

Customer Acquisition

WellNest Promoters



Early Adopters

Age: 42.6
Income: \$92,000
Working Mom
Homeowner
Aging Parent
College Degree



Pain Points

Proximity
Price: Affordable
Protective Environment
Preventative Care Options
Process: Simple



Marketing Strategy

Social Media
Community Events
Local Canvassing
Podcasts & Talk Radio
Direct Mail

Inbound Marketing
Localized outreach and digital strategy to gain public trust and interest

Marketing Qualified Lead

Initial Customer Interest 100p
Consumer evaluation and product feedback

Sales Qualified Lead

Physical and/or Virtual Tour 10p
Consumer education is vital to expand our reach

Customer Acquisition Rate

Provide WellNest Services 1.5p
Provide a simple, high value service

LTV of a Customer

Promoters 100%
Reviews are vital to our growth

Retention and Referral