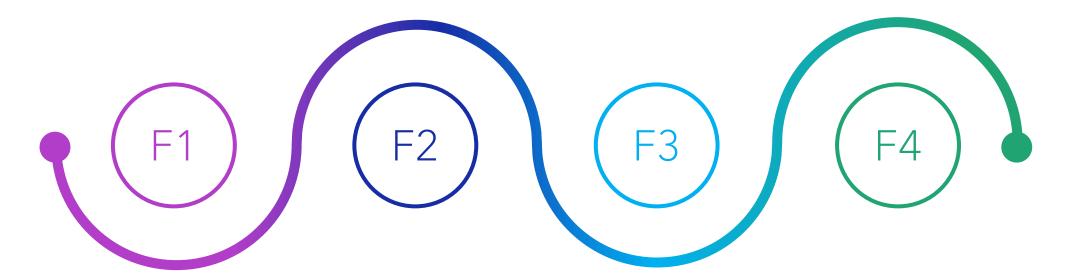
# VACCINATION MARKETING



### **DESIGN CAMPAING**

- Create website
- Informative videos
- Social media
- Press releases
- Retargeting ads

### **TOOLS & METRICS**

- Forms
- Determine objective
- Exploration
- Analysis
- Investigation

## **SCHEDULE**

- Monitor and study the "how, when and where"
- Link building
- Build emails
- Schedule press conferences

#### IMPLEMENT CAMPAING

- Create vaccination places
- Set ads on tv, radio, social networks
- Launch websites
- Campaing contact spreadsheets