

Abha Yadav

Brand Marketing Portfolio



ABOUT ME

I started my professional journey as a dentist but soon found myself in the eclectic world of marketing thanks to my love of stories and media.

Taking a deep dive into the minds of the consumers and creating content that most resonates with them is something I am most passionate about.

It is my mission in life to create campaigns that stay in the minds of the people and ensure their continued love and support for the brand for generations...



WORK EXPERIENCE



**TATA 1MG
HEALTHCARE**
Brand Marketing



CREDIHEALTH
Digital Marketing



**VOSYN, AI
VENTURE LABS**
Market Planning



**SKYIT SERVICES,
GBCS GROUP**
B2B Marketing, Social

TATA 1MG Healthcare(Healthcare eCommerce platform)

Online Pharmacy India | Buy Me x +

1mg.com

1mg MEDICINES LAB TESTS SAFE CONSULT DOCTORS CANCER CARE PARTNERSHIPS NEW CARE PLAN SAVE MORE Login | Sign Up Offers Need Help?

New Delhi Search for Medicines and Health Products QUICK BUY! Get 15% off on medicines* Quick order

Health Resource Center Vitamins & Nutrition Personal Care Healthcare Devices Ayurveda Products Diabetes Health Conditions Homeopathy Featured

MATCH DAY SAVINGS! Commit to your health & wellness goals **FITNESS ADVANCED PACKAGE FOR MEN** with smart report at ₹4049 **₹3799 only** Doctor Verified Lab Reports **BOOK NOW >** T&C Apply

TATA 1mg Labs DEVELOPED TO FULFIL ALL YOUR HEALTH NEEDS **Up to 45% Off on Healthcare Products** **SHOP NOW >**

Tata 1mg: India's Leading Online Pharmacy & Healthcare Platform

Care Plan now starting at ₹165 for 3 months **Get extra 5% savings on your orders. Free shipping, same-day delivery and more. Become a member today!** **Know More**

TATA 1mg

TV and DIGITAL ADVERTISING

GOAL: To boost **brand market share** by expanding brand reach, recognition and sales through **paid media marketing campaign** across TV, Streaming platforms and YouTube

ACTION: Created paid media marketing plan including **budget and forecasted results** for management approval, formulated different **video advertisements emphasizing brand attributes** like trust, affordability and convenience, signed on a movie celebrity and partnered and negotiated with 3rd party agencies and sponsors for **creation and distribution of ads** across multiple media channels, followed by **real-time analysis and optimization**.

RESULT: The **web traffic increased 300%** within 10 days of campaign launch, the **daily sales increased by 150%**, **2 million new users** acquired through the campaign, budget estimated at 25 million rupees and ROI at 180%.

KEY ADVERTISING CAMPAIGNS across TV, YouTube and Streaming platforms

Emphasizing Brand Trust



Genuine Medicines Campaign



Subscription Plan Promotion



Fast Delivery Campaign



Social Media Marketing

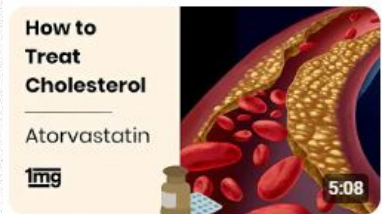



GOAL: To enhance brand recognition among the younger demographic through increased visibility on meaningful engagement on social media.

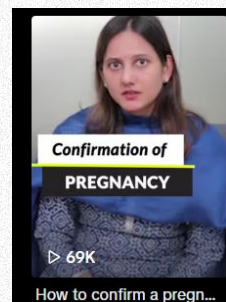
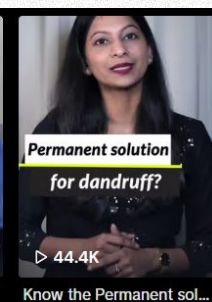
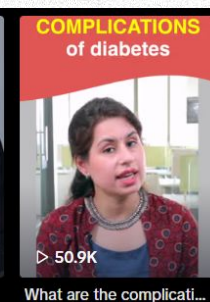
ACTION: Created social media marketing calendar for brand posts on Instagram, Tik Tok and YouTube centered around authentic health advice and medical information, topical events like Mother's day, World AIDS day and special brand campaigns and initiatives.




