



A D P L A N

# Healthcare Industry

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P R A V E E N   J O S E   R A J   D





# Introduction

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Prepare the best ad plan for a Apollo cancer institute healthcare industry with the suggested budgets. Healthcare websites should be promoted across the India. Include the Average CPC, Cost per Conversions, and Leads expected.



# Website promotion (India)

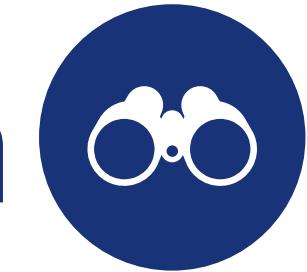
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- Identify target audience by Age, Gender, Location, Income level using Demographics.
- Increase website traffic using various platforms,
  1. Facebook ads
  2. Instagram ads
  3. Google ads(search and display campaign)





# End of Action



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- Increase website traffic for our Apollo website.
- Increase brand awarness, visibility and trust for our Apollo brand.
- Generate leads by collecting contact information of our potential patients.
- By using Google Benchmark datas we prepare best ad plan, average CPC and cost per conversion.



# Keyword Research :

← → C  semrush.com/analytics/keywordoverview/?q=apollo+cancer+institute&db=

- ON PAGE & TECH SEO
  - Site Audit
  - Listing Management
  - SEO Content Template
  - On Page SEO Checker
  - Log File Analyzer
- Local >
- Advertising >
- Social Media >
- Content Marketing >
- Trends >
- Agency Solutions >

MANAGEMENT

### Keyword ideas

#### Keyword Variations

**39** Total volume: 530

Keywords	Volume	KD %
apollo cancer institute	140	31 ●
apollo cancer institute chennai	90	n/a ●
chennai apollo cancer institute	90	n/a ●
apollo cancer institute tey nampet	70	n/a ●
apollo hospital cancer institute	50	n/a ●

[View all 39 keywords](#)

- From Semrush we get keyword search results to get proper search volume for our website.

# Ad Plan with Budget :

From Google Benchmark Search Engine  
datas we create Campaign Budget Plan.

## 1. Google Ads

- Campaign Types : Search, Display and Re-targeting.
- Average CPC : ₹ 20 - ₹ 50
- Monthly Budget : ₹ 2,00,000



# Search Ad Campaign :

- Keywords : “Apollo Cancer Institue”, “Apollo Cancer Institue Chennai”, “Chennai Apollo Cancer Institue”.
- Budget : ₹ 1,00,000
- Expected CPC : ₹ 30
- Clicks : 3,333
- Conversion Rate : 5%
- Leads : 167
- Cost per conversion : ₹ 600

