MindfulHeal Digital Ayurveda

Holistic Ayurveda Meets Modern Marketing

Overview

- Name: MindfulHeal Digital Ayurveda

- Location: Bangalore, India

- USP: Blending Ayurvedic wellness with digital convenience

- Target Market: Urban professionals in Tier 1 cities (Bangalore, Mumbai, Delhi, Hyderabad)

Marketing Objectives

- Build trust in digital holistic healthcare

- Differentiate from generic telemedicine and traditional Ayurvedic clinics

- Acquire 10,000 paying subscribers

- Maintain CAC < ₹1,500

- Build B2B wellness partnerships with companies

Goals

- Leads
- Sales
- Website Traffic
- Retention
- Brand Awareness
- Members (Subscribers)

    1000 Subscribers in 12 Months .(CAC -Cost per Acquisition $1500

Challenges

1. **Follow Health Advertising Rules**

   Healthcare ads have many rules, especially online. MindfulHeal must follow the rules and still make the message strong and clear.

2. **Reach Two Different Audiences**

   MindfulHeal wants both individual users and corporate clients. The marketing plan must speak to both – without confusing either group.

3. **Earn People's Trust**

   Most people trust traditional Ayurveda or big hospitals. MindfulHeal must prove that digital Ayurveda is also safe, expert-led, and effective.

Personas - Audiences

Name: Rhea Kapoor

Age: 29

Occupation: UX Designer at a tech startup

City: Bangalore

Income: ₹12–15 LPA

Pain Points:

- Chronic stress and fatigue from screen-heavy work
- Distrust in generic health apps

Goals::

- Improve mental clarity and sleep
- Balance work and wellness

Preferred Platforms:

- instagram, YouTube, WhatsApp

SWOT Analysis

STRENGTHS

S

- Affordable digital consultations vs premium in-person Ayurveda
- Personalized & holistic wellness (diet, lifestyle, therapy) appealing to mindful millennials
- Strong fit for urban professionals' lifestyle – flexible digital sessions

WEAKNESSES

W

- New entrant – limited brand trust compared to established clinics and telemedicine apps
- Ayurvedic outcomes may be perceived as slower vs. allopathy
- Skepticism about digital delivery of traditional medicine

OPPORTUNITIES

O

- Rising wellness awareness among Gen Z and millennials
- Employer demand for mental health & wellness packages
- Increasing acceptance of Ayurveda globally – content can gain viral traction

THREATS

T

- Consumer confusion due to proliferation of health & wellness content online
- App fatigue – users overwhelmed with health-tech options
- Negative reviews or unverified claims may harm credibility

My Plan

Start Strong in Tier 1 :

- **Chennai** – High digital literacy, increasing wellness awareness

Expand to High-Potential Tier 2 Cities

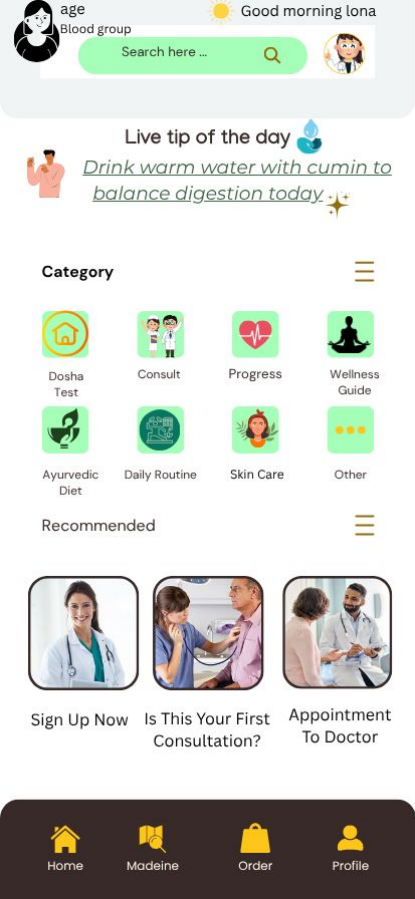- **Coimbatore** – Ayurveda-friendly market, strong cultural fit