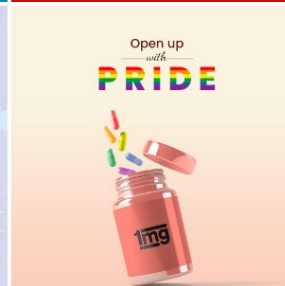
RESULT: Majority social media posts gathered > 50,000 views, the subscribers increased by 90% over the course of 3 months and website traffic and sales attributed to social media redirections rose up by 60%

TikTok Videos

YouTube Videos

 <p>How to Treat Cholesterol Atorvastatin 1mg 5:08</p>	 <p>Vitamin D की कमी का पक्का इलाज 1mg 4:57</p>
<p>How to lower cholesterol ATORVASTATIN 1mg 164K views • 4 years ago</p>	<p>Vitamin D supplements (hindi) 1mg 461K views • 4 years ago</p>
 <p>INSULIN PEN सबसे अच्छा तरीका 1mg 7:11</p>	 <p>Treatment options of Arthritis गठिया को जड़ से ठीक करें 1mg 7:27</p>
<p>Insulin Pen (Hindi) 1mg 674K views • 4 years ago</p>	<p>Arthritis knee pain treatment घुटनों के दर्द के घरेलू नुस्खे 1mg 36K views • 4 years ago</p>

 <p>Confirmation of PREGNANCY 69K</p>	 <p>Permanent solution for dandruff? 44.4K</p>	 <p>COMPLICATIONS of diabetes 50.9K</p>
<p>How to confirm a pregn...</p>	<p>Know the Permanent sol...</p>	<p>What are the complicati...</p>

 <p>A GUIDE TO YELLOW FUNGUS ASPERGILLOSIS 1mg</p>	 <p>GIVE BLOOD AND KEEP THE WORLD BE♥TING #WorldBloodDonorDay 1mg</p>
 <p>COVID Antibody IgG Test All that you need to know about the OG! 1mg</p>	 <p>Open up with PRIDE 1mg</p>

Instagram Posts

Partner Marketing (B2B, B2B2C)

GOAL: To boost **digital platform growth** by promoting the e-commerce services and offerings through online and offline partners, by building and maintaining **affiliate network** and initiating and managing **strategic partnerships** with trusted organizations.

ACTION: Used **Newspaper Advertisements, Website and Google ads** to generate **inbound affiliate and partnership leads** , onboarded reputed strategic partners through **LinkedIn messages and Emails**, followed by calls/meetings, pitch presentations, contract signing and in certain cases, **API integrations**.

RESULT: Onboarded **30+ affiliates/partners each month**, bringing in **revenue of > 1 million rupees** monthly from partner accounts through B2B2C brand content and offer promotion across partner channels such as website and app landing pages, rewards program, physical brochures , promotional emails and messages.

PROMOTION ON PARTNER PLATFORMS



SHOP CLUES



ICICI BANK

RUPAY CARD



MULTICHANNEL MARKETING

GOAL: To grow the platform customer base by improving brand reach and consumer experience and communicating company and partner offers with audiences across multiple touch points during the special promotional campaign known as the “ Good Health Sale “.

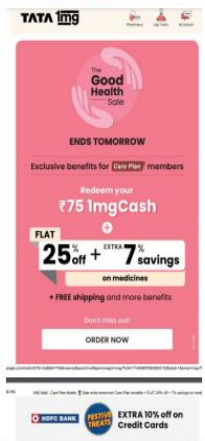
ACTION: Created detailed multichannel marketing plans for reaching the customers through all viable web and app-based media channels, customized marketing messages to promote the special sale and partnership as per channel strategy and carried out cross-functional internal and external communications to ensure timely promotions across each of the media, including the media buying , negotiating, documentation and payments.

RESULT: The Good Health Sale that ran for 15 days was a huge success, bringing in 2.5x daily revenue during the campaign and led to our partner HDFC bank Seeing greater spending on their cards, ensuring sustained partnership.

SAMPLES

Collaboration between Tata 1mg and HDFC Bank, India

1. Mailers



2. Push notification

Tata 1mg • Good Health Sale • now ^

Super saver deals on Multivitamins

Redeem your ₹75 1mgCash + Get Multivitamins under ₹499.

