



# Umeed Psychology

## Marketing Plan Utilising Limited Resources

*Cost & Time Effective Plan*

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## UNSW Client Report

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## 1. Executive Summary

Stratify Solutions assesses Umeed Psychology's (UP) marketing strategy and its alignment to their vision and mission. Notably, this strategy directly supports Sustainable Development Goals 3 (Good Health and Well-being) and 4 (Quality Education) by increasing marginalised populations' access to mental healthcare services and bridging gaps in mental health literacy through educational materials. Recommendations regarding leveraging social media and the implementation of automation tools have been qualitatively and quantitatively justified.

The process of optimising automation and reporting processes has been provided in the qualitative assessment. The insights reveal that this will reveal a pathway to enhance marketing efficiency with limited resources. Whereas, the quantitative assessment of appropriately leveraging social media tools involves the descriptive and inferential analysis of primary-sourced data in conjunction with secondary data.

Both the qualitative and quantitative assessments provided insights encompassing:

- 1) Leveraging Social Media
  - a) Develop consistent visual identity with calming colours and accessible design to build trust.
  - b) Use structured content calendar with varied formats to boost engagement.
  - c) Leverage Instagram Insights for data-driven decision-making.
- 2) Automation and Real-Time Insights
  - a) Google Analytics empowers UP with real-time data on website traffic and user metrics to optimise marketing performance.
  - b) Hootsuite enables automated social media management and AI-supported recommendations to efficiently boost engagement.

This holistic approach enables UP to further advance in their organisational mission — connecting with more underprivileged groups throughout Australia.

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## 2. Introduction

### 2.1 About Umeed Psychology

UP is a social enterprise providing culturally informed mental health care across Australia, focusing on the South Asian community. UP has positioned itself as a purpose-driven mental health service provider, embedding inclusivity, accessibility, and cultural responsiveness into its core mission. UP strives to reduce mental health disparities through their key operations (Umeed Psychology, 2021):

- **Educational Initiatives:** UP promotes the reduction of stigma and empowers communities through mental health literacy.
- **Comprehensive Assessments:** UP provides clarity and support through ADHD, autism, and mental health assessments.
- **Community Engagement:** UP holds festivals, panels, and workshops to foster collaboration within communities.
- **Cultural Therapy:** UP offers clientele therapy in a supportive environment with culturally diverse therapists to help them build coping strategies.

### 2.2 Report Structure

To support UP's mission and enhance its operational strategy, our team has been engaged to evaluate and provide strategic recommendations focused on digital engagement and marketing optimisation. The key project deliverables include:

- 1) An evaluation of empowering social media engagement strategies, focusing on the scope of content and performance on Instagram (Al'Uqdah, 2017).
- 2) Recommendations for implementing reporting systems, automation tools, and visual appeal in UP's digital visibility.
- 3) A cost and time-effective marketing plan that aligns and supports UP's social impact, mission, and engagement goals.

This report provides a comprehensive overview of deliverable outcomes through this structure:

- 1) Research Methodology & Data Collection
- 2) Analysis of Primary & Secondary Findings
- 3) Recommendations

- 4) Social Impact Assessment Plan
- 5) Considerations, Risks, & Next Steps

### ***3. Research Methodology & Data Collection***

#### ***3.1 Secondary Data***

Extensive into the investigative framework provided contextual references for digital marketing optimisation and automation practicality. Thorough analysis of peer-reviewed research was conducted from academic databases, specifically on empirical studies that examined the offerings of mental health providers in multicultural environments. These research articles have aided in the justifications of key frameworks that aim to address UP's marketing objectives and difficulties. Additionally, industry publications from clinical organisations and marketing analytics companies provided quantitative benchmarks on predicted outcomes from digital channel and automation implementation.

This holistic secondary data collection facilitated the triangulation of findings across various information sources, establishing robust theoretical and empirical foundations for the proposed marketing strategy centred on digital and technological integrations within mental healthcare services (Sorenson, 2011).

#### ***3.2 Primary Data***

Our research analysts at Stratify Solutions, conducted a vigorous assessment through questionnaires to obtain clients' qualitative perspectives and insights. This virtual survey investigated 83 respondents in focus groups, who were classified across:

- Clinic clients,
- Students across various facilities,
- Businesses/corporations, and
- The wider community.

Microsoft Excel was utilised to interpret the data and perform descriptive and diagnostic analyses. The observations obtained were visualised using the same platform to generate infographics that assisted in facilitating next-level data exploration that matches the user's specific needs (Deloitte, 2022).

These findings were supported and exemplified through the administration of qualitative stakeholder interviews within:

- HCL Technologies; and

- Vanza e-Solutions.

### 3.3 Data Limitations

Due to access restrictions, the study mostly relied on hypothetical user scenarios rather than data from real clients, however we made an effort to replicate authentic stakeholder perspectives by comparing people in parallel situations in different contexts, such as international students seeking counselling services at universities. This method raises possible validity issues regarding the accurate representation of UP's specific client needs and experiences. Nonetheless, this sample strategy benefits from gathering viewpoints amongst people who may consider but not actively seek psychological services, offering substantial insights into barriers to treatment engagement within diverse cultural communities.

Data Limitation	Description
<b>Limited Contextual Specificity</b>	<p>Primarily relied on secondary data sources to support digital marketing and automation recommendations due to limited access to UP's databases.</p> <p>Small-to-medium enterprises are normally the main subjects in these published case studies. Research cases rarely address the difficulties faced by micro-organisations trying to integrate complex automation systems with little financial and labour resources (Singla, 2021).</p>
<b>Sampling Limitations</b>	<p>We collected only 83 survey responses against an optimal sample size of 1500-2000 respondents, making our results potentially susceptible to response bias and weak statistical power.</p> <p>The survey is reliant on student responders rather than psychological clients, introducing potential representational bias.</p>
<b>Limited Ability to Conduct Industry Benchmarking</b>	<p>Acquiring primary data specifically about automation raised challenges due to the small number of experiential insights of similar small-scale mental health organisations that have implemented such systems.</p>

## 4. Project Deliverables

Two key recommendations have been derived from the findings and analysis of both primary and secondary sources, focussing on the Use of Social Media and Automation Tools & Reporting.

