DIGITAL MARKETING STRATEGY

El Salama El malaky Medical Laboratory

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

Content List:

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 by 25% within one year.

2. Enhance brand perception and differentiation from competitors through innovative advertising campaigns within 3–6 months.

Sub Goal

1. Improve customer satisfaction ratings by 20% within 3–6 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	Customized	Higher pricing
Essential tests for routine health monitoring.	packages for key segments (seniors, couples, chronic patients)	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

social media platform

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)

PEOPLE

Highly trained medical staff and technicians.

Continuous training in both technical and customer service skills.

Patient-friendly approach, especially for elderly and children.

PHYSICAL EVIDENCE

Clean, professional interior design of the lab.

Professionally branded reports (digital & printed).

Displayed certifications and accreditations for patient trust.

Staff uniforms that reinforce professionalism and reliability.

PROCESS

Easy booking: phone, WhatsApp, or online form

Clear steps: sample collection → testing → results

Fast results: most within 24 hours

Updates sent by SMS , WhatsApp

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.

BUYER PERSONAS

Name	Omar	Hassan	Sara
Description	Monitors diabetes and blood pressure monthly Needs affordable and consistent testing Wants clear explanation of results Long waiting times frustrate him	Annual health checkup, vitamin D, cholesterol Doesn't have time to wait at labs Wants digital results fast Prefers online booking	Required pre-marital testing Needs reliable results for official documents Prefers female staff for blood collection Wants privacy and professionalism
Age	52 years old	28 years old	24 years old
Location	Alexandria sidi bishr	Alexandria Victoria	Alasafra
Occupation	Government employee	Software developer	Teacher
Income Range	Low to moderate	Upper middle-class	Moderate

KAREEM

The Top Customer

40+ YEARS OLD

ALEXANDRIA, EGYPT

MARRIED

15,000+ EGP

BACKGROUND & LIFESTYLE

Kareem is a successful business owner or a top-level manager. He is very busy and values his time above all else. He is used to high-quality, personalized services.

GOALS

He wants the best possible service with maximum convenience and discretion. He is motivated by his desire to manage his health without any interruption to his demanding schedule.

BEHAVIORS

- **Relies on Relationships:** He makes decisions based on recommendations from his elite social circle and private doctor.
- **Values Discretion:** He asks for special procedures to ensure the privacy of his data.
- **Pays for Time:** He doesn't mind paying extra for a service that saves him time and effort.
- **Expects an Exceptional Experience:** He expects a private team and a level of customer service that is not available to the general public.

NEEDS

He needs a personalized service that includes home or office collection at a flexible time. He expects a high degree of confidentiality and expects direct, fast communication.

CHALLENGES

He has zero tolerance for waiting. He is very concerned about his privacy and the confidentiality of his medical information.

SARA

The University Student

19-23 YEARS OLD

ALEXANDRIA, EGYPT

SINGLE

LESS THAN 3,000 EGP

BACKGROUND & LIFESTYLE

Sara is a full-time university student. She has a busy schedule with lectures and a very tight budget.

GOALS

She wants to get her required tests done quickly and cheaply. She is motivated by convenience and affordability, as she can't afford to waste time or money.

BEHAVIORS

- **Heavy Internet User:** She searches for anything she needs on search engines and social media.
- **Influenced by Trends:** She is influenced by marketing campaigns on TikTok and Instagram.
- **Aims for Deals:** She is always on the lookout for student discounts and special offers.
- **Task-Oriented:** She wants to get the job done quickly and doesn't care much about the process as long as the results are fast.

NEEDS

She needs a clear student discount and a service that is extremely fast. She wants to be able to find all information about prices and services on her phone.

CHALLENGES

Her main challenge is her limited budget. She needs to get things done fast so she can get back to her studies.

KHALED

Fitness couch

Goals & Motivations

- Maintaining peak physical condition for his career.
- Values labs with expertise in sports-related health testing.

Background & Lifestyle

- Passionate about fitness and health
- Passionate about Specialized tests and organized reports

Behaviours

- Researches labs with advanced testing capabilities.
- Engages with fitness communities on social media for lab recommendations.
- Likely to choose labs offering performance-related test packages.

Demographic

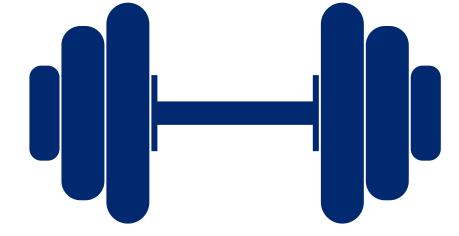|	
Age:	**25**
Location:	**Alexandria,Egypt**
Income Level:	**5000-8000 LE**
Marital Status:	**Single**

Challenges

- Needs quick turnaround times to adjust training/diet promptly.
- May distrust labs without clear expertise in sports health
- Need Motivation to make tests more quickly

Needs

- Specialized tests to monitor physical performance (e.g., iron levels, vitamin D, or hormone panels).
- Specialized tests like urine and blood tests to know Kidneys health.
- Detailed reports to optimize diet and training plans.