Company name: **AyurVeda Sync**

Creator app name: **Mindful Veda**

Website URL: **www.ayurvedasync.com**

Mobile app :

Company logo

Customer Acquisition & Brand Trust

- Instagram – visual wellness storytelling

- Facebook – testimonials & community

- YouTube – video consultations & Ayurveda knowledge

- Website + Blog – SEO & conversions

- WhatsApp – personal consultation booking

- LinkedIn – for B2B wellness offers

Instagram (Post, reels)

Company name: AyurVeda Sync

Heading: Revitalize your body, mind, and spirit-the Ayurvedic way

Subheading: Urban young professional on a video call with an Ayurvedic Doctor

Our services:

- First consultation 50%
- Monthly wellness
- Premium plan-3 consultation+Diet Plan
- Corporate Health Packages for teams

CTA (button)

GO TO AD MANAGER CREATE A CAMPAIGN RUN THE AD AND POSTING , REELS

AyurVedaSync

Revitalize your body, mind, and spirit – the Ayurvedic way

Urban young professional on a video call with an Ayurvedic doctor

OUR SERVICES

- First consultation 50 %
- Corporate Health Packages for Teams
- Monthly Wellness
- Premium Plan – 3 Consultations + Diet Plan

One Month
GET
20%
OFF

Book Your Appointment

More information
+123 456 7890

Visit our website
www.ayurvedasync.com

Facebook Ad Campaign

Heading: Feel Better, Naturally-from the comfort of you Home!

Subheading: Thousands are embracing ayurveda to manage stress, digestion, immunity, and more- all online with MindfulHeal.

Offering:(one month)

❏   First consultation on 50 %
❏   Monthly wellness plan
❏   Premium plan
❏   Corporate health packages for Teams

AyurVeda Sync

FEEL BETTER, NATURALLY – FROM THE COMFORT OF YOUR HOME!

Thousands are embracing Ayurveda to manage stress, digestion, immunity, and more — all online with MindfulHeal.

✓ First consultation onl(50%)
✓ Monthly Wellness Plan
✓ Premium Plan
✓ Corporate Health Packages for Teams

BOOK NOW

Contact Us
123-456-7890

ON THE BLOG

an [alternative medicine](#) system with historical roots in the Indian subcontinent. It is heavily practiced throughout India and Nepal, where as much as 80% of the population report using Ayurveda The theory and practice of Ayurveda is [pseudoscientific](#) and toxic metals including [lead](#) and [mercury](#) are used as ingredients in many ayurvedic medicines.

Ayurveda therapies have varied and evolved over more than two [millennia.](#)Therapies include [herbal medicines](#), [special diets](#), [meditation](#), [yoga](#), [massage](#), [laxatives](#), [enemas](#), and medical oils. Ayurvedic preparations are typically based on complex herbal compounds, minerals, and metal substances (perhaps under the influence of early Indian alchemy or [rasashastra](#)).
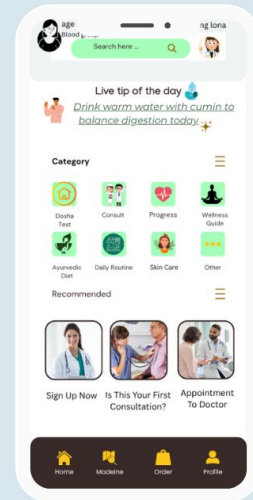
Start Your Ayurvedic Journey

I really create a blog, website, and mobile app

AyurVedaSync

Your Mind. Your Body. Your Ayurveda. Anytime, Anywhere. 🪷

Consult certified Ayurvedic doctors online + get personalized wellness plans designed for your busy urban lifestyle

Get it on the **App Store**

Get it on **Google Play**

Customer Journey Map

- **Awareness: Instagram Reels, blog SEO, YouTube, influencer collabs**

- **Interest: Webinars, testimonials, symptom-check tools**

- **Consideration: Free 10-min intro consult, lead magnets (eBook)**

- **Conversion: Landing pages with UTM-tracked CTAs, WhatsApp follow-up**

- **Loyalty: Personalized diet plans, health tracking app, member-only content**

- **Referral: Rewards for referring friends/corporates**

Funnels

Awareness :