### 4.1 Leveraging Social Media

#### 4.1.1 Insights

Social media continues to redefine how mental health services engage with communities, offering platforms to be leveraged for outreach, awareness and education (Coulson, 2023). For UP, which serves a culturally and linguistically diverse audience (Figure 1), with a strong presence of neurodivergent and LGBTQIA+ individuals (Umeed Psychology, 2021), Instagram has been chosen as the most effective channel, offering opportunities to refine their existing feed and integrate new media approaches. This section justifies Instagram as the primary digital media platform based on industry evidence and direct survey feedback.

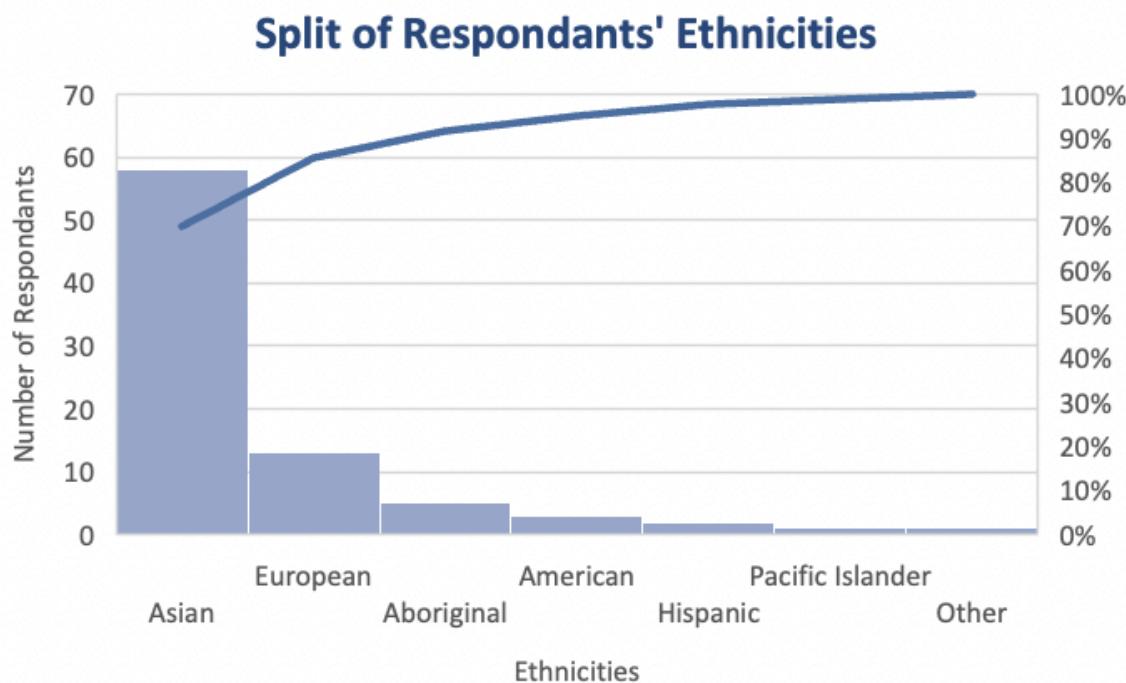


Figure 1: Data Split of Ethnicities of Respondents

Primary research findings indicate that Instagram is the most regularly used social media platform among 46% of respondents, ranking higher than Facebook (28%) and Twitter (12%). Participants attributed this preference to its visual nature, user-friendly interface and varied content formats. Platforms including Tiktok (10%) were rarely selected, suggesting limited relevance for UP's target demographic. Instagram was also cited as the platform where individuals more frequently encountered advertisements (44%), suggesting potential for organic reach and paid marketing visibility.

## Most Regularly Engaged Platforms

■ Instagram ■ Twitter ■ Facebook ■ TikTok ■ Other

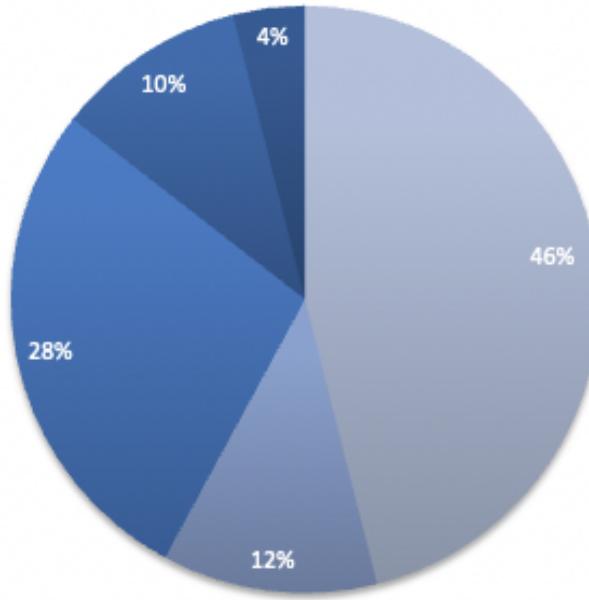


Figure 2: Most Regularly Engaged Platforms of Respondents (Pie Chart)

<i>Instagram</i>	<i>Twitter</i>	<i>Facebook</i>	<i>Tiktok</i>	<i>Other</i>
38	10	23	8	4

