



Follow **Michael Colling-Tuck**

Healthcare Demand Generation | agencybristol.com



AGENCY · DECISION LOG · GROWTH & PAID

Why we said no to a paid-led launch

How a £350k paid plan got resequenced into an organic-led system that compounded faster on a smaller budget.

CLIENT SITUATION

A specialty pharma brand preparing for a new product launch wanted to lead the commercial programme with paid: Meta, LinkedIn, and Google Ads with a £45k/month budget starting on launch day, scaling to £80k/month by month three.



Follow **Michael Colling-Tuck**

Healthcare Demand Generation | agencybristol.com



The decision we walked into

THE QUESTION WE ASKED

What demand signal did the paid plan intend to amplify, and at what stage of formation was it on launch day?

THE OPTION WE RULED OUT

A paid-led launch starting day one. Estimated spend over six months: £350k. Estimated outcome: a flood of low-intent traffic into a website that hadn't been built for conversion, into a sales team that hadn't been briefed on the campaign, against a messaging house that hadn't been pressure-tested.



What we picked, and why

THE OPTION WE PICKED

Sequence the layers.

- Months 1–3: organic content + messaging house, no paid.
- Months 3–5: layer email nurture + advocate signal capture.
- Month 6: introduce paid as retargeting for visitors who'd already engaged with the content.
- Month 9 onward: scale paid in proportion to the conversion rate of the demand the organic layer was producing.

WHY

Paid amplifies demand. It does not create demand. Spending £350k to amplify zero demand produces zero demand at higher unit cost. The Tightrope case in the manuscript (Ch 7) names the failure mode — paid stretching a credible claim past the evidence and losing the advocates carrying it.

Campaigns end. Systems compound.



Follow **Michael Colling-Tuck**

Healthcare Demand Generation | agencybristol.com



What this teaches

The order-of-operations question for paid is not 'how big should the budget be?' but 'what is paid amplifying?' If the answer is 'we don't have a demand signal yet', the budget is renting an audience that will evaporate the day spend stops.

Earn the right to amplify before you amplify.