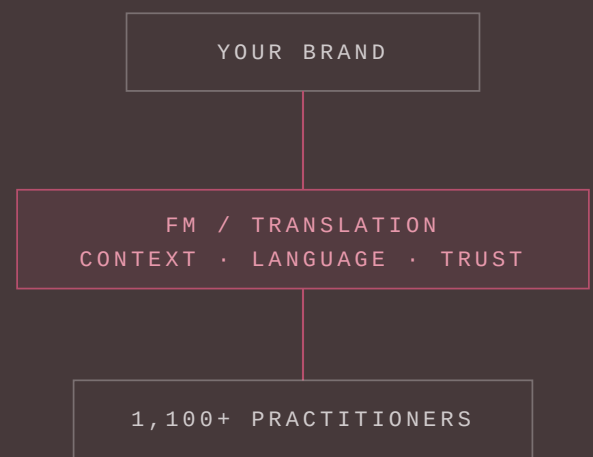


FUNCTIONAL MEDIA • OPEN TO BRAND COLLABORATIONS

Reach healthcare practitioners with someone who already *understands* them.

Creator-led content, campaigns, product education, webinars and sponsored placements for software, AI, payments, EHR, labs, supplement, education, event and wellness brands whose customers are functional, integrative, naturopathic, nutrition and wellness practitioners.



your product, their language

PREPARED BY

Melanie Burton, Founder

COMPANY

Functional Media

INQUIRIES

support@functional-media.com

Clinicians, yes. *Also business owners and buyers.*

Functional, integrative, naturopathic, nutrition and wellness practitioners who are caring for patients, building businesses, and making decisions about the products and platforms they use. Most own or run the practice, which means they are also the person who signs the software contract, picks the lab, and chooses the dispensary.

M / 01 1,100+ PRACTITIONERS SERVED SINCE 2017	M / 02 6,372 INSTAGRAM FOLLOWERS	M / 03 3,246 EMAIL SUBSCRIBERS	M / 04 9+ yrs IN ONE INDUSTRY SINCE 2017
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WHO THEY ARE	ROLES THEY HOLD	CHANNELS & PROFILE	WHERE THEY READ
FUNCTIONAL, INTEGRATIVE & NATUROPATHIC CLINICIANS		INSTAGRAM · @MELANIE_FUNCTIONAL.MEDIA	6,372
NUTRITION PROFESSIONALS & HEALTH COACHES		FACEBOOK · FMCONTENTMANAGEMENT	691
PRACTICE OWNERS & CLINIC LEADS		LINKEDIN · MELANIE BURTON	202
EMPLOYERS, EDUCATORS & CONTENT CREATORS		EMAIL LIST · FUNCTIONAL MEDIA NEWSLETTER	3,246
BUYERS OF SOFTWARE, LABS, SUPPLEMENTS & EDUCATION		WEBSITE · FUNCTIONAL-MEDIA.COM	PARTNERSHIPS PAGE

INSTAGRAM AUDIENCE · 87% WOMEN · 69% AGED 35 TO 54 · 82% AGED 25 TO 54 ·
TOP LOCATIONS US · CANADA · UK · AUSTRALIA

the people who sign the software contract

Practitioners already ask me what to use. *Every week.*

ASK / 01 “Which EHR should I switch to? Mine can't do intake forms properly.”

PRACTICE MANAGEMENT · EHR · TELEHEALTH · SCHEDULING

ASK / 02 “Which lab do you see practitioners actually use for this panel?”

LABS · DIAGNOSTICS · TESTING KITS

ASK / 03 “Is it worth moving my dispensary? What are people happy with?”

SUPPLEMENT DISPENSARIES · PRACTITIONER-GRADE BRANDS

ASK / 04 “What AI tool do you use for notes, and is it safe for patient data?”

AI TOOLS · DOCUMENTATION · AUTOMATION

ASK / 05 “Which email platform and scheduler do you recommend for a solo practice?”

MARKETING TECH · EMAIL · BOOKING · PAYMENTS

ASK / 06 “Is this certification or conference worth the money?”

