



# DIGITAL MARKETING STRATEGY

El Salama El malaky Medical Laboratory

Health is number one, the importance of maintaining health is for yourself.



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# ABOUT US

El Salama El Malaky Medical Laboratory is a modern diagnostic center equipped with the latest medical technology to ensure the highest level of accuracy in test results with quick turnaround times.

El Salama... Your Trusted Partner in Health





# INTRODUCTION

El Salama El Malaky Medical Laboratory is dedicated to delivering exceptional diagnostic services with a strong commitment to accuracy, speed, and patient-centered care. As a trusted name in medical testing, we aim to support better health outcomes for individuals and families by offering reliable and timely laboratory results.

## Our Mission

To provide every patient with trustworthy and honest service, ensuring the highest level of accuracy, rapid performance, and exceptional care in every interaction.

## Our Vision

To become the leading medical laboratory in Alexandria, known for excellence, innovation, and trust in the field of medical diagnostics.



# OBJECTIVES SMART



## Main Goals

### 1. Increase Brand Awareness

- **Specific:** Raise awareness of the El Salama El Malaky brand among potential and existing clients.
- **Measurable:** Achieve a 25% increase in customer awareness of the brand.
- **Achievable:** Through consistent digital marketing, social media campaigns, and community engagement.
- **Relevant:** Enhancing awareness is essential to attract new customers and increase market share.
- **Time-Bound:** Target to be achieved within 12 months.

### 2. Improve Brand Perception and Market Differentiation

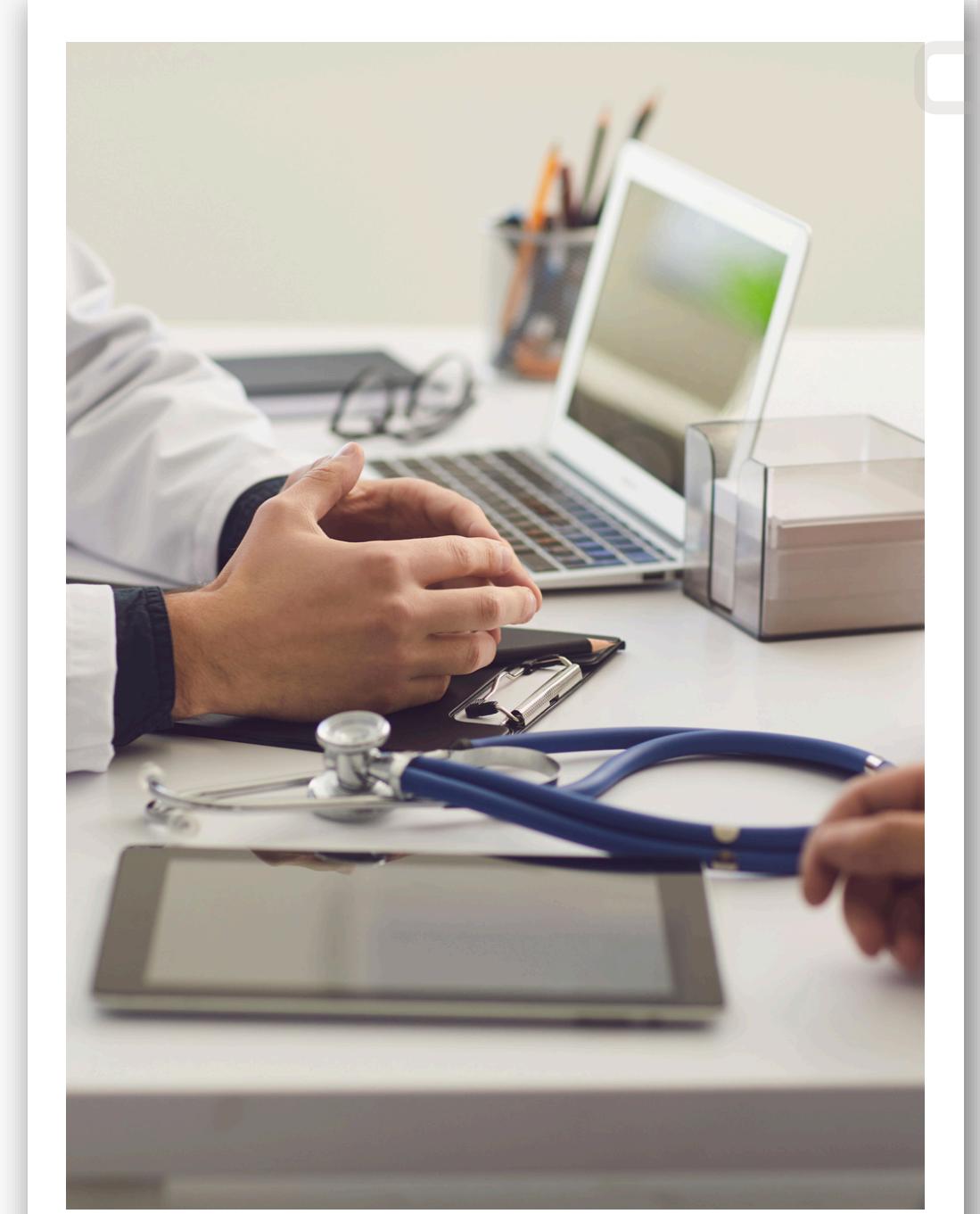
- **Specific:** Strengthen the brand's reputation and distinguish it from competitors.
- **Measurable:** Measured by engagement rates, customer feedback, and improved brand sentiment.
- **Achievable:** By executing creative, innovative, and emotionally engaging advertising campaigns.
- **Relevant:** Differentiation is crucial in a competitive healthcare and diagnostics market.
- **Time-Bound:** Observable improvements expected within 3 to 6 months.



