

# **E-learning platform Marketing strategy**



**MEDLEARN**

PROFESSIONAL  
MEDICAL ERA

The illustration features a central computer monitor with a dark blue frame. The screen is white and contains the text 'Brief About Us' and a paragraph. Surrounding the monitor are various medical and educational icons: a blue folder with a white label in the top-left corner, a pair of orange lungs in the top-right corner, a blue stethoscope on the right side, and an orange first aid kit with a white cross in the bottom-left corner. Three blue gears of different sizes are positioned at the top. Small blue circles and 'x' marks are scattered around the monitor. The background is a light teal color with a dark blue base.

## Brief About Us

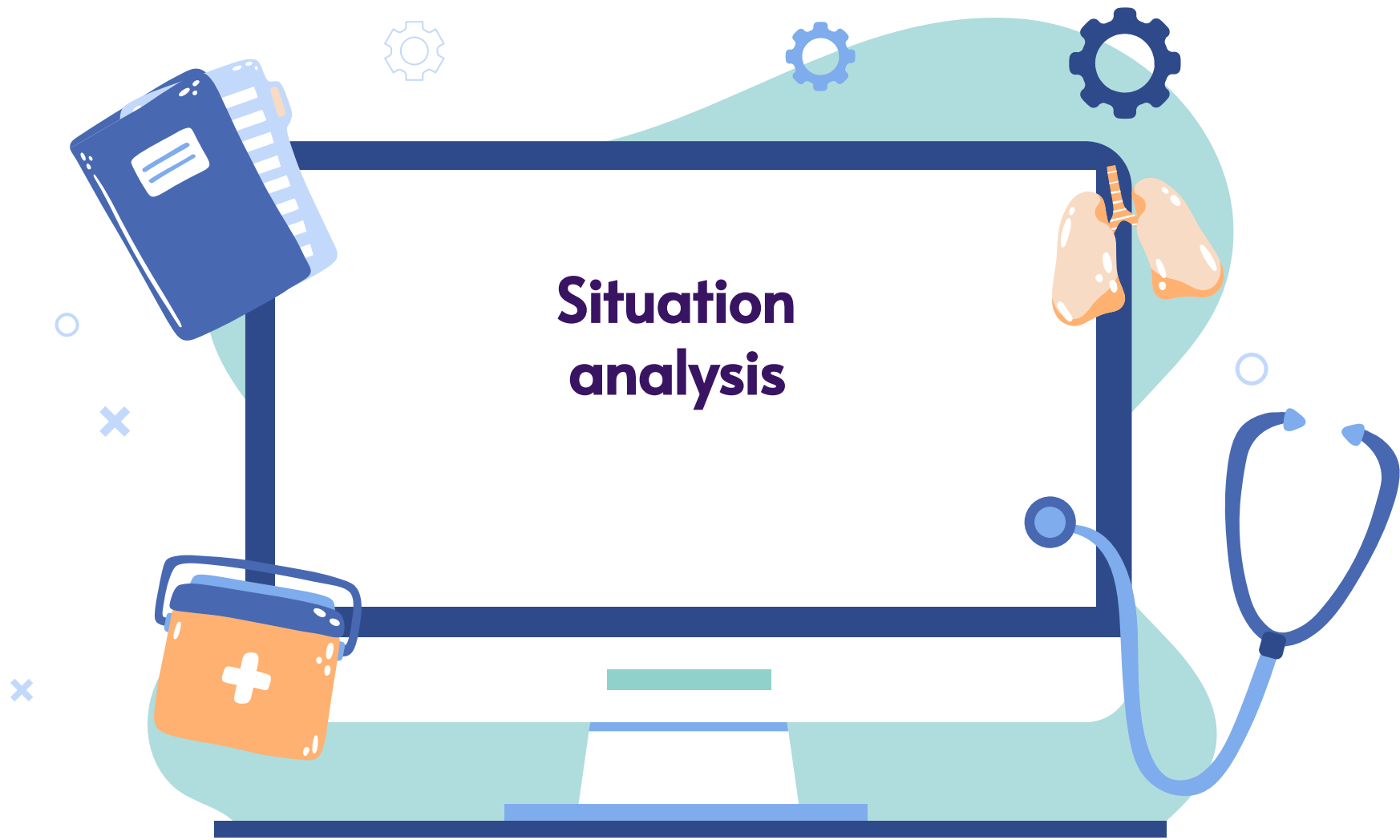
high-quality, accessible online education for healthcare professionals in Egypt and beyond, empowering people with the knowledge and skills to excel in their careers and contribute to the advancement of healthcare.



**MEDLEARN**  
PROFESSIONAL  
MEDICAL ERA

## Business Model Canvas

Key partners	Key Activities	Value Proposition		Customer Relationships	Customer segmentation
<ul style="list-style-type: none"> <li>hospital</li> <li>healthcare centers</li> <li>technology companies</li> </ul>	<ul style="list-style-type: none"> <li>Course development</li> <li>Marketing and sales</li> <li>Customer support</li> <li>Technology maintenance</li> </ul>	<ul style="list-style-type: none"> <li>Professional Medical era</li> <li>Professional Growth.</li> <li>Credible source of healthcare management training.</li> <li>Flexible learning.</li> <li>Expert instructors.</li> </ul>		<ul style="list-style-type: none"> <li>Offers</li> <li>Suggest relevant courses based on learners' interests and progress.</li> <li>Offer dedicated customer support loyalty program.</li> </ul>	<ul style="list-style-type: none"> <li>Healthcare professionals: Doctors, nurses, medical students</li> <li>Healthcare organizations: Hospitals, clinics,</li> <li>18 and above</li> <li>egypt and the middle east</li> </ul>
Cost Structure					
<ul style="list-style-type: none"> <li>Course development costs</li> <li>Technology costs</li> <li>Instructor fees</li> <li>Marketing and sales expenses</li> <li>Customer support costs</li> </ul>	Key Resources	competitors	Channels		
	<ul style="list-style-type: none"> <li>Course content</li> <li>Technology infrastructure</li> <li>Expert instructors</li> <li>Marketing and sales team</li> <li>websites</li> </ul>	<ul style="list-style-type: none"> <li>edX</li> <li>udemy</li> <li>khan academy</li> <li>MedCram</li> <li>meduo</li> <li>Osmosis</li> <li>AMBOSS</li> </ul>	<ul style="list-style-type: none"> <li>website or app for course delivery.</li> <li>Social media</li> <li>Email marketing</li> <li>Partnerships with healthcare organizations and to reach their members.</li> </ul>	Revenue Streams	
				<ul style="list-style-type: none"> <li>Course fees.</li> <li>Certification fees.</li> <li>Premium content.</li> </ul>	



# My competitors analysis:

in the e-learning platform for medical courses :

## edX

\$50 to \$300 or more per course, depending on the course and institution.