CLINICAL EDUCATION · COURSES · EVENTS

QUESTIONS ABOVE ARE REPRESENTATIVE OF WHAT ARRIVES BY DM, EMAIL AND IN ONE-TO-ONE CONVERSATIONS WITH CLIENTS. NAMES ARE NEVER SHARED.

My clients treat me as the person who has already tested the options, and they ask before they buy. A partnership puts your product inside a conversation that is already happening, with someone they trust to answer.

WHY THEY ASK ME

FOUR REASONS

R / 01 I know the audience

Nine years and 1,100+ practitioners. I know what earns their trust and what feels disconnected from their reality.

R / 02 I translate products into their world

Why your product matters to a practitioner's actual work, without generic benefits or forced industry language.

R / 03 I bring strategy and execution

Concept, positioning, scripts, creative direction and final content. A complete campaign, not a loose collaboration.

R / 04 I understand responsible health communication

Comfortable with approved claims, brand guidelines, clinical reviewers and compliance teams.

the conversation is already open

Pick a format, *or bring your own idea.*

Standard scopes below. Every one can be resized. Pricing is set per project based on scope, usage rights and timeline. Email me or book a call to get a quote.

FORMAT	WHAT IT IS	DELIVERABLES	RUNS ON
F / 01 Sponsored reel FUNCTIONAL MEDIA CHANNELS	One original reel that puts your product inside a real practitioner problem. Scripted, filmed and edited by me, in my voice, with disclosure.	1 REEL · 45 TO 90 SEC 1 CAPTION + CTA 1 STORY FRAME WITH LINK	INSTAGRAM + FACEBOOK OPTIONAL WHITELISTING
F / 02 Story series FUNCTIONAL MEDIA CHANNELS	A walkthrough or "here's what I'd check" sequence with a link sticker. Saved to a highlight after 24 hours.	4 TO 6 FRAMES LINK STICKER + POLL SAVED HIGHLIGHT	INSTAGRAM STORIES HIGHLIGHT 30 DAYS
F / 03 Email feature FUNCTIONAL MEDIA LIST	A dedicated section in my newsletter to practitioners, written as a recommendation with context, not an ad block. Dedicated sends available.	150 TO 250 WORDS 1 LINK + IMAGE PERFORMANCE REPORT	EMAIL LIST DEDICATED SEND OPTIONAL
F / 04 Creator-led content YOUR CHANNELS	Original short-form content made for your brand to publish and run as ads. Concept, script, on-camera delivery, edit, captions and two alternate hooks for testing.	3 TO 6 VIDEOS PER BATCH 2 HOOKS EACH CAPTIONS + CTAS	YOUR SOCIAL + PAID USAGE RIGHTS DEFINED
F / 05 Product education YOUR CHANNELS OR MINE	Walkthroughs, feature demonstrations and practitioner use cases that show where your product fits into a working day. Launch and onboarding content included.	LONG-FORM VIDEO OR SERIES WRITTEN USE CASES CUT-DOWNS FOR SOCIAL	YOUTUBE, SITE, EMAIL ONBOARDING FLOWS
F / 06 Webinar or workshop CO-BRANDED	A live session that teaches practitioners something they can use, with your product introduced in the right context. Promotion before, replay after.	45 TO 60 MIN LIVE PROMO EMAIL + SOCIAL REPLAY + RECAP	ZOOM OR YOUR PLATFORM REPLAY 90 DAYS
F / 07 Event coverage CONFERENCES	Pre-event campaign, on-site creator coverage, speaker and exhibitor interviews, and a post-event content package.	PRE, LIVE + POST CONTENT INTERVIEWS RECAP PACKAGE	YOUR CHANNELS + MINE SCOPED PER EVENT

CUSTOM COLLABORATIONS, CO-MARKETING, PODCASTS AND GUEST CONTENT ALSO AVAILABLE. EVERY FORMAT INCLUDES DISCLOSURE, DEFINED USAGE RIGHTS AND A STRUCTURED APPROVAL PROCESS FOR BRAND AND HEALTH CLAIMS.

specs are starting points, not a menu

Your team knows the product. *I know the practitioner.*

FM / DEMO SAME PRODUCT, TWO MESSAGES

A / THE GENERIC CAMPAIGN

"Our all-in-one platform streamlines your workflows, saves you time, and helps you grow your business."