Sara

Pregnant Woman

Goals & Motivations

- Ensuring a healthy pregnancy and baby.
- Prefers labs with OB-GYN affiliations or prenatal expertise.

Background & Lifestyle

- Willing to pay for quality healthcare
- Seeks clean, women-friendly labs with transparent pricing
- convenient services like home sample collection

Behaviours

- Researches labs recommended by her doctor or other mothers.
- Engages with online forums or social media groups for pregnant women.
- Prefers labs with female staff or dedicated prenatal services.

Challenges

- Anxiety about test results and their implications.
- Sensitivity to waiting times or crowded facilities.
- Needs to Online booking.

Needs

- Prenatal tests (e.g., blood tests, glucose tolerance, or fetal health screenings).
- Reassurance through clear communication and reliable results.
- Hygienic and comfortable lab environment.

Demographic

Age:	30
Location:	Alexandria,Egypt
Income Level:	3000-5000 LE
Marital Status:	Married (Frist child)
Occupation:	English Teacher

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 Elmalaky

Creation Date : 19/2/2020

Number of followers: 285

Number of likes : 268

Content Analysis

Educational Posts About Why you should Make Tests Periodically

In this post there are

471 Views

20 Reaction

11 Comment

7 Shares

There is a problem

We get a lot of views but
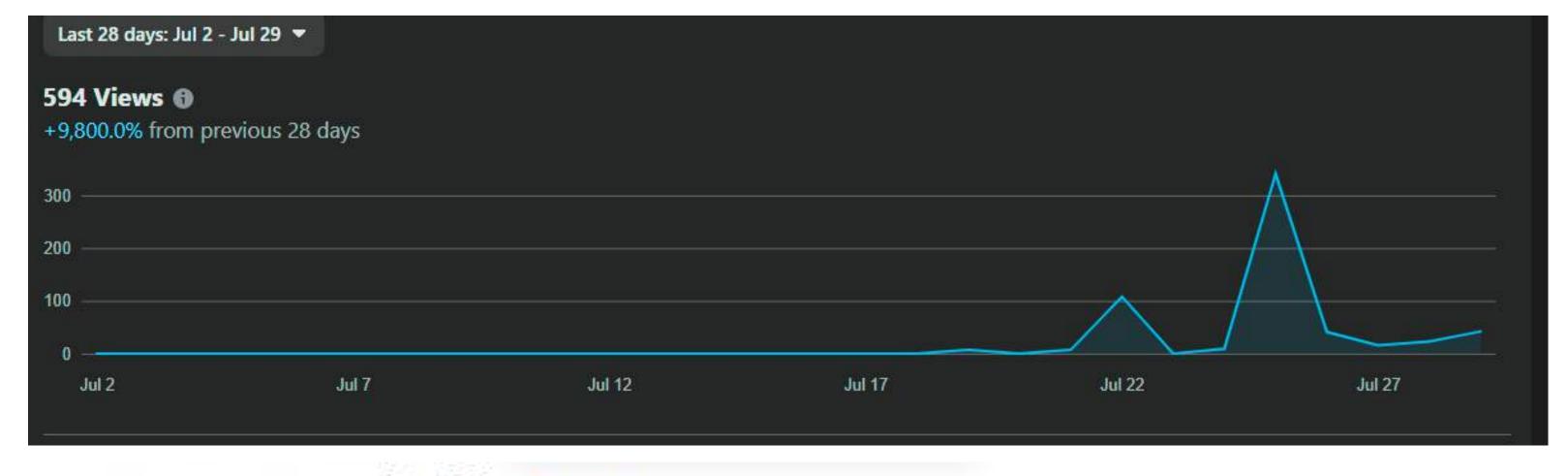
Poor Interactions

