



Powered by



prescription for success

building brand awareness & growth in the healthcare sector

a case study featuring

Craft Concierge

the organization



Craft Concierge offers a direct primary care model with a strong commitment to doing healthcare right. Focused on personalized care and offering all-inclusive memberships, Craft Concierge ensures patients receive tailored care with direct access to doctors, 24/7 support, and same-day or next-day appointments. Locations in both Tampa and Tulsa help expand this innovative model, empowering patients to take control of their healthcare needs.

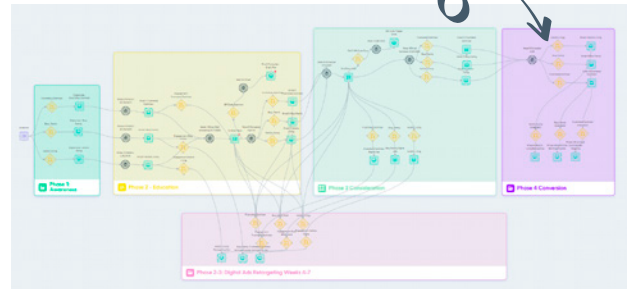
the challenge

Craft Concierge aimed to enroll 300 new patients in Tampa by year-end, with a key challenge of introducing and building awareness around the direct primary care model in a competitive market. The challenge was not just about attracting new patients, but also educating them on the personalized care and all-inclusive memberships that Craft Concierge offers—highlighting a better alternative to traditional healthcare.

our approach

Pixa crafted a persona-driven, AI-powered customer journey that guided potential patients through the marketing funnel—from initial awareness to signing up for a free consultation and an exclusive 1-month free membership offer.

Customer Journey



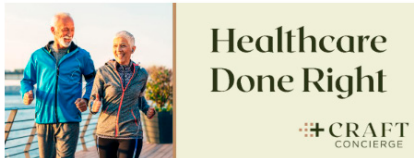
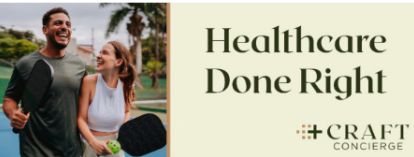
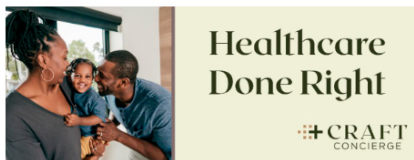
By identifying key personas - Holistic Living, Busy Family, and Frustrated Optimizer - we tailored messaging and creative to resonate with each persona, seamlessly integrating both online and offline touchpoints.

Geofencing Strategy

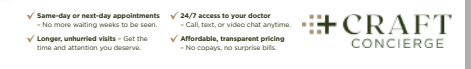
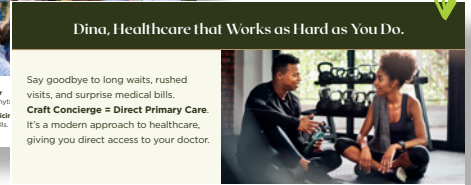
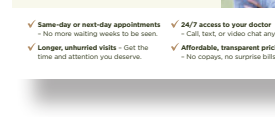
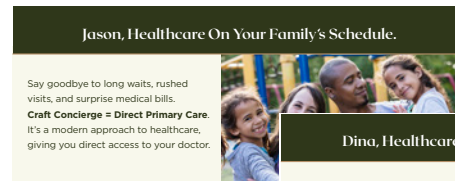


The campaign utilized geofencing around high-affinity locations such as upscale fitness centers, Whole Foods, and competitor concierge providers, ensuring the right audience was targeted. Additionally, addressable geofencing ads displayed across devices in targeted households, creating a seamless digital experience.

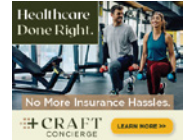
The campaign included a mix of digital ads, landing pages, email nurture sequences, and direct mailers. Throughout, we maintained a cohesive brand identity to ensure consistency in look and feel across all channels.



Email headers featured imagery based on each persona



Digital Ads



the results


1.7M
Total Impressions


14.8K
Engagements

41%
Email Open Rate



Geofencing
1.2K
Affinity Ad Clicks

1.7K
Addressable Ad Clicks



10,482
Direct Mail Pieces Sent



2,161
Engaged Personas

Craft Concierge has successfully engaged the Tampa market with a tailored, AI-driven marketing strategy. The campaign lay the foundation for building the brand in a competitive healthcare landscape.

next steps

Looking to Grow Your Practice? Let's craft a personalized, results-driven marketing campaign for your business. Call Pixa to start the conversation.



Pixa is a full-service creative and direct marketing agency built to help brands connect with the right audiences in the right way. Whether through Pixa Creative for strategy and creative or Pixa Direct for printing and mailing, we deliver results that matter.

oh, hey there!

We'd like to introduce ourself ... or should we say selves?
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.

Two is better than one, right? We like to think so.



Our super skilled marketing team that combines talented design with innovation and execution.



STRATEGY



DESIGN



DIGITAL
MARKETING

thinkpixa.com



Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.



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