Please provide 2 **different** target audiences per person and why they should be a target audience. Please also list what **digital** marketing channels/platforms will better suit each target audience. (BY TUESDAY NIGHT)

Channels

* Website
* Seo
* Paid channel

Value analysis

Budget

Time of Payment

* Social media
* Email
* Chatbots
* Interactivity (we learned from LinkedIn learning)
* Artificial intelligence
* Video marketing
* Automation (not sure, can be canceled if not necessary)
* Organization, community, company

customer satisfaction rate,

Mobile friendliness

user experience

**Cristina:**

1. **Hospital and clinics**

* WHO: all hospital and healthcare facilities that have patient registration and lab management systems
* WHY: [Software — VecnaCares](https://www.vecnacares.org/software) one of VecnaCares’ products is software that will help triage and patient registration, lab pharma and clinic management, and clinical care notifications and care team information.
* HOW (what Digital Marketing channels):
  + Search Engine Optimization (Shams, 2020): set of practices designed to improve the appearance and positioning of web pages in organic search results (Moz). This will help hospitals and clinics find VecnaCares faster and better
  + Email Marketing (Shams, 2020): to reach hospital management employees efficiently
  + Search Engine Marketing: paid strategies to increase search visibility. Brands pay for ads to appear as search results on search engine results pages (Yesbeck, 2019).

1. **NGOS**

* Who: NGOs who provide health services, like Doctors Without Borders
* WHY: : [Software — VecnaCares](https://www.vecnacares.org/software) one of VecnaCares’ products is software that will help triage and patient registration, lab pharma and clinic management, and clinical care notifications and care team information. These NGOs provide health services and will likely have patient registration, lab and pharma clinic management, etc.
* How (what digital channels):
  + Social Media: reach large audiences for little to no price. Submit videos, pictures, etc. of the functionality of the product, and success stories
  + Search Engine Optimization (Shams, 2020): set of practices designed to improve the appearance and positioning of web pages in organic search results (Moz). This will help hospitals and clinics find VecnaCares faster and better
  + Email Marketing (Shams, 2020): to reach hospital management employees efficiently
  + Search Engine Marketing: paid strategies to increase search visibility. Brands pay for ads to appear as search results on search engine results pages (Yesbeck, 2019).
  + Content Marketing: Success stories from existing customers on their website. This is very common for software companies. Its intention is to share what impact they’ve created on their current customers.

Yonghong;

WHO: Nursing home (find the company who takes care of them)

Why: They need this platform very often.

How:

* 1. List the company who take care of them, which registered U.S.
  2. Send emails to the office of the companies .
  3. Visit the office to confirm that the aged people are all registered.
  4. Continued to update the data
  5. Support them with training video to people who don’t know how to use the app.

WHO: Disability Center

Why: They need this platform very often.

How:

* 1. List organizations, associations and communities that connected with disabled people in U.S.to get their support.
  2. Send emails to those organizations.
  3. Visit them to confirm that the app was promoted there.
  4. Continued to update the data
  5. Give them a training video to people who don’t know how to use the app.

WHO: Kids in low-income families

Why: They need this platform very often

How:

* 1. List public school systems, organizations, associations and communities that relate to them. ( need to do research)
  2. Send emails to those organizations.
  3. Visit them to confirm that the app was promoted there.
  4. Continued to update the data
  5. Give them a training video to people who don’t know how to use the app.

**Jason**

1. **Universities**

WHO: Universities have medical centers that need constant resources and care

WHY: Specialties – VecnaCares. VenaCare has many specialties like harm reduction, wound care, and absorbents. All the specialties VenaCare offers would be beneficial to universities. The pandemic has brought greater use to campus medical centers, thus there is a need for them to be supplied with medical technology.

HOW: Digital Channels

* + Email Marketing: You can use emails to reach out directly to the University, or get a referral that leads to the correct person
  + Online Conferences: Reach a large audience while saving money (Cimmino, 2020)
  + Press and Public Relations: Large exposure that shows potential consumers you are making good strides in the market. Boosts your brand awareness.