- ➜ Facebook & Instagram Reels
- ➜ Youtube short
- ➜ Influness Video
- ➜ Wellness Blog Posts
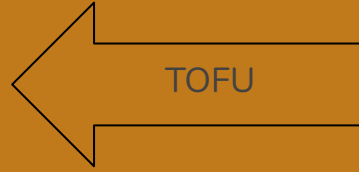
Interest:

- ➜ Lead ads (free consult/wellness guide)
- ➜ Landing page visits
- ➜ Whatsapp /email nurture

Consideration:

- ➜ Retargeting ads [offers, testimonials]
- ➜ Video consult previews
- ➜ Live Q&A / Webinars

Conversion:

- ➜ Subscription purchase[$2999 or $5999 plan]
- ➜ Limited -time discounts
- ➜ Whatsapp follow ups

Retention & Referral

- ➜ Monthly progress check-in
- ➜ Upgrade to premium
- ➜ Referral rewards program

TOFU

MOFU

BOFU

Loyalty

PESO Models:

Paid – [google , meta, youtube, linkedin] ads, retargeting, offers- CTR, CAC, leads.

Earned-[press, podcasts, influences,] PR, Reviews-media mentions, domain authority.

Shared- [Facebook , youtube short , whatsapp] challengess stories.

Owned-[Website, Blog, app email] SEO , Blog, traffic conversion rate retention.

Campaign -1

Campaign 1: Lead generation

Campaign 2: conversion (traffica , sales)

Landing page:

- Fast loading mobile first landing
- Lead from [name, email, whatsapp]
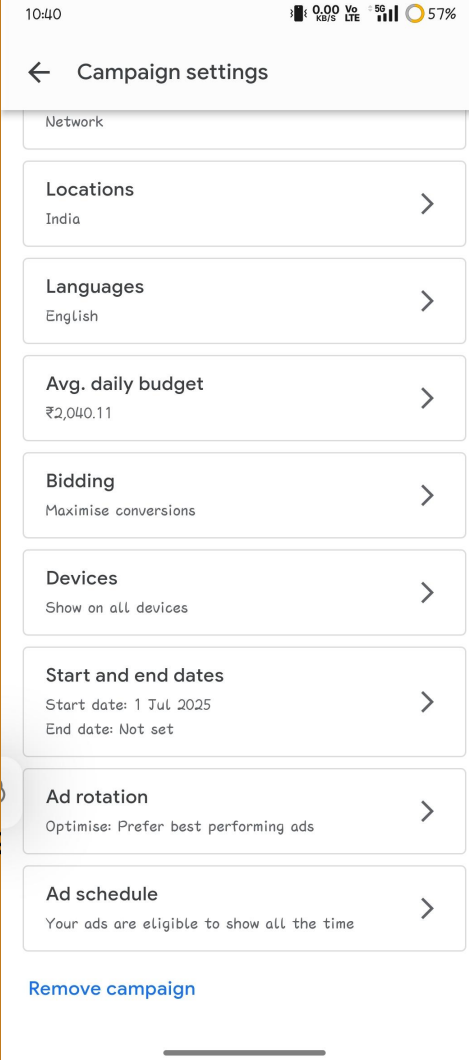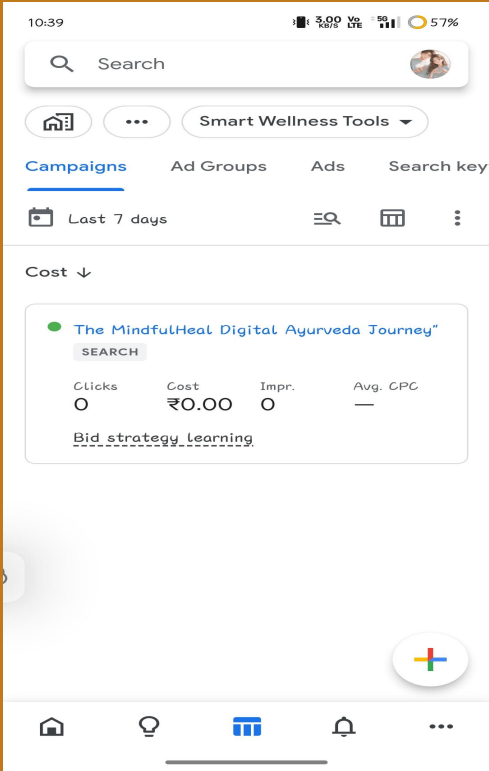- URM tracking , pixel [for retargeting]