Also, get EXTRA 5% off + 10% 1mgCash on health products

- Get 10% off with HDFC credit cards & more offers*
- Sale ends on 23rd Oct.
- Buy now

Tata 1mg • Good Health Sale • now ^

Your ₹75 1mgCash expires in 3 days

Redeem it now! Also, get up to 80% + EXTRA 20% savings on health products. Flat 10% off with

HDFC credit cards & more offers*. Sale ends on 23rd Oct. Buy now

3. SMS

Friday, 12:06 PM

#SaleEndsTomorrow
Redeem your Rs.75 1mgCash+25% OFF on medicines, same-day delivery+10% off with HDFC Bank Credit Card & more*
Buy klr.pw/NGmeH/Gd9HUk
Tata 1mg

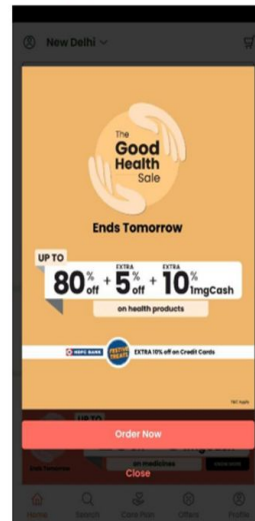
Saturday, 11:22 AM

#SaleEndsTonight
Redeem your Rs.75 1mgCash+25% OFF on medicines, same-day delivery+10% off with HDFC Bank Credit Card & more*
Buy klr.pw/wHkh/Gd9HUk
Tata 1mg