## Udemy

from \$20 to \$200 or more, depending on factors such as the course's depth, quality, and instructor reputation.

## Khan Academy

does not charge for access to its medical-related content.

## MedCram

Subscription prices vary based on the duration and level of access, but they can range from \$10 to \$40 per month.

## Osmosis

\$15 to \$50 per month, depending on the subscription plan.

## Lecturio

from \$30 to \$50 per month, depending on the subscription plan.

## AMBOSS

around \$50 to \$300 or more per year, depending on the subscription plan

## Memorang

from \$10 to \$30 per month, depending on the subscription plan.



# Meduo competitor analysis sample

← Page transparency



Meduo  
Education website

## Page information for Meduo

Facebook is showing you Page activity and information about the people who manage and post content on this Page. [Learn more](#)



## History



Page name has not changed



Created – Meduo  
12 February 2020



Name changes can help you to see if the Page's purpose has changed over time. If Page merges have occurred, that means that the Page has combined its followers with another Page.



## People who manage this Page



Primary country/region location of people who manage this Page includes:  
Egypt (5)



It's common for a Page to be managed by many people from different places. You can check for a mismatch between a Page's purpose and the location of the people who manage it.



## Ads from this Page



This Page is not currently running ads.  
[Go to Ad Library](#)

← Ad Library



All

All ads

Q Meduo



Meduo

[Ads](#)

[About](#)

0 results

Filters ()

Save Search

No ads match your search  
criteria

This advertiser isn't running ads in the selected country and ad category at this time.

[View search tips.](#)

System status



[Ad Library API](#)

[About ads and data use](#)

[Privacy](#)

[Terms](#)

[Cookies](#)

## Meduo hashtags:

#meduo

#Learntmedical

#meduohits

## Platforms:

facebook → 5-6 photo post per month

Instagram → Photo and Reels

youtube → sample record from session range of 3-5 minutes

Linked In → Not active

# SWOT Analysis

## Strength

- Trusted organization.
- Offering courses in Arabic and English for a wider audience
- Certified instructors.
- Cost effective.
- highest quality of content
- Accessibility
- Interactive learning tools
- Flexibility
- offering networking opportunities

## Opportunities

- Wide spread of e-learning
- Healthcare accreditation of GAHAR.
- Egyptian Health council regulations.

## weakness

- Technical problems.
- Unfamiliarity of technology form instructors.
- Practical rounds with high no of trainees.
- Lack of face-to-face interaction.
- The online education market is competitive

## Threats

- Fragmented market.
- Motivation and discipline.
- Marketing challenges (not all customers could be reached thru same channel.
- Rapidly changing laws and regulations.
- Technical challenges.
- Economic fluctuations in Egypt



# Objective

- Introduce product and Improve **awareness** 10% about the quality of e-learning materials.(first 4 month )
- to be accredited by the government by Q1 2025.
- Credible source of healthcare education.
- Get 10,000 Enrollment on website by December,2025.
- Get 1000 subscription December,2025.
- get 1000 follower on tiktok .
- Be the market leader in Healthcare education.
- Build communication lines between 600 trainee and relevant hiring organization.







## Buyer persona

### Age

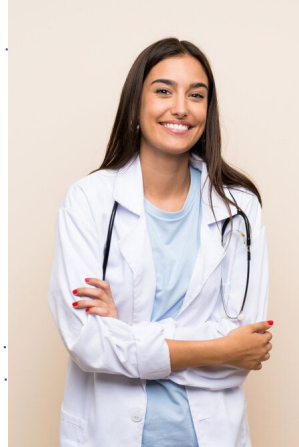
23-55 years

### Educational level

High (medical degree)

### Location

- Urban area with a medium-sized hospital (Cairo & Governorate residents)



Dr Sara Ahmed  
30 years old

### Income

Medium

### Aspirations

- Professional growth

### Profession

Medical graduate specializing in internal medicine  
Employed full-time at a local hospital

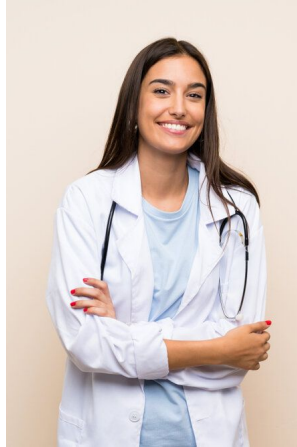
# Buyer persona

## Behavior

- Values convenience and flexibility in learning.
- Prefers practical and applicable knowledge.

## Motivations

- Career advancement
- Career Shift in another specialization.
- Improved patient care.
- professional growth.
- Earning potential.



Dr Sara Ahmed  
30 years old

## Goals and Challenges

- Wants to stay updated with the latest medical advancements.
- Desires to advance her career

## Pain Points

- Limited time for continuing education.
- High cost of traditional medical education programs.
- Difficulty finding relevant and up-to-date courses. Lack of hands-on practice opportunities.