## Sub Goal

### 3. Enhance Customer Satisfaction Levels:

- **Specific:** Improve and increase overall customer satisfaction with the lab's services.
- **Measurable:** Achieve a 20% improvement in customer satisfaction ratings based on surveys and feedback.
- **Achievable:** Through improved service delivery, staff training, and follow-up communication.
- **Relevant:** Customer satisfaction directly influences loyalty and word-of-mouth referrals.
- **Time-Bound:** Goal to be reached within 3 to 6 months



# Swot analysis

## Strengths (Internal – Positive)

Equipped with the latest high-precision medical testing equipment

Quick turnaround times for test results

Trusted brand values: accuracy, integrity, and exceptional service

Home sample collection service increases accessibility

Female phlebotomists available, enhancing customer comfort

Wide variety of tests (comprehensive checkups, pre-marital, fertility, etc.)

Expansion through targeted social media

## **Weaknesses (Internal – Negative)**

Limited online presence and digital marketing activity

Brand recognition still growing compared to larger chain labs

Possible over-reliance on word-of-mouth and local traffic

No mobile app or advanced digital customer portal for bookings/results

## Opportunities (External – Positive)

Increasing demand for home-based medical services

Rising public awareness of preventive health and diagnostics

Potential for partnerships with clinics, pharmacies, and health apps

Expansion through targeted social media campaigns

Opportunity to offer corporate medical checkup packages

## Threats (External – Negative)

Strong competition from large, well-established laboratory chains

Price-based competition from smaller labs

Changes in healthcare regulations and insurance systems

Risk of customer churn if expectations are not consistently met

# Marketing Mix



## Lab Services:

At Al-Salama Royal Lab , we offer comprehensive testing options including General medical tests (blood, urine, etc.), Health check-up packages (for individuals and families), Specialized testing (hormones, COVID-19, vitamins)



# Pricing Packages:

Explore our competitive pricing models tailored for your health needs at Al-Salama Royal Lab . Quality care at affordable rates.

## Basic

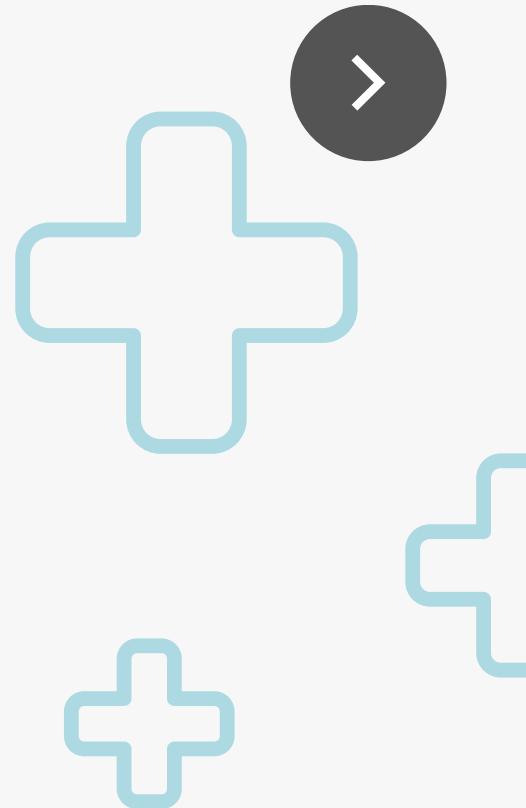
Essential tests for routine health monitoring.

## Customized

packages for key segments (seniors, couples, chronic patients)

## Higher pricing

urgent or home collection services



# place and Access+ Channels:



## Address

Main lab in a central Alexandria location



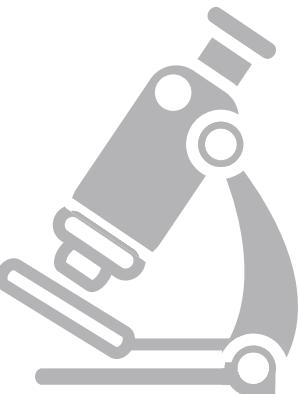
## Phone

Phone and WhatsApp bookings working well already



## Website

Add QR Code posters in partner clinics and pharmacies for easier booking





# Promotion Strategies:

## **Marketing Campaigns**

Targeted marketing campaigns to enhance visibility and inform patients about lab services.

## **Social Media**

Utilize platforms to share valuable content and engage with the community.

## **Partnerships**

Loyalty punch card for returning patients (start with a printed version)



# Segmentation



## 1. geographic segmentation

people live in sidi bishr mainly, Miami, Victoria and alasafra.

## 2. Demographic segmentation

Class B (Middle income)

- **Age (25-60):** people seeking from chronic diseases (main audience).
- **(+60) elderly:** need for regular testing (diabetes, cholesterol, kidney and liver function).
- **Children & Teens:** (through referrals from pediatricians).



### **3. Behavioural segmentation**

1. Chronic disease patients.
2. people who do periodic checkups.
3. Doctor referral-based tests.



### **4. Psychographic Segmentation**

- People that have higher levels of health awareness.
- Fitness-conscious patients (monitor vitamin levels).
- Price-sensitive people that prefer competitive prices and discounts.



# Value proposition

## What makes us different:

- Reliable Accuracy: Every test is handled by experienced lab technicians using internationally certified equipment to guarantee the highest level of precision.
- Fast and Efficient Turnaround: We understand the urgency of medical results, so we ensure timely reporting through secure digital platforms.
- Home Collection Services: Our professional team can collect samples from the comfort of your home, saving you time and effort without compromising quality.