Educational Posts About Medical Informations

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 ❶ **43.8%** ↑ 100%

From non-followers ❶ **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 Folowers and 68 from non followers With a 3.3K% It means your posts appear to your non followers more than followers.
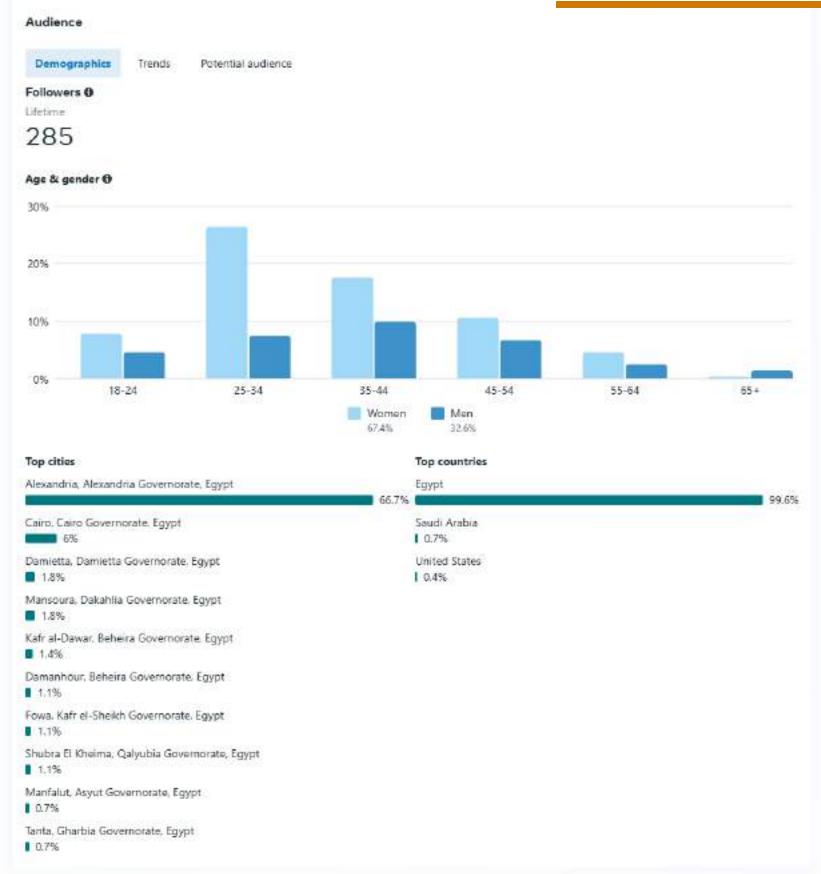
Interactions : The Number of Actions, likes, Comments, etc.
As We can see 28 Reactions 22 from Your Folowers and 6 from non followers And it is a bad thing Although that Reach is higher non followers Interactions is very poor .

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 (BEST TARGET)

26.4% From Women Ages From 25-34

7.5% From Men Ages From 25-34

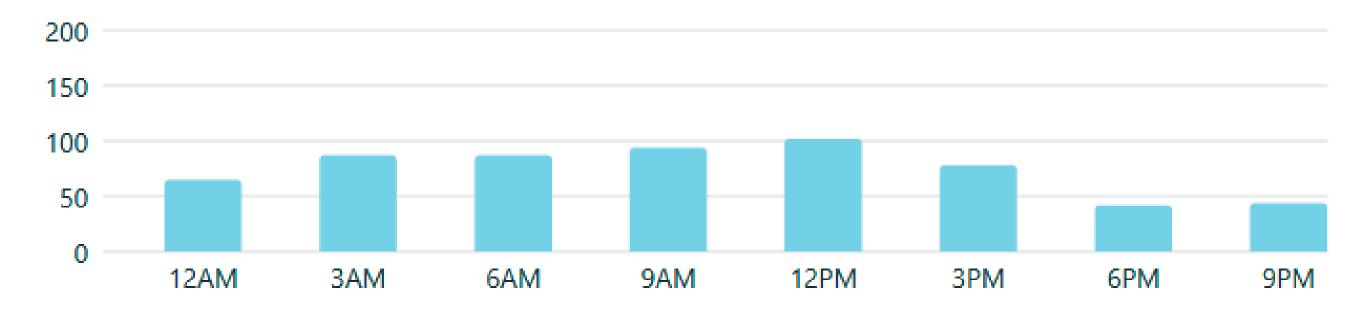**17.6%** From Women Ages From 35-44

9.9% From Men Ages From 35-44

Our Audiance are 99.6% From Egypt

66.7% From Alexandria.

This means that we succeded to make our post appear to our Target Audiance.
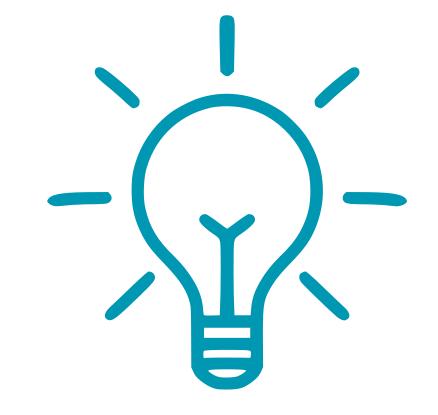
Most active times ⓘ
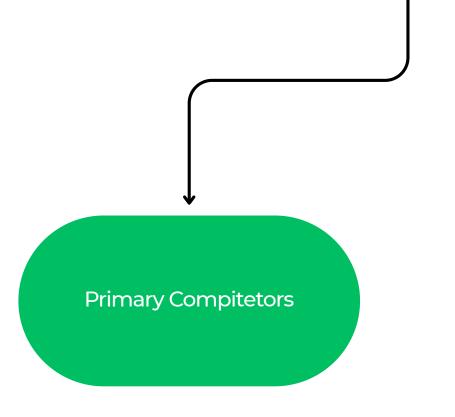
Based on last 28 days

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.
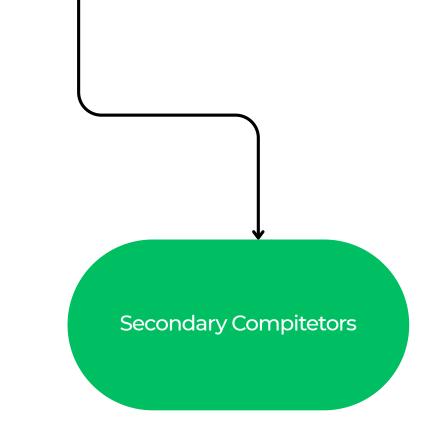
6- We have no website or app.