# Unique Selling Proposition

## Unique Selling Proposition (USP):

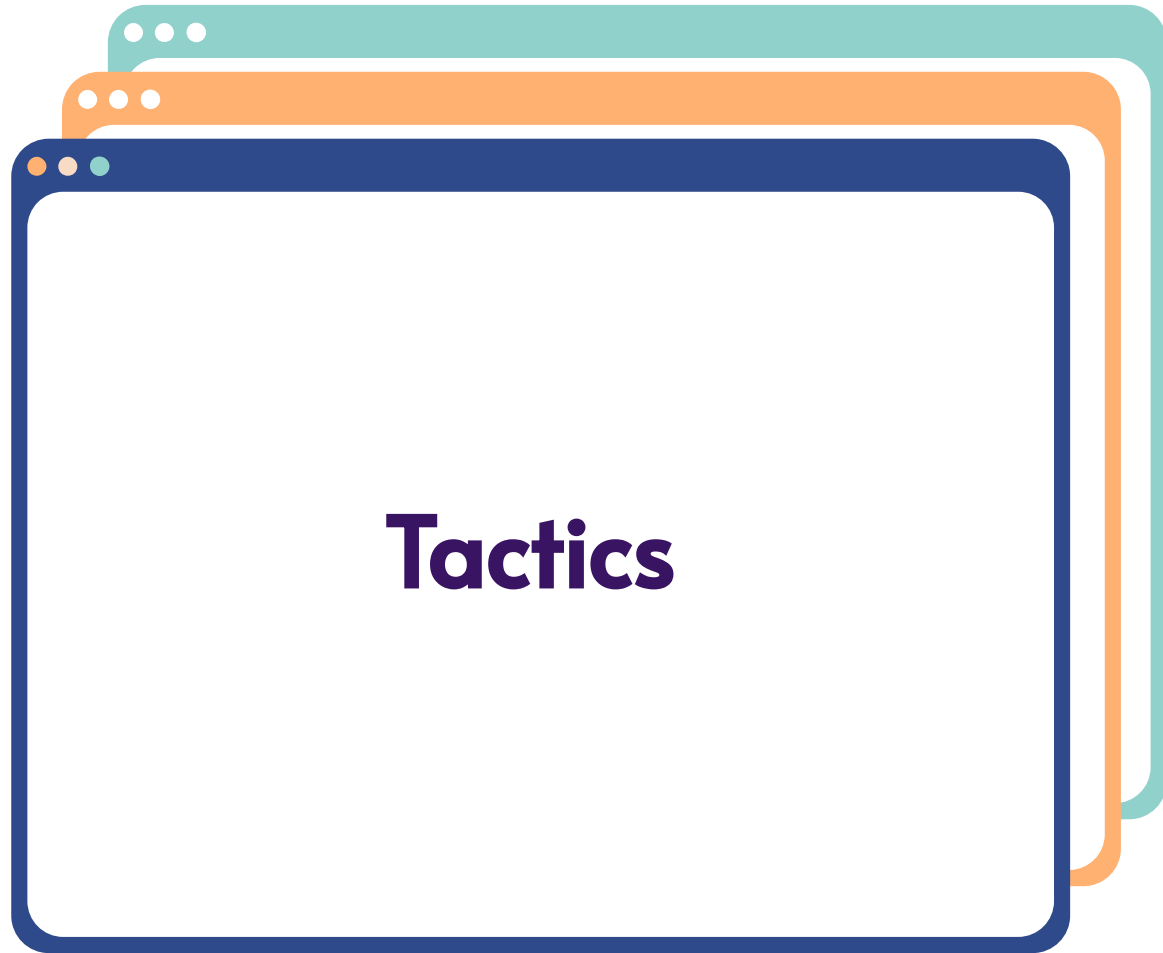
Our online e-learning platform offers a comprehensive and engaging learning experience tailored to Egyptian healthcare professionals, featuring expert-led courses, interactive learning tools, flexible learning options, and strong community support, all designed to advance your career and stay up-to-date with the latest healthcare trends.



designed by freepik.com



**MEDLEARN**  
PROFESSIONAL  
MEDICAL ERA



**Tactics**

# I.Product

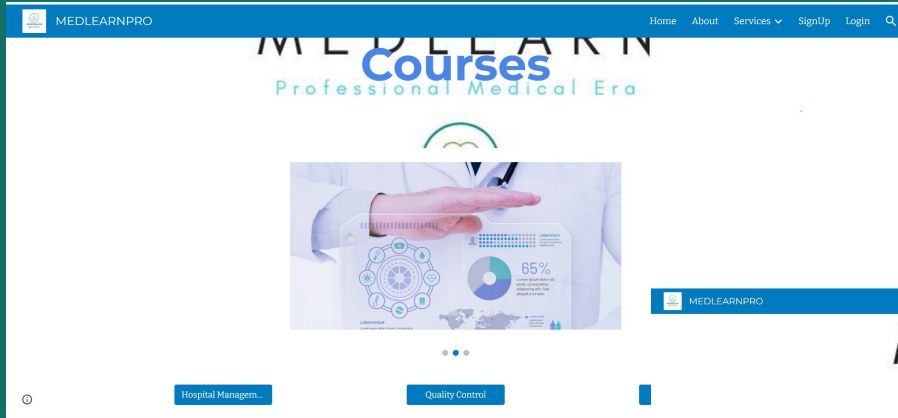
## 7Ps

- Online Courses for medical professions on E-platform.
- Accessible on desktop browsers, IOS, Android applications.

for more accessibility.

- 3 different bundles.
- 25 hours / course on 6 weeks.
- 5 hours interactive session.
- 5 hours of practical session(optional)





<https://sites.google.com/view/medlearnpro/services/courses?authuser=1>

## 2.Price

### 1-Target Audience Affordability:

Our audience medical students, healthcare professionals, and individuals seeking continuing medical education. The Average income levels \$100-\$200.

**2-Pricing Models:** one-time course purchases.

**My average price will range from \$30- \$ 150.**



**MEDLEARN**  
PROFESSIONAL  
MEDICAL ERA



# 3.Place

## Head-Office:

Located at Downtown:

Available rooms specialized for recording the sessions. With technical support.

3 Lecture rooms with capacity of 50 persons for physical attendance days.

## Website and E-commerce:

1. Website under the supervision of governmental agency.
2. Uploading covered materials, schedules, required assignment, educational videos. (each subject holds its own material).
3. Publishing all the updates through notifications pop ups on website.



