

# MARKETING AND SALES STRATEGY

FREmedica's overarching strategy is to drive qualified prospects of the technology to the website to purchase the product in a self-serve model. There is a 5-Pronged Approach incorporating: Education & Support, Influencers, Evidence, Awareness and Advertising. Each of these prongs is designed to be integrated seamlessly, mutually support each component, and drive qualified prospects to purchase the Wave 1 on the website. Each component of the program will be bolstered significantly as funds become available.

## **QUICK LINKS >>**

**>> EDUCATION & SUPPORT  
IN THE LYME COMMUNITY**

**>> CELEBRITY & MEDICAL INFLUENCERS**

**>> EVIDENCE**

**>> AWARENESS**

**>> ADVERTISING**

## **EDUCATION & SUPPORT IN THE LYME COMMUNITY**

The FREmedica website will be a repository for information about Lyme disease and will become a platform to support the hundreds of smaller, regional or national Lyme support groups around the world. Filled with information, useful advice from practitioners and Lyme-literate doctors, FREmedica will be positioned as the leading platform for Lyme support groups. The site will include testimonials, technology information and will assist local Lyme support groups by offering a free product to a member of the group with the promise to report back to the group. This has been the cornerstone of the marketing and sales to date, and FREmedica is looking to amplify the impact vis-à-vis a world-class website for those specifically dealing with the challenges of Lyme disease.

FREmedica is already working with key Lyme-focused organizations including the Canadian Lyme Disease Foundation, the American Lyme Disease Foundation, LymeDisease.org and many more.

[>> RETURN TO PRIMARY PAGE](#)

## CELEBRITY & MEDICAL INFLUENCERS

FREmedica has already secured relationships with several high-profile doctors, wellness practitioners and influencers, and celebrities who have agreed to participate in sharing their experience with Wave 1 in exchange for the ability to earn revenue from their referrals through a code-driven sales program.

For example, Dr. Robert Cass, a leading expert in the Lyme community, has a network of 20,000 practitioners who will be receiving information about FREmedica and the benefits of WAVE 1, and also sharing how they can become an advocate and earn revenue from any referral purchasers.

FREmedica has also worked with several high-profile celebrities who will be working to promote their positive experience with Wave 1 to their followers and the media. For example Yolanda Hadid, one of the stars of 'Real Housewives of Beverly Hills' and author of 'Believe Me', a book about her search for a cure for Lyme disease, is a devoted advocate. She has already talked about FREmedica with Vogue, resulting in several published media stories resulting in hundreds of qualified leads and sales, and our PR firm is now working with her to amplify her story in the media, including her 3+ million followers on Instagram.

FREmedica will have over 50 Influencers working to share their story in 2021, with an expectation of generating millions of site visits delivering over \$8 million in sales by the end of 2022.

[>> RETURN TO PRIMARY PAGE](#)

## EVIDENCE

FREmedica has helped over 1000 people live their lives free of severe Lyme disease symptoms. Testimonials are featured on the FREmedica website and as the platform continues to grow as a Lyme resource support network, thousands more will demonstrate the anecdotal evidence provided that the Wave 1 is effective at reducing or eliminating the symptoms of Lyme disease. Testimonials will also be used extensively in social media and email drip marketing.

In addition to the people already satisfied with the performance of their Wave 1, FREmedica is looking to do an Observational Trial in 2022 with a goal to publishing results in well-respected medical journals and publications providing evidence-based research endorsing the technology. Once complete, these studies will be announced in mainstream media releases, on social media and through our Influencer network.

[>> RETURN TO PRIMARY PAGE](#)

## **AWARENESS**

FREmedica has engaged a PR firm to position FREmedica as the go-to solution for those seeking relief of symptoms of chronic Lyme disease in the US. Celebrity, Medical and Community Leaders stories will be placed in traditional mainstream media including TV (for example Dr. OZ, The Doctors), social media, on podcasts (for example Goop, Dr. Deepak Chopra), and in complementary health care media. The awareness program will extend reach and build awareness throughout North America, resulting in qualified leads being sent to the website. The awareness program is designed to generate millions of visits to the FREmedica website for more information and to purchase the Wave 1.

Leads will be captured for ongoing communication and a quarterly newsletter as well as promotional marketing e-marketing program to continue communications with all qualified leads.

[>> RETURN TO PRIMARY PAGE](#)

## ADVERTISING

FREmedica will generate more buzz and interest vis-à-vis a digital advertising program consisting of Google Ad words, Social Media advertising, Native advertising, and paid sponsorships. The advertising program will be used to amplify the media coverage and placements from the Influencer program. All paid advertising will be designed to drive prospects directly to the FREmedica website, and purchase through a self-service program. All leads will be captured for re-marketing utilizing newsletters and promotions to keep prospects engaged.

[>> RETURN TO PRIMARY PAGE](#)