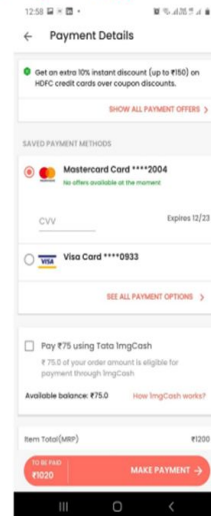
4. Homepage banner



5. Blocker



6. Payment page



TATA
1mg

SAMPLES

Social media official handles – IG, Facebook etc

1. Instagram



2. Twitter

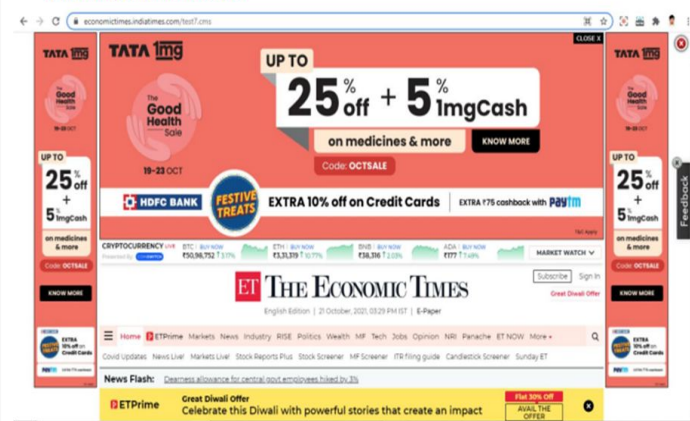


3. Facebook



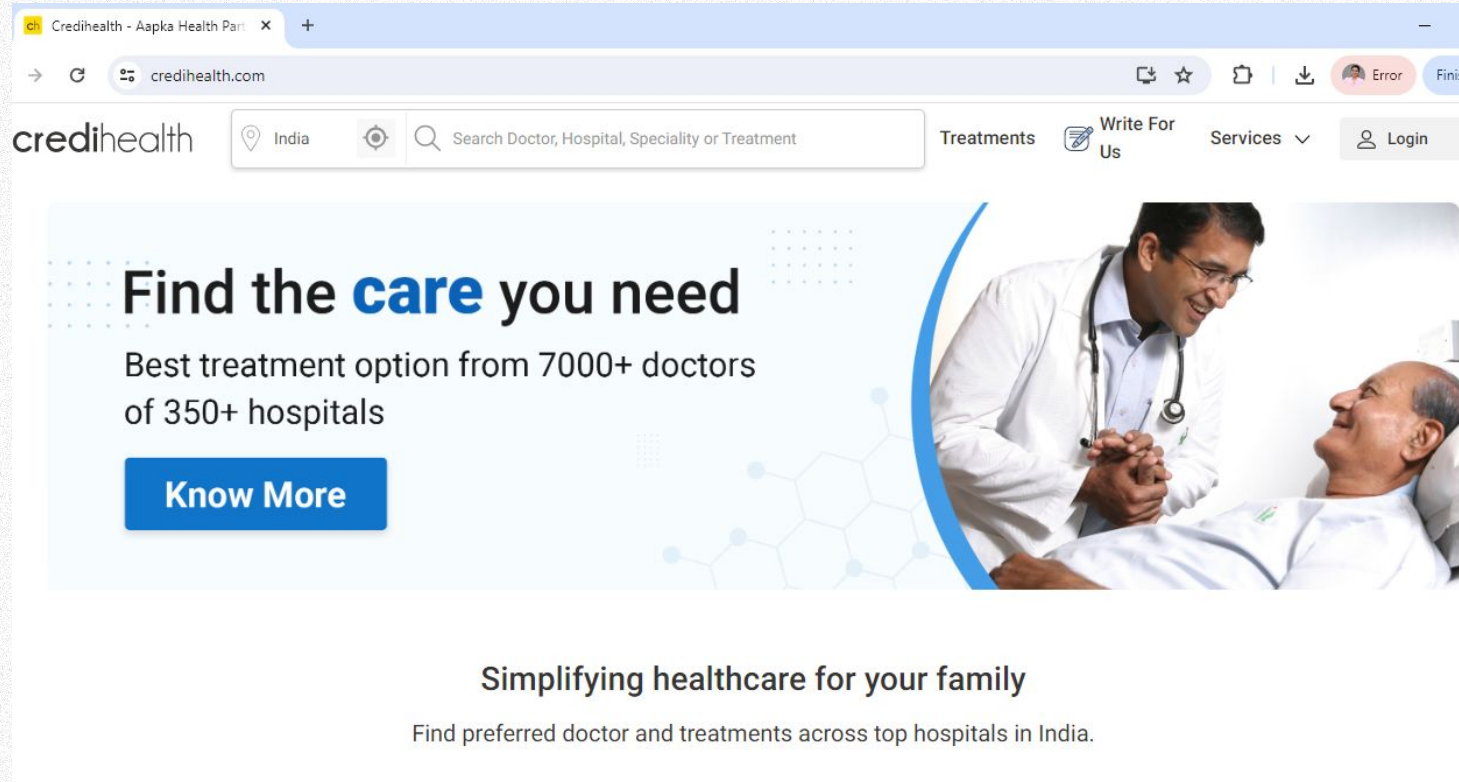
External inventory promotion – Economic times, Hindu, Inshorts etc

1. The Economic Times



TATA
1mg

CREDIHEALTH (Medical consultation firm)



The screenshot shows the CrediHealth website interface. At the top, there's a browser tab labeled 'Credihealth - Aapka Health Partner' and the URL 'credihealth.com'. The header includes the 'credihealth' logo, a location selector set to 'India', a search bar with the placeholder 'Search Doctor, Hospital, Speciality or Treatment', and navigation links for 'Treatments', 'Write For Us', 'Services', and a 'Login' button. The main banner features the text 'Find the care you need' in large blue and black font, followed by 'Best treatment option from 7000+ doctors of 350+ hospitals'. A blue 'Know More' button is positioned below this text. To the right of the text is a photograph of a doctor in a white coat and stethoscope smiling at an elderly male patient lying in a hospital bed. The background of the banner has a light blue molecular structure pattern. Below the banner, the tagline 'Simplifying healthcare for your family' is centered, with the subtext 'Find preferred doctor and treatments across top hospitals in India.' underneath it.

Find the **care** you need

Best treatment option from 7000+ doctors
of 350+ hospitals

[Know More](#)

Simplifying healthcare for your family

Find preferred doctor and treatments across top hospitals in India.

Web Optimization, Digital Marketing

GOAL: To generate international **leads** and boost the firm's **new user acquisition** by 40%, increasing the monthly active users for the online platform within 3 months by establishing a **digital brand presence** in Bangladesh, Nepal, the Netherlands, and Myanmar, and enhancing brand trust and credibility.

