

# **SOCIAL MEDIA MARKETING & OUTBOUND GROWTH**

*HazelPiper Creative*

**FOR**

*The Direct Care Alliance*

**P R E P A R E D F O R :**

David Balat  
*Direct Care Alliance*

**P R E P A R E D B Y :**

Gwen Diede  
*HazelPiper Creative*

# INTRODUCTION

## & *Welcome*

I am a creative strategist and content operator with a background that spans hospitality, event design, lifestyle branding, and B2B healthcare content.

I started HazelPiper Creative because I kept seeing the same problem: organizations with something genuinely worth saying, spending money on content that sounded like everyone else. Generic. Rushed. Disconnected from the actual conversation their clients were having.

My work sits at the intersection of editorial strategy and operational structure. I bring the sensibility I developed in hospitality and event design, where atmosphere, pacing, and intentional presentation are everything into healthcare and B2B content.

***I approach every engagement with the same question: what does this need to feel like, and what does it need to do?***

*-Gwen Piper Duede*

# THE *Opportunity*

## THE MARKET MOMENT

Healthcare cost pressures are reaching a breaking point for mid-market employers. The traditional insurance model is increasingly untenable and benefits brokers know it. Direct contracting, reference-based pricing, and direct care models are moving from fringe to mainstream faster than most consultants anticipated.

## WHERE CONTENT FITS

In B2B healthcare, trust moves slowly. Brokers and TPAs do not respond to cold outreach the way consumers do. They respond to consistent presence, credible perspective, and expertise demonstrated over time. A well-executed content strategy creates the conditions for every sales conversation to be warmer before it starts.

*When a broker has read ten posts from Direct Care Alliance before getting on a call, with David, the dynamic changes completely. They are not evaluating they are verifying what they already believe.*

## WHY PRESENTATION MATTERS

How you present an idea is part of the idea. In a space crowded with rushed, generic healthcare marketing, editorial quality signals the same qualities Direct Care Alliance wants to be known for: intelligence, integrity, and operational clarity. Content that feels considered earns more attention than content that looks like everything else.

THE GAP	WHAT BROKERS NEED	WHAT I BUILD
Inconsistent publishing	Regular, reliable perspective	5–7 posts per week, every week
Academic or overly technical	Plain language, practitioner voice	Written for the client conversation
No outbound follow-through	Warm, structured outreach	Apollo.io sequences + prospecting
Generic visual and brand feel	Elevated, cohesive presence	GwenPiper editorial aesthetic

# MONTHLY ENGAGEMENT

# Options

OPTION #1

## Foundation

# \$950

<b>SOCIAL MEDIA</b> 5 posts / week	<b>PROSPECTING</b> 50–75 contacts/ month	<b>STRATEGY CALL</b> 30-min with Gwen
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*For organizations establishing presence and building early pipeline*

OPTION #2

## Growth

# \$1,200

<b>SOCIAL MEDIA</b> 5 posts / week	<b>PROSPECTING</b> 100–150 contacts/ month	<b>PROSPECTING</b> 100–150 contacts/ month	<b>STRATEGY CALL</b> 30-min with Gwen
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*Ready to move from presence to pipeline. Active Apollo management and messaging refinement.*

OPTION #3

## Expansion

# \$1,800

<b>SOCIAL MEDIA</b> 7 posts / week	<b>PROSPECTING</b> 200-300 contacts/ month	<b>VIDEO</b> 1 video / week	<b>STRATEGY CALL</b> 30-min with Gwen
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*Full velocity: dedicated broker touch strategy, maximum output, full optimization.*