Competitors Analysis

Primary Compitetors

Secondary Compitetors

OUR DIRECT COMPETITORS

Gives medical analysis with scan

Gives online medical analysis registration through contracted labs

Social media analysis

Facebook page : AL-FnarLab
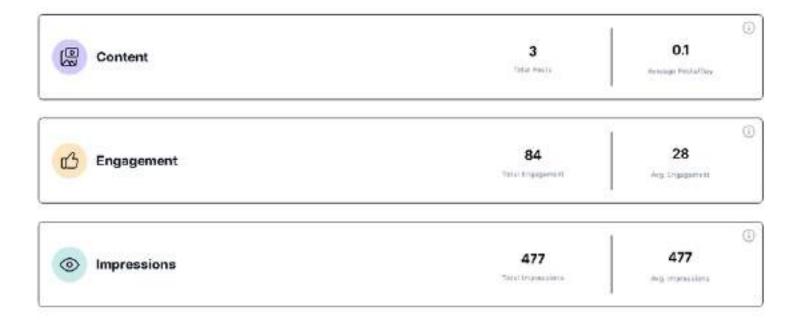**Nearest location :** Sidi Beshr Mosque
Creation date : 2/6/2022
Followers : 9.4 K
likes : -----
Engagment rate : 0.3%
Average likes : 22
Average comments : 5

Content	3 Total Posts	0.1 Average Posts/Day
Engagement	84 Total Engagement	28 Avg. Engagement
Impressions	477 Total Impressions	477 Avg. Impressions

We see here that they post regularly 3 posts in last 30 days
0.1 post/ day Engagment 84 Avg Engagment 28
Impressions 477 Avg Impressions 477 .

Strengths

- Excellent Website.
- Monthly Discounts.
- 3 Labs In Alexandria .
- Packages.
- Availability of Intsapay and Visa Payments.
- Deliver Reports to home Service.
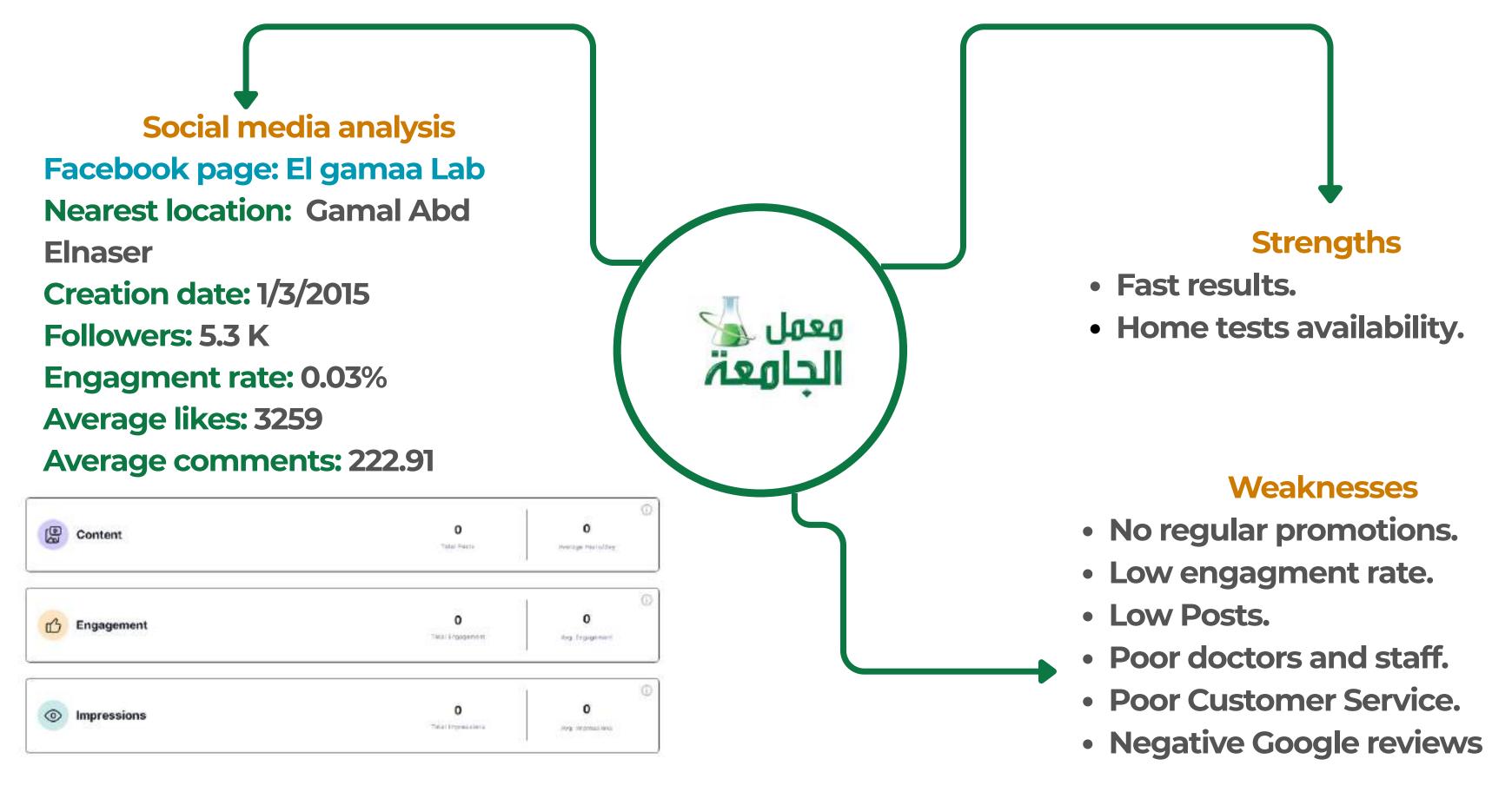- More than 25 years of experience