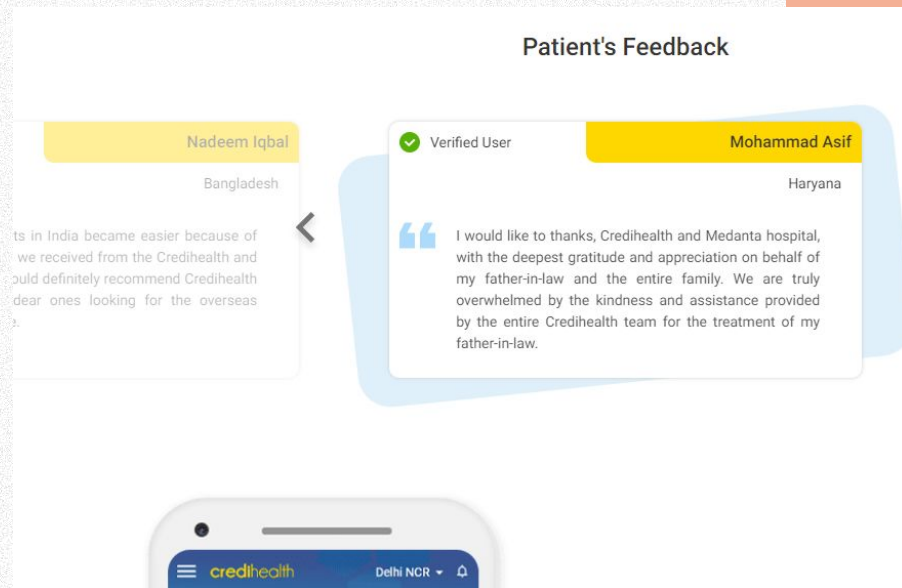
ACTION: Improved the website landing page as per customer insights, included verified medical content to **establish thought leadership**, engaged customers through **community building** such as “ladies and babies club” , set up testimonials carousal to **enhance credibility** and ran **Google Ad campaigns** with relevant patient-centric keywords and strategies to boost lead generation and new user acquisition.

RESULT: The number of monthly active users (**MAU**) increased by **50%**, and Ad campaign delivered an exceptional **ROI of 200%** , leading to campaign continuation with greater budgets and the cost of acquisition (**CAC**) for these customers was **down 15%**

Community Engagement



Brand trust building



Click to Action prompts



Customer Journey Mapping


GOAL: To increase **conversion rate** and thereby revenue through **historical data analysis** followed by **process optimization** to make the customer journey smoother and remove any friction points.

ACTION: Used MS Excel (**Pivot tables, Vlookup**) to analyze customer data, **evaluated turn-around-time (TAT)**, **conversion rate**, popular treatments, hospitals and classified them as per customer source and characteristics and revised customer journey utilizing **Website (CTAs, FAQs)** and **CRM improvements**(system-driven emails), **automation** tools (document readers, voice notes), prioritization matrix and personnel training to reduce customer waiting times and provide improved service.


RESULT: The **conversion rate increased by 33%** over the course of 6months, the **revenue increased by 80%** and most onboarded customers became loyal clients as a result of the easy process reporting a **retention rate of 91%**.

Informative graphic to educate customers about the process and encourage communication


Register as A



Hospital



Doctor




Business


Give us feedback

Partner With Us


in 3 easy steps



Fill in your details and hit the submit button.



Our outreach executive will get in touch with you.



After verification, you'll be listed on Credihealth's website

FAQs About Orthopedic Doctors in India

1 How can I find the best orthopedic doctors in India?

To find the best orthopedic doctors in India, you can visit reputable healthcare platforms like Credihealth.

2 What factors should I consider when selecting an orthopedic doctor in India?

3 How can I contact Credihealth for further assistance or inquiries about orthopedic doctors in India?

4 How can I book an appointment with the best orthopedic doctors in India through Credihealth?

5 Can I read patient reviews and ratings for the best orthopedic doctors in India on Credihealth?

Home > Doctors > India > Orthopedics

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FAQs for every treatment, doctor and hospital category to help customers make informed decisions

“ Whether B2B or B2C, I believe passionately that good marketing essentials are the same. We are all emotional beings looking for relevance, context and connection.”

