

WPI

Digital Marketing Plan for Neuroconnect

Marketing 565: Digital Marketing

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Executive Summary

Neuroconnect is something that was created by combining the technology of Neuralink and Virtual Reality. After parents saw their child injured in a soccer game, they set out to find a new way for him to recover and return to the sport he loved; and this is where Neuroconnect was born. Using technology to help people be able to recover faster and easier is the company's main priority and that is what we wanted to show in everything we produced.

Users put the Neuralink chip in and wear the Virtual Reality headpiece to enter into their own customized world of physical therapy and recovery. Because every person's injury and road to recovery is different, Neuroconnect uses a different set of movements and workouts for each individual. Normal physical therapy is not always the best solution for everyone, but with the help of physical therapists, Neuroconnect creates an unique experience for everyone.

For Neuroconnect to have a stable foundation in their marketing strategy, the team created a business model and strategy approach for future launch of our new product Neuroconnect. The team started this process by creating a business model canvas to describe our value propositions, infrastructure, customer segments, and resources and to help understand, discuss, and analyze where to move forward. The company's primary target market is athletes, as well as individuals recovering from injury. There are not many competitors because this is the first product in the industry that combines AI and VR specifically designed to recover from injury.

After the business model and strategy has been formed and explained, the team worked together to create a marketing plan specific for launching Neuroconnect. This started with naming marketing goals. Our team decided to frame our overall digital marketing strategy in a phased process, focusing on obtaining attention, interest, desire, action, and loyalty. In all of the different phases of marketing, the product, price, place, and promotion are considered, as well as staying on brand and displaying what lies in the positioning statement. Different inbound and outbound strategies will be used to market our product, with the majority focused on search engine optimization and utilizing different social media platforms. Our company website will be interesting, yet easy to use, with direct links to customer service for any questions or inquiries about the company and its services.

We believe that if these different steps are taken while launching Neuroconnect, the company will generate demand, harvest demand, and build loyalty which is our marketing goal. This will be measured by tracking key performance indicators. Our product offers such a new and unique opportunity for physical rehabilitation so that is what we want all of our marketing efforts to reflect.

Business Model and Strategy

For Neuroconnect to have a stable foundation in their marketing strategy, the team created a business model and strategy approach for future launch of our new product Neuroconnect. There are many different factors and perspectives that need to be considered before developing the marketing tools for the product. This section will provide the identity of Neuroconnect, the intended customers in the process, discuss relevant markets and their competition, and the unique attributes of the team's product. The first portion of the business model is provided in more detail in the Business Model Canvas that can be found in the Appendix A.

Customer Value Proposition

Neuroconnect is the future in combining advancements in technology and Artificial Intelligence with physical therapy practices to create an immersive experience that speeds up the process of recovery. Whether from a recent injury or chronic pain, Neuroconnect creates an augmented environment that requires no equipment but simply a chip supported by Neuralink that is implanted into your brain. Injury recovery should be as quick as possible and give knowledge that it can be prevented in the future. The customer receives an experience that is both convenient and engaging so that you are able to recover and get back to your sport as soon as possible pain-free.

Target Markets

The primary target audience for Neuroconnect is athletes of all ages, ranging from beginner to professional level. The Neuroconnect system would be able to provide support since the PT sessions are specific to each person and their orthopaedic doctor. Child and teen sport-related injuries are fairly frequent where in the US there are 3.5 million injuries each year that cause some loss of time of participation, out of the 30 million children (age 14 and younger) who participate in sports.¹ Although this does include minor injuries, any severity would benefit from this type of technology due to its scalability. Minor injuries would only need one doctor visit before being able to go home and make a speedy recovery with sessions sent to their Neuroconnect device to be completed. For major injuries, Neuroconnect can be used just for a longer period of time and progress through communication with the PT provider. This isn't only intended for young athletes as most injuries actually occur during recreational activities even if not as severe as contact sports. Neuroconnect can provide a convenient solution so kids can return to play as soon as possible. Neuroconnect also has a target audience of professional

¹ Johns Hopkins Medicine. (2021). Sports Injury Statistics. Johns Hopkins Medicine.
<https://www.hopkinsmedicine.org/health/conditions-and-diseases/sports-injuries/sports-injury-statistics>.

athletes. This is intended to help build a rapport and thus encourage younger athletes either in high school or college or even younger to try it.

In addition to the athletic and active children category, Neuroconnect also has an audience of anyone who has chronic pain. The rate of adults in the US that are active has risen from 15.9% in 2003 to 19.5% in 2015 and is steadily on the rise.² This isn't only specifically in sports and therefore can be used by hikers, climbers, and walkers alike. With more active adults, there is an increased rate of minor injuries often caused by wear and tear overtime. Soft tissue injuries are injuries in any tissue in the body typically muscle, tendon, or ligament, and are the most common sports injury.³ Any adult can experience this type of injury over time in which case Neuroconnect would be useful in being able to recover and also prevent further soreness and pain through provided PT programs.

Overall, Neuroconnect can provide an immersive experience to any person looking to stay active and moving as long as they want and help prevent further injury. The convenience of having the device wherever you go allows customers to continue to do exercises and motions to keep everything well. However, it is important to note that this product would not be applicable for all injuries. Specifically injuries that do require additional equipment for treatment such as Electric Stimulation, massage, dry needling, etc. These would require the individual to go into the PT facility. This highlights the fact that Neuroconnect is a method of recovery after treatment has been applied. Neuroconnect helps you exercise your body to work for you in getting back to an active lifestyle once again.

Industry Analysis

Neuroconnect is mainly part of the broad industry of technology but more specifically in Artificial Intelligence and neural engineering. This is because Neuroconnect derives its main hardware from Neuralink. This is because the Neuralink chip that is implanted syncs with the human brain to allow humans to "control computers, prosthetic limbs, and other machines using only thoughts."⁴ The supply of the device would then require the hardware, implanting the product, and robotics equipment mainly to be successful. The virtual reality component will be implemented as part of the Neuralink chip as the main software framework.

Unlike Neuralink, Neuroconnect also directly involves the physical therapy and sports industries. Neuroconnect is made specifically for helping recover from injury and alleviate pain of the human body which these industries also share in that goal. Neuroconnect can also extend to the outdoors industry in terms of injury prevention and even safety. Neuroconnect can be used to not only evaluate during PT sessions but also as the individual is getting back into play. This is

² Cao, S. (2019, November 14). Elon Musk Says Putting AI Chip in Your Brain Will Be as Simple as Lasik. Observer. <https://observer.com/2019/11/elon-musk-neuralink-ai-brain-chip-podcast-update/>.

³ Sports Medicine Australia. (2021). Soft Tissue Injuries. Sports Medicine Australia. <https://sma.org.au/resources-advice/injury-fact-sheets/soft-tissue-injuries/>.

⁴ Waltz, E. (2020, August 28). Elon Musk Announces Neuralink Advance Toward Syncing our Brains with AI. IEEE Spectrum: Technology, Engineering, and Science News. <https://spectrum.ieee.org/the-human-os/biomedical/devices/elon-musk-neuralink-advance-brains-ai>.

already part of the PT process but Neuroconnect allows the user to continue to monitor this as the chip is implanted permanently.

Porter's Five Forces

Our new product Neuroconnect can be analyzed using Porter's Five Forces. This tool was developed to determine "an industry's attractiveness and likely profitability" based on five external forces. The five forces to be examined can be seen in Figure 1 below where the four powers and threats all point to competitive rivalry.



Figure 1: Flow Diagram of Porter's Five Forces

Adapted with permission from Harvard Business Review. From "How Competitive Forces Shape Strategy" by Michael E. Porter, March 1979.

Supplier Power: Neuroconnect has two main suppliers which are Neuralink and virtual reality software. The software used in this device is assumed to be part of the neuralink hardware system but will need to be purchased from a company that specializes in it. The number of suppliers for VR software is very large while the supplier for the chip is only one company at the moment with the advancements. The uniqueness is very high for the chip as there is currently no substitute and moderate for VR as there are many big tech competitors including Google, HTC, and Oculus.⁵

Buyer Power: The main customers include anyone with an injury or chronic pain that doesn't require additional treatment which is a large share of the US population. Each customer only needs one Neuroconnect chip for their lifetime and there are no direct competitors for this unique device. The Neuralink chip is quoted by creator Elon Musk to be implanted "as simple as

⁵ SoftwareTestingHelp. (2021, March 27). 20 Biggest Virtual Reality Companies: Top VR Companies 2021. Software Testing Help. <https://www.softwaretestinghelp.com/top-virtual-reality-companies/>.

LASIK” but there is no estimate on the overall price as the product is still in Research and Development phases.⁶ However, this price would be sensitive mostly to the process of implantation which for LASIK is close to \$2,200 per eye.⁷ There is really no substitute for this product at this point. The buyer also must have a PT provider that uses the system.

Threat of New Entry: New entry into this field would mostly be determined by the buyer as there are no direct competitors with this product. Costs associated with creating the chips and implementing the VR software are the upfront costs before any sales. Additional funding would be needed for the surgery which could be a barrier. Since this is the first product of this type, there is an advantage on cost and price where price can be determined as see fit.

Threat of Substitution: There is no current threat of substitution due to the development being so young of the Neuralink device. However, Virtual Reality can be easily substituted since it can be derived from many different large companies. But switching between these companies would come at a high cost.

Competitive Rivalry: There are currently no competitors with this product directly but there are some in the AI industry developing AI chips including Intel, Apple, and Google that are developing these chips but haven’t gotten as far as Neuralink with implementing into the human brain.⁸ The customer loyalty in terms of competition will not be an issue however, the immersive experience is crucial to keep customers with the product when conducting PT sessions.

Competitors in the PT realm would be PT providers that do not want to use the product and therefore would not give the option to the customer to try the device.

Competitor Analysis

The main competitors for Neuroconnect lie within the technology for Neuralink and Virtual Reality. For Neuralink, there are several companies attempting a similar device that provides the Brain-Machine Interface (BMI) that Neuralink does. The market size of BMI was estimated to be \$1.2 billion USD in 2019 and anticipates a steady growth of 15.5% where most of it lies within Non-invasive BMI.⁹ Some of these companies include BrainCo, Emotiv, Kernel, and MindMaze.¹⁰ These companies pose a threat as they are attempting to use similar data to develop the chips. For virtual reality, there are many competitors as listed in the Porter’s Five Forces analysis. Overall though, Neuroconnect on its own would be a product that is first in its market utilizing the AI technology and VR framework specifically designed for injury recovery and prevention.

⁶ Cao, S. (2019, November 14). Elon Musk Says Putting AI Chip in Your Brain Will Be as Simple as Lasik. Observer.

⁷ Segre, L. (2021, January 26). How Much Does LASIK Cost? All About Vision. <https://www.allaboutvision.com/visionsurgery/cost.htm>.

⁸ Montaqim, A. (2020, September 26). *Top 25 AI chip companies: A macro step change inferred from the micro scale*. Robotics & Automation News. <https://roboticsandautomationnews.com/2019/05/24/top-25-ai-chip-companies-a-macro-step-change-on-the-micro-scale/22704/>.

⁹ Grand View Research. (2020, February). Brain Computer Interface Market Size Report, 2020-2027.

<https://www.grandviewresearch.com/industry-analysis/brain-computer-interfaces-market#:~:text=Report%20Overview,15.5%25%20over%20the%20forecast%20period>.

¹⁰ Choudhury, A. (2019, July 24). Top 8 Neuralink Competitors Everyone Should Track. Analytics India Magazine. <https://analyticsindiamag.com/top-8-neuralink-competitors-everyone-should-track/>.

Unique Differentiators

Since products generally similar to this are not in the market, most of the differentiators will be compared against the main component of this device which is the Neuralink chip. Listed below are the differentiators that enhance the current chip and focus in on the injury recovery and prevention concept of Neuroconnect:

- Users utilize a virtual reality painted by their PT provider and controlled by the user
- Neuroconnect can track your body movements throughout the day and detect improvement or relapse to notify the PT provider for adjustments to the plan
- There is no equipment required in providing a fully Virtual world that is also controlled by the user's brain alone
- Neuroconnect provides convenience from usual physical therapy sessions by allowing the user to do their sessions wherever they are and done at any time
- Users can create a world with their mind to simulate the exercise tasks or to practice in return-to-play activities e.g. hiking as if you were on the mountain
- The combination of two advancing technologies (Neuralink and Virtual Reality) is subject to change and enhance rapidly where Neuroconnect owners will be the first to know and experience

Marketing Plan

After the business model and strategy has been formed and explained, the team worked together to create a marketing plan specific for launching Neuroconnect. There are many different factors and perspectives that need to be considered while developing the marketing tools for the product. This section will provide insights on the marketing strategy and goals, positioning and core messaging, marketing content, communication and promotional activities, and how success will be measured.

Strategy and Goals

Our team decided to frame our overall digital marketing strategy in a phased process. This starts with obtaining the attention of potential customers through search engine optimization (SEO). The steps we will take to ensure successful SEO are crawl accessibility so different engines can reach our content, compelling content that is easy for customers to read, keywords optimized for attracting engines and searches, excellent user experience that includes fast loading speeds and ease of use, share-worthy content that creates opportunity with links, citations, and amplification, eye catching title, URL, and description to draw higher click-through rates, and snippet markups to stand out in search engine results pages.¹¹

After the attention and interest of potential customers are obtained, demand will hopefully be generated which leads to customer desire. This is where social media advertisements will be created to be posted on all different platforms: Twitter, Instagram, Facebook, and TikTok. The goal of the social media posts is to harvest demand for inquiries about our product, Neuroconnect. When this desire is created, potential customers will take action by following call to action buttons on advertisements or visit profile pages from advertisements. This action can lead to first time customers which we will try to transform into loyal customers with different loyalty building strategies. This includes display advertisements, building a community through users, professional athlete endorsements, and physical therapist recommendations, excellent and helpful customer service, and effective use of email marketing.

The team is focusing on the phases of attention, interest, desire, action, and loyalty. In all of the different phases of marketing, the product, price, place, and promotion will be considered. Inquiring about Neuroconnect will always be free; a customer service consultant will be available to discuss moving forward. Prices will vary for different customers due to factors such as shipping, installation, labor, number of machines, and maintenance. Online is where the product and services will be promoted; ideal customers will find reliable information on our website and through the industry.¹² While there are a lot of steps to our marketing strategy, we still need to be

¹¹ Moz Pro. (2020, March 17). *Beginner's Guide to SEO [Search Engine Optimization]*. Moz. <https://moz.com/beginners-guide-to-seo>

¹² Patel, N. (2021, April 20). *The 4 Ps of Marketing: A Step-by-Step Guide (With Examples)*. Neil Patel. <https://neilpatel.com/blog/4-ps-of-marketing/>

cost efficient to ensure a return on investments. This means that customer concentration and exposure effectiveness, together, need to be greater than the cost per exposure.¹³ We believe that if these different steps are taken while launching Neuroconnect, the company will generate demand, harvest demand, and build loyalty which is our marketing goal. Our product offers such a new and unique opportunity for physical rehabilitation so that is what we want all of our marketing efforts to reflect.

Positioning and Core Messaging

Neuroconnect's positioning statement reads, "For individuals recovering from injury, who want to experience a virtual reality simulation to play out real-life scenarios for recovery, Neuroconnect is a VR device that allows users to utilize virtual and augmented reality functionality without the large amount of equipment." This is a brief way of showing the company's target customer, customer need, market category, and key benefits. To expand upon this statement and show how the product is unique and different, we add, "Unlike current advancements including Neuralink and virtual reality headsets, NeuroConnect implements all the required elements for an immersive real-life experience to help simulate states for injury recovery. While VR has been used mostly for gaming in the past, the concept of Neuralink is relatively new. Neuralink connects your brain to the computers, thus enabling you to use VR to really feel your surroundings for an immersive experience." The goal of these messages is to ensure that the customer knows the company and product after only a short read. The company uses these statements in creating all marketing materials to stay consistent and keep the vision clear.

Website Plan

<https://appdevelopment8.wixsite.com/neuroconnect>

The home page includes an image with a short description of the company. It also consists of a section named Therapy X Technology where it describes the expert that helped us create the device from a medical standpoint and his qualifications. The about us page includes the company story along with our mission. We have testimonials from two people with one of them being a celebrity to improve on the trust score. The approach page explains the basics of how the device functions and the science behind it. The landing/demo page includes what you would receive from a demo and how attractive the offer is for people visiting. There is a "contact us" footer on every page for easy access.

¹³ Marketing Evolution. (2021). *What is Marketing ROI and How Do You Calculate It?*
<https://www.marketingevolution.com/marketing-essentials/marketing-roi>