Weaknesses

- Higher prices not all customers can afford their prices.
- Poor doctors and staff .
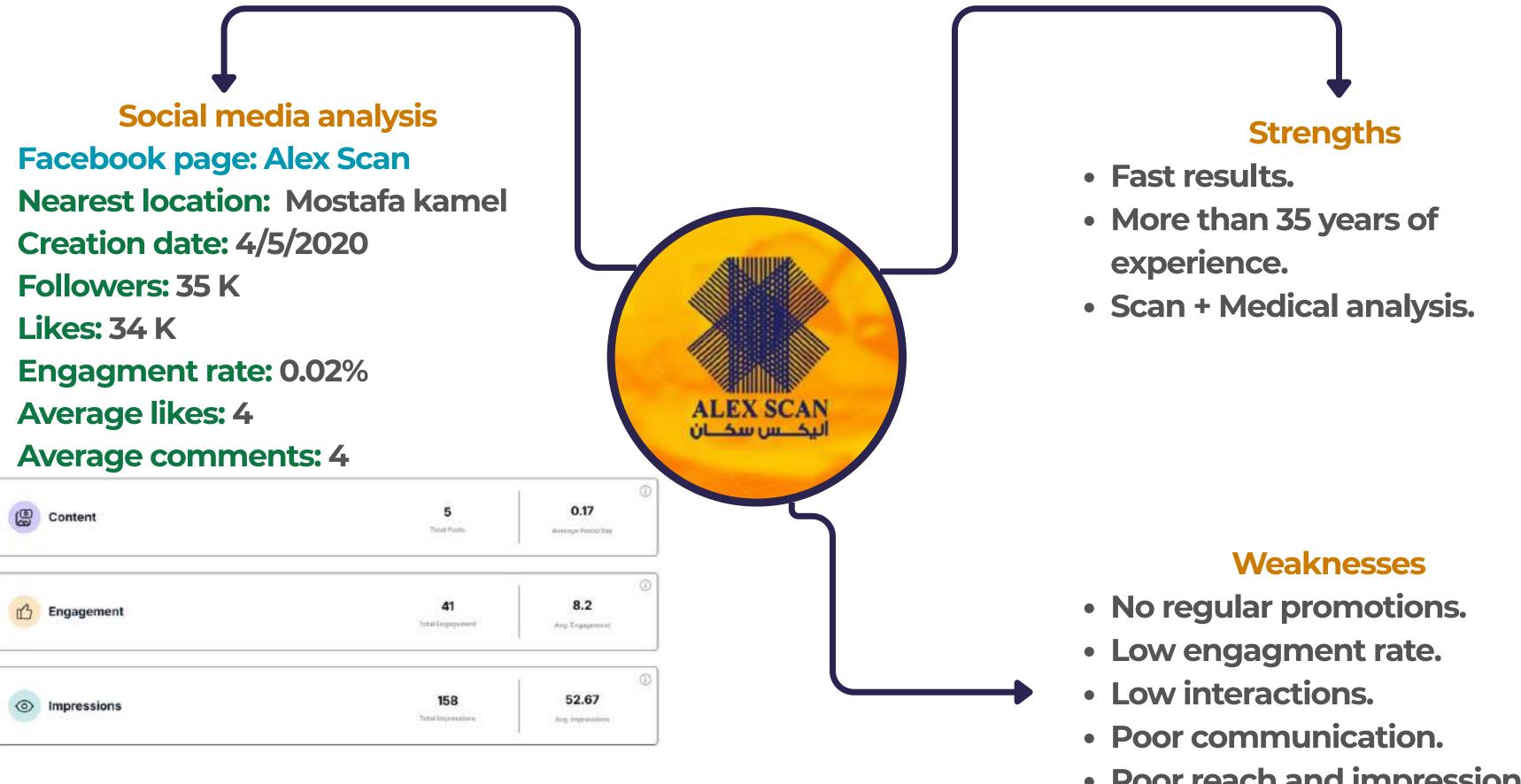- Poor Customer service.