A/B Testing:

Target 1500 Max - tracking:

- Ad spend (vs) leads/sales
- Conversion rate on landing page

Drop - off rate format to from testing
- 2 headlines
- 2 ads designs
- Different CTA Button

Campaign -2

Platform- youtube

Objective- conversions[subscription signs]

Target- leads, remarketing users

Goals- convert 2000, and user to paid plans/month

Ad format- 15 sec youtube

Audiences targeting:

Age = 25 to 45

Job interest = IT, Marketing, Design, Banking

Behavior= Yoga, mental wellness, ayurveda pages

Video ad = Day in the life of a mindful health user

Design of funnel:

Lead ads - Free resources/Consult call

← Campaign settings

🔵 Enabled

Name
Conversation mindfulhealth_july2025

Type
SEARCH

Status
Bid strategy learning

Networks
Google Search Network, Search partners, Display Network

Locations
Bengaluru, Karnataka, India + 2 more

Languages
English

Avg. daily budget
₹3,605.63

Bidding
Maximise conversions

Devices

← Campaign settings

Network

Locations
Bengaluru, Karnataka, India + 2 more

Languages
English

Avg. daily budget
₹3,605.63

Bidding
Maximise conversions

Devices
Show on all devices

Start and end dates
Start date: 2 Jul 2025
End date: 31 Jul 2025

Ad rotation
Optimise: Prefer best performing ads

Ad schedule
Mondays, 07:00 – 23:00 + 6 more

Remove campaign

After creating 2 campaigns :

- Set clear KPIs for each campaign
- Create a landing page
- A/B test key elements
- Track performance weekly
- Doctor collaboration
- Retargeting ads

Dashboard Overview:

Line chart model: CAC & conversation over time

sample data type for example:

Week 1: 20000 - conversation 14- CAC 1428

X= (week 1, week,2)

Y=CAC

Sponsored

https://mindfulheal.wordpress.com/

Natural PCOS & hormone help - Calm mind better sleep

Book personalize online consultation with certificate ayurvedic doctor.heal naturally. Balance hormone natural with ayurvedic care for PCOS, thyroid and menopause.join1000+women.

Call 074104101123

Monthly Monitoring   Mindful Health

Product: Black dress
Year: 2025

Total: 670

EMail | Whatsapp |Marketing

Nurture -diet tips, ayurveda myth busting

Retargeting -Success store

Monthly CAC Tracking plans :

Month 1	500	1000	Lead generation
Month 3	2000	1200	Lead, conversion
Month 6	5000	1000	Optimized funnels
Month 12	10000	900-12000	High ROAs, referrals

Email newsletter:

Goals:

- Nurture leads from social media & website, app
- Convert to paid subscription [$2999 / $5999]

Welcome: head-your journey beings

Day-2 : How ayurveda heal: A simple guide

Day-4: Your free wellness checklist inside

Day-6: Book your 1st consultation -limited slots!

