

Developing an Effective Ad Plan for Promoting Healthcare Websites

A Strategic Approach to Healthcare Website Promotion

-NIVIYATHOMAS



Strategy

Introduction to Healthcare Ad Plan in India

Significance of an Effective Ad plan for Healthcare Websites Promotion

01 Purpose of Ad plan

Introduction to the initiative aimed at promoting healthcare websites nationwide.

02 Scope of Promotion

Covering the entire geographical expanse to maximise reach and impact.

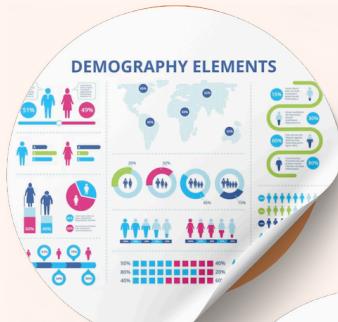
03 Audience Influence

Importance of reaching a wide audience to shape consumer decisions in the healthcare sector.

Analysis & Targeting

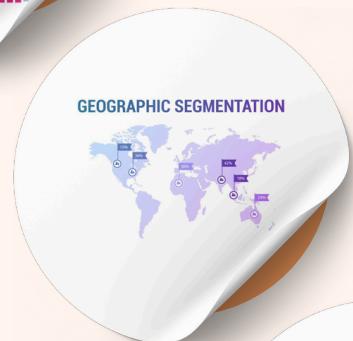
Market Analysis and Target Audience

Understanding the Healthcare Market and Target Audience for Ad Campaigns



Demographics Analysis

In-depth examination of demographic characteristics such as age, gender, income levels and education of the target audience.



Geographic Segmentation

Segmentation of the market based on regions, cities and rural vs urban areas to tailor ad campaigns effectively.



Consumer Behavior Insight

Insights into consumer behaviour patterns, preferences and trends related to healthcare websites usage.



Healthcare Website Usage Trends

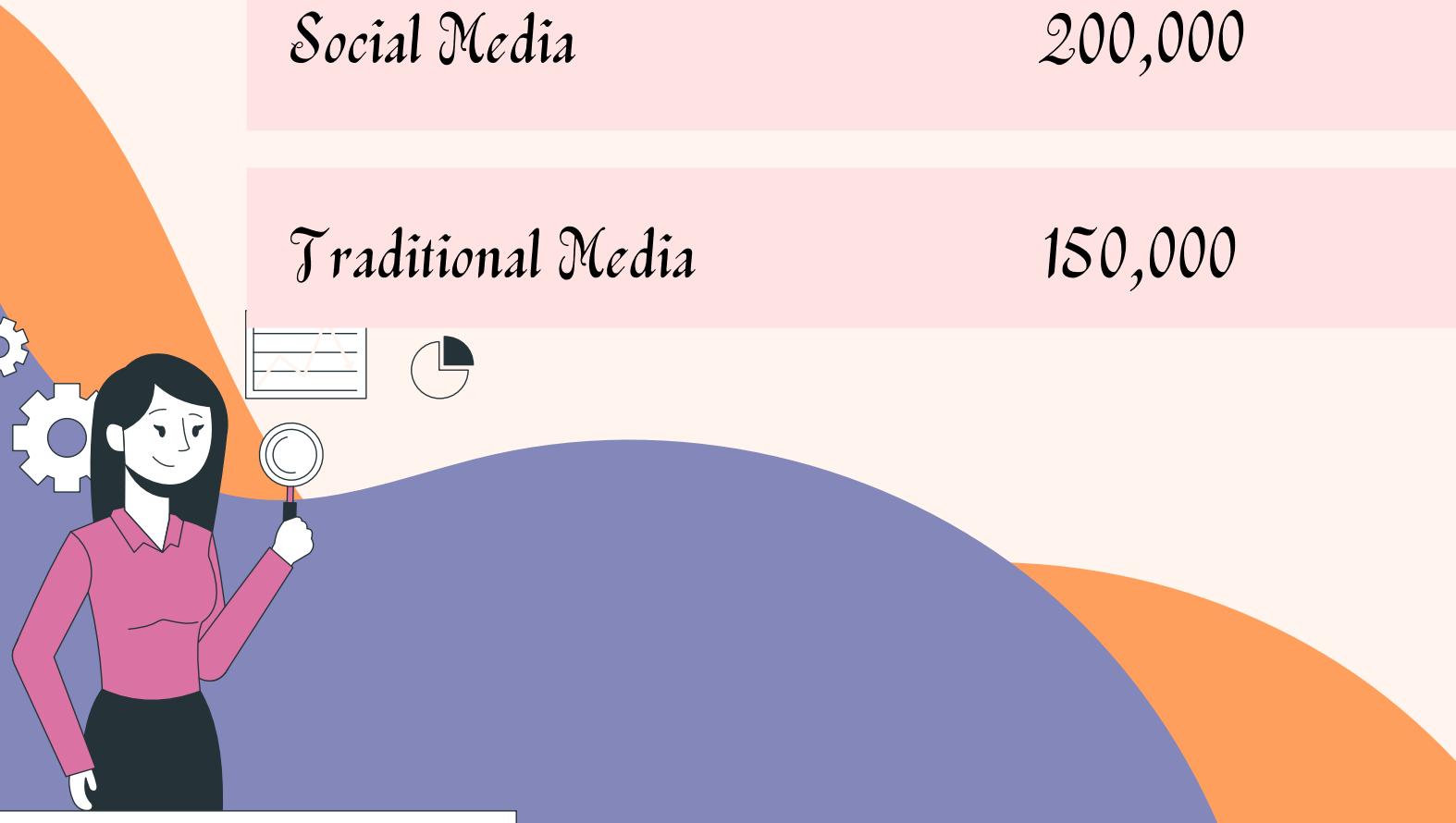
An overview of the current state of healthcare website usage in region, including popular platforms and engagement metrics.