- Affordable Services: We offer competitive pricing while maintaining exceptional standards, making accurate medical testing accessible to everyone.
- Patient-Centered Experience: From start to finish, we treat every client with respect, empathy, and strict confidentiality.

## **Our Promise:**

*"We don't just run tests – we care for lives. Your health is our highest priority."*

# Facebook Page Analysis



**Page name :** Elsalama Elmalky

**Creation Date :** 19/2/2020

**Number of followers:** 285

**Number of likes :** 268



# Content Analysis

## Educational Posts About Why you should Make Tests Periodically



Wed Jul 30, 4:28am

471

20

11

7

## Educational Posts About Medical Informations



Fri Jul 25, 9:54am

301

18

3

2

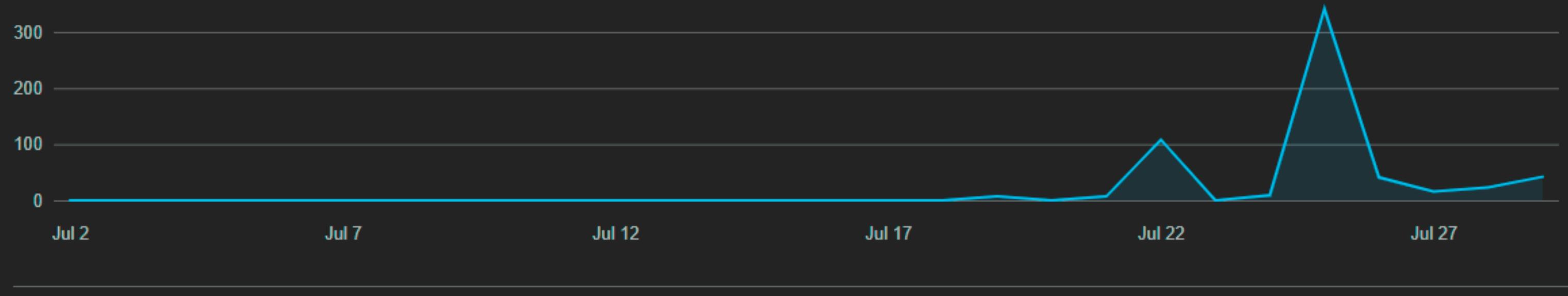
In this post there are  
471 Views  
20 Reaction  
11 Comment  
7 Shares  
There is a problem  
We get a lot of views but  
Poor Interactions

In this post there are  
301 Views  
18 Reaction  
3 Comment  
2 Shares  
There is a problem  
We get a lot of views but  
Poor Interactions

Last 28 days: Jul 2 - Jul 29 ▾

**594 Views** ⓘ

+9,800.0% from previous 28 days



From followers ⓘ **43.8%** ↑ 100%

From non-followers ⓘ **56.2%** ↓ 43.8%

## In this images We can conclude That :

We started working on the page from 22/7/2025 by Inviting people to like Page In 25/7/2025 We upload our first post and the we got 341 View to the post and it is the Maximum peak Also Viewing Rate from Followers 43.8% and From non- followers is 56.2% but in decresing rate

## Reach

Facebook reach 

**96**   4.7K%

From followers  **32** —

From non-followers  **68**   3.3K%



## Interactions

Content interactions 

**28**   100%

From followers  **22** —

From non-followers  **6** —



**Reach :** Total number of people who saw your post at least once

As We can see 96 reach 32 from Your Followers and 68 from non followers With a 3.3K% It means your posts appear to your non followers more than followers.

