SEO ASSIGNMENT:

Jesse Princewill Student No#:20171216

Omran Alismael Student No#:20161664. OA161664@STUDENTS.EUC.AC.CY

OGIDAN OLUWOLE OLUKAYODE OO171058@STUDENTS.EUC.AC.CY

We are basically a one stop shop for health services which would assume pharmaceutical duties and also perform minor duties of a general hospital. However, our mission is primarily to improve the life expectancy of Cyprus by working with youths to develop a culture that would promote a healthy lifestyle.

1. Sacred Heart (Name of our health care services)
2. Health care: Our mission is to have at least 4 health centers in every major city in Cyprus. I.e. (Nicosia, Larnaka, Paphos etc.)
3. Medical services: We have a contract with Mayer and baker one of the biggest pharmaceutical reps in Africa.

* We would also attend to any procedures that needs to be carried out that is not an emergency i.e. change of bandages, removal of stiches etc.
* We would prescribe drugs also to adults ranging from 18 to 90. However these drugs might be for kids also but can only be purchased by individuals ranging from 18 to 90.
* We would also be carrying out health activities such as marathon runs etc.
* Inform, educate, and empower people about health issues.
* Research for new insights and innovative solutions to health problems
* Mobilize community partnerships and action to identify and solve health problems
* Monitor health status to identify and solve community health problems

1. Other health care centers in Cyprus such as (Apollonion, Makarios Hospital etc)

however our mission is different from theirs so we can work hand in hand with them as an affiliate who would recommend patients to them with more severe diagnosis. i.e Makarios is a children/mother hospital so in the case we encounter these patients we can recommend them to a particular Doctor with the expertise to treat them. In this case we would be the intermediate to these larger hospitals.

Indirect competitors: Gyms, Holland and barrettes

**Desirable 2:**

**Short-term campaign**

Educating the youth about the up side of a healthy life style & establishing our presence!

Sales promotion

1) we give scholarships

2) Organize seminars,

3) Provide free meds and first aid during sporting events

Primary keywords on the website homepage will be ( health , live longer , healthy lifestyles, hospitals , pharmacy, health supplements )

Secondary keywords (get high, get well , depression cures, cancer cures , gymnasiums)

we use keywords like “health care in Cyprus , best food supplements , medicine , medical. Anti-aging, get younger, first aid , psychiatrist , psychologist , “

On the webpage We will have headers like

Words like eat well, good health, will be frequent on the page

We will create a personal Facebook and Instagram page for the company

There will be a customized link for anyone who signs up on the app, you can paste this link on any social network , it will redirect anybody that clicks on it to our website , you get a point and free checkups for inviting anyone who clicks and registers and free checkups if you have a point of 50

**Strategy:**

Hold educational health activities.

Involve the youths in safe sex.

Weekly/monthly marathons.

Promote healthy eating and dieting plans

**Micro:**

**Customers:**

Our customer base ranges from age 18 which is the legal medical age to be classified as an adult here in Cyprus to 80. This is mainly for legal reasons, on our events like marathons and other health activities parents are more than welcome to bring their under age kids and keep them supervised. Our products are fairly affordable so we are not mainly targeting the wealthy or working class individual’s but also those in need. To be more specific in this case our clients are the working class adults/students however hosting these monthly marathons we are able to fund raise to help those in need.

Direct marketing stratagy:

The older generations between 35 -70 years of age spend more time on Facebook than other, so we target them through Facebook ads, YouTube ads and display ads that comes up on the phone, we won’t advertise drugs but encourage people to come for free checkups to know their health status because HEALTH IS WEALTH

We target the younger generation via from 18 -34 years of age via Instagram ads, games ad and display ads

We will make our app user friendly, it reminds you of your monthly check up date, if you are on medication , It reminds you of the hour to use it e.g. for a drug taken every 6 hours depending on the time you begin, assume you used the first dosage at 8 a , it reminds you when it is 2 pm and next 8pm , takes in the calories of food you have had in a day depending on your input and reminds you if you have eaten too much or less , lets you know the distance you covered while walking, good for workouts

customers behavior is measured via apps review, number of people that downloaded and registered on the app. numbers of people who log in per day, clicks on our websites and google analytics.

