



# BrainSAIT Marketing Plan: Q2 2025

## NPHIES Awareness

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 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