## Follows

Follows 

**11**   100%

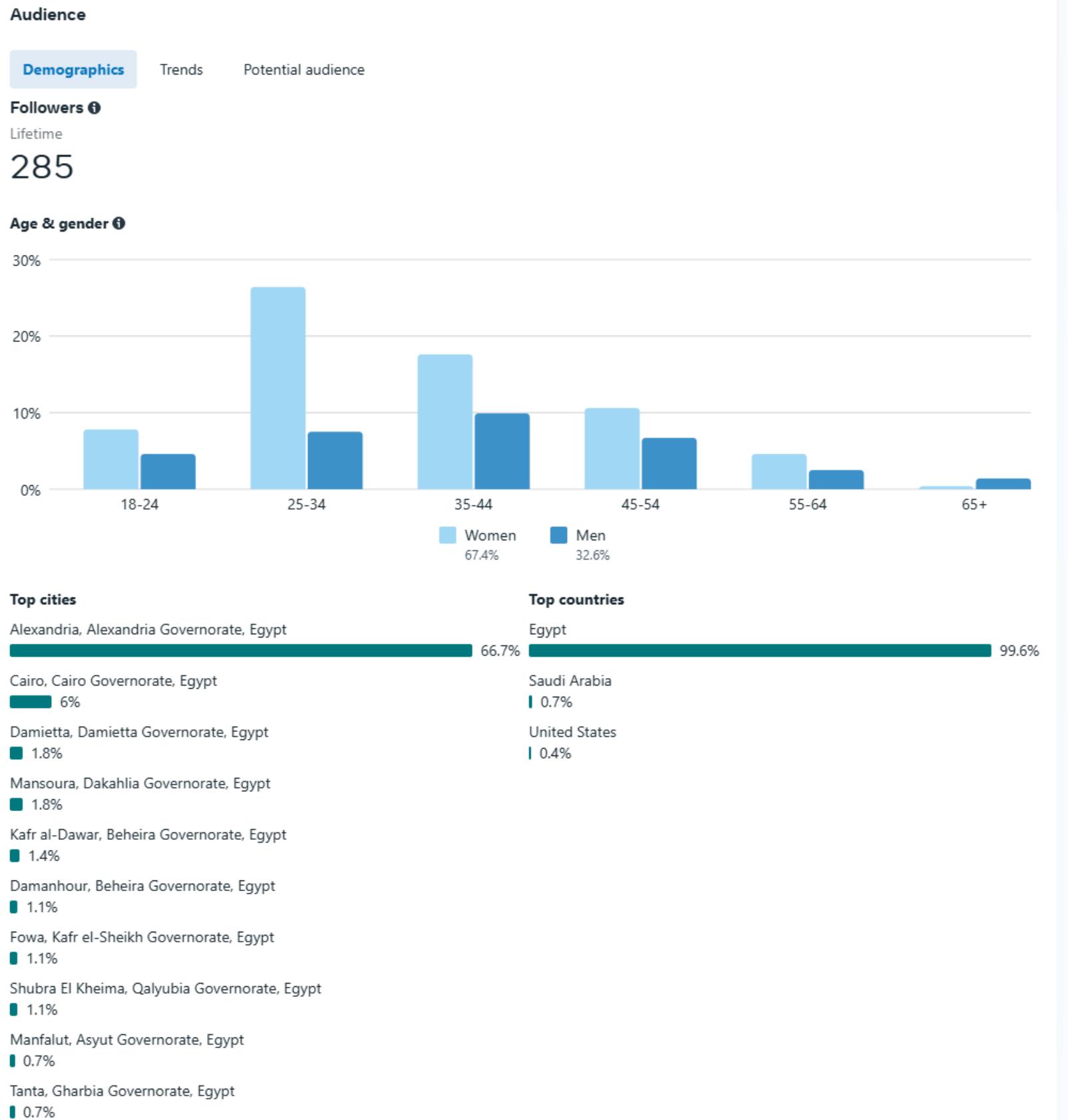
Unfollows  **1**   100%

Net follows  **10**   100%



**In This Topic** we can see that Total New Followers is 11 but who unfollow you in given period is 1 and Net followers is 10.

# Audiance Analysis



We have 285 followers

**67.4%** From Women , **32.6%** From Men

Most Ages Ranges From 25-44

**26.4%** From Women Ages From 25-34

**7.5%** From Men Ages From 25-34

**17.6%** From Women Ages From 35-44

**9.9%** From Men Ages From 35-44

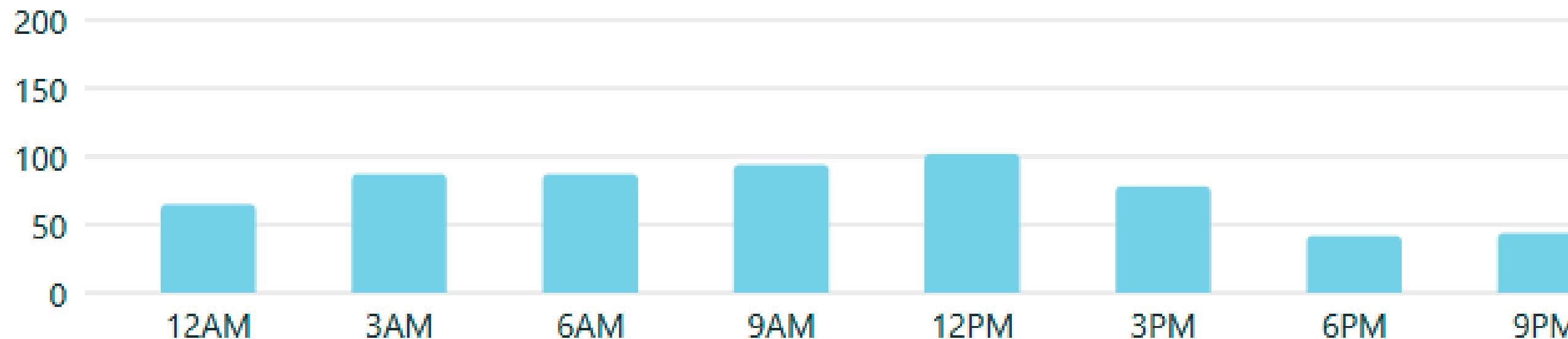
Our Audiance are 99.6% From Egypt

66.7% From Alexandria.

This means that we succeeded to make our post appear to our Target Audiance.