**MEDLEARN**  
PROFESSIONAL  
MEDICAL ERA

**M-Commerce:** Mobile applications divided into subjects sectors with uploaded covered material same as website, linked together with same username and password to login. (allowing the audience to choose easiest way to use e learning program.

## 4.Promotion

### Offers

- Special prices for beginner levels
- ( 20% off)  
Special offers on multiple courses and course bundles
- Offers for certain organizations in exchange for data

### Direct Marketing

- Awareness sessions on quality, infection control, and hospital management field in hospitals among different governorates.

### Ads

- Digital ads at hospitals especially those providing training sessions, medical centers and medical syndicate
- sponsored ads on Facebook, Instagram YouTube , X and TikTok.
- Banners at medical conferences, and university hospitals used for postgraduate trainings.

### Interactive marketing

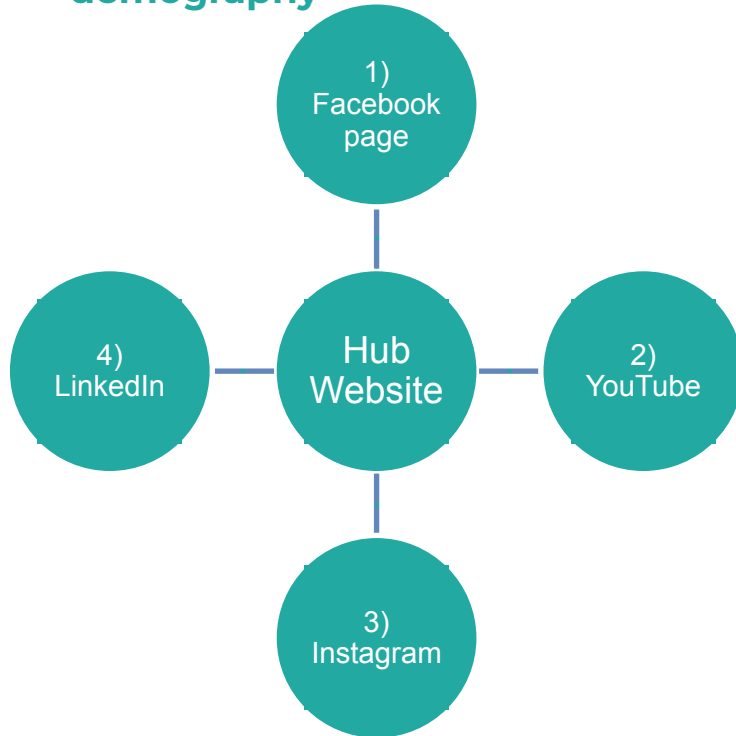
- Active content on Facebook and Instagram.



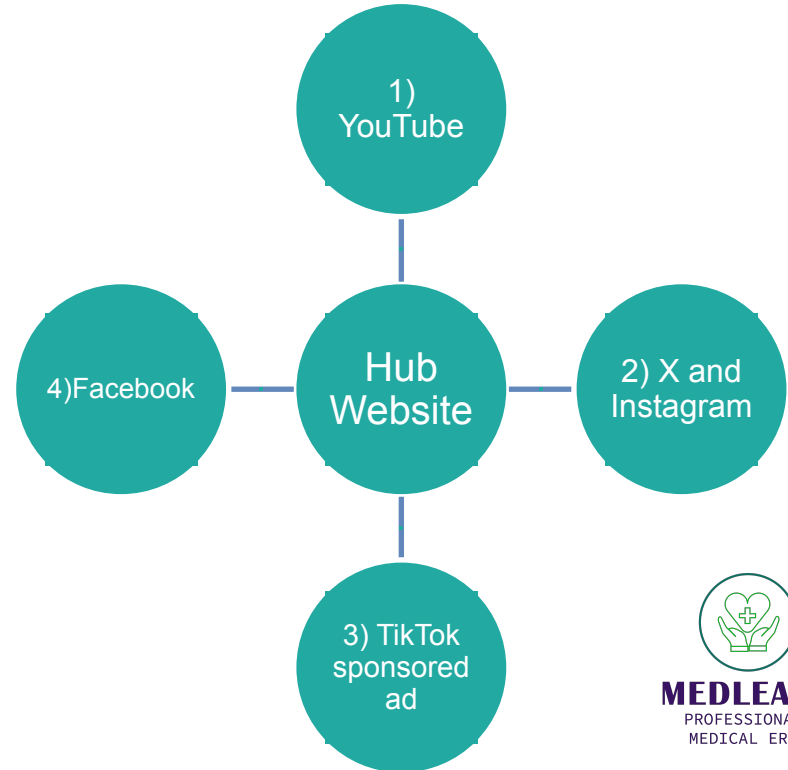
**MEDLEARN**  
PROFESSIONAL  
MEDICAL ERA

# Social Media Marketing

- Egypt Region acc. to geography, demography



- Middle East countries:





# Hashtags used with different platforms:

#Online\_courses  
#Online\_platform  
#Healthcare\_training  
#Professional\_development  
#hospital  
#hospital\_management  
#healthcare\_quality  
#healthcare\_management  
#healthcare\_leadership  
#healthcare\_excellence  
#career\_growth  
#freecourses  
#continous\_learning

## 5. People

- **Instructors:** qualified and experienced instructors and they provide active learning for the audience.
- **Customer support:** The quality of customer service provided to learners is responsiveness and helpfulness.

## 6. Process:

- The ease of creating an account and enrolling in courses.
- Sequence of lessons, assessments, and assignments.
- The availability of technical support for learners who encounter problems with the platform.



# 7.Physical Evidence:

- **Platform design:** The visual appearance using the blue and green colors ,HD images and the logo
- **Course materials:** Textbooks, handouts, and HD videos.
- **Certifications:** Physical or digital certificates awarded to learners upon completion of the courses.