## Most Seen Ads Platforms

■ Instagram ■ Twitter ■ Facebook ■ TikTok ■ Other

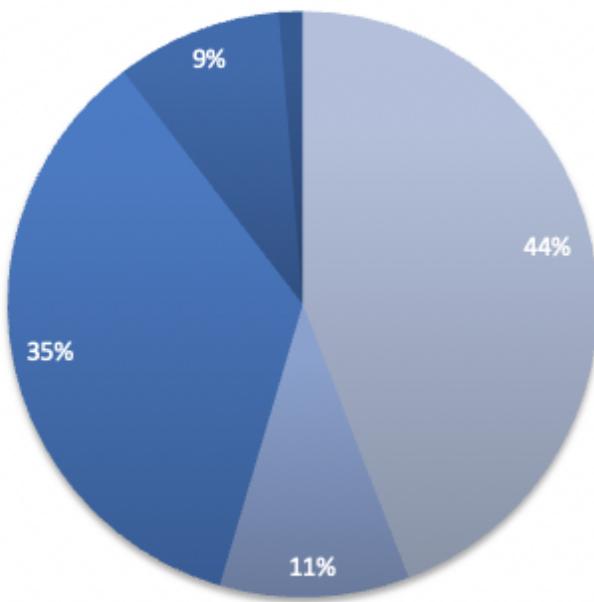


Figure 3: Platforms where Respondents Mostly See Ads (Pie Chart)

Instagram	Twitter	Facebook	Tiktok	Other
37	29	9	7	1

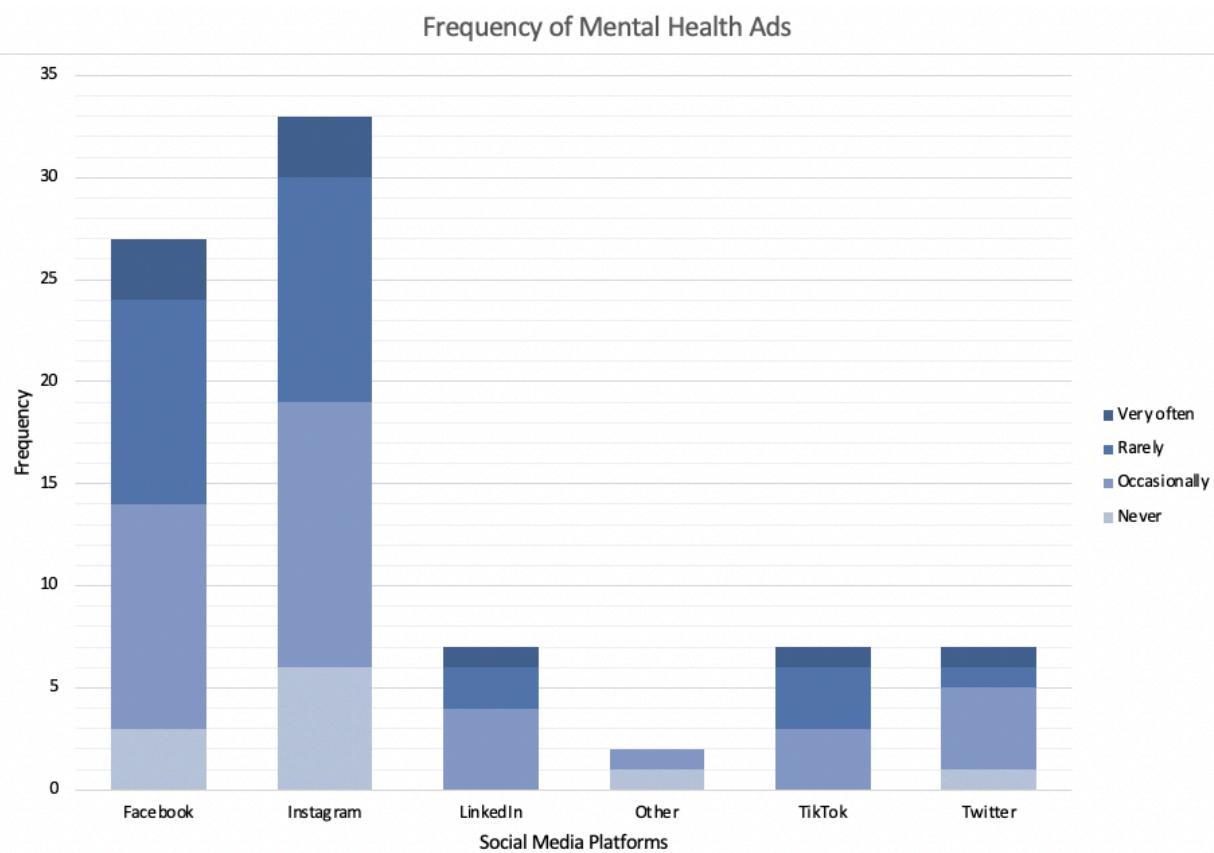


Figure 4: Frequency of Mental Health Ads on Social Media Platforms (Bar Chart)

Platforms	Very Often	Occasionally	Rarely	Never
<b>Instagram</b>	13	11	7	2
<b>Twitter</b>	2	2	3	2
<b>Facebook</b>	10	9	6	2
<b>TikTok</b>	3	3	2	1
<b>Other</b>	2	2	1	1

Informational posts like mental health tips, strategies, or guidance were considered most helpful by 35% of respondents, followed by motivational quotes (33%). Similarly, when asked what type of mental health content they are most likely to engage with online, informative posts like strategies, tips and ‘how-to’s’ were most popular, which are well supported by Instagram’s post, carousel and Reels features.

