BUSINESS MODEL

Healthcare mobile app

Description: The healthcare mobile application aims to provide users with convenient access to valuable health-related services and information. Create a digital platform or app that allows users to track their health and receive guidance, assistance, and medical information to help them maintain and improve their own health.

Key feature: Appoiment Scheduling, Health Tracking, Medical Information and Education, Health Advice, Community and Social Networks.

Revenue: The major sources of income include membership fees for full access to all services or one-time payments for specific features that you intend to use, sponsorship and advertising fees, and fees for customer insight.

Stage 1:
SWOT Analysis
Strengths:

- Precise symptom analysis and tailored health advice.
- Convenient access to healthcare through online appointments and consultations.
- The app offers a range of valuable features
- Health monitoring features for users to track their well-being.

Weaknesses:

- Attracting and retaining a large user base may be challenging
- Technical Challenges

Opportunities:

- Growing demand for telehealth services.
- The growing awareness of health and wellness
- Partnerships with healthcare providers for increased reach and credibility.

Threats:

- Security and Privacy Concerns
- User Trust and Adoption Barriers
- Technical problems
- Competition from established players in the market.

How are we performing?

- 200+ new users every month
- 2000+ active users
- Give useful advice for users..

What are our distinctive competitive (marketing) advantages?

- Comprehensive and Specialized Services
- User-friendly Interface
- Trusted and Credible Content
- Integration with Wearable Devices and Third-Party Apps Convenient online appointments and consultations for accessible healthcare.
- Tailored recommendations based on user profiles and data.
- Continuous learning and improvement to stay up-to-date with advancements.
- Positive User Testimonials and Reviews

How effective is our Marketing Mix?

Are we focusing on the best segments with the right type of customer?

The software will benefit users of all ages, from infants to the elderly, but it will concentrate on collecting money from those who are 20 and older, have a reliable source of income, and are concerned about their health. Considering how convenient the software is, these users will readily pay for its features.

Are we using the most appropriate channels for communication and distribution?

- Facebook: offers plenty of options to find and interact with potential clients, resulting in significant traffic for the business
- TikTok: Provides a cost-efficient approach to connect with and engage potential users, maximizing the impact of marketing initiatives
- Earned media: Word-of-mouth advertising carries a high level of reliability and trust, making it an effective strategy for spreading awareness and luring new clients.
- Youtube: the world's largest video sharing platform and is widely used by users across all ages and countries, conveying the message of the healthcare application in an attractive way.

What uncontrollable event(s) or trend(s) can impact my business?

- Rapid advancements in technology
- Changes in healthcare regulations, data privacy laws, or compliance requirements
- Changing demographics, cultural shifts, or advancements in healthcare awareness
- Global health crises, such as pandemics or disease outbreaks
- Competitive Landscape

Stage 2: SET OBJECTIVES

Business Mission?

Our mission is to empower individuals to take control of their health and well-being by providing a comprehensive and user-centric healthcare mobile application. Through innovation, partnerships, and a commitment to privacy and security, we aim to improve the overall healthcare experience and contribute to healthier lives globally

Business Objectives?

- Target and acquire a user base of 10,000 users within a specific demographic segment within the next six months.
- Increase the number of app downloads by 50% within the first six months of launch
- Increase customer satisfaction while using the application
- Establish partnerships with at least five prominent healthcare providers or hospitals.
- Revenue Growth: Drive a 15-20% revenue increase within the next fiscal year
- Achieve a monthly user retention rate of 70% by implementing personalized notifications, reminders, and loyalty programs.

Marketing Objectives - Business Development?

- Average rating of 4 out of 5 stars and a significant increase in positive reviews
- Aim to attract and convert 500 new customers within the next 12 months
- Boost SEO to improve website traffic by 20% within three months by optimizing keywords and content.
- Increase brand awareness by hosting events and social media promotions
- Increase user engagement by achieving a target of 30% growth in daily active users within the first six months.

Marketing Communication Objectives?

- Boost social media presence and activity on Facebook with thousands of interactions on TikTok, Youtube, and other platforms.
- Increase brand awareness to attract more customers to register on the platform
- Aim to be in the top 10 rising healthcare apps in 2023

Stage 3: STRATEGY

Segmentation:

- Fitness Enthusiasts: targeting those who are actively involved in fitness activities and are looking for advice on nutrition, workout routines,…
- Chronic Disease Management: Focusing on individuals with chronic conditions such as diabetes, hypertension, or obesity.
- Senior Citizens: targeting elderly with services and features specifically designed to meet their health needs

- Maternal and Child Health: Focusing on expectant moms and parents ,giving information on prenatal and postnatal care, monitoring baby development, reminding parents to get their children vaccinated.