# CONTENT *Structure*

DAY	FORMAT	PURPOSE	SAMPLE IDEA
<b><i>Monday</i></b>	Start of week thinker	Set the frame. Short, sharp perspective on a cost, coverage, or structural issue.	"The average employer has no idea what they're actually buying. That's not an accident."
<b><i>Tuesday</i></b>	Tuesfay Education	Teach something specific. Break down a mechanic. Give brokers language they can use.	"Here's how a direct care arrangement actually works from day one."
<b><i>Wednesday</i></b>	Industry Perspective	React to what's happening. Trends, data, legislation — translated into what it means. Place David as...	"Price transparency rules are in effect. Most employers still have no idea."
<b><i>Thursday</i></b>	Video/Creative	Short-form video or elevated visual. Reinforce the week's theme in a format that extends reach	60-second breakdown of the week's key idea, or an editorial visual worth sharing.
<b><i>Friday</i></b>	Weekend thinker	Tactical. Useful. The kind of thing a broker forwards to a client or uses in a renewal.	"A question every broker should ask before the next hospital spend meeting."
<b><i>Saturday</i></b>	Expansion Package		
<b><i>Sunday</i></b>	Expansion Package		

## CONTENT PRINCIPLES

- Every post is written for a broker who has 90 seconds between client calls. If it doesn't land fast, it doesn't land.
- No buzzwords. No manufactured thought leadership. I don't write content that sounds like it came from a template.
- David's voice drives everything.
- LinkedIn is the primary channel. X runs parallel.

# HOW I *Work*

## **WEEK 1: ONBOARDING & FOUNDATION**

*Voice review with David, audience mapping, Apollo.io setup, first content batch drafted. We align on tone and direction before anything goes live.*

## **WEEK 2: CONTENT DRAFT AND REVIEW**

*I deliver the Monday before the content cycle's first day of the month. David reviews and approves by Wednesday. I schedule and publish.*

*Example: **FOR JUNE CONTENT** submission 5/25 (Memorial Day)*

## **MONTHLY: STRATEGY & PERFORMANCE CALL AND REPORT**

*We review what is working, recalibrate content themes, outbound performance, and messaging direction together.*

## **MONTHLY: APOLLO.IO LISTS & SEQUENCING**

*I build or refresh prospect lists, activate sequences, and monitor responses. Replies flagged for David's personal follow-up only.*

## **TOOL**

## **USAGE**

### ***APOLLO.IO***

Prospect list building, outbound email sequencing, and response tracking

### ***LINKEDIN***

Primary content platform — editorial posts, documents, and short-form video

### ***X/TWITTER***

Secondary distribution — same ideas, shorter format, faster cycle

### ***SHARED CONTENT CALENDAR***

Full visibility into upcoming posts, approval workflow, and publish schedule

### ***GWENPIPER BRAND SYSTEM***

Visual direction, tone standards, and aesthetic consistency across all content

# CONTENT & *Deliverables*

DELIVERABLE	FOUNDATION	GROWTH	EXPANSION
<b>LinkedIn + X posts / week</b>	<i>3–4</i>	<i>5</i>	<i>7</i>
<b>Apollo.io prospects / month</b>	<i>50–75</i>	<i>100–150</i>	<i>200–300</i>
<b>Short-form videos / month</b>	<i>1</i>	<i>2</i>	<i>4</i>
<b>Apollo sequence management</b>	<i>Light setup</i>	<i>Active management</i>	<i>Full optimization</i>
<b>Messaging refinement</b>	—	<i>Monthly</i>	<i>Monthly</i>
<b>Broker touch strategy</b>	—	—	<i>Dedicated</i>
<b>Monthly call with Gwen</b>	<i>30 min</i>	<i>60 min</i>	<i>2 × 60 min</i>
<b>Shared content calendar</b>	✓	✓	✓
<b>Monthly performance report</b>	✓	✓	✓
<b>Direct access to Gwen</b>	✓	✓	✓

## TERMS

- Initial 3-month engagement recommended to allow content and outbound systems to compound effectively
- Invoiced monthly, due at the start of each engagement period
- 60-day notice to pause or cancel, allowing wind-down of active sequences
- All content assets and prospect data remain owned by Direct Care Alliance