**Competitors:**

*“Competitor benchmarking* “

Websites apps advertisement

gymnasiums yes x x

hospitals yes x x

supplements companies yes yes x

Direct competitors: are Makarios hospital, Chinese Medical Centre of Cyprus (Nicosia) Indirect competitors: Forever Living and Herbalife Multi-level marketing company, gymnasiums .

We see that with local Gyms for example they’re not heavily involves in the advertisements of their products or also making use of apps, regardless it is a gym and we actually encourage our customers to go to the gym. We would utilize the use of all 3 platforms as it gives us an edge over our competitors who don’t use them. On our website we would need to include a 24hr chat service to distinguish our moto in this category as you can see from the above benchmark that all our competitors are using websites also.

In terms of marketing our goods and services to consumers we need to be watchful of a lot of things

There is a legal constraint in Europe concerning direct to consumers advertising of goods, we will take this into consideration, we advertise indirectly on traditionally media “TV” by encouraging regular checkups with messages like “check your health status today and ending it with Advert is sponsored by YouHealth YourWealth. with the slogan Health is Wealth

Cyprus is one of the healthiest nations in the Mediterranean and it provides free and cheap health services for its citizens as well as emergency treatment for everyone, full public health service isn’t available to foreign visitors who require private insurance unless they want to pay more in the public sector

Our main consumers will be foreigners (especially students) and we will also target people in Cyprus between the ages of 18-70

**Intermediaries:**

Our marketing intermediaries will be

1. we will invest heavily on sponsored ads on map applications (if you search for health, hospitals, pharmacies on maps, it will bring out our company first)

2. affiliates sites not everyone is on social network, but they use sites and apps one way or the other, so we pay for display ads and games ads and social media, mainly Instagram, Facebook and YouTube ads , having a big name (famous individual) on Facebook to influence our market, employment opportunities

**Macro:**

Country specifics:

In Cyprus certain this are regarded as folk for example advertising drugs on tv, as a business in which health care and medicine are our main products, not being able to fully advertise our products will require to seek alternative means in customer acquisition. To work around this we have decided to invest heavily in selling direct to customer and creating an awareness through our health activities.

Economic factors

1. Our apps will generate revenue for us in terms of sponsoring ads for other companies

The app also provides your location in case of emergency, digitized medical records making it accessible to patients anytime over the app , reminding them of prescriptions and checkups , making the app user friendly

1. Medical tourism is also another means for us to generate massive income , so we invest in affiliates ads , instagram, youtubes ad in African countries .mostly in Nigeria because that is where we plan to expand to , It is a country with a large population and has a fast growing economy and there is little or no restriction on advertising anything about the health sector.
2. We also encourage network marketing, supplements by creating a chain of people (ladder or network)

**Technology**: Living in the 21st century we see technology at the forefront of medicine, and with this in mind we take into account the apple watch (series 4) which has the capability to record an FDA cleared EKG scan and send to doctors all over the world.

Our **staff members** are current or past medical staff member who have ranging from 5-8 years of experience in this field, working hand in hand to reach a specific goal to improve the life expectancy of Cyprus as a whole. We would also be looking to hire youth staff members and train them under the mentoring of well experienced medical staffs within our center.

**Society**:

According to the latest WHO data published in 2018 life expectancy in Cyprus is: Male 78.4, female 83.1 and total life expectancy is 80.7 which gives Cyprus a World Life Expectancy ranking of 28. By hosting monthly marathons, health activities to not only educate the youth but also keep in shape the citizens of Cyprus which in turn would improve the life expectancy of not only, those who participate but also those who can be touched by the word getting out.

**Public opinion:**

Demographically We won’t use a standardize global ads, in this case a more targeted approach would suffice. An ad displaying the diversity of cultures here in Cyprus, in a local setting of healthy Cypriots eating a suvlaki, security and accessibility to appease the skeptical minds of people not so accustomed to new change in their environments.