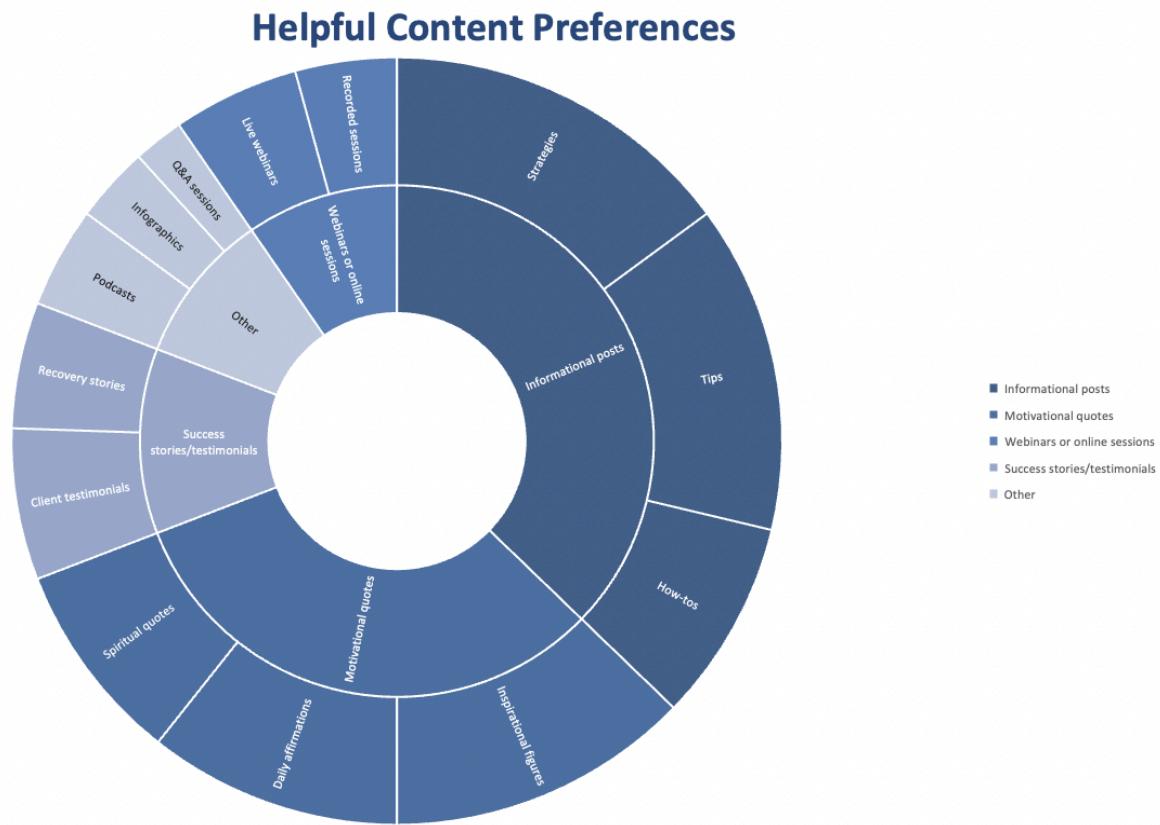


Figure 5: Helpful Content Preferences on Social Media Platforms of Respondents (Donut Chart)

Main Content Type	Sub Content Type	Frequency
Informational Posts	Tips	13
Informational Posts	Strategies	14
Informational Posts	How-to's	8
Motivational Quotes	Daily Affirmations	10
Motivational Quotes	Inspirational Figures	12

<i>Motivational Quotes</i>	<i>Spiritual Quotes</i>	8
<i>Webinars or Online Sessions</i>	<i>Live Webinars</i>	5
<i>Webinars or Online Sessions</i>	<i>Recorded Sessions</i>	4
<i>Success Stories/Testimonials</i>	<i>Client Testimonials</i>	6
<i>Success Stories/Testimonials</i>	<i>Recovery Stories</i>	5
<i>Other</i>	<i>Infographics</i>	3
<i>Other</i>	<i>Podcasts</i>	4
<i>Other</i>	<i>Q &amp; A Sessions</i>	2

In terms of content discovery, Google was the top source identified, followed closely by Instagram and TikTok. This highlights the potential of combining strong SEO practices with a strategic presence on Instagram to maximise discoverability. 40% of respondents also rated visual design elements, such as colour palette, layout, and professionalism, as “extremely important” in attracting their attention, emphasising the need for a consistent and refined visual identity across UP’s Instagram feed.

### Importance of Design Components on Social Media

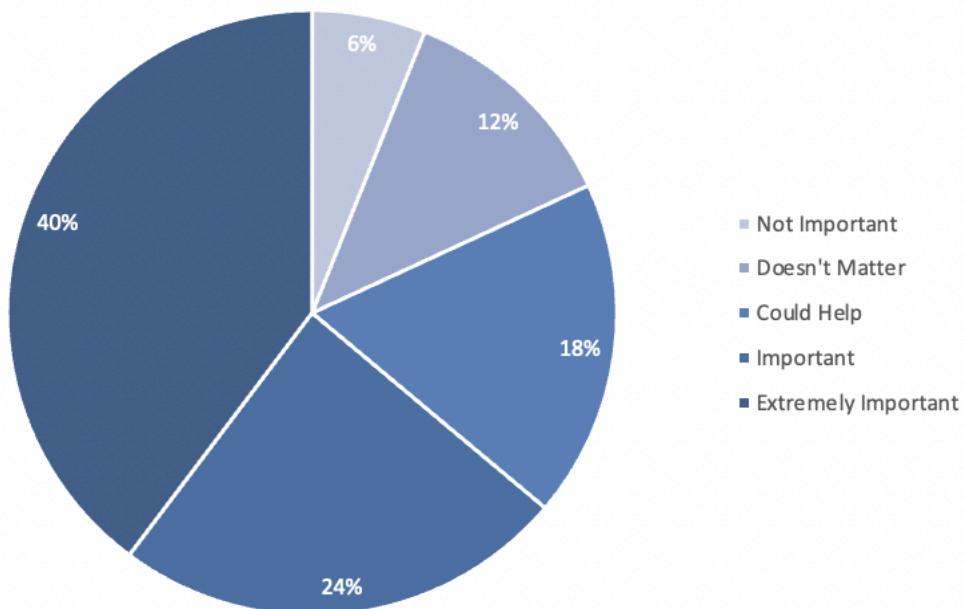


Figure 6: Importance of Design Components of Design Components on Social Media (Pie Chart)

Current industry research consistently highlights Instagram as a high-impact and cost-efficient marketing tool, particularly for purpose-driven organisations like UP. With over 2.11 billion active users globally as of 2025 (Panigrahi, 2025), Instagram remains one of the most widely used platforms, especially among individuals aged 18- 44 years, who compose 88% of users and are a key demographic for mental health services in Australia (Dixon, 2024).