Targeting:
- Age Group: Individuals aged 20 and above.
- Income Level: Those with a stable income.
- Health-conscious individuals: Individuals who prioritize their health and well-being.
- Fitness Enthusiasts: Individuals with a passion for fitness and exercise.
- Value-oriented customers: Those who recognize the convenience and value of the app's services

Positioning:
- A reliable and trustworthy health companion
- An easy-to-use interface, precise data analysis, and useful resources.
- A comprehensive smartphone app for mothers and children's health, managing chronic diseases, seniors, and exercise fanatics.
- Emphasis on the accessibility and simplicity of healthcare management.

Stage 4: Tactical plan

Which Communication Tools are we going to use? & How are we going to use them?

- Facebook: To engage a diverse audience, make use of tailored posts, pertinent material, and interactive elements.
- TikTok: Reach potential customers through visually appealing investment videos and tips.
- Online Advertising: Invest in targeted online ads across platforms such as Google Ads and social media.
- Webinars and Live Events: Organize webinars and live events to educate and engage potential clients.
- App Store Optimization (ASO): Optimize the app's title, description, keywords, and screenshots to improve its visibility and search rankings on the App Store.
- Google Play Store Optimization: Apply similar optimization techniques to improve the app's visibility and search rankings on the Google Play Store.
- Email Marketing: sending an email containing a new post of health care
- Application market: improve seo, description and keywords to make the app be visible to more user

What message(s) do we wish to communicate?

- "Take control of your health with personalized health tracking and monitoring."
- Stay informed with up-to-date healthcare news and articles written by experts
- Empowering Your Health Journey with Expert Guidance.
- Your Trusted Source for Reliable and Credible Health Services.
- Access healthcare anytime, anywhere with our mobile app

Are we being consistent across different tools and messages?
Taking the mission of " improving the overall healthcare experience and contribute to healthier lives globally " as a guideline for all business activities

Do we have the necessary resources/budgets?
Resource/Budget Assessment: Evaluate the availability of resources and budgets to support marketing objectives and activities for the healthcare app.

Stage 5: Actions

Who is going to do what?
- Marketing Team: Create and enhance comprehensive marketing strategies.
- Content Creation: produces interesting and educational stuff relating to coding and programming. Post a video with a hashtag on the Facebook and tiktok sites.
- Social Media Manager: Manage social media content calendars and schedules posts.
- Advertising Manager: controls the management of digital advertising efforts, including display, social media, and Google Ads.
- Event Coordinator: planning and organizing various events, both online and offline,
- Customer Support Team: Offers guidance and support throughout the purchase of the customers.
- Analytics and Reporting: Collects, analyzes, and interprets data to gain insights into the performance.

When are they going to do it?
- Marketing Team: Ongoing throughout the year.
- Content Creation: Continuous production and publication. The video event will take place in 4 weeks (October)
- Social Media Manager: Daily management and engagement.
- Advertising Manager: Launch paid campaigns.
- Event Coordinator: Organize exhibitions every two months. (September and November)

- Customer Support Team: Provide ongoing and as soon as possible support and collect feedback
- Analytics and Reporting: Regular monitoring and analysis.

What is the resource allocation for the action?
- Marketing Team: 6 individuals who are in charge of carrying out strategy and initiatives.
- Content Creators: 2 content creators responsible for producing engaging content.
- Social Media Manager: Spends 18 hours each week managing social media platforms and engagement.
- Advertising Manager: gives $2000 for focused advertising initiatives..
- Event Coordinator: Plans and manages 3 exhibitions and events annually..
- Customer Support Team: Consists of 3 members providing ongoing client support.

Budget allocated: 250.000.000 for advertising, content creation, events, and analytics tools. Time and effort allocated based on task requirements and deadlines, with an average of 40 hours per week per team member.

What are the key performance measurements?
Key Performance Measurements:
- Website Traffic Increase
- Conversion Rate
- Social Media Engagement
- Customer Satisfaction
- Return on Investment (ROI)
- Cost per Acquisition (CPA)
- Campaign-specific Metrics

These measurements help evaluate marketing effectiveness, customer satisfaction, and financial performance.

How is the performance going to be recorded?
- Google Analytics 4
- Tiktok for Business
- Business Department of Company