## Most active times ⓘ

Based on last 28 days



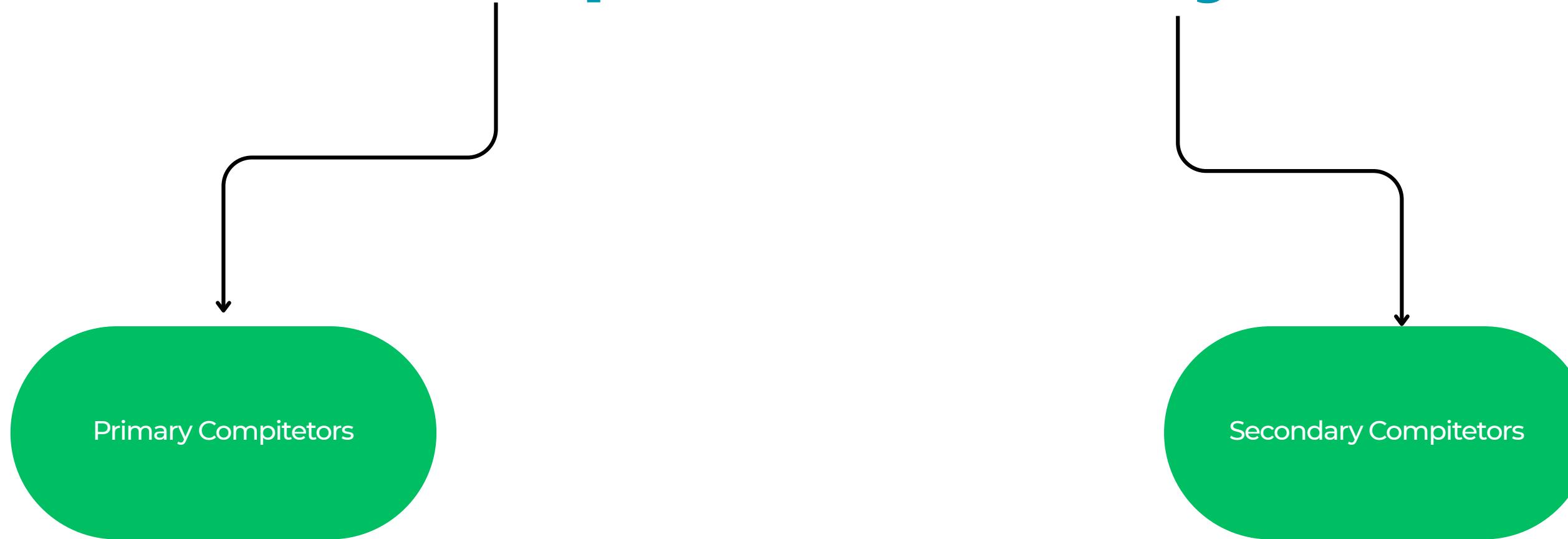
**This Diagram shows:** that the most active times our followers appear on facebook is 3Am - 12 Pm and this can help us to find the appropriate time to upload a post as  
87 Followers open from 3-6 am  
87 Followers open from 6-9 am  
94 Followers open from 9-12 pm  
102 Followers open from 12-3 pm (Best Time )

## Lets Summarize The Problems Faced Us



- 1- We are lack of Ads Posts.
- 2- We need more engagement.
- 3- We have to create pages on other platforms.
- 4- We have to post on weekly basis as we created page on 2020 and started working on it in 2025.
- 5- We have to get more Partners like clinics, pharmacies.
- 6- We have no website or app.

# Competitors Analysis



One of biggest labs In egypt



One of biggest labs in egypt



Gives medical analysis with scan



Gives online medical analysis  
registration through contracted labs

## Social media analysis

Facebook page : Elmoktabar labs

Nearest location : Galaa st victoria

Creation date : 14/4/2011

Followers : 1.2 Million

likes : 1.1 Milion

Engagment rate : 0.02%

Average likes : 54.78

Average comments : 152.44



We see here that they post regularly 9 posts in last 30 days

0.3 post/ day Engagment 1899 Avg Engagment 211

Impressions 14K Avg Impressions 1528.

## Strengths

- Excellent Website.
- Monthly Discounts.
- More than 200 Labs all over Egypt.
- App for tests registration and more.
- Big Partners like Ezz eldin pharmacies and Rayahen.

## Weaknesses

- Higher prices not all customers can afford their prices.
- Not all labs provide Specialized doctors.
- Low Engagment rate.

# Top performing posts



## Social media analysis

**Facebook page: Elborg labs**

**Nearest location:** Galaa St

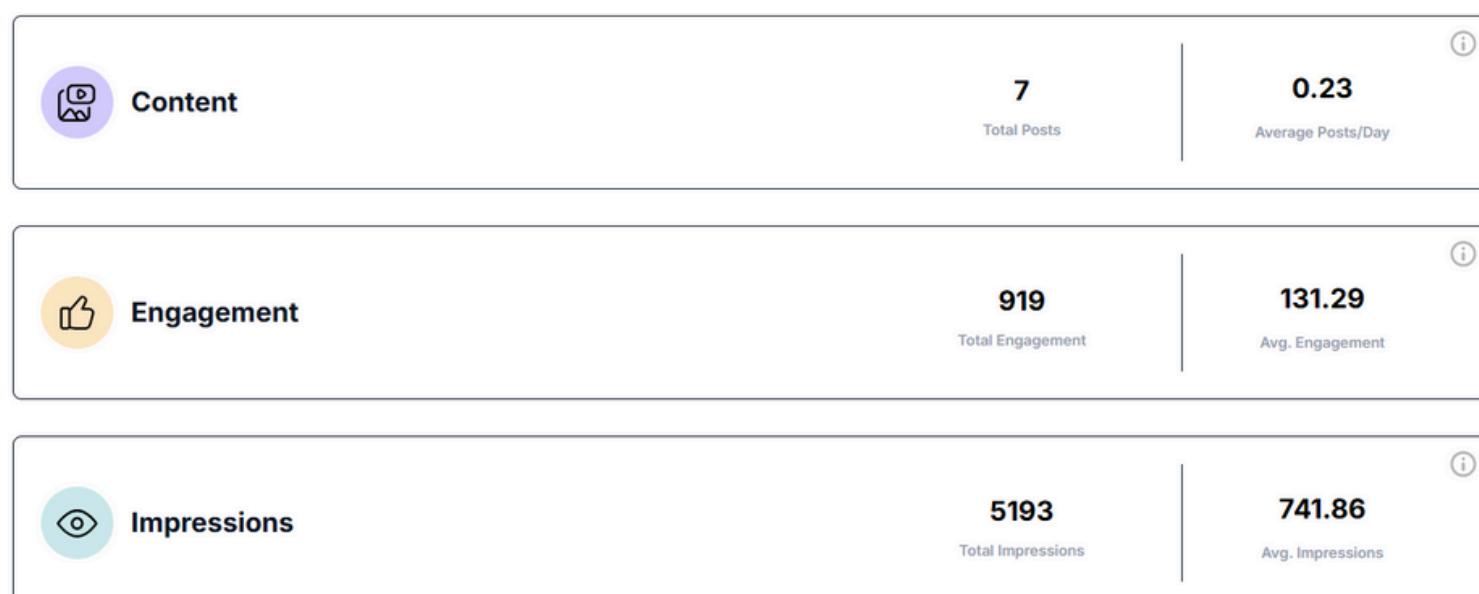
**Creation date:** 20/2/2011

**Followers:** 638 K

**Engagement rate:** 0.02%

**Average likes:** 36

**Average comments:** 91.14



## Strengths

- Fast results.
- More than 220 Labs all over Egypt.
- Suitable website.
- Home tests availability.

