

HEALTHCARE INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- What is the ideal diet for you?
- Calorie counter - estimate your daily calorie consumption
- Find out how frequently you can cheat on your diet.
- How profitable is it for you to invest in the health industry?
- Good Health = Good Life. How healthy is your lifestyle?
- Are you aware of the most common health scares?
- Are you at risk of getting a lung disease?

LINKS TO LIVE INDUSTRY EXAMPLES

- [Health and wellness quiz](#)
- [Nutrition pop quiz](#)
- [Which sport is right for your fitness goals?](#)
- [How much daily protein do you need?](#)



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- What are the most suitable healthcare facilities near you?
- Find out which one of our Healthcare Plans are most suited for you?
- What life insurance plan should you opt for?

COST CALCULATORS

- How much would it cost for you to have an open heart surgery?
- Are you eligible for a health loan?
- How much will you spend on healthcare in a lifetime?
- What is the cost of deviating from your optimal calorie intake?



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much do you save using our Healthcare Facilities?
- Calculate the overall discount you will receive on using ____

COMPETITOR FOCUSED

- How is our healthcare support better than...?
- What extra facilities provided at --- could you benefit from?



CREATING **LOYALTY**



INFLUENCE DECISIONS



GROWING **MQL**