**Rui**

1. **Communities**

Who: Communities with a high proportion of the elderly population among residents.

Why: From a management perspective, the information and assistance of the community is directly relevant to this group.

How: Organize age registers in the community and record disease history at the same time.

1. **Stadiums**

Who: Members who come to exercise regularly.

Why: Information about structural injuries that may occur during exercise also needs to be included in our information platform.

How: At the time of information registration, record the injury history of the new member.

Yangqiong Yang

1. Health center

* Who: all the healthcare center and Rehabilitation Center
* Why: Since this product provides the resource that helps people live better, both places' people need the information that helps them to recover their health and go back to normal life.
* How:
  + Use SEO technology to increase product search frequency
  + Use social media ads to advertise our products like Google, Facebook, INS, etc.

1. Athletes and bodybuilders

* Who: all the Athletes and people who want to lose weight or build their body strong.
* Why: These kinds of people need the information that how they can live better

**References:**

Cimmino, G. (2020). How Virtual Evens Can Improve Your Digital Marketing. Retrieved from https://www.forbes.com/sites/forbesagencycouncil/2020/10/27/how-virtual-events-can-improve-your-digital-marketing/?sh=1268f9891256

Shams, S. (2020). Digital Marketing for Hospitals: How to Get Started in 2021? Retrieved from <https://www.digitug.com/digital-marketing-for-hospitals>

Yesbeck, J. (2019). What is SEM? Retrieved from <https://blog.alexa.com/what-is-sem/>

Other general recommendations (Cristina) for future reference: Ideas for their digital strategy

* Create a profile in google my business (that way people can search them when they go on google maps)
* Create a mobile-friendly website (most searches are on the phone, so they need to make sure it looks good from a phone
* Apply for google ad grants - Google’s Ad Grants program is basically free money given to non-profits to advertise on the world’s largest and most effective search engine, Google.

**CUSTOMER SEGMENTS**

* 1. Ministry of Health (of the country)
  2. Large NGOs
  3. Private Hospital Networks
  4. Universities – Health Centers
  5. Disability Centers

**PRODUCT ANALYSIS:**

1. **Key Features:**
   1. User interface is very intuitive, very easy to use
   2. They provide clinical decision support
   3. They adapt a comprehensive approach

**CHANNELS**

1. **Social Media**
   1. **Facebook**
      1. Add a whatsapp link to receive communications
   2. **Whatsapp Strategy** (super popular for advertising in India) (usually with links to the company’s website)
      1. Create a digital brochure of the product to be sent with the link (to catch customers’ attention)
   3. **Youtube**
      1. Add a whatsapp link to receive communications
   4. **Instagram**
      1. Add a whatsapp link to receive communications
   5. **LinkedIn**
      1. Add a whatsapp link to receive communications
   6. **Twitter**
   7. **Tumblr**
2. **Email Marketing**
   1. Sales Email (to share capabilities of the software and potentially request a demo)
      1. Introduction of the company, the software and what it does
      2. Include demo videos of the platform
      3. Call to action – schedule a demo
      4. Add a short and concise subject
   2. Marketing email
      1. Digital brochures with information about the product, what they do and success stories (could be the same one as the whatsappp)
3. **Website**
   1. **Marketing Link**
      1. Add an option to sign up with email for email communications
      2. Add to sign up with phone for WhatsApp communications
   2. **Search Engine Optimization:**
      1. Add key words that are easy to be found on google: software, solution,
      2. Remove images that replace text
      3. Add slogan under VecnaCares name on website (go to view page source, right next to description)
      4. Add more images to the website and limit the text
   3. **Website Content:**
      1. **Blogs**
         1. Write about success stories
         2. Use key words
         3. Internal Linking – link key words to the section of the website where it is explained
      2. **Frequent questions and answers**
         1. Answer the most common questions about the product
4. **Partnerships:**
   1. **Subject Matter Experts:**
      1. Emal SMEs on the space to interview them/talk about their product
   2. **Founders/CEO:**
      1. Email current partners to talk about VecnaCares
         1. RedCross
         2. WHO

MARKETING ASSESSMENT: