



BOOSTING BRAND AWARENESS AND SALES THROUGH INTEGRATED MARKETING

MULTI INFLUENCER/UGC CAMPAIGN

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

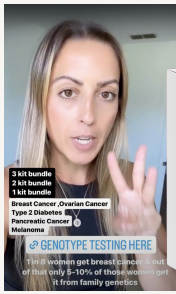
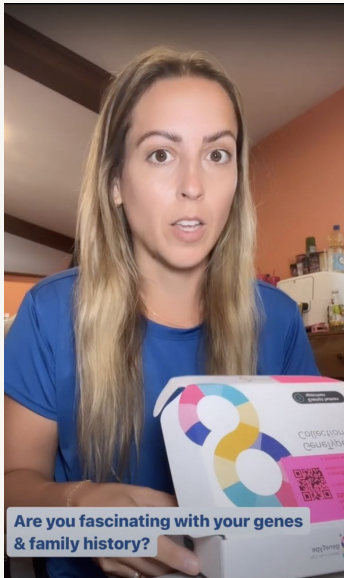
Creators Entertainment Group's integrated marketing strategy successfully elevated Genetype's brand awareness and sales. By utilizing a combination of influencer campaigns, UGC, and targeted advertising, the pilot campaign achieved outstanding growth and engagement, demonstrating the power of a well-rounded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

The pilot campaign achieved remarkable results in terms of community growth, engagement, and sales:

- **Facebook Community Growth:** Increased from 2,900 to 19,400 followers over three months.
- **Community Engagement:** Boosted from 0% to 17%.
- **Influencer Videos:** Generated 150,000 Facebook ad link clicks.
- **Weekly Sales:** Saw a 500% increase.



GeneType Breast Cancer Test



THANK YOU

(212) 921-2190

MIKAYLA@CEGTALENT.COM

CEGTALENT.COM

Copyright © 2024 CEG All Rights Reserved – This document and any file transmitted are confidential and intended only for the individual or entity to whom they are addressed. If you are not the intended recipient of the person responsible for forwarding this information to the intended recipient, you have received this in error and any use, dissemination, forwarding, printing, or copying of this information or any attachments is strictly prohibited. If you have received this information in error, please immediately notify the sender directly via email. Please delete this information and its attachments from your system and do not retain any copies or share.