Day-8: 3 Urban health issues Ayurveda can solve

Day-10: Meet our expert: reel doctor real headline

Day-12: Only 50 premium plans left this week-join now

Weekly: wellness tips

Monthly: mindful monthly: progress, recipes & insight

Welcome to the

MIND FULL HEAD JOURNEY BEIGN
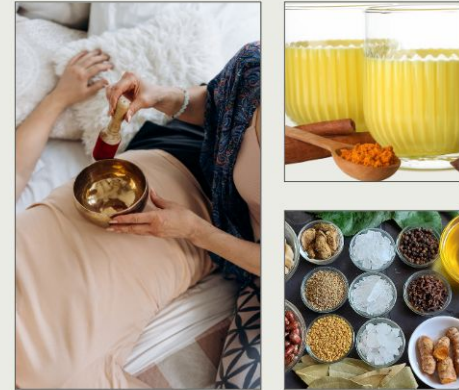
We're so happy to welcome you to MindfulHeal, your trusted guide to digital Ayurveda.
✨ Whether you're here to boost immunity, reduce stress, or discover natural wellness – your journey is about to transform. Join now

www.ayurvedasync.com

SEO strategy : Mindful Head

Type of the seo :

Target audiences, keywords research(google keyword planner) competitor analysis.

❏ On page SEO
❏ Off page SEO
❏ Technical

On page SEO:

➔ Title tags
➔ Meta description
➔ Heading [h1,h2,h3]
➔ Keywords
➔ Internal linking

Off page SEO:

● Backlinks
● Social sharing
● Online reviews & ratings
● Influencer mentions

Technical SEO:

➢ Website speed
➢ Mobile friendly
➢ Secure site ex: http**s**
➢ Schema markup

On page SEO

Keywords -google keywords planner and third party tool is 1.**Ubersuggest , 2. Ahrefs or SEmrush**

Keywords: three types

1.   Primary keywords
2.   Secondary keywords
3.   Long-tail keywords

Content Optimization [high quality content]:

> **Benefits of digital ayurveda consultation for busy professionals**

Meta title / descriptions:

> **Title : Digital ayurveda consultation for stress relief |mindfulheal**
> **Description:Experience personalized ayurvedic consultation with certified**
> **experts.**

Heading:

H1: Affordable ayurvedic consultation online

H2: How ayurveda help manage stress

H3: (subsection or additional details) benefits of personalized ayurveda plans

Link Between page: (Link related blog posts , product pages)

Image optimization:

Compress images tool: tinyPNG/ Image - so they load faster.

OFF Page SEO:

Link building:

- Quality backlinks (high- authority website-health and wellness blogs)
- Service page
- Content sharing (share social media blog, guides) like the platforms facebook, whatsapp, youtube

Influencer marketing:

collaborations with wellness influencers: youtube health channels who focus on ayurveda and wellness .

Schema markup:

My competitor https://www.hopkinsmedicine.org/health/wellness-and-prevention/ayurveda ,
https://ayush.delhi.gov.in/ayush/ayurveda

Schema for **Article schema** blog post and content-heavy pages. Go the schema https://schema.org/

Content marketing - Linkedin

[MindfulHeal Post – Company Profile Style]

Struggling with sleep or digestive issues?
 Ayurveda has timeless answers.

At **MindfulHeal**, our mission is to bring **ancient wisdom to modern lives**.

 This week on our blog:
 Top 5 Ayurvedic Herbs for Better Sleep
 Gut Health the Ayurvedic Way

 Want a structured path to wellness?
 Download our FREE ebook: **"30-Day Ayurvedic Diet Plan for Working Professionals"**
 Link in bio / comments

Don't miss our upcoming **FREE webinar** *– Decode Your Dosha*
 Register now to discover your body type and optimize your lifestyle.

LinkedIn Campaign Manager

1.Ad Account -MindfulHeal Ads (name)

2.create a campaign - Objective - Lead Generation (single image, video formatting)

3.Set Audiences Targeting - Location: India / Bangalore / Mumbai -"Health & Wellness", "Yoga", "Ayurveda", "Mental Health" (interested) -Age group: 25–45

4.Budget & Schedule - Daily Budget: ₹500–₹1000 (for small campaigns)

5. Ad Content- Paste the post content or upload video/image - URL (landing page or blog)

6. **L**aunch Campaign - Click **"Launch"** to start the ad

Linkedin Post Benefits:

- ❏ Reach a Professional Audience
- ❏ Build Brand Authority
- ❏ Generate Quality Leads
- ❏ Promote Services
- ❏ Network with Wellness Industry Experts
- ❏ Test New Content Ideas
- ❏ Organic posts Free visibility
- ❏ Lower ad cost than other platforms for B2B or niche wellness audience
- ❏ Analytics & Insights

Mindful Heal
Ayurveda

The Best Farming Solution

SERVICES

» Top 5 Ayurvedic Herbs for Better Sleep
» 30-Day Ayurvedic Diet Plan

» Decode Your Dosha – Know your body type
» Sleep deeper. Digest better. Live balanced.

