

# BrainSAIT Marketing Plan: Q2 2025

## NPHIES Awareness

■■■ ■■■■■■■■ ■■■■ ■■■■: Q2 2025 NPHIES Awareness

Document Type:	Marketing Plan
Department:	Marketing
Version:	1.0
Date:	November 07, 2025
Author:	BrainSAIT
Classification:	CONFIDENTIAL - MARKETING TEAM

CONFIDENTIAL - HIPAA PROTECTED  
■■■ - ■■■■ ■■■■ HIPAA

Campaign Overview



**Campaign Name:** Q2 2025 NPHIES Awareness

**Duration:** January 1 - March 31, 2025

**Budget:** SAR 750,000

**Primary Objective:** Generate 150 qualified leads and close 15 new clients

**Target Audience:** Healthcare providers, insurance companies, government health organizations in Saudi Arabia

Marketing Strategy



- Digital Marketing (40% of budget):**
- LinkedIn advertising targeting healthcare executives
  - Google Search ads for NPHIES-related keywords
  - Content marketing: weekly blog posts, case studies, whitepapers
  - Email campaigns to qualified prospects
- Events and Partnerships (35% of budget):**
- Sponsor Saudi Health Conference 2025
  - Host 3 webinars on NPHIES compliance
  - Partner with healthcare associations
- Direct Sales (25% of budget):**
- Targeted account-based marketing for top 50 prospects
  - In-person product demonstrations
  - Custom proposals for enterprise clients

Success Metrics



- Lead Generation: 150 qualified leads (MQL)
- Conversion Rate: 10% MQL to customer
- Customer Acquisition Cost: SAR 50,000 per client
- Pipeline Value: SAR 5M+ in opportunities
- Brand Awareness: 50% increase in website traffic