



# Case Study

FiNC

## Overview

FiNC Inc. combines data analysis, rich content, & social elements to help users log, understand, manage and improve their health & wellness. FiNC is Japan's No1 Digital Health App with over 5 million downloads.

## Challenge

The project was designed to define, ideate, and create branded presence for FiNC in the United States, attracting partners, clients, and other relevant entities. The project consisted of written materials, web-based copy, web design, and automated forms to collect valuable information.

# Solution

Relevant, compelling content for FiNC was essential. We first reviewed the product descriptions from the existing site and created new content for landing pages. We also created new content as part of a separate Inbound Marketing (SMM, SEO and Lead Gen.) campaign - we generated relevant content via:

- blog posts
- how-to guides
- social posts
- pictures
- video tutorials (via Viosk.com - our amazing video creation, automation, and distribution tool), and other content as well, such as interviews, surveys, etc.

FiNC PLAY  
About FiNC BAND

## FiNC BAND



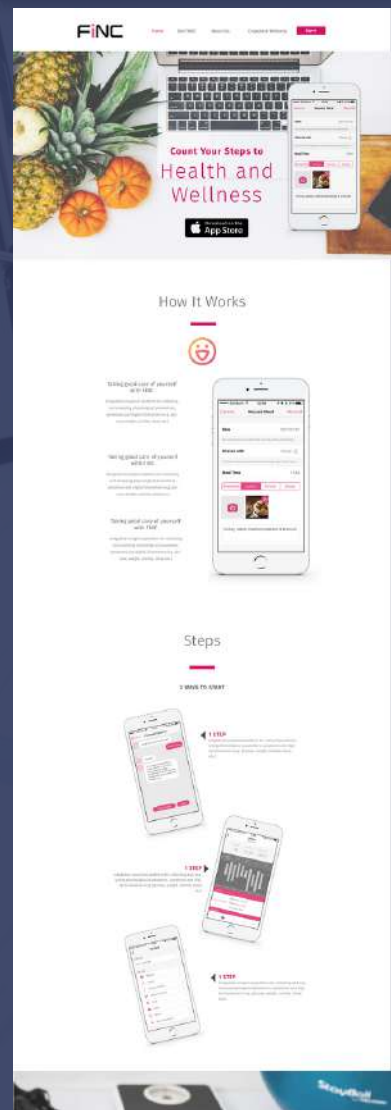
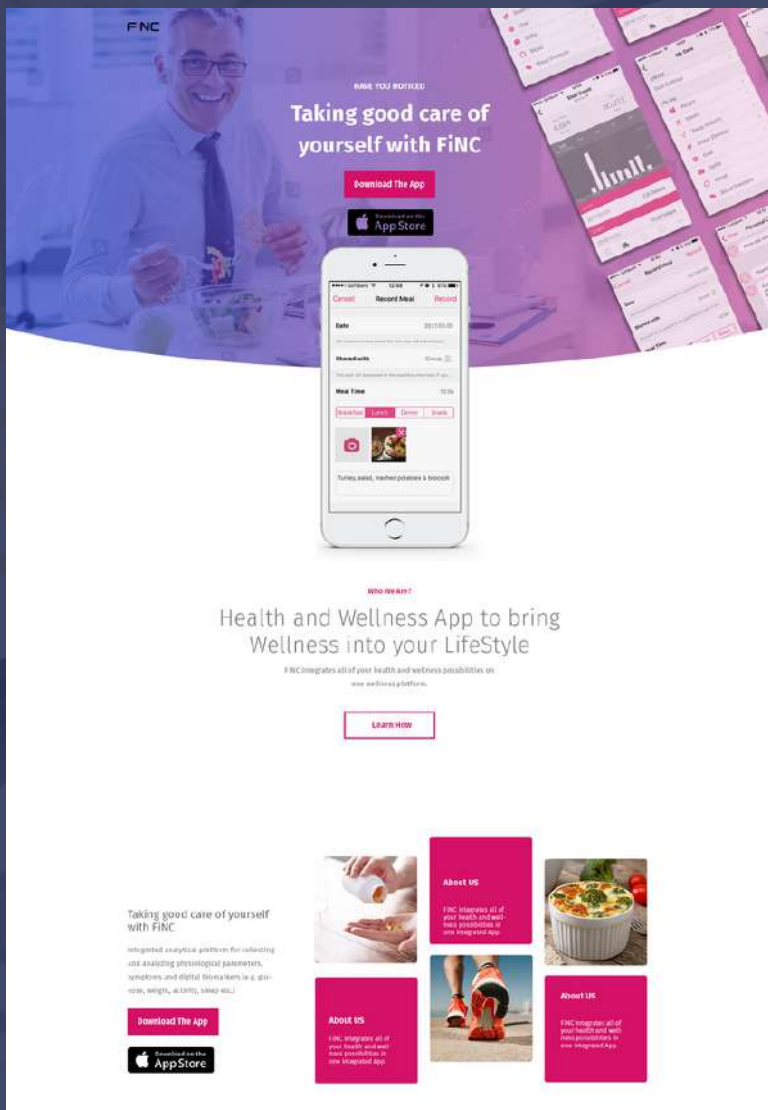
- 1 1回の充電で約1週間持続するバッテリーを搭載
- 2種類の加速度センサーが睡眠の深さなどを自動取得
- 3 取得データから1日のライフログを可視化
- 4 3色の軽量かつシンプルなデザイン
- 5 アラーム機能搭載で起床や睡眠の正しい生活をサポート



