



WPLab, Inc.

case study

Marketing Strategy and Outreach for Inflammation Research and Autism Nonprofit

Developed and executed a comprehensive marketing strategy for a nonprofit focused on raising awareness of inflammation research and autism, while supporting ongoing scientific discovery and publications. Led efforts to translate complex scientific topics into accessible content for the general public, establishing the organization as a bridge between scientific innovation and community education.



Initiatives

Key initiatives included a website rebrand, social media outreach, press engagement, and fostering local partnerships to enhance visibility and engagement. Collaborated closely with the CEO to create targeted messaging, talking points, and a strategic plan that aligned with both scientific and public education goals.



Impact

The impact of these efforts was exemplified by a key scientific paper developed as part of the strategy, which reached over 23,000 views within one year, ranking in the top 25 most-read papers out of 7,500 in its journal and outperforming the average paper by 11.7 times. This achievement highlighted the success of integrating marketing, outreach, and change management practices to elevate the organization's mission and growth.