WHAT A PRACTITIONER SEES: EVERY OTHER SAAS AD THEY SCROLLED PAST TODAY

B / THE FM TRANSLATION

"Your front desk is still re-typing intake forms at 6 p.m. That's the hour a day your current system quietly costs your practice."

WHAT A PRACTITIONER SEES: SOMEONE WHO HAS ACTUALLY STOOD AT THEIR FRONT DESK

Say you sell a practice-management platform. Here is the difference between a campaign written from the product and one written from the practitioner's day.

S / 01	Find the real moment	I start with the practitioner's day, not the feature list. For a practice platform that's the 6 p.m. intake backlog, the no-show that wasn't reminded, the lab result sitting in an inbox.
S / 02	Pick one idea	One campaign thread, not a pile of posts. Here: "the hour a day you don't see." Every piece points back to it.
S / 03	Build the pieces	A reel that shows the moment, a story series that walks the fix, an email that gives the practitioner a way to check their own numbers. Each with a hook written for this audience.
S / 04	Clear the claims	Any statement about outcomes, time saved or clinical use goes through your approval and, where relevant, your compliance reviewer before it's filmed.
S / 05	Publish and report	Content runs where it was scoped, with disclosure. You get the assets, the usage rights we agreed, and a performance summary.

the same method works for a lab, a dispensary, or an AI tool

From first email to *published content.*



What I bring *to the project.*

DEPENDING ON SCOPE

- ✓ Practitioner-audience insight
- ✓ Campaign strategy
- ✓ Original creative concepts
- ✓ Messaging, hooks & scripts
- ✓ On-camera hosting or creator talent
- ✓ Video production & editing
- ✓ Social & email copy
- ✓ Educational resources
- ✓ Webinar or event support
- ✓ Publishing recommendations
- ✓ Clearly defined content usage rights
- ✓ Structured approval for brand & health claims

Every project is scoped around what your team actually needs.

PORTRAIT / MELANIE BURTON

ADD PHOTO

Hi, I'm *Melanie*.

For more than nine years I've helped healthcare practitioners communicate their expertise, market their work, and build their businesses online. Along the way I've created an extensive library of products, content, newsletters, webinars and strategic resources trusted by **1,100+ practitioners**.

That experience gives me a useful vantage point for brand partnerships: I understand the practitioner as a healthcare professional, a business owner, and a customer. I know how to take what your company wants to communicate and connect it to what practitioners actually care about.

BACKGROUND

B.S. Health & Human
Performance

CERTIFICATION

FMCA health coach

INSIDE THE CLINIC

Former clinic manager

IN THE INDUSTRY

Since 2017 · one industry only

MELANIE BURTON FOUNDER & MARKETING DIRECTOR

*your product, their
language.*

Let's create something *relevant.*

If healthcare practitioners are part of your target market, I'd love to hear what you're working on. Send a quick email with your product, the audience you want to reach, and what a successful partnership would look like. If you prefer to talk it through, book a call instead.

EMAIL SUPPORT@FUNCTIONAL-MEDIA.COM →

OR BOOK A 30-MIN CALL

FM / CONTACT FILE

EMAIL SUPPORT@FUNCTIONAL-MEDIA.COM

BOOK A CALL CAL.COM/FUNCTIONAL.MEDIA

WEBSITE FUNCTIONAL-MEDIA.COM

INSTAGRAM [@MELANIE_FUNCTIONAL.MEDIA](https://www.instagram.com/MELANIE_FUNCTIONAL.MEDIA)

LINKEDIN [MELANIE BURTON](https://www.linkedin.com/company/MELANIE_BURTON)

FACEBOOK [FMCONTENTMANAGEMENT](https://www.facebook.com/FMCONTENTMANAGEMENT)

BASED IN [FLORIANÓPOLIS, BRAZIL](https://www.florianopolis.com.br)