| **Partner** | **Role** | **Responsibilities** |
| --- | --- | --- |
| **You (Tech + Infra)** | CTO + Co-Investor | Maintain server, integrate features, manage cloud/DB, fix bugs, track user issues. |
| **Ajay (Digital Marketer)** | CMO + Co-Investor | Doctor outreach, online promotions, ads, content, partnerships. |
| **Prasan (Marketing & Growth)** | CEO/Growth + Co-Investor | On-ground doctor relationships, sales, conversion strategy, growth partnerships, B2B. |

**What the Digital Marketer Should Do (Ajay)**

**1. Create a Strong Digital Presence**

* Build **ClinicLyf’s official pages** on:
  + Google Business Profile
  + Instagram, Facebook, LinkedIn
  + Twitter (optional)
* Post **educational and promotional content** 3–4 times per week:
  + Doctor feature stories
  + How Cliniclyf helps them grow
  + Short reels on billing/appointments

**2. Local SEO Strategy**

* Target **city + clinic-related keywords**:
  + e.g., “best physiotherapy doctor in Madurai”
* Write **city-specific blogs** and content (integrated into website):
  + Example: “How to manage clinic appointments online in [Your City]”

**3. Targeted Paid Ads**

* Run Google & Facebook ads targeting:
  + Doctors and clinics in Tamil Nadu (first city-focused, then expand)
  + Interests like “clinic software”, “practice management”, “physiotherapy”
* Sample campaign:
  + “Struggling with patient billing? Switch to Cliniclyf Pro for ₹499/month!”

**4. Video Marketing & Testimonials**

* Record **explainer videos**: how to use the platform.
* Capture early **doctor testimonials** for social proof.

**5. Email Marketing & WhatsApp Drip Campaigns**

* Create landing pages with **email/WhatsApp form capture**.
* Follow up with automated **conversion messages**, pricing, success stories.

**6. Referral Program**

* Create a **doctor referral system**:
  + “Refer a fellow doctor and get ₹200 in credits.”
  + Spread the word *organically* via doctors’ internal networks.

**💼 What Else Can the Digital Marketer Take Charge Of?**

Beyond online marketing, Ajay should **own the brand visibility**:

**🔧 Platform Optimization (Collaborate with You)**

* UX testing and feedback from doctors
* Funnel improvement (optimize registration → pro conversion)

**🧠 Analytics and Feedback Loop**

* Track traffic sources (Google Analytics, Meta Pixel)
* Find **what doctors like/dislike**, optimize pages accordingly.

**🤝 Build Partnerships**

* Partner with:
  + **Medical reps**, **pharma companies**
  + **Healthcare YouTubers**
  + **City-level clinics associations**

**📈 What Should Praga Do Now (as CTO + Investor)?**

1. **Ensure platform reliability**:
   * Smooth onboarding
   * No downtime
   * Billing and credits module fully working
2. **Take care of Server & Bug fixes**

**🤝 What Should the Prasanna Do?**

1. **On-ground Growth & Outreach**
   * Visit clinics, pitch the product
   * Work with field sales teams or reps
   * Onboard the first 100 doctors personally
2. **Channel Sales and Partnerships**
   * Tie-ups with:
     + Diagnostic centers
     + Doctor unions
     + Clinics using outdated systems
3. **Investor + Grant Relations**
   * Reach out for:
     + Startup incubators
     + Government healthcare innovation support
4. **Manage Finances and Strategic Planning**
   * Allocate marketing budget
   * Set targets and define KPIs for all three roles

**🚀 Next Actionable Steps (For You as a Team)**

| **Task** | **Owner** | **Deadline** |
| --- | --- | --- |
| Finalize billing software integration | You | ASAP |
| Launch marketing landing page | Ajay | 3–5 days |
| Setup Google/Facebook/Instagram page | Ajay | 2 days |
| Build referral system MVP | You | 10 days |
| Plan on-ground clinic visits & add doctors (50 clinics) | Prasan | 2 weeks |
| Prepare marketing performance tracker sheet | Ajay | Weekly updates |
| Set KPIs: leads, signups, pro conversions | All | Monthly |

Key Performance Indicator:  
  
**performance tracking framework** — basically, it’s a way to **measure if your marketing & sales efforts are actually working**.

In our ClinicLyf case,

* **Leads** = potential doctors/clinics who have shown interest (clicked an ad, filled a form, contacted you)
* **Signups** = doctors/clinics who actually registered on Cliniclyf (free or paid)
* **Pro Conversions** = those who upgraded to the paid Pro plan

Date Campaign Name Leads Signups Pro Conversions Ad Spend (₹) Cost per Lead (₹) Cost per Signup (₹) Cost per Conversion (₹) Revenue from Conversions (₹) ROI (%)