## Weaknesses

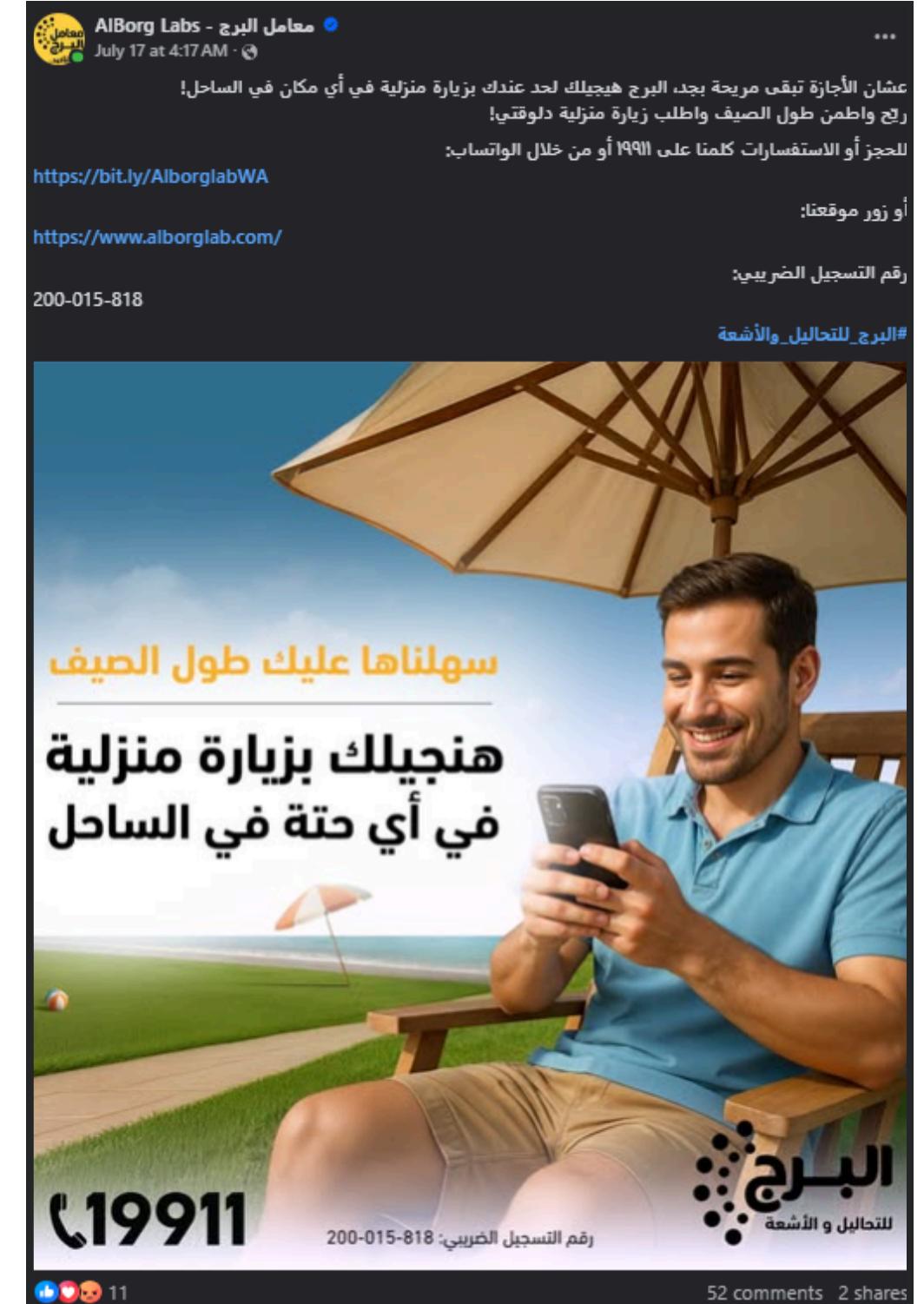
- No regular promotions.
- Low engagement rate.
- Low interactions.

