engagement in the wellness program was strong, the client observed a noticeable dip in Health Assessment (HA) completions and a slowdown in health coaching participation throughout 2024.

The Solution

Health Assessment Contest – To boost HA completions, I launched an eight-week email campaign targeting non-completers with weekly, personalized messages. To drive action, each email highlighted that completing the HA automatically entered participants into a contest to win a prize. After qualitative research revealed that data privacy concerns were a key barrier, I also included a fact sheet and short video in every email showcasing WebMD's commitment to data security

Health Coaching – To promote health coaching services, I adapted WebMD's existing communication assets to reflect the client's unique brand identity. Incorporating their specific brand colors, tone, and visual style ensured the materials felt familiar and credible to the audience. To drive engagement, I integrated clear details on both the health benefits and the monetary rewards of coaching, making the value of participation compelling and actionable.