



# CONTENT MARKETING CASE STUDY

Content Strategy Development for a  
Holistic Health App



## Client

An online fitness training, nutrition coaching, and accountability app aiming to increase user subscriptions.

## Objective

Develop a content strategy to engage current users and attract new subscribers through educational and interactive content.

## Solutions

**Audience Analysis:** Conducted in-depth research on user demographics and preferences to tailor content effectively.

**Content Calendar:** Created a 6-month content calendar featuring daily wellness tips, weekly health challenges, and monthly webinars with health experts.

**Social Media Campaign:** Developed a social media campaign that featured daily posts which aligned with the content shared on the app, including tips, challenges, and quotes. This campaign leveraged hashtags and encouraged users to share their progress and stories, creating a community-driven experience.

## Results

**Subscription Growth:** Subscriptions increased by 300% within three months post-implementation of the content strategy.

**Social Media Growth:** The app's Instagram and Facebook pages saw a 60% increase in followers and a 75% increase in engagement rates during the campaign.

**Increased Conversions:** The conversion rate from free trials to paid subscriptions also saw an uplift, increasing by 25% compared to the previous period.