**Marketing Plan for Muhibullah Homeopathic**

**Objective:**  
Boost online awareness within 60 Days and strengthen brand visibility.

**Target Audience**

1. **Age Group:** 14–35 years.
2. **Profession:** Students, young professionals, especially female.
3. **Behavior:** Active online patient looking for treatment, info about Disease.

**Marketing Strategies and Tactics:**

**1. Social Media Marketing**

* Platforms: Facebook, Instagram, TikTok.
* Tactics:
  + Post Real time Disease, Information/awareness of upcoming disease, old disease that are solved using Homeopathic.
  + Run ads targeting young professionals and students and married female.
  + Use interactive polls, Q&A sessions, free Bootcamp/ for old female/ handicap.

**2. Influencer Marketing**

* Partner with 5 micro-influencers who have 1,000–5,000 followers, the best is school principal in those areas.
* Focus on people who friends or follower are more, for the promotion of the Homeopathic.
* Also Attend the function and giveaway in that function like school/college functions

**3. Content Marketing**

* Blog Topics:
  + "How to get rid of specific illness and stay positive"
  + "How to choose the best treatment for that specific disease"
* Video Content: Tutorials and FAQs uploaded weekly on and social media (FB, TikTok, Insta).

**5. Discount Campaigns**

* Launch "Free Check-UP" every Friday.
* Offer special discounts during Eid, Independence Day, and New Year.

**6. Customer Engagement**

* Loyalty Program: Reward customers with points redeemable for discounts.

**Key Performance Indicators (KPIs):**

* Facebook traffic: Increase to 3,000 visitors/month.
* Conversion rate: Achieve 7% sales conversions.
* Social media engagement: Gain 1,000 followers and 5,000 impressions monthly.
* Customer retention: Achieve a 60% repeat patient rate.

**Timeline:**

1. **1-15 days:**
   * Set up social media campaigns and SEO optimization also accounts.
   * Influencer/Principle Engagement.
2. **15-50 days:**
   * Focus on blog and video content.
   * Run campaigns and discount offers.
3. **50-60 Days**
   * Analyze results, refine strategies, and enhance loyalty programs