LEARN MORE

🌐 www.ayurvedasync.com

✉ hello@reallygreatsite.com

Social media marketing- Facebook/ Instagram

CAMPAIGN -1

Name: Ayurvedic Wellness

Objective: Video Views

Adf set :

Age: 25-40
Location: Mumbai, Delhi, Bangalore, Pune, Hyderabad
Interests: Stress management, yoga, wellness, Ayurveda
Language: English & Hindi

Ideas: a day in the life of an ayurvedic wellness
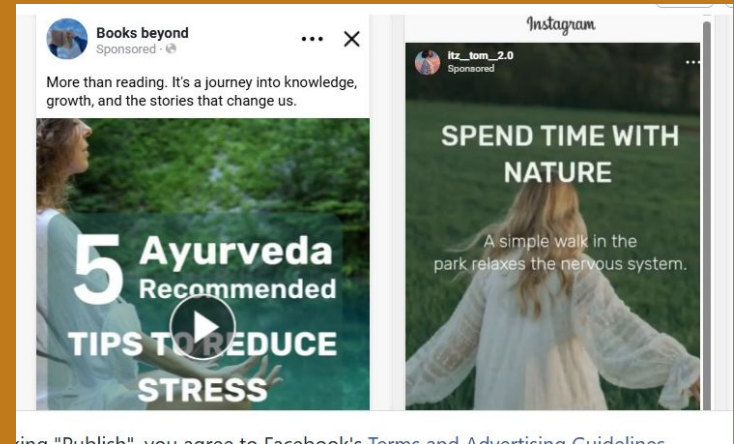seeker video create

Budget : 2 months (1,00000)

Goal- brand recall and trusting

Campaign name
Ayurveda for Urban Life
ID: 120229888476770563

Buying type
Auction

Objective
Awareness

Special Ad Categories
No categories declared

Ad sets
Please add Ad sets

Ad set name
Wellness
ID: 120229888476760563

Page
Books beyond

Budget
Daily budget ₹200.00

Budget scheduling
Enabled: No

Start date
Sunday 6 July 2025, 00:28

Ad name
Wellness Seeker Day Vlog
ID: 120229888476780563

Partnership ad
Off

Facebook Page
Books beyond

Instagram account
itz__tom__2.0

Threads profile

By clicking "Publish", you agree to Facebo

Close   ✓ All edits saved

Books beyond
Sponsored ·

More than reading. It's a journey into knowledge,
growth, and the stories that change us.

5 Ayurveda Recommended TIPS TO REDUCE STRESS

Instagram

itz__tom__2.0
Sponsored

SPEND TIME WITH NATURE

A simple walk in the
park relaxes the nervous system.

king "Publish", you agree to Facebook's Terms and Advertising Guidelines

Campaign -2

Name: consideration book

your first consultation

Objective: website traffic

Ad set:

Lookalike of video viewers

Location : chennai, kochi

Idea: carousel ad -your headline

 journey starts here

Landing page : www.mindfulheal.in/book-now

Budget: 3 months (150000)

Campaign name
Book Your First Consultation
ID: 12022989539240563

Buying type
Auction

Objective
Traffic

Special Ad Categories
No categories declared

Ad sets

Preset campaign settings
This campaign includes the following preset settings. If
settings, you can switch to edit this campaign manually

Campaign objective ⓘ
Traffic

Buying type
Auction

Campaign spending limit ⓘ
None added

Audiences
Advantage+ audience

Placements
Advantage+ placements

Advantage+ creative
Standard enhancements

The **budget** that you've entered limits the number of results
that you're likely to get. Learn more