# NEXT Steps

## 1. SELECT YOUR TIER

- *Every tier starts with the same onboarding and the same standard.*

## 2. CONFIRM AND COUNTERSIGN

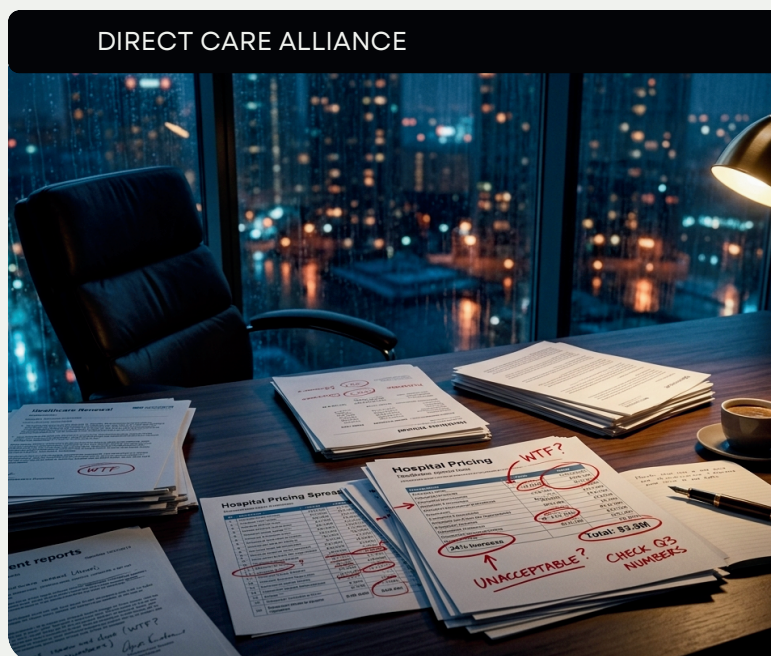
- *A simple engagement letter covers scope, terms, and start date.*