LOGO



FONT USED

**Britannic Bold**

Source Code Variable

**Green:**

Sustainability, renewal and balance

**Blue:**

Trust and professionalism

COLOR USED





### WEEK 1

**Task**  
**Time**  
**Person**  
**Platform**  
**Hashtags/ CTA**

**Monday**  
post (Introduction to healthcare management)  
5:13 pm  
Arwa  
Insta-FB-Linkedin  
"Follow us"

**Thursday**  
Reel (launched healthcare management courses)  
5:12 pm  
Shimaa  
Insta-FB-Linkedin  
"Follow us"

**Friday**  
Reel promo (infection control course available)  
4:10 pm Mariam  
Insta-FB-tiktok  
#enroll now# 15% discount#

**Saturday**  
post "infograph" online healthcare learning" 7:07 PM  
Arwa  
FB-Linkedin-instagram  
#online course# #continuous learning#



### WEEK 2

**Task**  
**Time**  
**Person**  
**Platform**  
**Hashtags/ CTA**

**Monday**  
Reel "Who are Medlearn"  
5:13 pm  
Mariam  
Insta-FB-Linkedin  
"Follow us" #online course#  
#continuous learning#

**Thursday**  
Reel "Who are Medlearn"  
5:13 pm  
Shimaa  
Insta-FB  
"Follow us"

**Friday**  
POST "Who are Medlearn"  
5:13 pm  
MONA  
Insta-FB-Linkedin  
"Follow us" #online course#  
#continuous learning#

**Saturday**  
Reel  
Promo free resource, " the ultimate guide to hospital management  
5 pm by Shaimaa  
Insta- FB-Linkedin  
"join us & get more resources"



### WEEK 3

**Task**  
**Time**  
**Person**  
**Platform**  
**Hashtags/ CTA**

**Monday**  
post "Skills You'll Learn from Online Healthcare Management Course?"  
FB-Linkedin 7:00 pm by Mariam  
#continuous learning# flexible learning# Join us#

**Thursday**  
Reel "Skills gained from Online Healthcare Management Course?"  
FB-Insta 7:10 pm by Mariam  
#continuous learning# flexible learning# Join us#

**Friday**  
Reel promo (invite your friends)  
4:10 pm Ahmed  
Insta-FB-tiktok  
#15% discount#  
#follow us# online courses#

**Saturday**  
Facebook Live  
Interview a professional 7:00 PM  
Shaimaa  
FB-Linkedin  
#career journey# #continuous learning#



### WEEK 4

**Task**  
**Time**  
**Person**  
**Platform**  
**Hashtags/ CTA**

**Monday**  
Post  
7:15 pm by Ahmed  
FB - linked in - insta  
#Overcome Challenges#  
Hospital Management #  
#Online Courses#

**Thursday**  
Reel promo (infection control course available)  
6:10 pm by Mariam  
Insta-FB-tiktok  
#enroll now# 15% discount#

**Friday**  
Facebook LIVE  
Interview at Healthcare institutions  
7:00 pm Mona  
FB-Linkedin  
#career journey# #continuous learning#

**Saturday**  
Webinar post  
7:00 pm  
Mona  
FB-Linkedin  
Register now on link

# Action

## Phase 1: Awareness and Engagement (Months 1-3)

Activity	Deadline	Responsible Party	Budget (EGP)
Social media marketing (Facebook, LinkedIn, Instagram)	Ongoing	Marketing Team	2000/month
Content marketing (blog posts, articles, webinars)	Monthly	Content Team	5,000/month
Email marketing campaigns	Bi-weekly	Marketing Team	3,000/month
Partnerships with healthcare associations	Q1	Partnerships Team	15,000
Attend healthcare conferences and events	Q1	Marketing Team	10,000/event
			total 55,000





## Phase 2: Conversion and Retention (Months 4-6)

Activity	Deadline	Responsible Party	Budget (EGP)
Paid advertising (Google Ads, Facebook Ads)	Ongoing	Marketing Team	10,000/month
Targeted email marketing campaigns	Weekly	Marketing Team	5,000/month
User onboarding and support	Ongoing	Customer Support Team	10,000/month
Referral program	Q2	Marketing Team	5,000
Customer satisfaction surveys	Bi-monthly	Marketing Team	2,000/month
			total 86,000



### Phase 3: Growth and Expansion (Months 7-12)

Activity	Deadline	Responsible Party	Budget (EGP)
Influencer marketing	Q3	Marketing Team	25,000
Public relations (media outreach)	Q3	PR Team	25,000
International expansion (e.g., neighboring Arab countries)	Q4	Business Development Team	25,000
Partnerships with international healthcare organizations	Q4	Partnerships Team	25,000
Total budget: 241,000 EGP			total 100,000



# posts on Facebook Example

We made creative content (text +image+ reels)  
taken into consideration our theme color .



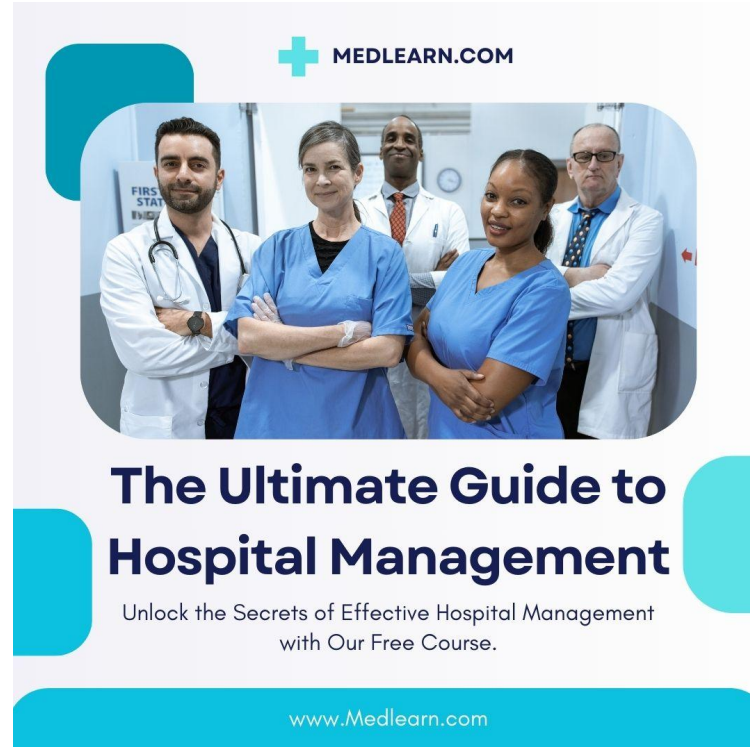
YOUR NEW HUB FOR  
HEALTHCARE ONLINE  
COURSES!