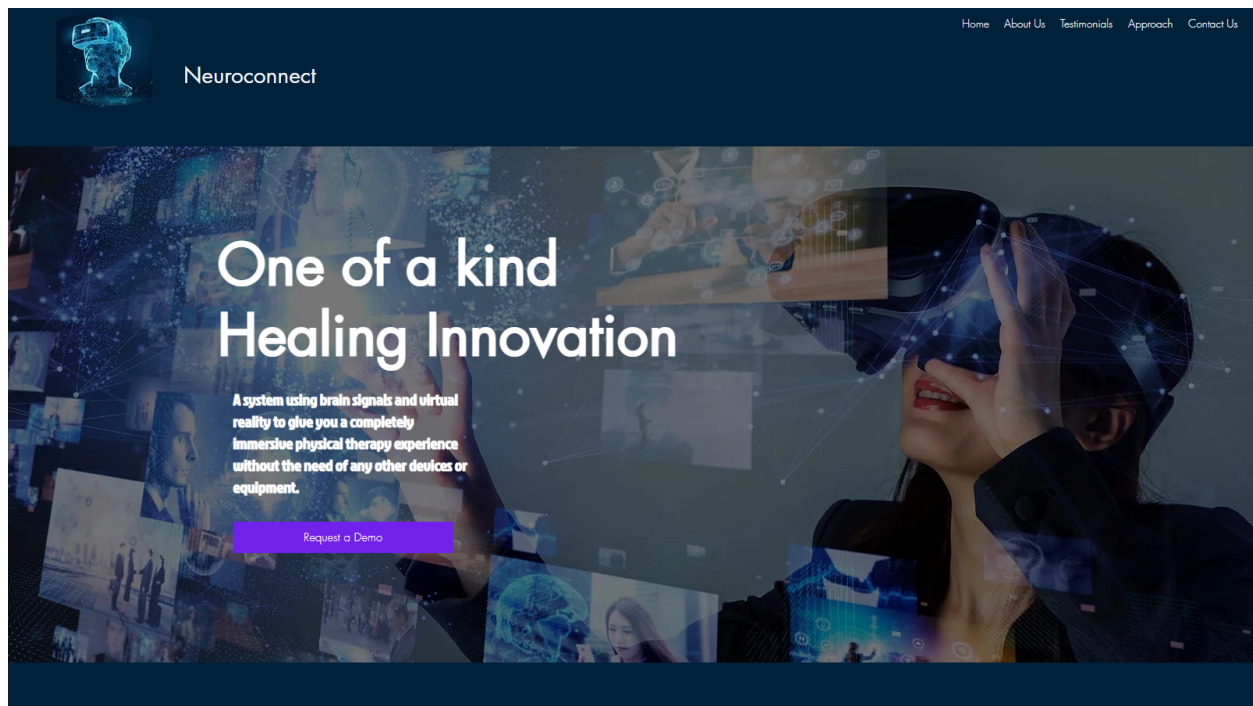


Figure 2: Home page of Neuroconnect website

Communication and Promotions Plan

As of late, Neuroconnect uses inbound marketing for the majority of the promotional materials. This is to tailor content directly to potential customers and to limit the amount of outbound materials, including interrupting marketing strategies. We currently use brand ambassadors to promote success stories as our main communications targeted at physical therapists and recovery specialists. We plan to do a weekly “Fitness Friday” Instagram post that highlights different influencers using Neuroconnect to recover through training. An example can be seen in the Instagram post that features Serena Williams. As aforementioned, we hope to do about 90% inbound marketing and 10% outbound marketing. For this 10%, we will email anyone who has entered an email through the website to sign up for Neuroconnect inquiries, as well as any organization who is currently operating with our product once a month. This will be more of an informative newsletter type of email that will not be an overwhelming read. We want to keep it up-to-date and informative without being repetitive or advertisement-like to give loyal customers new updates and potential customers new information.¹⁴ We created two different personas to help us with focusing our advertisements to our target audience, these can be found in Appendix B.

¹⁴ Hubspot. (2021). *What Is Inbound Marketing?* <https://www.hubspot.com/inbound-marketing>

Social Media

We have created social media posts for Twitter, Instagram, Facebook, and Tiktok, again, these can be found in Appendices C, D, E, and F, respectively. Social media is one of the easiest ways to reach potential customers, especially using professional athletes and nation-wide recognized physical therapists and athletic trainers. Posting in Facebook groups specific to the recovery industry, using relevant hashtags on Instagram, and Twitter, and featuring influencers in Tiktoks are all effective ways to reach our target market. Along with the mock posts, the team has created a content calendar that can be found in Appendix G to show how we will effectively manage our marketing strategies and posts.

Search Marketing

The team is using search marketing tactics to gain traffic and presence through search engines. We explained our plans and processes for SEO above, under “Strategy and Goals,” to have continuous improvement in this area. A list of keywords can be found in Appendix H that we can use to have the most relevant content for searched words. In addition, two examples of text advertisements can be found in Appendix I. Once these had been created, we worked on an ad placement plan that shows how we intend to reach our target market through digital channels. The channels we will be utilizing are social media, search engine marketing, and display advertisements, and examples of each of these are in their respective appendices. Our content calendar shows our goals and strategies for our advertisement campaign. Increasing brand awareness, boosting sales, and driving traffic to our website is our main priority. The calendar shows how advertisements are placed in different spots in different times to cover different channels, audiences, and maximize ROI. These are then measured and optimized to ensure the best performance through each channel.¹⁵

Company and Brand Story

This company was built by a family with an idea. After their son was injured in a soccer game, Mark and Lisa needed a better recovery solution than standard physical therapy. After Mark found Neuralink, a software that could connect to the brain, Lisa used her physical therapy skills to work together and create Neuroconnect. It was the first virtual reality physical recovery product ever. This is a link to the full company story: <https://youtu.be/XFtqzKiqBu0>.

Each team member also created a blog post that helps to explain the company’s background or product promotion. These blog posts can be found in Appendix J. All of these elements help to create the full company story for anyone to see.

¹⁵ Vertical Impression. (2020, December 17). *What is digital media placement? Five steps to build a successful media placement strategy*. <https://www.verticalimpression.com/post/what-is-digital-media-placement-and-5-steps-to-build-a-successful-media-placement-strategy>

Product and Service Story

Neuroconnect was created with the healing process at the forefront. Because everyone knows what pain feels like, it is so easy to form some kind of connection with how our product may add value to someone's life. We focus on continuous and sustainable recovery processes to help people look forward to feeling better everyday. We partner with a notable technology company, Neuralink which brings credibility to our company name.¹⁶

We were able to create this product story through different marketing elements. A sample banner display advertisement can be found in Appendix K. Again, our search campaign includes a list of keywords (Appendix H), text ads (Appendix I), and examples of social media posts (Appendices C, D, E, F). We have also created an infographic that includes some relevant industry data, found in Appendix L. These help bring the product story into a full picture for customers.