Budget Allocation Details

Budget Allocation of Ad Campaigns

Detailed breakdown of budget allocation for promoting healthcare websites in India

Ad Channels	Budget Allocation (in INR)	Avg CPC (in INR)	Cost/Conversions (in INR)	Leads Expected
Online Ads	350,000	20	400	875
Social Media	200,000	12	300	670
Traditional Media	150,000	25	500	300



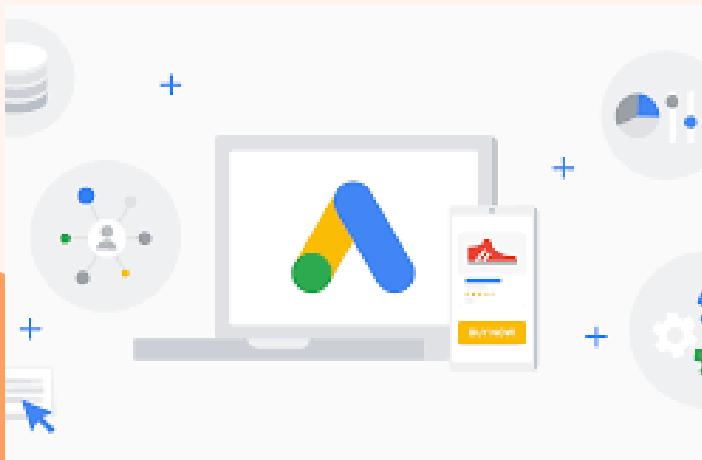
Marketing

Ad Channels and Strategies

Effective Ad Channels and Strategies for Healthcare Website Promotion

Google Ads Strategy

Utilise Google Ads for targeted keyword campaigns to drive website traffic. Focus on relevant healthcare keywords to increase visibility and click-through rates.



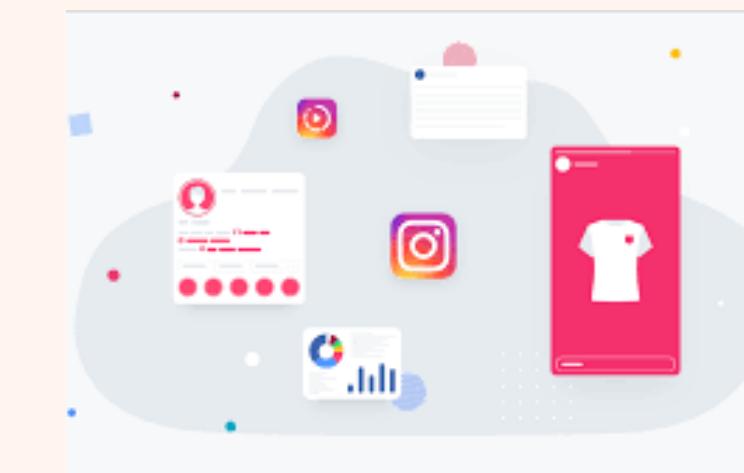
Facebook Strategy

Leverage Facebook for engaging visual content and interactive ads. Implement carousel ads showcasing healthcare services and use custom audience targeting for precise reach.



Instagram Strategy

Deploy Instagram for visually appealing health-related content. Utilise influencer partnerships to increase brand awareness and engagement among the target audience.



