

BrainSAIT Marketing Plan: Q1 2025 Launch Campaign

■■■ ■■■■■■■ ■■■■ ■■■■: Q1 2025 Launch Campaign

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: Q1 2025 Launch Campaign

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