Measuring Success

The best way to find out if this marketing plan as a whole reaches its goals and is successful, key performance indicators (KPIs) must be evaluated. KPIs are measurable values that we can utilize to see how effectively Neuroconnect is achieving its marketing objectives.¹⁷ The company wants to answer questions about whether or not the target market has been reached, if social media is increasing website traffic, if the website is encouraging inquiries, and if those factors contribute to sales.

The first KPI we want to look at is return on investment (ROI) for different marketing strategies. ROIs will allow us to understand if the costs spent on inbound and outbound marketing are less than the profit that the marketing turned. For inbound marketing, digital marketing analytics will help us determine ROI.¹⁸ Impressions on social media and the website and SEO factors show if there is an increase in our brand awareness and visibility. Followers, clicks, interactions on different social media platforms will show how engaged customers are with different kinds of posts and content. Platforms such as Twitter, LinkedIn, Facebook, Instagram, and Youtube all have their own analytics measuring tools that companies can use to see different engagement factors. Different integrated dashboards such as HootSuite and SproutSocial have marketing measurement tools that we could use to measure some KPIs.

For outbound marketing, we can measure response to emails. This will give us some insight on how effective this method is and if there is a high enough ROI to continue the

¹⁶ Neuralink. (2021). *Understanding the Brain*. <https://neuralink.com/science/>

¹⁷ Yesbeck, J. (2020, June 25). *What Is a KPI in Marketing? Plus 17 KPIs You Should Track*. Alexa Blog. <https://blog.alexa.com/what-is-a-kpi-in-marketing/>

¹⁸ Marketing Evolution. (2021b). *What is Marketing ROI and How Do You Calculate It?* <https://www.marketingevolution.com/marketing-essentials/marketing-roi>

newsletter and informative email. If each email brings a certain amount of unsubscribers, we will then know that that method is not where we should focus resources.

One of the biggest and simplest measurement tools is looking at trends in sales. If our online presence grows, and sales increase, it is easy to make the connection that that is a reason as to why. We can track quote turnaround times and their impact on sales KPIs to see if the website and customer service is successful in inquiries becoming sales. Other financial KPIs such as growth in revenue, net profit margin, and cash flows are important to overall business goals and objectives.¹⁹

However, specific to this marketing plan, we will pay most attention to cost per acquisition, cost per lead, and sales targets and growths. If in measuring these KPIs, we find that there is a positive ROI, we will know we are succeeding in the marketing department. If not, we will know what changes need to be made and where exactly due to our efforts on creating a detailed strategy. We want Neuroconnect to be the first successful virtual reality physical recovery product of its kind and we believe that our strong marketing plan is an imperative first step.

¹⁹ Lucidchart. (2020, August 6). *13 Most Important KPIs for Sales Success*. <https://www.lucidchart.com/blog/sales-kpis>

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<https://spectrum.ieee.org/the-human-os/biomedical/devices/elon-musk-neuralink-advance-brains-ai>.

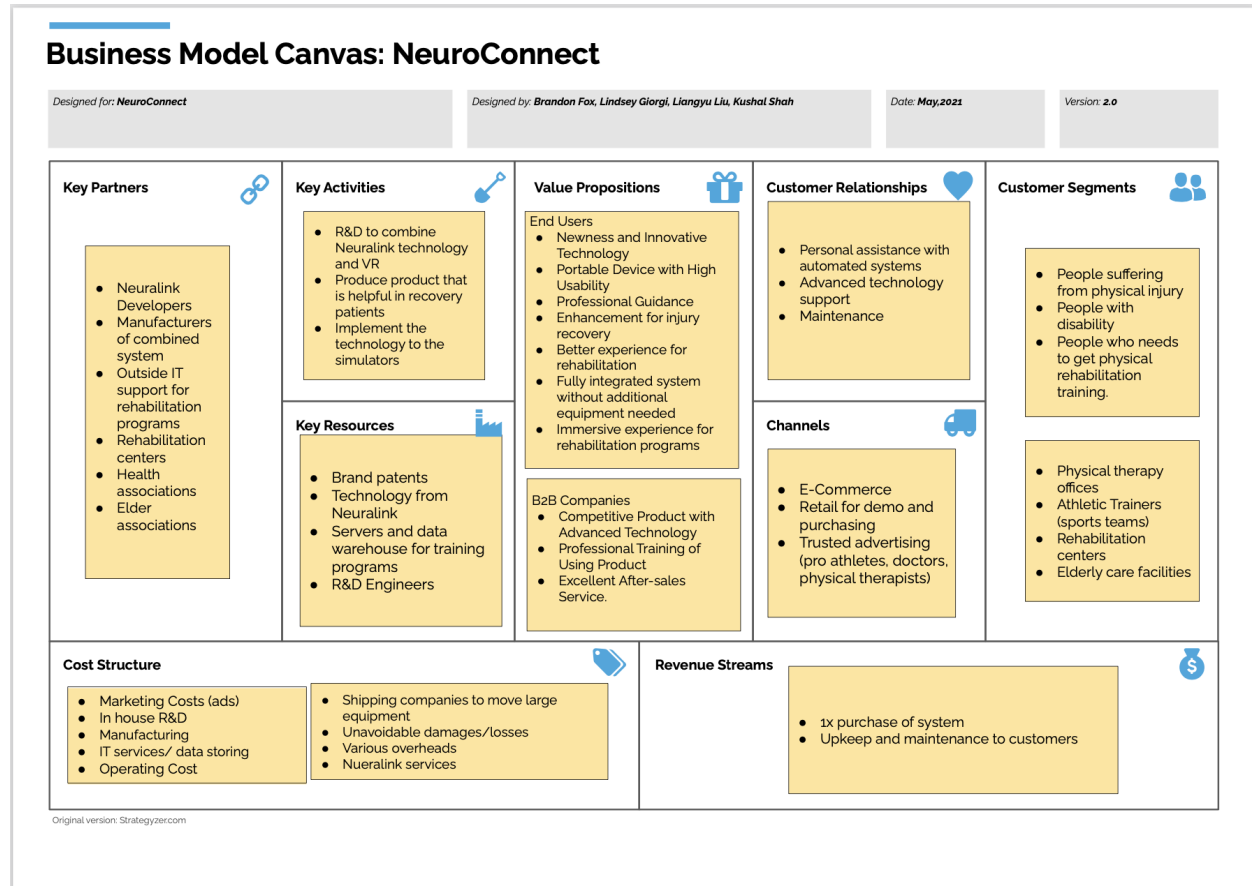
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Appendices: Marketing Toolbox Materials

Appendix A: Business Model Canvas


This is a Business Model Canvas that the team created to get the best understanding of value propositions and customer segments, as well as understand the industry better.