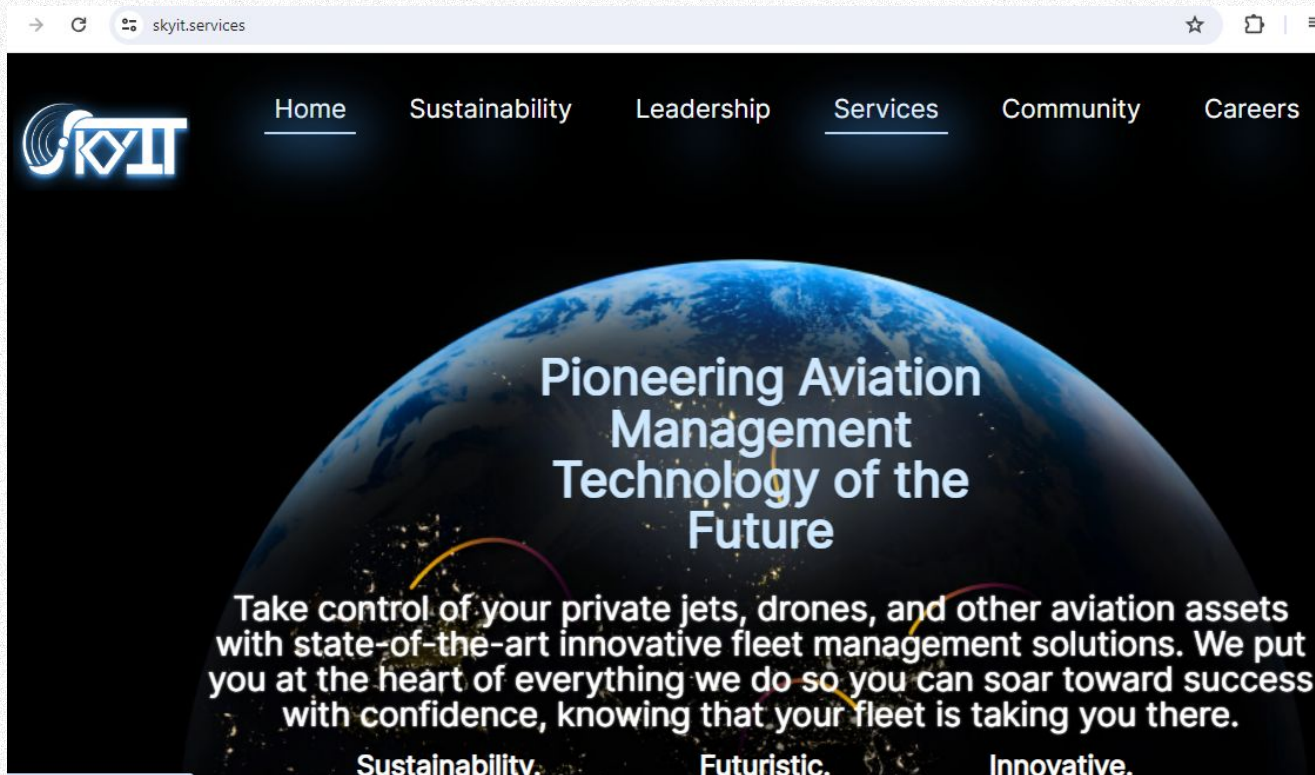
- Beth Comstock, CMO, General

Electric





SkyIT SERVICES, GBCS Group

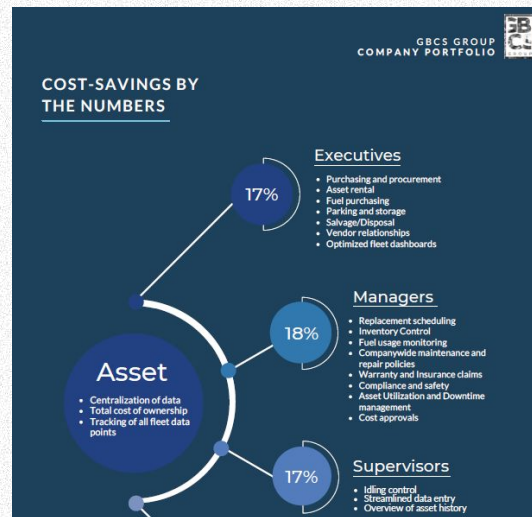


B2B Marketing Campaign

GOAL: To onboard new clients and increase revenue by reaching out to decision makers personally, promoting the products and services and offering free demos

ACTION: Created marketing portfolio to best represent the SAAS platform's value and formulated targeted emails to fleet managers, directors to generate leads and initiate the client association.