**COMING  
SOON**

MEDLEARN .COM

[Learn More](#)

A hand-drawn black line icon of a ringing alarm bell with sound waves, located at the bottom left of the post.



 **MEDLEARN.COM**

**The Ultimate Guide to  
Hospital Management**

Unlock the Secrets of Effective Hospital Management  
with Our Free Course.

[www.Medlearn.com](http://www.Medlearn.com)



# Reel on instagram Example

[https://www.instagram.com/reel/C-KeCrFSrhE/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/C-KeCrFSrhE/?utm_source=ig_web_copy_link)



Insta

H

S

E

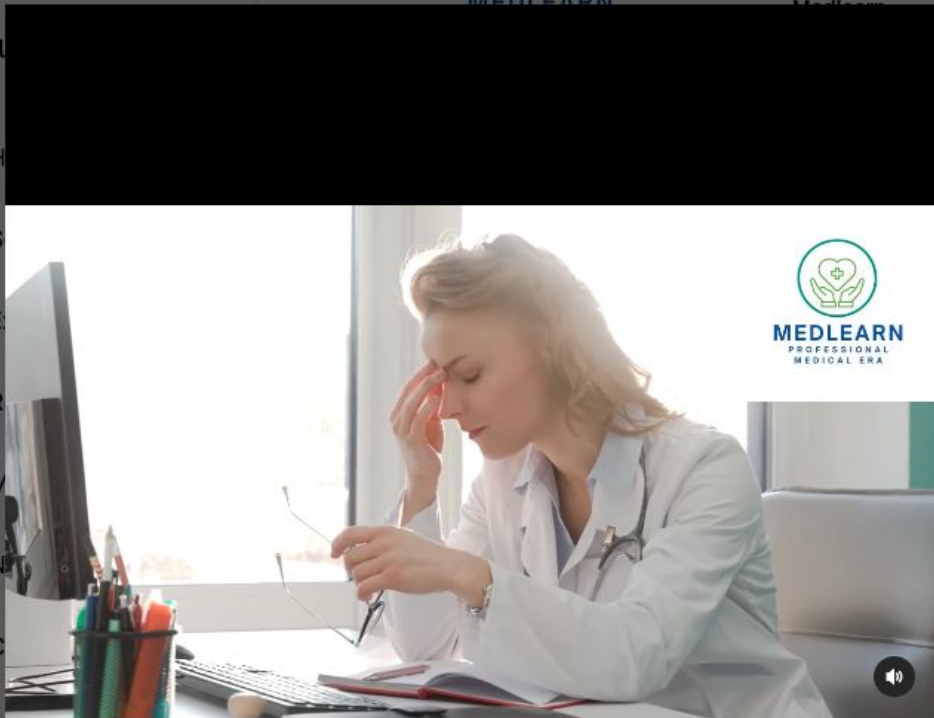
R

M

N

C

P



medlearn123 • Follow

Original audio



medlearn123 Are you a healthcare professional that knows your major well but do not know how to manage your business? Are you struggling to find flexible, high-quality educational resources that fit your busy schedules.

Traditional methods often fall short, leaving a gap in accessible, cutting-edge training.

Medlearnpro provides a comprehensive, user-friendly platform that meets the educational needs of healthcare professionals and helps them stay at the forefront of their field

MedLearnpro offers a curated selection of expert-led courses, accessible anytime and anywhere, making it easier for professionals to enhance their skills and knowledge on their own terms.

MedLearnpro is not just another educational platform; it's a commitment to empowering healthcare professionals with the tools they need to succeed and improve patient care.

Join us in revolutionizing healthcare education and making continuous learning a seamless, integrated part of your career.



6 likes




# Video on Youtube Example

<https://www.youtube.com/watch?v=Imcy37rXCng>

YouTube

Search



our online courses offer the tools and knowledge you need to excel as a

Join the Ranks: The Future of Hospital Leadership

MED LEARN  
1 subscriber

Analytics Edit video

0 | | Share Download ...

MED LEARN  
1 subscriber

Analytics Edit video

0 | | Share Download ...

7 views Oct 21, 2024 #MedLearn #healthcaremanagement #onlinecourse

One of our online courses takes you on a trip starting from essential basics to advanced levels of leadership. To raise healthcare awareness learn with experts and get your center accreditation through #MedLearn, You'll be equipped to lead your team, improve patient outcomes, and drive your healthcare organization to new heights.

Follow us through different platforms to learn how to level up your career:  
[www.instagram.com/medlearn123](https://www.instagram.com/medlearn123)  
[www.medlearn.com](https://www.medlearn.com)  
[www.tiktok/@med.learn7](https://www.tiktok/@med.learn7)  
[www.facebook.com/profile/medlearn](https://www.facebook.com/profile/medlearn)

#healthcaremanagement #onlinecourse #continuouslearning #healthcare leadership #careergrowth

### Transcript

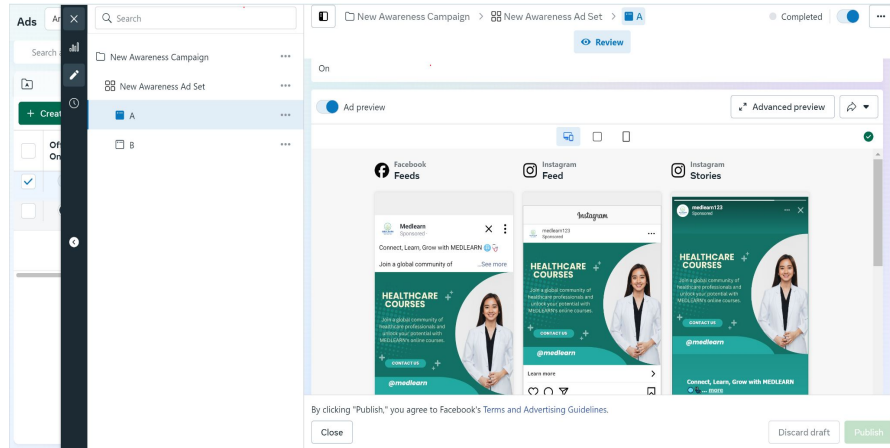
Follow along using the transcript.