Studies show that 33% of consumers discover new businesses through social media platforms, with Instagram ranking among the top three channels for brand discovery (Inglis, 2024). This reflects a behavioural shift toward online engagement as a primary source of information, particularly for health and wellness services. For smaller organisations with limited budgets, Instagram offers a practical solution to build visibility and connect with target audiences without excessive time and resources.

Instagram's unique strength lies in diverse content forms including Reels, Posts, carousels and stories. Reels have the highest engagement rate (2.08%), indicating they are well-suited for delivering short, digestible mental health content (Zote, 2025), aligning with consumption habits of time-poor users, as well as the preferences of survey respondents. Further, Instagram's visual nature allows brands to convey empathy and professionalism through consistent aesthetic choices, crucial towards building trust in the mental health sector (Griffith, 2021).

Instagram also provides an in-platform analytics tool, Instagram Analytics, allowing organisations to track post reach, engagement, demographic breakdowns and content performance based on likes, shares and comments. (Instagram, 2024) The platform's integration with Meta Ads Manager further allows targeted campaigns based on location, interests, and behaviours, ideal for localised outreach such as promoting ADHD coaching or community therapy workshops in Melbourne.

From a budgetary perspective, Instagram is among the most cost-effective options available. Their paid ads feature indicates an average cost-per-click of around \$0.20–\$0.50 (Fields, 2024), with an average conversion rate of 1.98% (Voyager, 2024). This makes Instagram an affordable entry point for organisations at the growth stage of the business cycle, with limited team and resources.

Overall, external research supports the use of Instagram as a primary platform for digital engagement offering strong audience alignment, content performance and scalable frameworks for

measuring effectiveness. This makes it an ideal tool for organisations seeking growth whilst considering resource constraints.

## 4.1.2 Recommendations

### 4.1.2.a Establish a Consistent Visual Identity

A strong and cohesive visual identity is essential for establishing credibility and reinforcing brand recognition on Instagram, particularly for services operating in sensitive sectors like mental health (Hej, 2023). UP should develop a clearly defined visual style that includes a consistent colour palette, typography and post layout structure across all content, taking into consideration provisions such as soft blues and greens which have been found to evoke calmness and trust, as well as sans-serif fonts to enhance readability and accessibility (Moser, 2024).

Compared to leading organisations such as Beyond Blue and Headspace, UP's current feed appears less refined, with varying colours and layouts that reduce its professionalism. (Figure 7). A lack of visual cohesion may undermine audience trust or reduce engagement, particularly when targeting neurodivergent or anxious users who may be more sensitive to cluttered or inconsistent visuals (Gudhka, 2025).

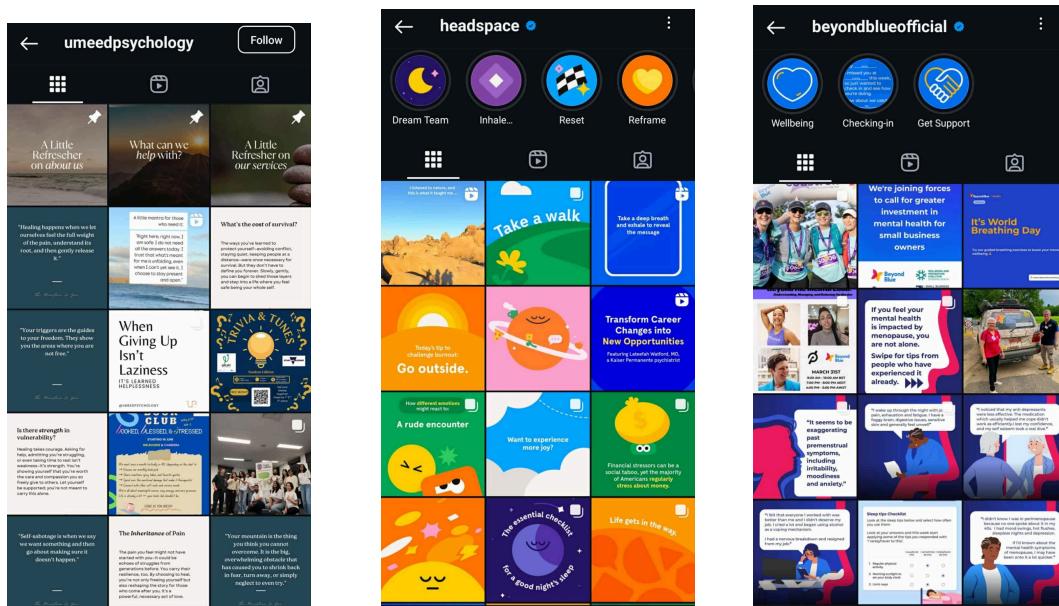


Figure 7: Comparison of Social Media Platforms

By using cost friendly and accessible tools like Canva, UP can create branded templates for recurring content types, ensuring every post aligns with its values and improves brand recognition. This may be actioned by establishing a visual style guide with specific colours, themes and fonts, which will enable multiple team members to create content without compromising brand consistency.