Appendix B: Marketing Personas

These different types of personas were created to show who the target audience is: physical therapists who can purchase and use our product with patients, professional athletes/their trainers/organizations who can use it at home or in the locker room, etc.

CLAIRE DAVIS



"I believe that technology can help human health and bring people a new life."

AGE 32
OCCUPATION Physical Therapist
STATUS Married
FAMILY Husband, 2-year-old son
LOCATION Omaha, NE

Hard working Intelligent
Patient Creative

Bio
Claire Davis is a physical therapist, graduated from the University of Nebraska School of Medicine, and currently works in a rehabilitation medical center in Omaha. She is responsible for designing the best rehabilitation plan for patients and helping the medical center to optimize the rehabilitation process and solutions.

Personality

Introvert	Extrovert
Intuitive	Sensing
Thinking	Feeling
Judging	Perceiving

Trusted Brands
Johnson & Johnson
PHILIPS
SIEMENS

Goals

- Customize rehabilitation programs for patients according to their conditions.
- Optimize the rehabilitation program through continuous practice of new theories, methods, equipment and technologies.

Frustrations

- Confused about what technologies can be applied to rehabilitation medicine.
- Confused about which channels can be used to learn about the latest medical-related technology.


Motivations

Price	
Saves Time	
Ease of Use	
Effect	

Technology

IT & Internet	
Mobile Apps	
Social Media	

JOHN FREDERICK



"I will try anything to get back onto the field. Baseball is my passion and I want to be healthy enough to play."

AGE 29
OCCUPATION MLB Catcher
STATUS Single, 2 children under 6
ARCHETYPE Outlaw
LOCATION Boston, MA (team changes)

CONFIDENT INFLUENTIAL
PASSIONATE UNCONTROLLED

BIO
John Frederick is a catcher for the Major League Baseball. He was drafted out of high school and never attended college. He is extremely hard-working and treats baseball as his top priority in life. He is currently recovering from a season-ending injury.

PERSONALITY

Introvert	Extrovert
Intuitive	Sensing
Thinking	Feeling
Judging	Perceiving

TRUSTED BRANDS
NIKE
KT TAPE
LS
R
AQUAHAB
ivyrehab

GOALS

- Recover fully from injury to play next season
- Have most efficient recovery regardless of cost
- Use new methods for recovery

FRUSTRATIONS

- Ordinary rehabilitation is a long process
- Confused where to look next

MOTIVATIONS

EFFECTIVENESS	
EXPENSE	
EASE OF ACCESS	
FAST TIMELINE	

Appendix C: Example Twitter Post

This is an example Twitter post with a nation known physical therapist, Eric Robeston.




Appendix D: Example Instagram Post

This is an example Instagram post of a #FitnessFriday post featuring professional athlete endorsement.



Appendix E: Example Facebook Post

This is an example Facebook Post that could also work on LinkedIn with information and a link to the website directly to learn more.

**Neuroconnect**
Today at 6:00pm · 🌐

Hundreds of athletes across the United States are now using Neuroconnect as part of their recovery process. From head to toe, Neuroconnect allows athletes to connect with their PT anywhere and experience as if they were in-person with them. Check our website for a demo!
appdevelopment8.wixsite.com/neuroconnect-mkt565




 Like  Comment  Share

 Kushal.Lindsey,Brandon, Liangyu and 12.2k others

**ChoosePT** Thanks for making better health, better!
undefined · undefined · 5 mins  500

**Serena Williams** Thanks for redefining Physical Therapy!
undefined · undefined · 10 mins  200

 Write a comment...    

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Appendix F: Example TikTok Post

This is a link to an example TikTok post for a #FitnessFriday of a “professional” athlete working out with Neuroconnect to attract their followers, as well as marketing to our own customers.

<https://photos.app.goo.gl/nYrBQQkTgMyQmcvm9>

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Appendix G: Content Calendar

This is the content calendar produced in Excel that lays out when a post will be published to different platforms to achieve marketing objectives. (Full image was too large so it has been split for viewing purposes).