# Solution

It was essential to establish an online presence for the US market. Using the website resources (SEO), and social media resources, we were able to effectively promote the brand of FiNC and engage the audience via multiple channels.

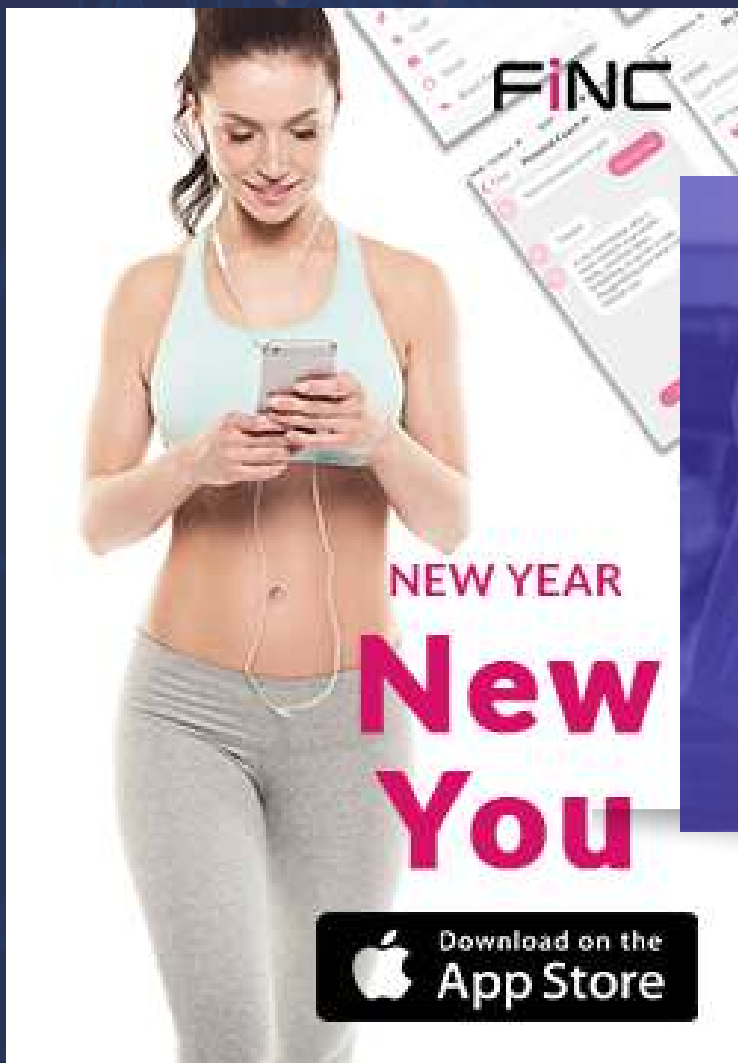
There is a number of Website strategies that were implemented. For example: app promotional video, social proof elements (testimonials, user reviews, awards won, Apple iOS features, etc.), press kits, and many more.



## Solution

We implemented a strategy called Ad Exchange. It worked perfectly with what we were trying to achieve. Ad banners were made by our creative team, and we gained a huge exposure in the US market.

Social Media accounts for the English-speaking market were created from scratch, easily and quickly gaining leverage and excellent following. We worked with influencers to gain a more engaging audience as well.



## Results

- Raised awareness and interest in English-speaking markets
- Built a website for new product release
- Built a community around the brand and promoted sales via social, email, inbound marketing engagement
- Created a mechanism of collecting email addresses and reasons for interest in product
- Promoted the app in the English-speaking markets, growing engagement and attracting partners & investors

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