#### **4.1.2.b Varied & Strategic Content Creation**

To meet the preferences of its diverse client base, UP should adopt a structured content calendar that balances education, engagement, and visibility. Content should be shared 3–5 times per week alternating between different formats (Suresh, 2025) :

- *Reels*: These may be used to deliver short educational tips, promote upcoming events, or showcase trends such as, “a day in the life” of UP’s therapists. Reels currently generate the highest engagement rate on the platform (2.08%), making them ideal for broad reach (Zote, 2025).
- *Stories*: Interactable stories can be leveraged for informal engagement such as polls, quizzes, Q&A sessions, or behind-the-scenes content. These promote real-time interaction and can be saved as Highlights under identifiable themes such as “FAQs” or “Client Testimonials”.
- *Carousel posts*: Educational content can be broken down into complex psychological concepts (e.g., signs of trauma, ADHD coping strategies) into simple, swipeable formats that increase saves and shares.
- *Static posts*: These may include motivational quotes or service announcements to reinforce UP’s tone and professionalism while maintaining visual balance on the feed.

This varied approach enables UP to foster engagement and personal relationships with existing and potential clients, ultimately reinforcing their neuro-affirming, inclusive values.

#### **4.1.2.c Leveraging Instagram Insights**

Instagram Insights offers a valuable suite of analytical tools which can be leveraged to refine UP’s content strategy and enhance user engagement. By tracking key metrics including reach, likes, saves, shares and comments, the organisation can assess which content forms and topics are generating the most interaction and interest with its audience (Instagram, 2024).

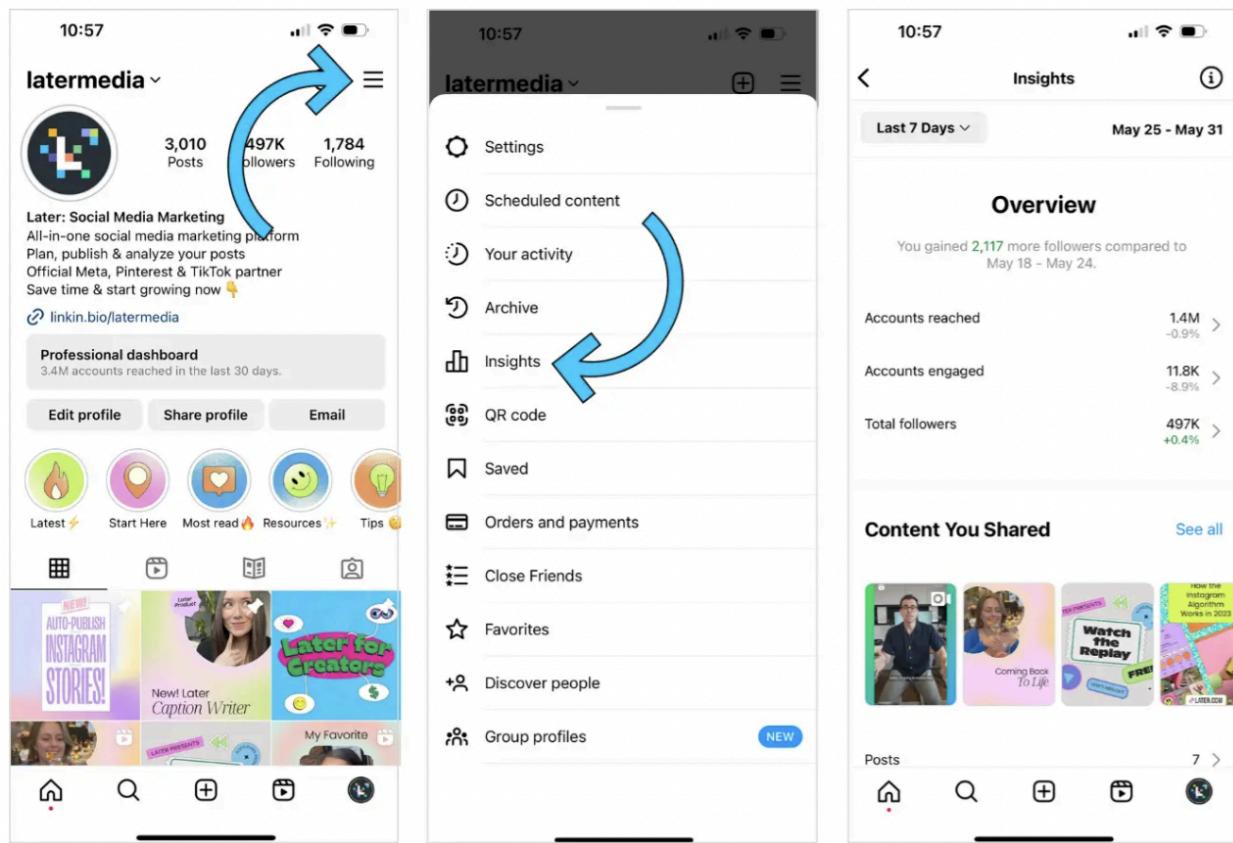


Figure 8: Built-In Analytics Tools on Instagram (Demeku 2025)

To support ongoing optimisation, these findings could be incorporated within a monthly reporting framework, to track broader performance trends and identify which themes and formats, such as ADHD related information, reels or posts, are most well received by users.

Audience insights, including demographic breakdowns such as age, gender and location, as well as peak activity periods, can also inform content and scheduling (Instagram, 2024). If insights indicate that followers are most active between 7:00–9:00 pm, scheduling posts within this window may significantly improve visibility and interaction.

Ultimately, these data-driven insights will allow the UP team to refine their future media strategy without significant time or financial investment.

## 4.2 Enhancing Efficiency Through Automation and Real-Time

### 4.2.1 Insights

Automation and its tracking will assist UP to optimise its limited marketing budget and scale operations. This section explores two low-cost tools, Google Analytics and Hootsuite, drawing data from industry studies and case data to investigate its feasibility and applicability.