We see here that they post regularly 7 posts in last 30 days

0.23 post/ day Engagement 919 Avg Engagement 131.29

Impressions 5193 Avg Impressions 741.86

# Top performing posts



## Social media analysis

Facebook page: Alex Scan

Nearest location: Mostafa kamel

Creation date: 4/5/2020

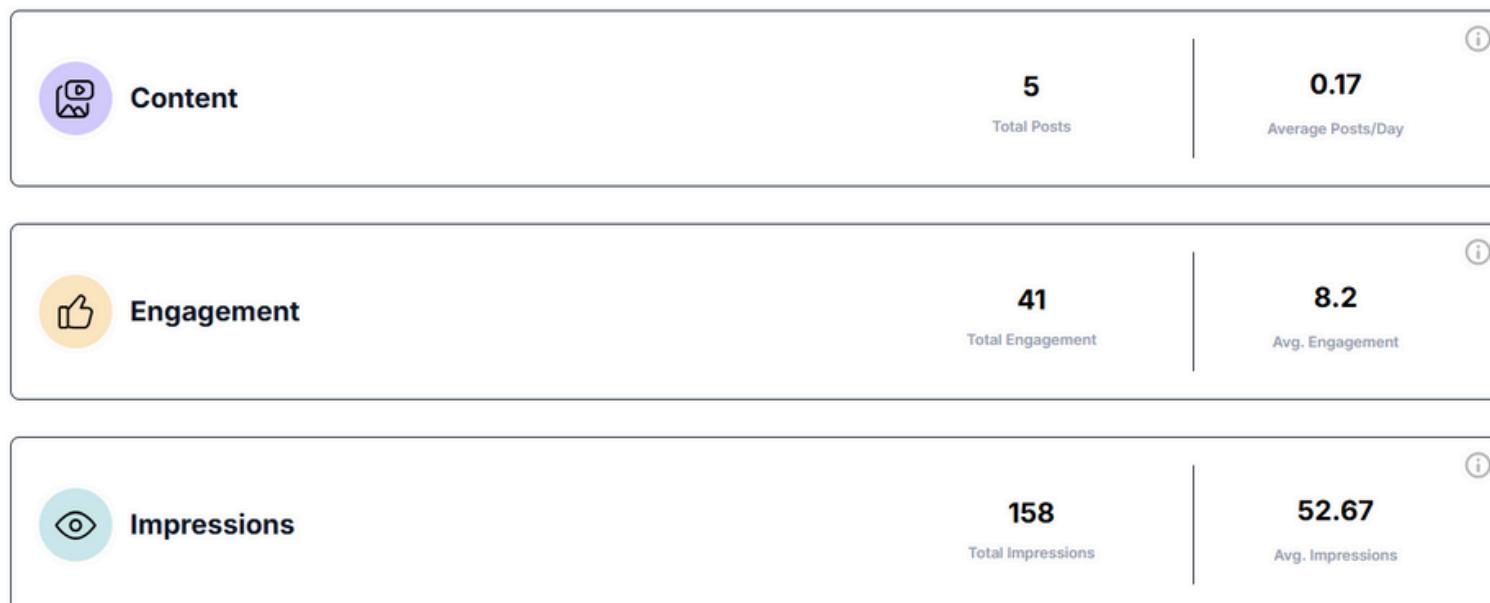
Followers: 35 K

Likes: 34 K

Engagement rate: 0.02%

Average likes: 4

Average comments: 4



## Strengths

- Fast results.
- More than 35 years of experience.
- Scan + Medical analysis.

## Weaknesses

- No regular promotions.
- Low engagement rate.
- Low interactions.
- Poor communication.
- Poor reach and impressions.

We see here that they often post 5 posts in last 30 days 0.17 post/ day Engagment 41 Avg Engagment 8.2 Impressions 158 Avg Impressions 52.67