Launching our ads in Cyprus, it would run in Greek and also in English as we cater to not only Cypriots but also non-Cypriots.

**Google Ad words**

Basic search words that will always be associated with us:

Health

How can I live longer

Healthy lifestyle

Healthy well being

For less used words related with our mission but we would pop up if someone was abruptly looking for ways to feel good about their, body, health, mind, whatever the case maybe.

Feel good

Get well

Get high

**Google analytics** improve people coming to our website, measuring it with google analytics.

Tracking our traffic is also important , we fix in the google tracking code we got after registering in the body of the website

This tool google analytic will help use work more on the group age and location of those targeting out products

We can also improve more on our pages, with the aid of the “all pages menu” we recognize all traffic on the page , get to know the most visited pages and improve on out web pages.

The bounce rate should be reduced, we will also work on the time difference between landing and exit to make it longer

The behavior menu to understand what the consumers do on our sites

Acquisition which was mention earlier, by giving our consumers customized links , we get to know how they got to our sites , for what site maybe Facebook links , YouTube , ig etc.

We need to know who is looking , how they got there , what do they do

Customer experience matters a lot in our business and we measure it via apps reviews

We gain the trust of our consumers , involving a psychologists

Our best ads are mainly display adds because we cannot advertise on air

and our priorities are sets on the websites, apps , our presence will be more pronounced via adds on phones and mobile sites

Audience , we expect most of our audience to be between 34 to 70 and to be able to handle smart phone and the browser used to access out sites , if it is not a browser we built out site to work with , then we improve on all browsers

Campaign ---- show what is working

Demographic shows the age range, gender, lifestyle which will help us work on our marketing strategy and improve on customer relation.

Technology in essence compatibility with all browsers.

Mobile shows the traffic, mobile, tablet so we know how to target , we will improve on mobile because we encourage use of the app

Customer experience matters a lot in our business and we measure it via apps reviews,

We gain the trust of our consumers, get the word out through word of mouth, involving a psychologists

Our best ads are mainly display adds because being based in Cyprus certain ads are not acceptable on radio or tv. As oppose to specifically targeting certain individuals we would cast as wide a net as possible to not only have an online PR but also an offline PR.

and our priorities are sets on the websites, apps , our presence will be more pronounced via adds on phones and mobile sites.

Technology innovations: launch an ICO for a particular coin, maybe bitcoin that owner of a crypto/e-wallet can make payments with this at our local shops or online.

**Mobile marketing strategy**: a huge amount of our browsing done these days is on a smartphone, therefore we have gone for a more flexible approach when technology is involved. In this effect we have done the following:

* Mobile-optimized **website**
* Mobile-optimized **email**
* Mobile-only **social channels**
* Mobile-specific **paid social campaigns**
* Mobile-specific **paid search campaigns**
* **Viral Videos**

Mobile phone are a globalized product, especially here in Cyprus, catering to our demographic we are satisfied with the accessibility of smartphone. They are easy to use, scalable and cost effective.

* MMS
* SMS
* Emails and apps

We believe the instantaneous effect smartphone bring to marketing would yield a more constant stream of dialog, therefore improving customer feedback.

Online. Offline

* Twitter Membership cards
* Facebook Coupons
* Instagram Billboards
* Linked in Flyers
* Apps Membership discounts

**Tweeter Campaign:**

With over 313 million monthly active users and a young demographic to boot, Twitter is a great platform for us to launch a campaign.

In order to create an amazing online campaign we would:

* Sharing information and content related to healthy events we are hosting and try to get as many people involved as possible.
* Also streaming our events live for home viewers to stay up to date on what’s going on and what it takes to live a healthy life.
* In this section we aim for interactivity and healthy dialog. Two way communication that can educate the audience.
* With this being Christmas period we are all about the hashtag. A way for us to join the trend. #healthychristmas, #christmasmarathon etc.
* We would also try to post on schedules like early mornings, before and after lunch, also before dinner. Funny posts like “Pies a lie” in order to engage the audience.
* Several goals worth setting:

1. Increase retweets by 20% after 3 months
2. Maintain active repose time

* We would use tweeter analysis to track activity on our business and tweeter ads to engage our audience by using our followers to amplify our massage.
* influencers: We could have several spokes people who post about healthy life style, some of our products for example Adetokunbo, being loved by not only the Greeks but also Cypriots. We could have him post about our health services our mission and how we contribute to having not only a healthy life but also an active sports life.
* Demographics: Our tweets have to be well targeted, some events that affect only customers in Nicosia, and then in Larnaka for example with #larnacahealth for example. Also our tweets will be rated R always, respectful language, messages to attract the attention of people we feel need it most.
* Our Ad format would include funny gifs, pictures, links and also healthy quotes to keep people engaged, and also “what do you think about” questions to engage in a dialogue with our audience. We do really see a huge presence of our competitors on twitter, mostly student etc. so on twitter our audience and posts would have to be fun interactive ,intellectual and attractive hence the use of pictures of our day to day life’s.
* 100% gym have a Facebook account with no campaign however no twitter account in benchmarking our competitors we noticed a heavy presence on website but very little on social media, this will give us an edge as we would run our campaign for 3-6 month depending on the twitter analytics. Id our statistics favors us we would continue by offering free memberships etc.
* By using twitter analytics we would be able to measure our digital campaigns: volume, clicks, visitor sessions and unique visitors.
* Since the structure of our campaign would involve us posting links directly to our website, also direct links to download our android or ios app, twitter analytics would be useful in distinguishing how many downloads and visitors came from our twitter campaign.

After doing various research in the online habits of Cypriots we noticed they are not as engaged on twitter as they are on Facebook, this is also evident in our competitors.

1. Audience demographics (18 – 65) including doctors, Gym members, sports enthusiasts etc
2. Online buying behavior - bazaraki, amazon ebay.
3. Media consumptions.- most Cypriots spend their time on Facebook
4. Competitor campaign activity – not very active on twitter
5. Competitor performance – poor conclusion based on benchmarking.

* With all these factors taken into consideration, in regards to twitter we have decided to run our campaign for just 3 months as to captivate the audience and create also a sense of urgency. Which would cost of less in essence than in relation to our Facebook campaign.
* With Promoted Tweets, we’d have to pay only when a user favorites, retweets, clicks or replies to our promoted Tweet. we don’t have the option of paying per impression (the number of feeds it shows up on), as with Facebook Advertising costs. The average cost for a Promoted tweet is around **$1.35** per engagement.
* The main objective of this campaign is to engage am many people as possible within the demographic range. By increasing monthly our tweet impressions, profile visitors, mentions and followers by 6% each month with the first three month we should be well beyond our breakeven point, showing a good ROI in regards to twitter.

Linked in Campaign:

* With a huge majority of our campaign ads allocated to Facebook 40%, Instagram 20%, Twitter 20%, our linked in campaign would be some what limited as our goal here is not to attract individuals only but also businesses and investors.
* According to statistics 546 million professionals registered on linked in, and according to survey carried out in Cyprus by our team 2 out of 5 people use linked in.
* A success on our other campaigns ensure a reputable online PR, which goes a long way in securing a business negotiation, gives us bargaining power so to say.
* Our aim is to gather a huge following/customer base, we decorate our company page with previous events we’ve hosted to show case this huge following.
* When it comes to businesses we have chosen to go with a more direct approach, emailing prospective employees and reaching out to business.
* Linked in sets a platform for direct Linked in messages similar to Facebook chat and Instagram Direct messages. However as these other platforms might seem very informal linked in on the other hand brings s certain prestige to it.
* While processing a linked in ad, there are several options. With a set goal we have opted with Linked In sponsored Inmails for targeted direct messages to select people who could potentially be beneficial to the business.
* By doing this text ads come into play, easily navigable, cost effective as we could either pay per impression or per click.
* Valid influencers on Facebook, twitter and Instagram puts us in a position to lunch a more attractive LinkedIn campaign, whereby we could track the amount of leads were getting from our ads through conversation tracking run by LinkedIn campaign manager.