Top performing posts

Social media analysis

Facebook page: El gamaa Lab

Nearest location: Gamal Abd Elnaser

Creation date: 1/3/2015

Followers: 5.3 K

Engagment rate: 0.03%

Average likes: 3259

Average comments: 222.91

Content		0	0
		Total Posts	Average Post/Day
Engagement		0	0
		Total Engagement	Avg. Engagement
Impressions		0	0
		Total Impressions	Avg. Impressions

We see here that they havent posted any Post in last 30 days

Strengths

- **Fast results.**
- **Home tests availability.**

Weaknesses

- **No regular promotions.**
- **Low engagment rate.**
- **Low Posts.**
- **Poor doctors and staff.**
- **Poor Customer Service.**
- **Negative Google reviews**

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
Engagment rate: 0.02%
Average likes: 4
Average comments: 4

	Content	5 Total Posts	0.17 Average Posts/Day
	Engagement	41 Total Engagement	8.2 Avg. Engagement
	Impressions	158 Total Impressions	52.67 Avg. 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

Strengths

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

Weaknesses

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

ALEX SCAN
اليكس سكان

Top performing posts

Social media analysis

Facebook page: Vezeeta.com
Nearest location: Online
Creation date: 10/7/2013
Followers: 1.6 Millions
Likes: 1.6 Millions
Engagment rate: 0.2%
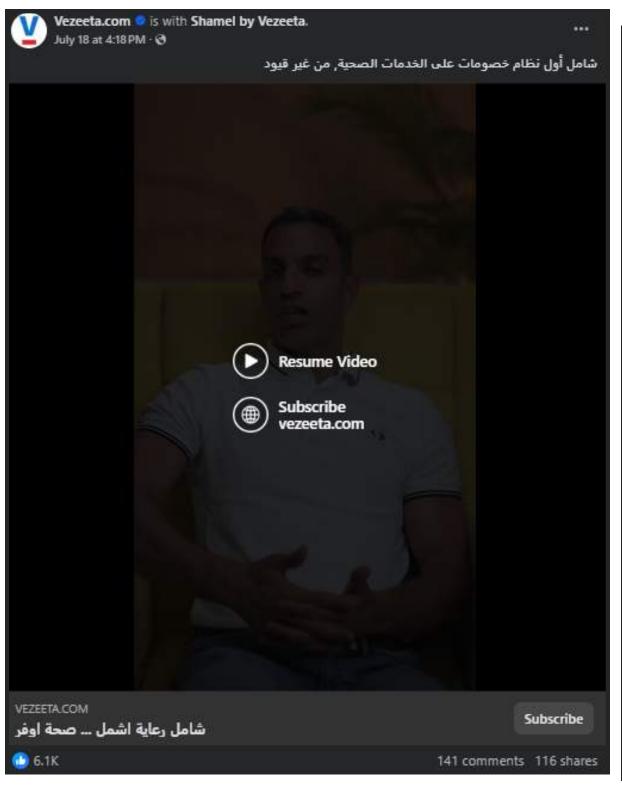**Average engagment:** 2802
Average impressions: 20 K

Strengths

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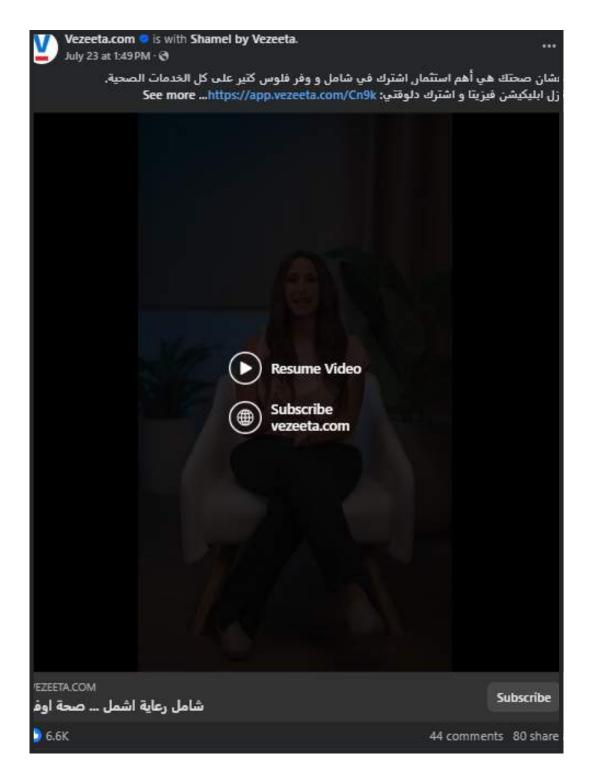- High engagment rate.
- Depend on video posts.