# Top performing posts





## Strengths

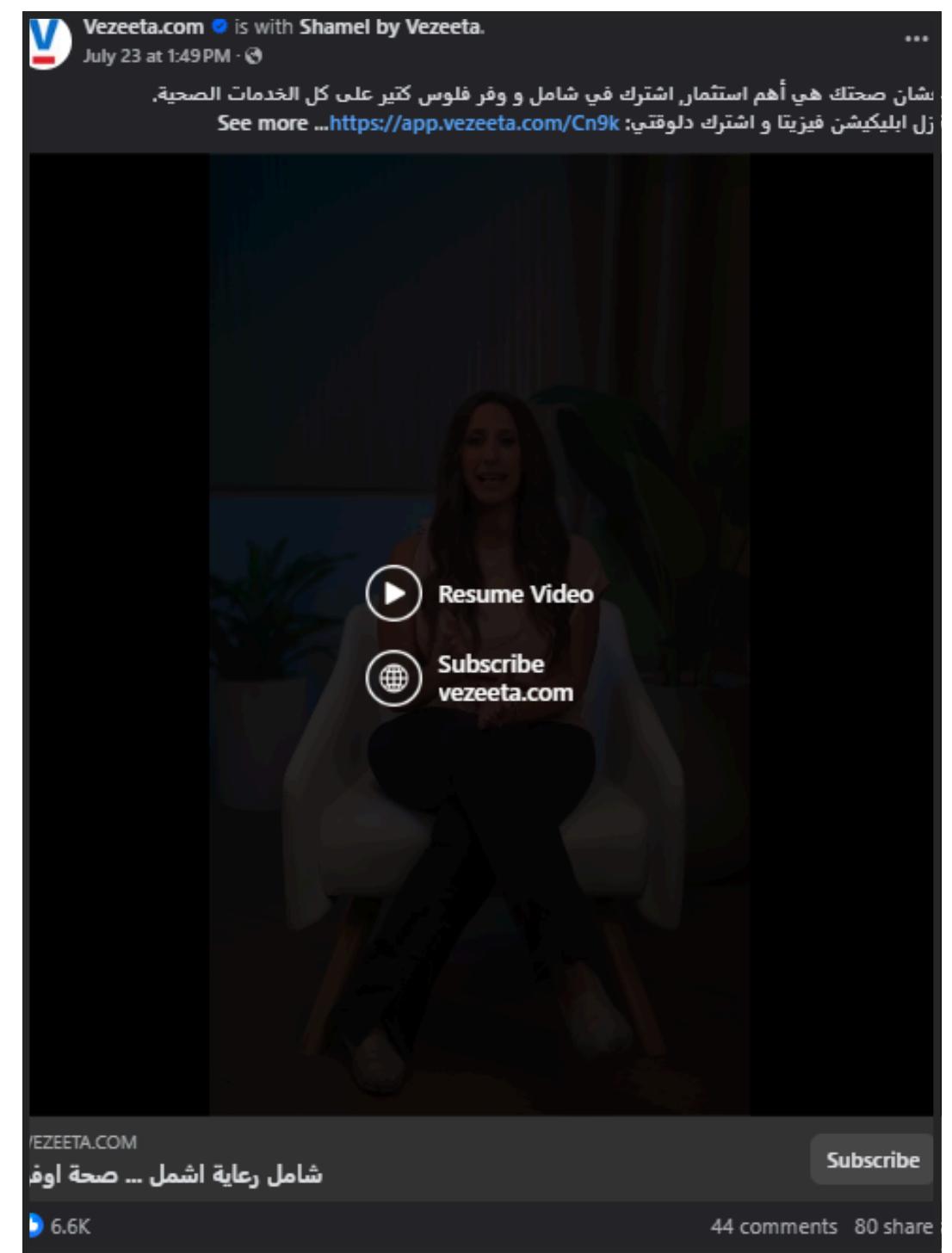
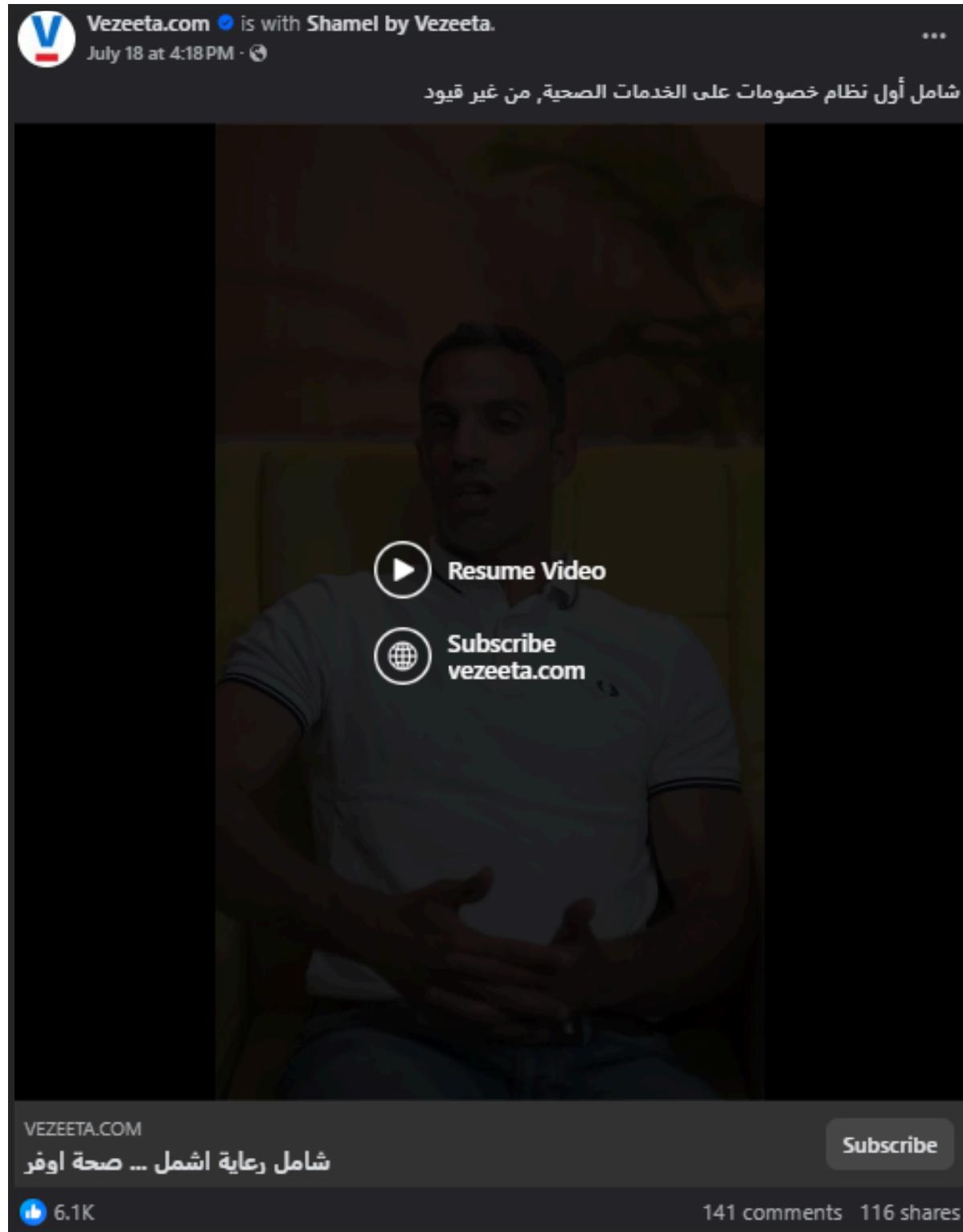
- Creativity.
- Professional application.
- Comfortable website.
- All medical categories.
- High engagement rate.
- Depend on video posts.

## Weaknesses

- Require internet to register.
- Poor communication sometimes.
- Some people find it difficult to use.

**Social media analysis**  
**Facebook page:** [Vazeeta.com](http://Vazeeta.com)  
**Nearest location:** Online  
**Creation date:** 10/7/2013  
**Followers:** 1.6 Millions  
**Likes:** 1.6 Millions  
**Engagement rate:** 0.2%  
**Average engagment:** 2802  
**Average impressions:** 20 K

# Top performing posts





# Thank You

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## Presented By:

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