RESULT: The response rate to the emails was 60% as a result of accurate targeting and compelling content and the conversion rate post demo was 75%.



ADDED VALUE

YOU DON'T KNOW WHAT YOU DON'T KNOW

- Can asset tracking completely manage your fleet?
- Will monitoring driver behavior reduce your total cost of ownership of your fleet assets?
- Will getting a "great deal" on the acquisition of your asset reduce and manage operating costs?

We envision fleet management as an art and a science that has significant operating and cost impacts across your entire organization. An important component of managing these impacts is first, developing an awareness and then defining them within your business.





VOSYN AI, AI VENTURE LABS

The screenshot displays the Vosyn website interface. At the top, the browser tab reads "Vosyn - The Voice of Tomorrow" and the address bar shows "vosyn.ai". The navigation bar includes links for "Home", "Product", "Company", "Careers", "Contact Us", and a prominent blue "Join The Waitlist" button. The main content area features a large video player showing a scene from an izakaya in Shinjuku. Overlaid on the video is a language selection menu with options like "English", "Japanese", and "Korean". Below the video, there are thumbnails for other content. At the bottom left, there is a "Join The Waitlist" button and a link to "Explore VosynVerse".

Welcome To The VosynVerse

Experience a world of content, tailored to your language. VosynVerse enables you to immerse yourself in global content, expertly translated and synthesized while preserving the original voice, tone, and context. Say goodbye to the need for voice dubbing or closed captions. Enjoy your media in its true intended form.

[Join The Waitlist](#) [Explore VosynVerse](#)

GO-TO-MARKET STRATEGY

GOAL: To create a Go-To-Market Strategy for the voice-based LLM as per target audience profile and business objectives.

ACTION: Performed detailed market research and devised an effective Go-To-Market Strategy including Value Proposition, Branding, Pricing etc.

RESULT: The strategic plan was appreciated by industry experts and investors and helped contribute to the company's capital funding round.

KEY VALUE PROPOSITION:

"Unlock the Power of Voice: Revolutionize our Applications with Our Advanced Voice-Based Large Language Model"

Are we ready to embark on a groundbreaking journey into the world of voice-driven innovation? Imagine a cutting-edge language model that does not include text or images but is trained on the very essence of human expression – voice. Introducing our exceptional voice-based language model, a foundational infrastructure that will transform the way we engage with our audience, empower our applications, and reshape the future of technology.

Why Our Voice-Based Language Model is a Game-Changer:

Voice-First Innovation: Our model is trained on a vast array of voice data, capturing the nuances, emotions, and intricate details that make each voice unique. With voice becoming the new frontier of user interaction, this infrastructure empowers us to create a voice-first experience that is more natural, intuitive, and engaging.

Unleash Versatility: Picture a tool that isn't just limited to a single application. Our voice-based language model serves as the bedrock for a myriad of applications and features, whether we're looking to seamlessly translate content across languages, enhance user experiences through voice assistance, or create captivating voice synthesis for our products.

Quality without Compromise: We understand the importance of maintaining the authenticity and emotional impact of voices across languages and applications. Our model ensures that tone, modulation, and inflection are preserved, enabling users to connect on a deeper level.



My Education

MASTER OF BUSINESS ADMINISTRATION (STEM)

Marketing Concentration



UNIVERSITY OF
SAN FRANCISCO

The logo for London Business School is a dark blue square with the text 'London Business School' in white, sans-serif font. A thin red horizontal line is positioned below the text.

London
Business
School

**BRAND
MANAGEMENT**



DIGITAL BRANDING



**AI IN
MARKETING**

THANK YOU!

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