The GiG Funnel Activation Flow Connecting MarTech + AI to Healthcare Growth



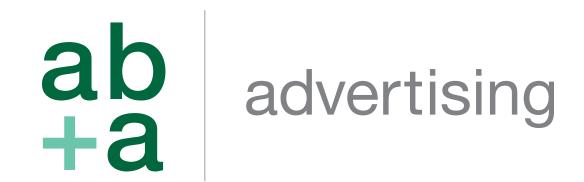
The GiG Funnel Activation Flow helps healthcare leaders move from complexity to clarity—activating the right mix of MarTech and AI at every stage of growth.



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1 Awareness

Tools: Programmatic, social, SEO, AI listening.

Metrics: Reach, impressions, brand lift.

2 Consideration

Tools: CRM integrations, retargeting, chatbots.

Metrics: Engagement rate, content downloads, site visits.

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ab +a

advertising

3 Loyalty & Advocacy

Tools: CRM nurture flows, Al satisfaction analysis, referral programs.

Metrics: Retention, LTV, NPS, referral growth.

4 Conversion

Tools: Marketing automation, Al-driven scoring, scheduling integration.

Metrics: Appointments booked, enrollments, cost per acquisition.