

# 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.

**The GiG Funnel Activation Flow**

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ab  
+a

advertising

3

**Loyalty & Advocacy**

**Tools:** CRM nurture flows, AI satisfaction analysis, referral programs.

**Metrics:** Retention, LTV, NPS, referral growth.

4

**Conversion**

**Tools:** Marketing automation, AI-driven scoring, scheduling integration.

**Metrics:** Appointments booked, enrollments, cost per acquisition.