



Unique Campaign Strategies

Strategy 1: "Nurse-First Story Video Drops"

- Target Audience: HR Directors, Benefits Managers
- Pain Point: Slow employee recovery and claim confusion
- Messaging Hook: "See how one nurse got Emily back to work weeks faster—with less paperwork and hassle."
- Outreach Channel: LinkedIn direct message > Email follow-up > 1-minute video drop

Strategy 2: "Claims Audit Offer"

- Target Audience: Risk Managers, Claims Managers
- Pain Point: Claims delays and regulatory headaches
- Messaging Hook: "Find out if your claims workflow leaves money on the table—in 2 clicks."
- Outreach Channel: LinkedIn InMail > SMS with audit invite > Personal phone call

Strategy 3: "Whole-Person Wellness Challenge"

- Target Audience: Benefits Administrators
- Pain Point: High time-off costs and incomplete recoveries
- Messaging Hook: "Your team: healed inside and out. Try a 7-day wellness challenge for claims staff."
- Outreach Channel: Email > Internal company chat > Virtual event registration

Strategy 4: "Zero-Admin Promise"

- Target Audience: HR, C-suite
- Pain Point: Admin overload during injury claims
- Messaging Hook: "What if you could handle claims with zero added paperwork?"
- Outreach Channel: SMS > Email > LinkedIn > Case-study direct mail

Strategy 5: "Results Reveal Webinar"



- Target Audience: All decision-makers
- Pain Point: Lack of proof and ROI clarity
- Messaging Hook: “Real data: how InsurHealth cut claim cycle time by 37% for companies like yours.”
- Outreach Channel: LinkedIn Event > Webinar registration > Post-webinar survey

Strategy 6: "AI Claim Coach Introduction"

- Target Audience: Risk/Claims Managers, HR
- Pain Point: Missed communications and bottlenecks
- Messaging Hook: “Meet your new digital teammate. AI Claim Coach keeps everyone in sync, 24/7.”
- Outreach Channel: Email > Website chat pop-up > LinkedIn

Strategy 7: "Peer Recommendation Exchange"

- Target Audience: HR, Occupational Health Nurses
- Pain Point: Not knowing whom to trust in case management vendors
- Messaging Hook: “Hear what other HR leaders say about switching to nurse-led claims—no fluff, just facts.”
- Outreach Channel: LinkedIn Groups > Roundtable invite > Direct testimonials via text

Strategy 8: "Mobile Demo Blitz"

- Target Audience: Claims Manager, IT leads
- Pain Point: Outdated claims tools and poor user experience
- Messaging Hook: “Test drive our claims platform—on your phone, in 2 minutes, no downloads needed.”
- Outreach Channel: SMS > QR code links > On-demand virtual demo

Strategy 9: "ROI Calculator Instant Access"

- Target Audience: Finance and Admin decision-makers



- Pain Point: Weak claims cost visibility and lack of control
- Messaging Hook: “See how much InsurHealth could save you—type two numbers, get your results instantly.”
- Outreach Channel: LinkedIn ad > Landing page > Email follow-up

Strategy 10: "Executive Lunch-and-Learn"

- Target Audience: C-suite Executives, HR Directors
- Pain Point: Hesitation to switch providers and legacy system inertia
- Messaging Hook: “Lunch is on us. See how other executives cut injury costs by 30%—let’s talk face to face.”
- Outreach Channel: Direct mail invite > SMS RSVP > Calendar link