Show transcript

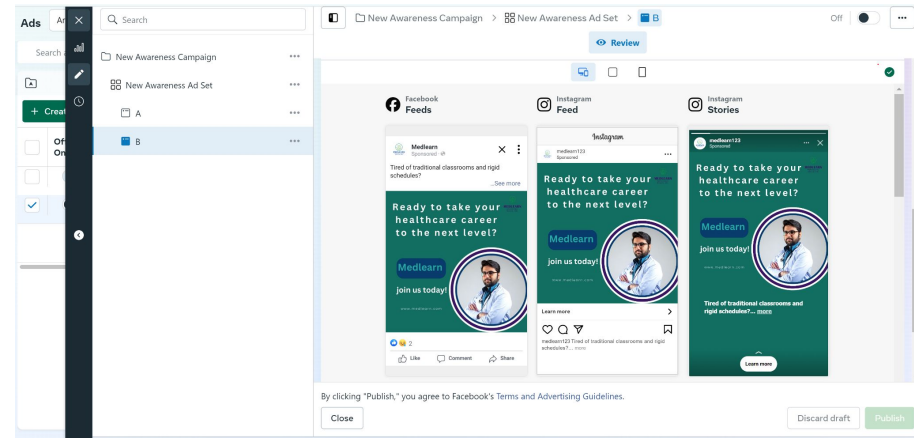
MED LEARN  
1 subscriber

Videos About

# Awareness campaign paid ad



A



B

Depending on the result we continued with B

Campaigns		1 selected	Ad sets		1 selected	Ads		1 selected
+ Create		Duplicate	Edit		More	Columns: Performance		Breakdown
Off / On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking
<input type="checkbox"/>	B	39,571	39,571	41,751	3.50	Average	—	—
<input type="checkbox"/>	A	24,058	24,058	24,103	3.28	Average	—	—
<input checked="" type="checkbox"/>	Results from 2 ads	62,652	62,652	65,854	3.47			



**MEDLEARN**  
PROFESSIONAL  
MEDICAL ERA



# Awareness campaign result

reach and impressions





## Insights

Review performance results and more.

Ad account: Medlearn 120208637301590129

Facebook

Last 28 days: Sep 17, 2024 - Oct 14, 2024

### Overview

### Plan

### Results

### Audience

### Messaging

### Benchmarking

### Content

### Overview

### Content

### Earnings

### Videos

### Turn on Facebook story insights

[See more](#)

### Content

Daily

Cumulative

[See more](#)

#### Reach

221.7K ↑ 22.2M%

#### 3-second views

2 ↑ 100%

#### 1-minute views

0 0%

#### Minutes viewed

41s ↑ 100%

#### Content interactions

22 ↑ 100%



#### Reach breakdown

Sep 17 - Oct 14

#### Total

221,691 ↑ 22.2M%

#### From followers

4

#### From non-followers

221,691 ↑ 22.2M%



# Instagram



## Insights

Review performance results and more.

Ad account: Medlearn 120208637301590129

Instagram

Last 28 days: Sep 17, 2024 – Oct 14, 2024



### Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Overview

Content

Earnings

Videos

### Performance

Daily

Cumulative

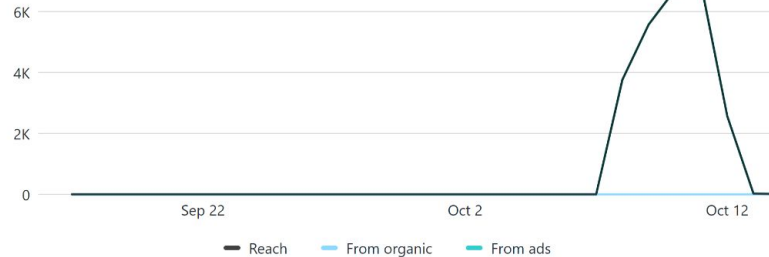


Reach 1  
25.2K ↑ 100%

Content interactions 1  
11 ↑ 100%

Followers 1  
Lifetime  
7

Link clicks 1  
2 ↑ 100%



### Reach breakdown

Total  
25,244 ↑ 100%

From organic  
3 ↑ 100%

From ads  
25,244 ↑ 100%

### Ways to help grow your reach

Advertise your business

Post frequently and improve content engagement



**MEDLEARN**  
PROFESSIONAL  
MEDICAL ERA

Facebook

ial\_dashboard/insights

XPLORE This is an unloade... Maps earth planet - Goo... ArabSong.Net | So... Dars.me Admin Pa... All Bookmarks

Understand what's working best: See detailed insights for your accounts on Facebook and Instagram in Meta Business Suite.

[Go to Meta Business Suite](#)

**Page Overview**  
Followers: 8 [Create a post](#) Last 28 days

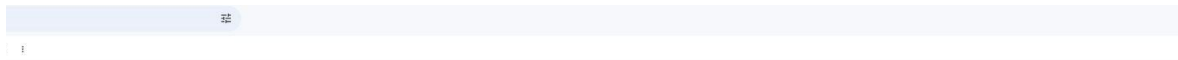
<b>Post reach</b> ⓘ	221,691
<b>Post Engagement</b> ⓘ	348
<b>New Page likes</b> ⓘ	1
<b>New followers</b> ⓘ	2

[See Details](#)

**Content**  
Most recent content



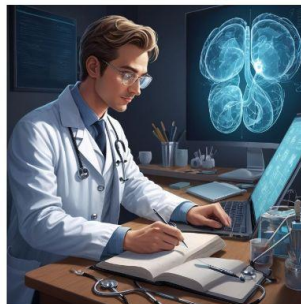
# Email campaign



Are you looking to stay ahead in the fast-paced world of healthcare?

