



# CASE STUDY: THE MARKETING STRATEGY



## CLIENT: **KAMA HEALTH INDIA**

**Objective:** Boost impressions and targeted traffic to Kama Health India's landing page using a combination of LinkedIn outreach, live sessions, and a short, impactful Facebook Ads campaign.

**Challenge:** Kama Health India needed to increase its reach and generate leads effectively for its health course, overcoming the limitations of traditional marketing efforts.

**Solution:** We implemented a multi-channel lead generation strategy focused on LinkedIn, live sessions, and Facebook Ads.

# STRATEGIES

## 1. Targeted LinkedIn Outreach:

- ◆ **Objective:** Reach professionals interested in health courses.
- ◆ **Execution:** Crafted personalized cold messages targeting professionals, highlighting the benefits of Kama Health India's course.
- ◆ **Outcome:** Generated qualified leads by leveraging professional networks.

## 2. Engaging Live Sessions:

- ◆ **Objective:** Engage and connect directly with potential participants.
- ◆ **Execution:** Conducted interactive live sessions on LinkedIn and Facebook, discussing relevant health topics and showcasing expertise.
- ◆ **Outcome:** Built trust and interest, fostering direct engagement with the audience.

# STRATEGIES

## 3. Optimized Landing Page:

<https://kamahealthindia.com/wp/sex-therapy/>

- ◆ **Objective:** Convert visitors into course registrations.
- ◆ **Execution:** Designed a high-converting landing page with a clear course description, benefits, and testimonials. Included a prominent call to action.
- ◆ **Outcome:** Enhanced the likelihood of course registrations through an optimized user experience.

## 4. Social Media Management:

- ◆ **Objective:** Maintain consistent audience engagement.
- ◆ **Execution:** Posted informative and engaging content regularly on all social media platforms.
- ◆ **Outcome:** Attracted and retained audience interest through continuous engagement.

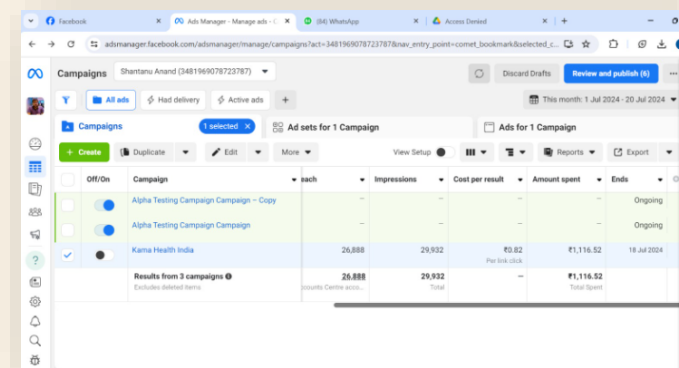
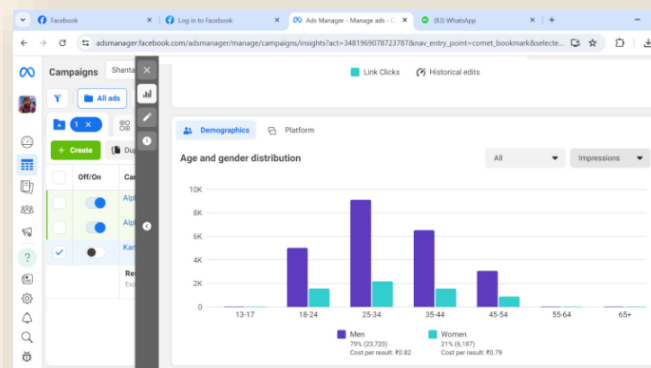
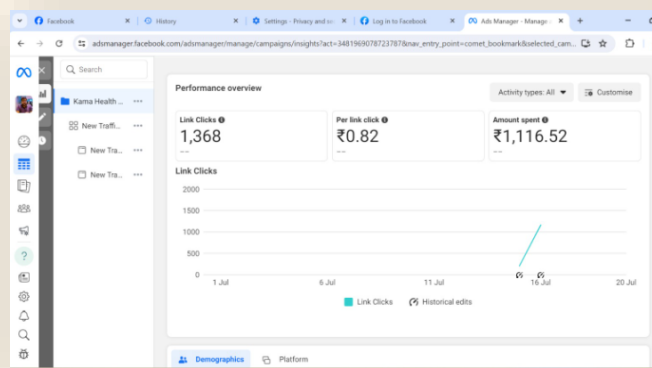
# STRATEGIES

## 5. Targeted Facebook Ads

**Objective:** Amplify reach and drive traffic to the landing page.

**Execution:** Ran a focused Facebook Ads campaign targeting individuals interested in health and wellness.

**Outcome:** Achieved significant reach and impressions in a short period, directing traffic to the landing page.



# RESULTS

## LinkedIn Outreach & Live Sessions:

- ◆ **Increased Leads:** Significantly higher lead generation compared to previous efforts.
- ◆ **Qualified Leads:** Most leads were highly relevant with a strong interest in health courses.

## Facebook Ads Campaign:

- ◆ **Reach & Impressions:** Reached 26,888 people with 29,932 impressions in just one day.
- ◆ **Engagement:** Achieved 1,368 link clicks at a cost of ₹0.82 per click.
- ◆ **Budget Management:** Spent ₹1,116.52 efficiently.

# WORK SAMPLES

- ◆ <https://www.instagram.com/p/C9chMOABUT2/?igsh=N3ZxMjNsa3diNDMy>
- ◆ <https://www.instagram.com/p/C9Ey3PwBOmv/?igsh=MXZycnZqaDZqZjkwMw==>
- ◆ <https://www.instagram.com/reel/C8ZEFzHBrTQ/?igsh=dDZ2ZGd0cm92a3c2>
- ◆ <https://www.instagram.com/reel/C9NDvGkB - l/?igsh=MTFuaHRpYzRwZ3Vqcw==>



# ACHEVIEMENT

Revenue generated upto

**5x** in just 30 days !!





# THANK YOU

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