Traditional Media Strategy

Integrate traditional media like TV and print ads for broader reach. Align messaging with the brand's values and include call-to-action for lead generation.



Financial Metrics Analysis

Expected Average CPC and Cost per Conversion

Financial Efficiency Metrics for Ad Campaigns

Metrics	Values
Average CPC	20/-
Cost per Conversion	200/-

Healthcare Industry Insights

Projected Leads and Conversions

Estimation of Leads and Conversions from Ad Campaigns

PROJECTED LEADS

*Anticipated number of leads from ad campaigns:
10,000 per month*

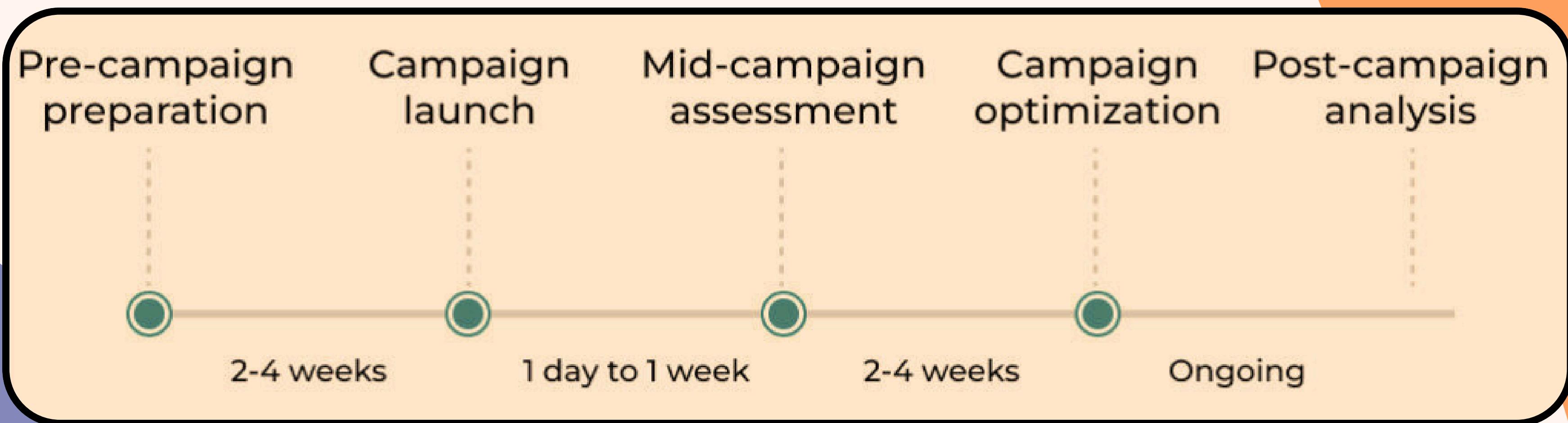
EXPECTED CONVERSION RATE

*Estimated conversion rate of 5% leading to 500
conversion monthly.*

Campaign Rollout Timeline

Timeline for Ad Campaign Rollout

Sequence of events and milestones for ad campaign rollout



Healthcare Ad Plan SWOT ANALYSIS

SWOT Analysis

Comprehensive SWOT analysis of the ad plan for promoting healthcare websites

Wide reach, targeted advertising

The ad plan benefits from a broad audience reach and the ability to tailor ads to specific demographics.

High competition, budget constraints

Challenges include facing numerous competitors and limited financial resources for advertising.

Growing internet penetration, increasing healthcare awareness

Opportunities arise from the expanding online user base and the rising awareness of healthcare needs.

Ad blockers, changing regulations

Threats include the prevalence of ad-blocking software and potential shifts in advertising regulations.



Ad Campaign Metrics

Key Performance Indicators (KPIs)

Measuring the success of Ad campaigns



Click-Through Rate (CTR)

Percentage of clicks per number of impressions, indicating ad engagement



Return on Ad Spend (ROAS)

Revenue generated per unit spent on ads, demonstrating campaign profitability



Conversion Rate

Percentage of website visitors who complete a desired action, reflecting campaign effectiveness.



Cost per Acquisition (CPA)

Cost of acquiring a new customer, highlighting campaign efficiency.

Strategy

Conclusion and Next Steps

*Summarising the Healthcare
Ad Plan and Outlining
Implementation Next Steps*

Highlight the critical role of
the ad plan in promoting
healthcare websites



Recap the essential aspects of
the ad plan, including budgets,
ad launch and tracking setup.



Details actionable steps like
finalising budgets, initiating ad
campaigns, and establishing
tracking



NEXT STEPS

Drive
Healthcare Ad
Success
with
strategic

Thank
you!