Reach ⓘ
11K-33K

Link clicks ⓘ
285-823

The accuracy of estimates is based on factors such as past
campaign data, the budget you entered, market data,
targeting criteria and ad placements. Numbers are provided
to give you an idea of performance for your budget, but are
only estimates and don't guarantee results.

campaign-3

Name: conversion monthly

 wellness plan

Objective: conversions

Target:

Retargeting website visitor,

 consultation bookers, instagram

Budget: 3 monthly (200000)

Goal: 3000 paid plan sign up

Preset campaign settings
This campaign includes the following preset settings. If
settings, you can switch to edit this campaign manually

Campaign objective ⓘ
Traffic

Buying type
Auction

Campaign spending limit ⓘ
None added

Audiences
Advantage+ audience

Placements
Advantage+ placements

Advantage+ creative
Standard enhancements

The **budget** that you've entered limits the number of results
that you're likely to get. Learn more

Reach ⓘ
11K-33K

Link clicks ⓘ
285-823

The accuracy of estimates is based on factors such as past
campaign data, the budget you entered, market data,
targeting criteria and ad placements. Numbers are provided
to give you an idea of performance for your budget, but are
only estimates and don't guarantee results.

Form

The image creative used in your ad will appear

Books beyond

**Get Your Personalized
Ayurveda Health Plan Today**

Book a free 1:1 Ayurvedic consultation
with our certified doctors. Tailored for
stress relief, immunity & urban
wellness.

Campaign -4

Name: retargeting -to premium plan

Objective: conversions

Audience:

- Engaged users
- Trial plan

Idea:

Offer:3 consultation + diet plan only 5999/month

So Upgrade Now

Campaign name
Retargeting – Upgrade to Premium Plan
ID: 120229891718600563

Buying type
Auction

Objective
Engagement

Special Ad Categories
No categories declared

Ad sets

Ad set name
engaged + Trial Users – Upgrade Push
ID: 120229891718580563

Conversion location
Messenger

Page
Books beyond

Budget
Daily budget ₹800.00

Budget scheduling

settings, you can switch to edit this camp

Campaign objective ⓘ
Engagement

Buying type
Auction

Campaign spending limit ⓘ
None added

Audiences
Advantage+ audience

Placements
Advantage+ placements

Advantage+ creative
Standard enhancements

Campaign -5

Name: Corporate Wellness B2B Leads

Objective: Lead Generation

Audience :

- HR Manager, Corporate Wellness Officer

Location: india

Interested: Employee wellbeing, workplace health

Goal: 200 qualified leads

Budget: ₹75,000 over 3 months

Terms for predictable reservation buying

This ad set must contain at least one active ad by 8 Jul 2025, 00:00 or it will be cancelled.

You can edit this ad set at any time, but your costs and the available audience will also change.

Ad set name
Request Demo – Mindful Heal B2B
ID: 120229891995090563

Facebook Page
Books beyond

Instagram account
itz__tom__2.0

Budget

6.86 | 57%

▶ **Frequency per Accounts Centre account**

Reach and budget

16.1M
12.9M
9.76M
6.57M
3.39M
200K

₹29K | ₹12M | ₹25M | ₹37M

Overview campaign

Campaign -1 _	target CAC _	Monthly budget suggestion
Awareness	3 view	50000
Consideration	15 /click	50000
Conversion	sign	60000
Retargeting	800	25000
B2B Lead	375/lead	20000

Tracking Tools

↳ Meta Ads Manager

Ad performance (CTR, CPC, conversions)

↳ Google Analytics

Web traffic, bounce rate, user behavior

↳ Meta Pixel

Retargeting, conversion tracking

↳ Looker Studio

Visual dashboards (real-time CAC + ROAS)

Dashboard Structure

- Daily spend / leads / subscribers
- Campaign - CAC
- Ad performance (CTR , CPC , CPM)
- Audience breakdown(age , city device)
- Top performing creatives
- Retargeting performance

Thank you