## 3. ONBOARDING CALL WITH GWEN

- *We align on voice, ICP, content priorities, and direction.*

## 4. FIRST CONTENT IN REVIEW WITHIN 7 DAYS

- *Once the foundation is aligned, publishing begins immediately.*



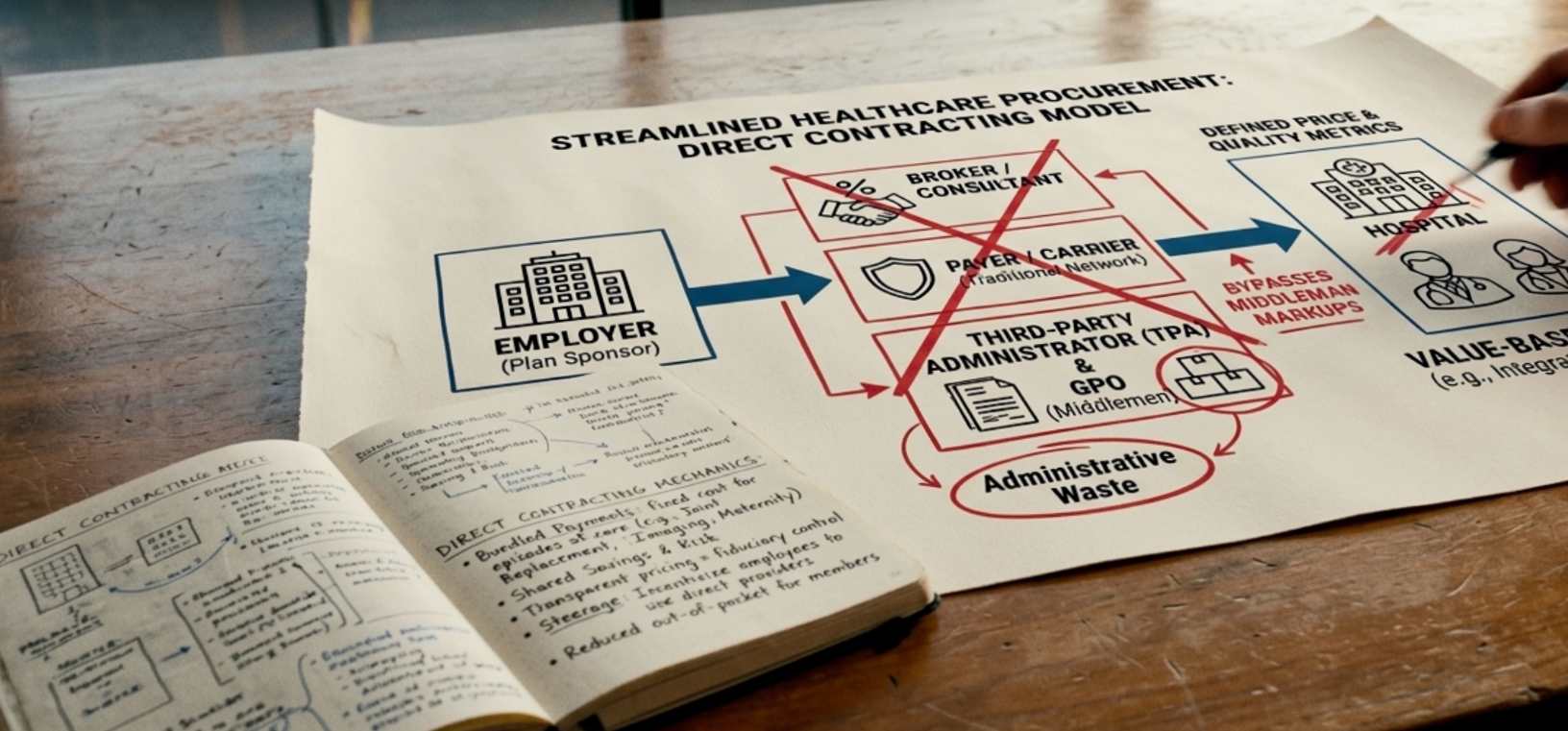
*Thank You!*

Direct care is the kind of idea that gains momentum once someone understands it clearly. My job is to give the right people the right explanation at the right moment, delivered with the kind of presence that makes them stop and pay attention. I have spent years learning how editorial quality and strategic structure create trust in environments where trust moves slowly. I bring that directly to this work.

*-Gwen Diede*

# 'Direct contracting removes the middle.'

Healthcare procurement should be understandable.



**Federal Transparency Legislation**

**Legal Authorities:** Your electronic data exchange network contract.

**A. Prohibited:**

- Notwithstanding any contract provision to the contrary, if a hospital or health care provider is required to disclose information to a third party, the hospital or health care provider shall disclose such information to the government.
- Contractual provisions that prohibit or restrict the disclosure of information to the government are prohibited.

**12102 (C)O.** Notwithstanding any contract provision to the contrary, a hospital or health care provider shall disclose information to the government for the purpose of conducting an investigation.

**Prohibited:**

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**WHY IS THIS 4X HIGHER?**

**WHO ACTUALLY USES THIS DATA?**

Procedure	Current Price	Current Price	Current Price	Current Price	Current Price
1 Hospitalist	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
2 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
3 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
4 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
5 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
6 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
7 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
8 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
9 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
10 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
11 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
12 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
13 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
14 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
15 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
16 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
17 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
18 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
19 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
20 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
21 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
22 Hospitalist Primary Care	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00



“The best broker conversations rarely start with quoting.”







*The best broker  
conversations  
rarely start  
with quoting.*

*Trust is built before the first sales call ever happens.*

DIRECT CARE ALLIANCE



HEALTHCARE  
IS  
PROCUREMENT  
NOW.

Employers are asking harder questions  
about cost, predictability, and transparency.

