

# HEALTHCARE PROFESSIONAL GAINING GLOBAL VISIBILITY

## At a glance

A solo wellness consultant wanted to elevate her credibility beyond her local market and grow her online visibility. She had no media coverage prior to working with KingPress.

## Key metrics

- 3x Increase in Monthly Consultation Bookings
- 70% Traffic from Referral Sites
- New Clients from 4 Countries

## Focused Areas

- Health & Wellness
- Online Services
- Personal Branding

**KING PRESS**

## CHALLENGES

She had deep domain knowledge in holistic health but lacked third-party validation. Her website had low organic traffic and no press mentions. Potential clients outside her region had little reason to trust her.

## SOLUTIONS

We crafted her founder story and pitched a health-focused angle to lifestyle editors. Our editorial strategy involved:

1

2 custom-written articles on MSN & Yahoo Health

2

A "Top Wellness Voices" nomination submission

3

Optimized media kit and headshots for pitching

## BENEFITS

1

### Credibility Boost

Established third-party validation across trusted platforms.

2

### Audience Growth

Tripled newsletter signups and engagement on social.

3

### Podcast Opportunity

Booked for 2 niche wellness podcasts in the following quarter.