Medlearn offers a wide range of online courses designed to elevate your skills and advance your career.

Explore our latest courses:  
TQM  
INFECTION CONTROL



Ready to start learning?  
Enroll now

Best regards, The Medlearn Team  
Follow us on social media



# one of our competitor's ads library

Meta

Ad LibraryAd Library ReportAd Library APIBranded Content

AllAll ads

Q Coursera

X

Saved searches

Coursera

AdsAbout

~390 results

Keyword

Filters

Save search

Active status: Active ads

Launched October 2024

Active

Library ID: 854967333287149

Started running on Oct 18, 2024

Platforms

6 ads use this creative and text

See summary details

Unreal Engine with Coursera

Sponsored

Dreaming of becoming a game dev but not sure where to start? Time to stop dreaming

Introducing 'Epic Games Game Design Professional Certificate' on @coursera

Active

Library ID: 1744920219591093

Started running on Oct 18, 2024

Platforms

This ad has multiple versions

See ad details

Coursera

Sponsored

Want to be a game designer? Learn from industry experts in the new Game Design Professional Certificate from Epic Games.

In this beginner-friendly program, you'll:  
- Learn key skills like level design, Blueprint scripting, and UX design...

Active

Library ID: 524642226855240

Started running on Oct 18, 2024

Platforms

This ad has multiple versions

3 ads use this creative and text

See summary details

Coursera

Sponsored

Learn to reveal valuable business insights through complex data sets in the Google Data Analytics Professional Certificate.

Active

Library ID: 533540166343737

Started running on Oct 18, 2024

Platforms

This ad has multiple versions

4 ads use this creative and text

See summary details

Coursera

Sponsored

Learn how to use SQL, R Programming, Tableau, and more in this 8-course Google Professional Certificate program!

Get started with a 7-day, full-access free trial.

Active

Library ID: 489435827430294

Started running on Oct 18, 2024

Platforms

5 ads use this creative and text

See summary details

Sundas with Coursera

Sponsored

Data Analyst is a growing career that pays well  
one my favorites courses to become a Data Analyst #ad

Google's Data Analytics Professional Certificate by @coursera  
Sign up for the course here  
https://imp.i384100.net/GoogleDataCert



**MEDLEARN**  
PROFESSIONAL  
MEDICAL ERA

# KPIs

Indicator	Kind/ Equation	Target	Frequency of measuring
No. of total platform subscribers	Total Number (outcome)	1000 new subscribers	Monthly
		10,000 for 1st year	Annual
% of inactive Accounts	Number of inactive accounts / total no of platform subscribers *100	< 20%	Monthly
% of subscribers completing at least one course	No. of subscribers finished 1 course/ No. of total subscribers on platform*100	> 80 %	Weekly
LinkedIn posts reach	Number of accounts reach(views)	7000 - 10,000	weekly
Total no. of Facebook views	Number of accounts reach(views)	15,000	weekly
Total No. of reviews / Testimonials on social media	No of completed course certificates, shares, mentions of official feedback, review on social media	500	Annual

# KPIs

Indicator	Kind/ Equation	Target	Frequency of measuring
Platform rating from subscribers	Average Rate from 1:5 for each course	> 4.5	Monthly Annual
% Technical reported problem solving	Number of solved reported technical problems/ total no of subscribers' reported technical problems *100	> 90%	Monthly



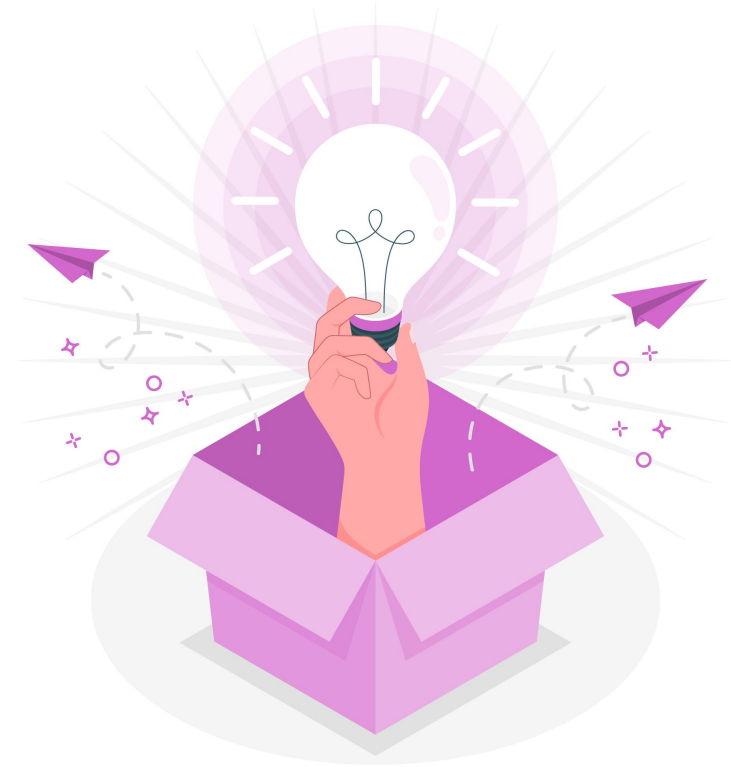
# KPIs Analysis

- Growing number of total platform subscribers
- Successful Facebook Ads. campaign.
- instagram posts reach needs further improvement.
- High number of inactive accounts on platform.
- poor LinkedIn posts reach.



## Recommendations

- Optimize course content (interactive elements to the platform, like quizzes, simulations, or case studies) to enhance learning engagement.
- Partnership with healthcare influencers to promote Instagram content to their followers.
- Invest more in LinkedIn content.
- Use the same audience group for the next campaign on Facebook ads.





# Thank YOU



**MEDLEARN**  
PROFESSIONAL  
MEDICAL ERA