Weaknesses

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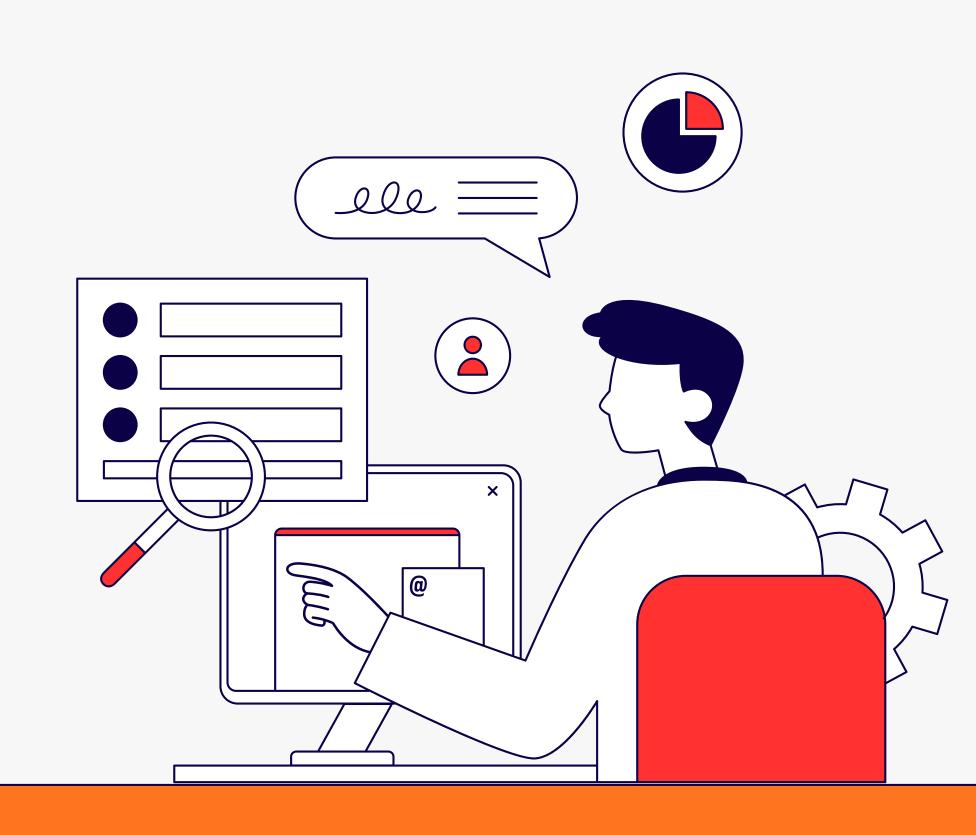- Some people find it difficult to use.

Top performing posts

Full Media Buying Plan
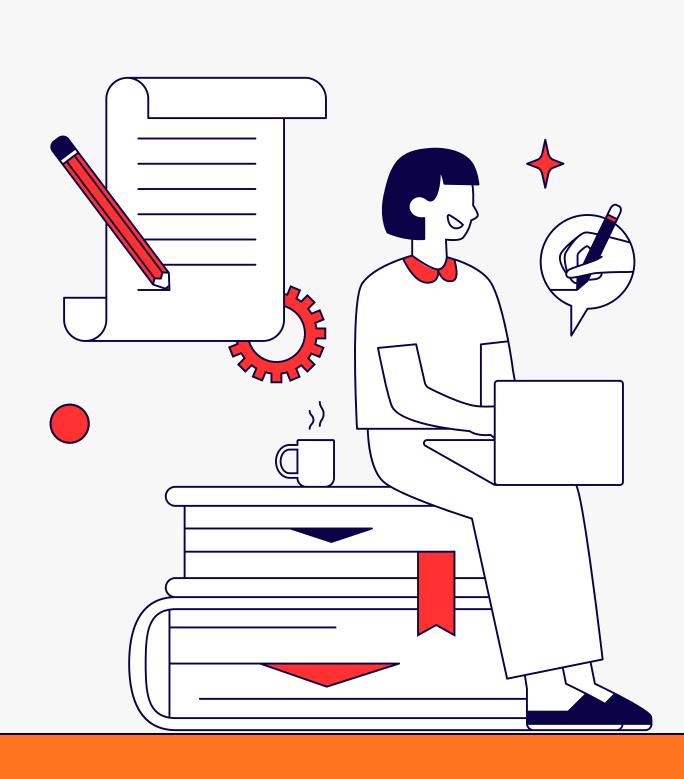
Product/Servicce:

- Home sample collection service.
- Comprehensive screening tests.
- Premarital tests.
- Pregnancy and diabetes follow-up.
- Fertility and infertility tests for men.
- Squamous cell, fungal, and culture tests.
- Viral and hematology tests.
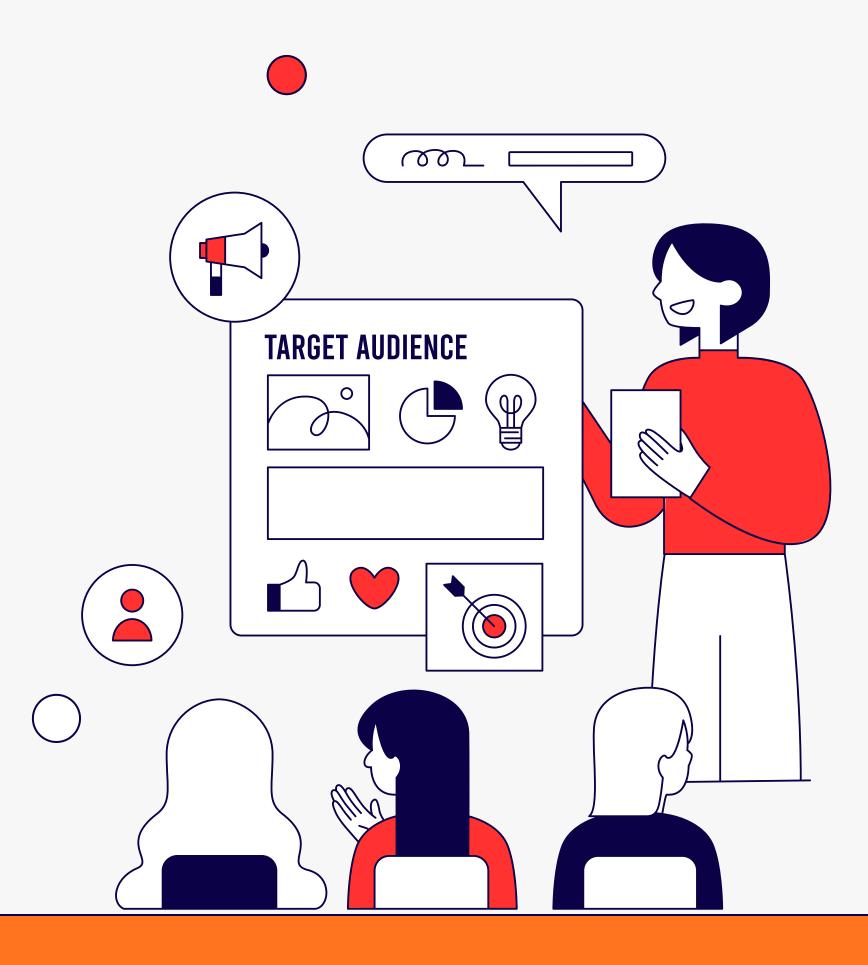- Female staff are available to collect samples.

Objective & Define It & Strategy:

Increase awareness

Campaign Awareness - Reach: Adset(1)

Campaign Engagement - Messages: Adset(2)

Campaign Engagement - Post Engagement:
- Adset(3):

– Location: Alexandria, Egypt

– Age: 18-60 (M)

- Adset(4):

– Location: Alexandria, Egypt

– Age: 18-60 (W)

- Location: Alexandria, Egypt
- Age: 18-60 (M,W)
- Behaviors & Interests:
– ناس بتطمن على نفسها كل اسبوع.
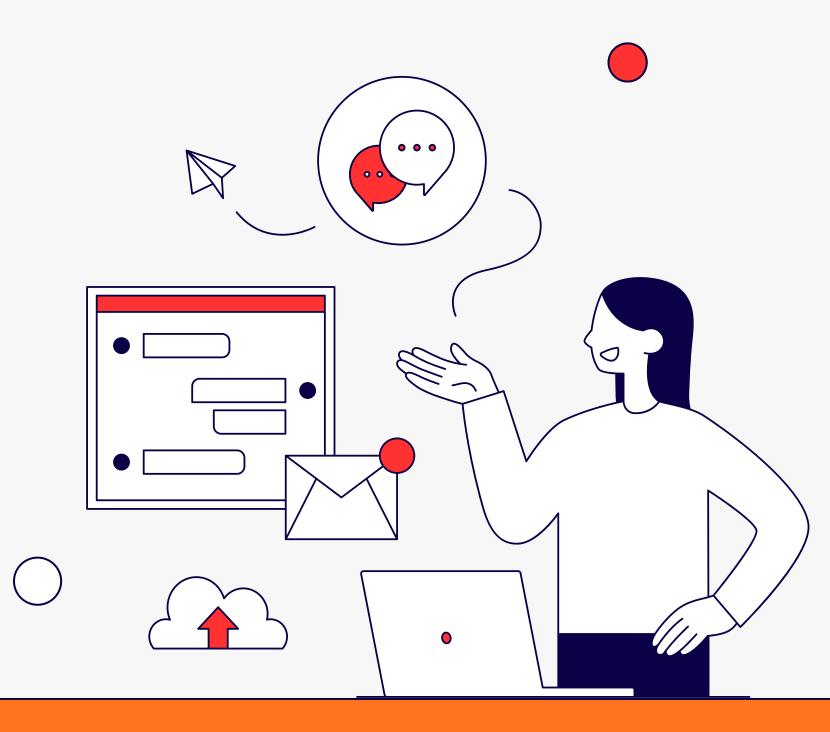– المقبلين على الزواج.
– مرضى السكر.
– النساء الحوامل.

TARGET AUDIENCE

Platforms: (Facebook, Instagram)

Ad formats: (Posts, Reels, Videos)

Budget Planning: 5000K

Distribute the budget:

- **Daily Budget:**
– Testing: **1000 (5d)**
– Adset(1): **1200 (6d)**
– Adset(2): **1000 (5d)**
– Adset(3): **900 (5d)**
– Adset(4): **900 (5d)**

Estimate:
- likes
- Comments
- Share
- Reach
- CPM
- CPC

Thank You

Presented By:

- Abdulrhman Ahmed
- Mariam Ismail
- Zeyad Abd El Ghafar
- Feras Romany
- Mariam Mostafa
- Ahmed Ibrahim