# Display Ad Campaign :

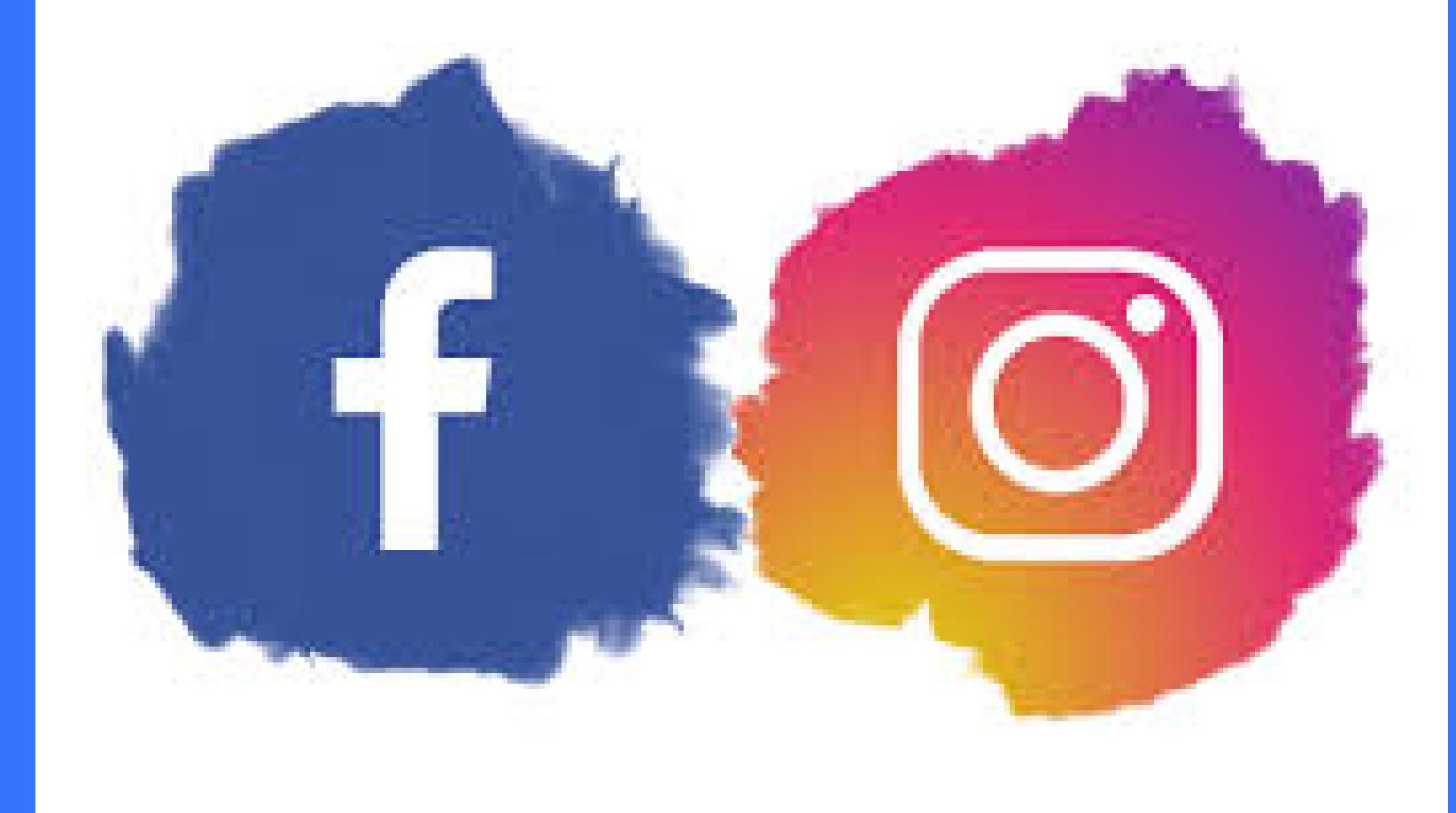
- Targeting : Apollo related website, Content closely related to web pages, Potential audience having similar interests.
- Budget : ₹ 50,000
- Expected CPC : ₹ 10
- Clicks : 5,000
- Conversion Rate : 2%
- Leads : 100
- Cost per conversion : ₹ 500

# Re-targeting:

- Audience : Previously visited audience of our Apollo website.
- Budget : ₹ 50,000
- Expected CPC : ₹ 15
- Clicks : 3,333
- Conversion Rate : 4%
- Leads : 133
- Cost per conversion : ₹ 375

# Facebook/Instagram Ads :

- Campaign Types : Carousel Ads, Video Ads, Lead Generating Ads.
- Average CPC : ₹ 5 - ₹ 15
- Monthly Budget : ₹ 1,00,000



# Lead Generation Ads :

- Targeting : Audience based on Apollo website visit, look and like audience.
- Budget : ₹ 60,000
- Expected CPC : ₹ 10
- Clicks : 6,000
- Conversion Rate : 10%
- Leads : 600
- Cost per conversion : ₹ 100



# Video Ad Campaign :

- Targeting : Apollo related audience,  
Demographic targeting.
- Budget : ₹ 20,000
- Expected CPC : ₹ 7
- Clicks : 2,857
- Conversion Rate : 5%
- Leads : 143
- Cost per conversion : ₹ 140

# Carousel Ad Campaign :

- Targeting : Based on audience interests, Audience behaviour, look and like audience.
- Budget : ₹ 20,000
- Expected CPC : ₹ 8
- Clicks : 2,500
- Conversion Rate : 4%
- Leads : 100
- Cost per conversion : ₹ 200



## Conclusion

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By using this insights we have planned monthly budget of ₹ 3,00,000 and expecting leads of 1250 approximately and the average cost per lead is ₹ 320. By using Google Analytics, Facebook Insights, we monitor and optimise our ad plan for our Apollo Healthcare industry.

Thank  
You

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