



HEALTHCARE INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES

TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- What is the ideal diet for you to follow?
- Which cheat food are you?
- 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](#)



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?



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

COST CALCULATORS

- How much would it cost for you to have an open heart surgery?
- Are you eligible for a health loan?
- How much would taking a loan cost?

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

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



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

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



GROWING **MQL**