

# 2026

## Rxdigi Digital Marketing Agency



KhoLouD KhaLeD

Rxdigi

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## Our Business:

Medical digital marketing agency

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## Tagline:

The Right Dose of Marketing

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## Business Brief:

"RxDigi is a premier digital marketing agency dedicated exclusively to the healthcare sector, serving private clinics, community pharmacies, and medical laboratories. By synergizing medical expertise with cutting-edge marketing strategies, we deliver highly accurate, ethically compliant, and impactful marketing solutions tailored for healthcare professionals. We leverage our profound understanding of medical services, patient behavior, and healthcare regulations to bridge the gap between clinical knowledge and digital outreach. Ultimately, RxDigi empowers healthcare providers to elevate their online visibility, cultivate patient trust, and drive sustainable growth."

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## Main Goal:

To bridge the gap between medical knowledge and effective digital marketing, establishing RxDigi as a trusted partner for healthcare providers to grow their visibility, reputation, and patient trust through ethical and high-impact marketing solutions.

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## Our target audience

are health care businesses at different stages of growth, including:

- Private clinics
- Community and chain pharmacies
- Medical laboratories and diagnostic centers

## Services we can provide:

### **1. Medical Marketing Strategy**

- Market and competitor analysis
- Defining target patient personas

### **2. Social Media Management**

- Brand logo designs
- Content planning and monthly calendars

- Accurate educational patient friendly medical content
- Video scripts for doctors, pharmacists, and labs
- Reels and short-form educational content ideas
- Health awareness campaigns
- Engagement management and brand online presence optimization and lead generation

### **3. Paid ads targeting nearby patients**

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#### **Team of the group:**

<b>Team Member</b>	<b>Role</b>
Kholoud Khaled (Team Leader)	work on our main goal and detect smart objectives
Erin Maher	they will work on creating different buyer personas from our target audience
Vivian Attia	and choose the suitable platforms we will work on
Mariam Haleem	they will work on market study and competitors' analysis
Dalia Gamal	
Mariam Nabil	
Based on these data all the team will work on creating campaigns and creating the content (posts, videos, reels) and calendar creation for publishing the content and analysis of reach results	