#### 4.2.1.a Google Analytics

This free online platform empowers UP with a powerful, low-cost solution to extract real-time insights regarding digital marketing performance involving traffic, user engagement, and channel effectiveness. For UP, this means instant visibility into key statistics like bounce rates and session durations, helping to identify high performing marketing channels and content.

As shown in Figure 9, the radar chart of survey results reveal that Instagram is by far the most regularly engaged social platform, thus it can be inferred that this would be the highest performing channel leading to largest social visibility and clicks. Our data shows Instagram is commonly used, however Google Analytics would further validate this with automated evidence.

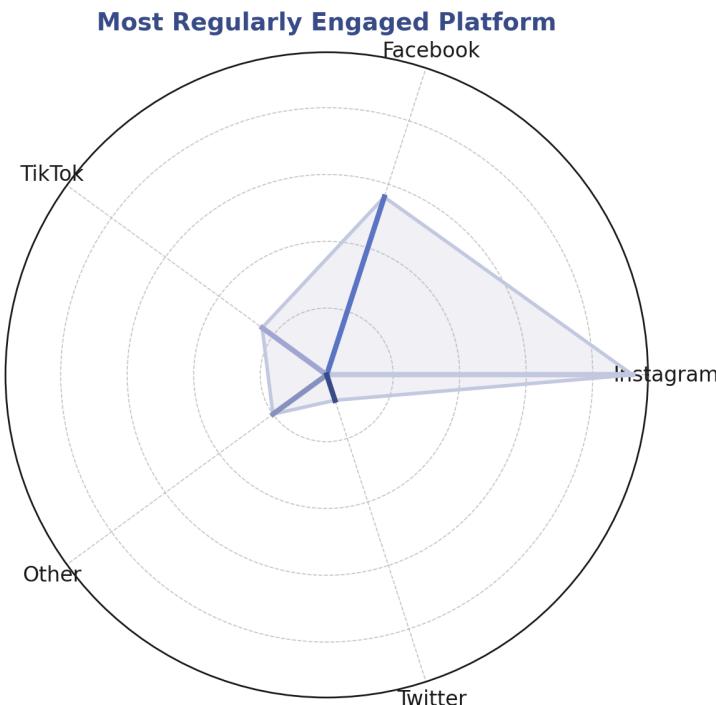


Figure 9: Most Regularly Engaged Platform (Radar Chart)

Google Analytics additionally offers periodic reports to enhance tracking efficiency (Google Marketing Platform, 2023). A notable story is Lider, a Chilean retailer that leveraged Google Analytics to elevate its “App Campaign for Engagement”. Despite lowered productivity levels during the pandemic, Lider was able to achieve a significant increase in conversion rates from 0.3% to 5.4% (Google Marketing Platform, n.d.). Enlyft’s industry report on business demographics further supports Google Analytics’ suitability for UP’s current needs. Of the 6,213,223 businesses that used the automation platform, 71% were small companies with fewer than 50 staff, and 74% reported annual revenues of less than \$50M (enlyft.com, n.d.). Hence, with such great statistical alignment with UP’s current business demographic, it is demonstrated that this free tool is key towards improving marketing efficiency.

#### **4.2.1.b Hootsuite**

To complement the web analytics prowess of Google Analytics, Hootsuite provides another avenue of digital marketing benefits through seamless social media management at an entry-level pricing of \$149 per month (Hootsuite Inc, 2025). Hootsuite is equipped with post scheduling, engagement tracking, and summary reports on likes, shares, and watch-time metrics (Hootsuite Inc, 2025). Its built-in AI feature enables it to analyse user content's effectiveness and provide improvements such as intelligent recommendations on trending hashtags, captions, and even optimal posting times to maximise audience viewership (Wilson, 2023).

Through a primary data analysis of survey results in Figure 9, it is shown that a large percentage of the Asian demographic prefer informational content, and some prefer motivational content. Understanding what content resonates most positions UP to prioritise efforts accordingly, maximising the visibility and interactions of their posts. Doing so will also enable UP to leverage Hootsuite’s AI recommendation feature to the greatest extent, providing intelligent suggestions to optimal and data-supported social post genres, further increasing chances of visibility and success.

A real-world example of Hootsuite’s implementation was experienced by non-profit organisation Witness Change, dedicated to amplifying voices of marginalised communities to raise funds. By uniting all social operations through Hootsuite, Witness Change drastically reduces time taken to manage various platforms. Their “1000 Dreams” campaign reached 100M users and gained 30,000 followers within a week (Hootsuite Inc, 2025b). The campaign which boasted a 54% spike in organic reach attracted attention from the biggest broadcasting organisations like the BBC and National Geographic (Hootsuite Inc, 2025b). Such successes cannot be ignored and for UP, this intelligent platform would enable

greater-than-ever resource efficiency towards an optimised social media strategy that is trustworthy and data-driven.

#### 4.2.2 Recommendations

Given the above analysis on cost-friendly automated tools, UP should implement an integrated strategy utilising Google Analytics and Hootsuite. This recommendation opens a pathway for the organisation to enhance marketing efficiency while taking into consideration its limited budget and social mission goals.

The first stage is to implement Google Analytics to ensure insights on website traffic, user demographics, and conversion KPI's. UP should filter users by free against paid service intent to improve conversion accuracy. As previously mentioned, the real-time reporting feature of Google Analytics will empower UP to immediately view the effectiveness of marketing efforts, enabling swift optimisation of resource allocation to target the right customer segments. For example, Figure 10 below shows a sample report of the 'Acquisitions' section of the platform, where top channels are identified and ranked by number of sessions (Hicks, 2018). Additionally, various metrics like %new sessions, new users, bounce rate, etc can be evaluated, informing further insights and driving decision-making.