	H	I	J	K	L	M	N	O	P	Q	R	S			
15	2021 Content Objectives					Post types				Copy into Calendar		Jan	Feb	Mar	
16		1	Double website traffic			1	Fitness Fridays					-4	-2		
17		2	Improve reach by 10%			2	Technology Update					-4	-2		
18		3	Improve engagement by 50%			3	Industry Information					-4	-2		
19						4	Product Update					1	1		
20	Target channels					5	Testimonials					0	2		
21		1	Facebook/Instagram			6	Professional Endorsements					-7	-7		
22		2	Twitter			7	0								
23		3	LinkedIn			8									
24		4	Tiktok			9									
25		5	0			10									
26															
27															
28	January														
29	Monday														
30	Date	Channel					Tuesday								
31		Facebook/Ins	Twitter	LinkedIn	Tiktok		0		Facebook/Ins	Twitter	LinkedIn	Tiktok		0	
32	4	Professional End	Professional End		Professional End		5		Industry Informa	Industry Informa					
33	11	Professional End	Professional End		Professional End		12		Industry Informa	Industry Informa					
34	18	Professional End	Professional End		Professional End		19		Industry Informa	Industry Informa					
35	25	Product Update	Product Update	Product Update	Professional End		26		Industry Informa	Industry Informa					
36															
37															
38	February														
39	Monday														
40	Date	Channel					Tuesday								
41		Facebook/Ins	Twitter	LinkedIn	Tiktok		0		Facebook/Ins	Twitter	LinkedIn	Tiktok		0	
42	1	Professional End	Professional End		Professional End		2		Industry Informa	Industry Informa					
43	8	Professional End	Professional End		Professional End		9		Industry Informa	Industry Informa					
44	15	Professional End	Professional End		Professional End		16		Industry Informa	Industry Informa					
45	22	Product Update	Product Update	Product Update	Professional End		23		Industry Informa	Industry Informa					
46	29	Product Update	Product Update	Product Update	Professional End										
47															
48	March														
49	Monday														
50	Date	Channel					Tuesday								
51		Facebook/Ins	Twitter	LinkedIn	Tiktok		0		Facebook/Ins	Twitter	LinkedIn	Tiktok		0	
52	1						2								
53	8						9								
54															
55															
56	Wednesday														
57	Channel					Thursday					Friday				
58	Facebook/Ins	Twitter	LinkedIn	Tiktok		0	Facebook/Ins	Twitter	LinkedIn	Tiktok		0	Facebook/Ins	Twitter	LinkedIn
59	6	Technology Upd	Technology Upd	Technology Upd		7			Professional End		8	Fitness Fridays			
60	13	Technology Upd	Technology Upd	Technology Upd		14	Testimonials		Professional End		15	Fitness Fridays		Testimonials	
61	20	Technology Upd	Technology Upd	Technology Upd		21			Professional End		22	Fitness Fridays			
62	26					28	Testimonials		Professional End		29	Fitness Fridays		Testimonials	
63															
64	Wednesday														
65	Channel					Thursday					Friday				
66	Facebook/Ins	Twitter	LinkedIn	Tiktok		0	Facebook/Ins	Twitter	LinkedIn	Tiktok		0	Facebook/Ins	Twitter	LinkedIn
67	3	Technology Upd	Technology Upd	Technology Upd		4			Professional End		5	Fitness Fridays			
68	10	Technology Upd	Technology Upd	Technology Upd		11	Testimonials		Professional End		12	Fitness Fridays		Testimonials	
69	23	Technology Upd	Technology Upd	Technology Upd		24			Professional End		25	Fitness Fridays			
70															
71	Wednesday														
72	Channel					Thursday					Friday				
73	Facebook/Ins	Twitter	LinkedIn	Tiktok		0	Facebook/Ins	Twitter	LinkedIn	Tiktok		0	Facebook/Ins	Twitter	LinkedIn
74	3					4					5				
75	10					11					12				

Appendix H: List of Keywords

This is the team's list of keywords used for search engine optimization.

Broad Keywords:

- Physical Therapy
- Sports Rehab
- Athlete recovery
- Virtual Reality
- Injury Recovery
- Physical Recovery
- Physical condition
- Physical Rehab
- VR Gaming
- Neurotechnology

Specific Keywords:

- Virtual Reality Headset
- Active Recovery Physical Therapy
- Rapid Recovery PT
- Sword art online
- Virtual Reality Simulator
- Real Life Experience
- Sports PT
- Advanced Physical Therapy
- Sports and adventure sports +psychotherapies
- Virtual Reality Equipment

Appendix I: 2 Examples of Text Ads

These are two examples of text advertisements that would be found on a search engine.

Text Ads 1

NeuroConnect-The Future of Injury Healing

www.neuroconnect.com

Assistive technology for physical rehabilitation. Neurotechnology gives the power to be you again. Visit our website to learn how we make groundbreaking products to connect humans and computers for injury healing.

Text Ads 2

NeuroConnect- The world leader in Physical Rehabilitation

www.neuroconnect.com

Welcome to NeuroConnect. Request a free and personal demo of NeuroConnect right now. Meet our professional team. Get to know our training and support resources and let us guide you through the process.

[·Home Page](#) · [About us](#) · [Testimonials](#) · [Approach Behind Neuroconnect](#) · [Contact Us](#)

Appendix J: Blog Posts

These are the team's example blog posts (one from each team member).

Company Story Blog Posts:

Lindsey Giorgi:

Whether it's a scratch from falling off your bike at five years old or a major injury later in life, everyone has experienced pain. Recovery processes are different for every injury and every person and that's why basic physical therapy is not always the best option. Neuroconnect gives each individual a personalized care plan to recover from injury and allows everyone to do it their own way to ensure the therapy is the best it can be. Built by loving and caring parents, this company was created from the dream that their son would be able to return to his passion: soccer. Combining the technology of virtual reality and physical therapy, Neuronconnect allows people to stretch, train, and recover at their own pace, on their own time, and their own way.

Because the company was built completely around the healing process, they are committed to the individual. The customized therapy allows working specific areas from the brain's network. You do not need heavy equipment or a physical therapy gym or office to start recovering. The company's mission involved nothing but offering the best care and help to individuals trying to recover and get back to doing what they love. As someone who has used their product and services as well as communicated through their customer services outlet, I recommend you inquiry on their website if you think everyday physical therapy is not enough for you.

Kushal Shah:

Neuroconnect was built for helping you recover, and like every medical professional, Neuroconnect believes and has taken the Hippocratic oath. This means that we would apply, for the benefit of the sick, all measures which are required, avoiding those twin traps of overtreatment and therapeutic nihilism. We would not be afraid to say we can not help the person and call in another professional who may be better suited and knowledgeable to treat you. We will remember that we remain members of society, with special obligations to all my fellow human beings, those sound of mind and body as well as the infirm.

The company wants to say that they will do their best for the efforts of improving your health while sticking to the standards of professionalism expected of doctors and medical professionals. We will treat every customer as a patient and not as a customer. We will put the patient's health above temptations of greed and strive to ensure that all employees and partners follow the same principles that the company was founded on. We aim to make the world a better place for people to live in and to make physical therapy affordable and accessible to all. For this effort we plan on starting by donating a few devices and training to a select few Non profit organisations throughout the world.

Promotion Blog Posts:

Brandon Fox:

Neuroconnect is celebrating its one-year anniversary and partnering with the Alzheimer's Association to provide a 30% discount on initial implants and a 3-month free trial for Neuroconnect with your physical therapy provider. Through continued research in providing a fully virtual environment, we have collaborated with the Alzheimer's Association to develop new methods to not only help with physical recovery, but also with brain recovery and maintenance. Programs developed by the Alzheimer's Association can be used similar to PT programs that create a stimulating environment for those developing Alzheimer's Disease. Over the past year, Neuroconnect has been conducting research with the Alzheimer's Association to understand how our chip can interact with the neural networks on the brain to reduce deterioration over time. The process was extremely detailed to ensure the safety of test subjects and millions of future users.

Through this offer, Neuroconnect will have additional consultations with our customer service team to help customers find the right program and Neurology facility. This partnership is making leaps and bounds in reducing the risks and effects of Alzheimer's Disease. Through our pilot study, 80% of subjects who participated saw significant improvement in cognitive function and a brain scan showed retainment of brain function compared to historical brain scans of patients in the same age group. We want to extend this technology and solution to those around the globe through this offer. Contact through our website and try a free demo to see how our new discovery works!

Liangyu Liu:

Every September 8th is World Physiotherapy Day. World Physiotherapy Day in 2021 is coming soon. In order to celebrate World Physiotherapy Day in 2021, NeuroConnect provides a 20% discount and 5-year insurance if you purchase our product on that day. In these five years of insurance, any equipment damage or malfunction can get free repair and after-sales service. In addition, we will donate 9.8% of all income on that day to the World Federation of Physical Therapy (WCPT) to help them better promote physical therapy and the work of physical therapists.

The human body is very susceptible to injury and destruction, especially when participating in strenuous physical activities, such as sporting or athletic activity. The job of a physical therapist is to eliminate damage, educate on healthy behaviors, and restore lost or impaired functions. Therefore, Physiotherapy Day is specially set up for these professionals around the world, with the purpose of recognizing their commitment to keep all of us healthy. In 1996, the World Federation of Physical Therapy (WCPT) designated September 8 as World Physical Therapy Day. This is the day when WCPT was established in 1951. This day marks the unity and solidarity of the global physical therapy community. This is an opportunity to

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recognize the work done by physical therapists for their patients and the community.

Physiotherapy Day 2021 is just around the corner, let's celebrate together!

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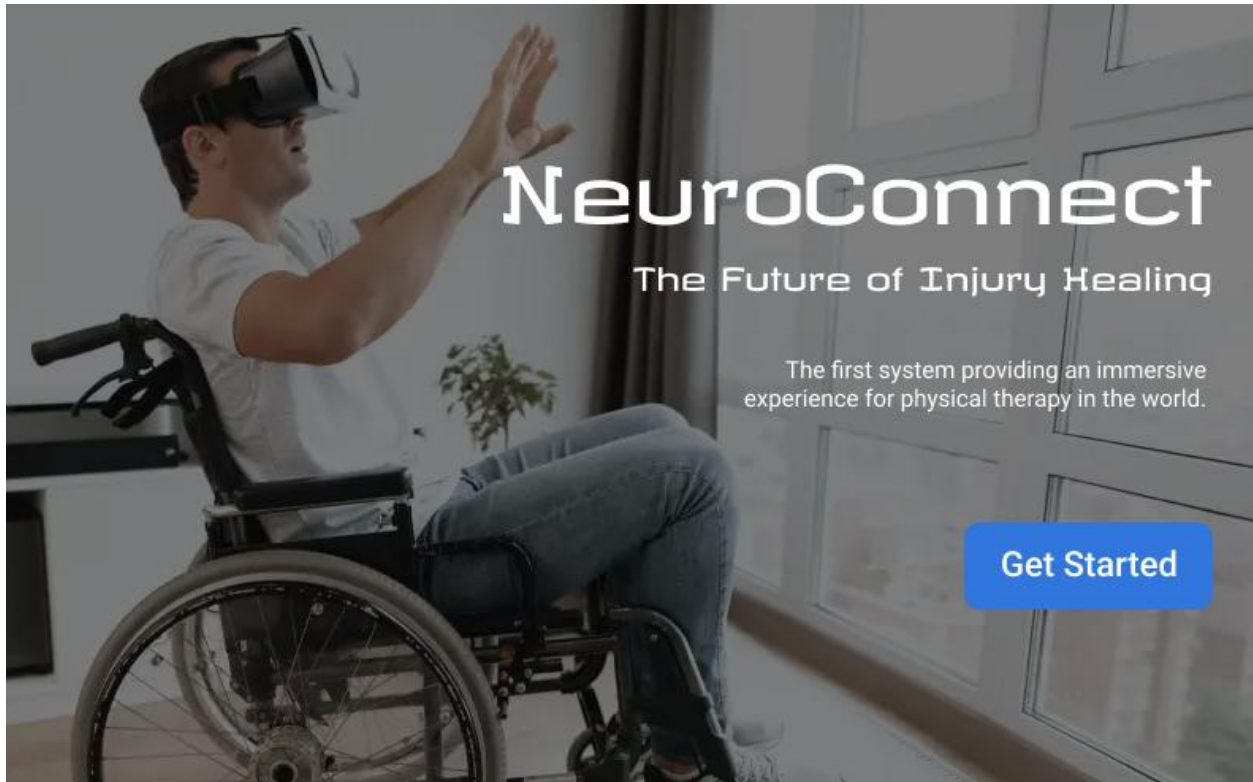
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Appendix K: Banner Display Advertisement

This is the banner display advertisement the team created that could be seen across different platforms.



Appendix L: Infographic

This is an example infographic that contains industry data and information. (Full image was too large so it has been split for viewing purposes).