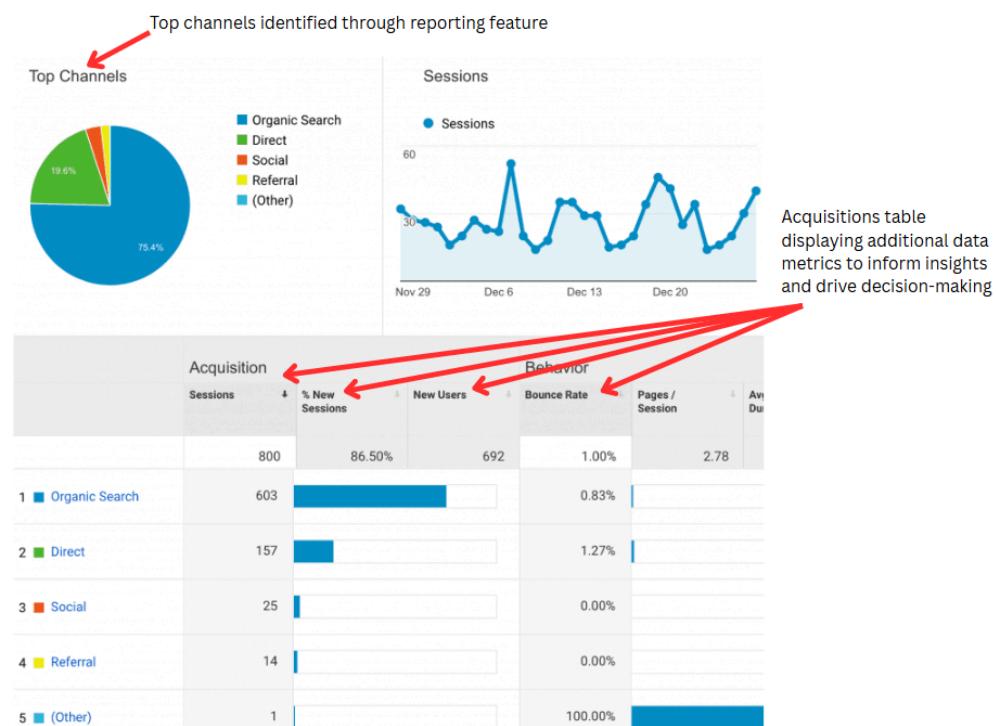


Figure 10: Google Analytics Features (Hicks, 2018)

UP should implement Hootsuite's personalised social media management system. To stay budget-conscious, UP should use Hootsuite for one platform, for example Instagram. The instant benefits such as post scheduling, engagement statistics and AI-driven content improvement suggestions will provide great social media lessons for UP, teaching the optimal strategy to increase viewership and engagement. Additionally, Hootsuite's platform can ensure that UP can maintain consistent, high quality posts without sacrificing large amounts of time to maintain social platforms to focus on other high-impact activities. Figure 11 shows Hootsuite's AI feature generating post captions for user approval (Hootsuite Inc, n.d.). Additionally, Figure 12 demonstrates another avenue of the AI feature, providing optimal hashtag suggestions based on the type of content evaluated to ensure highest reach and engagement (Hirose, 2024).

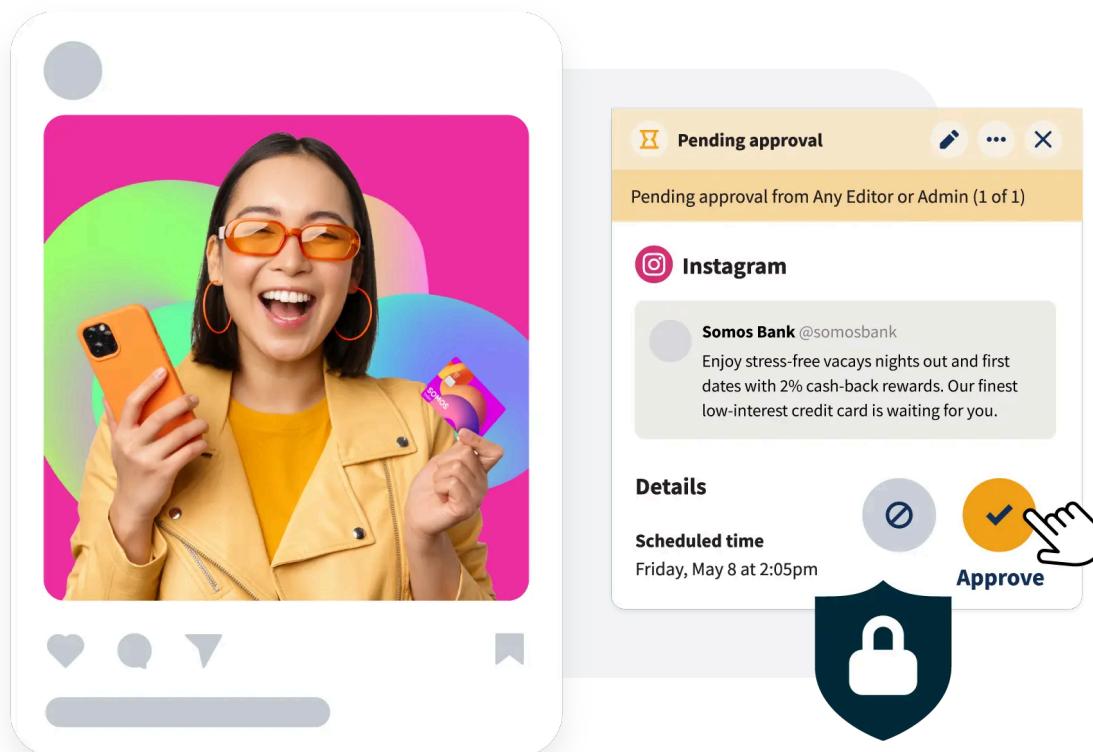


Figure 11: Hootsuite AI Post Caption Generation (Hootsuite Inc, n.d.)

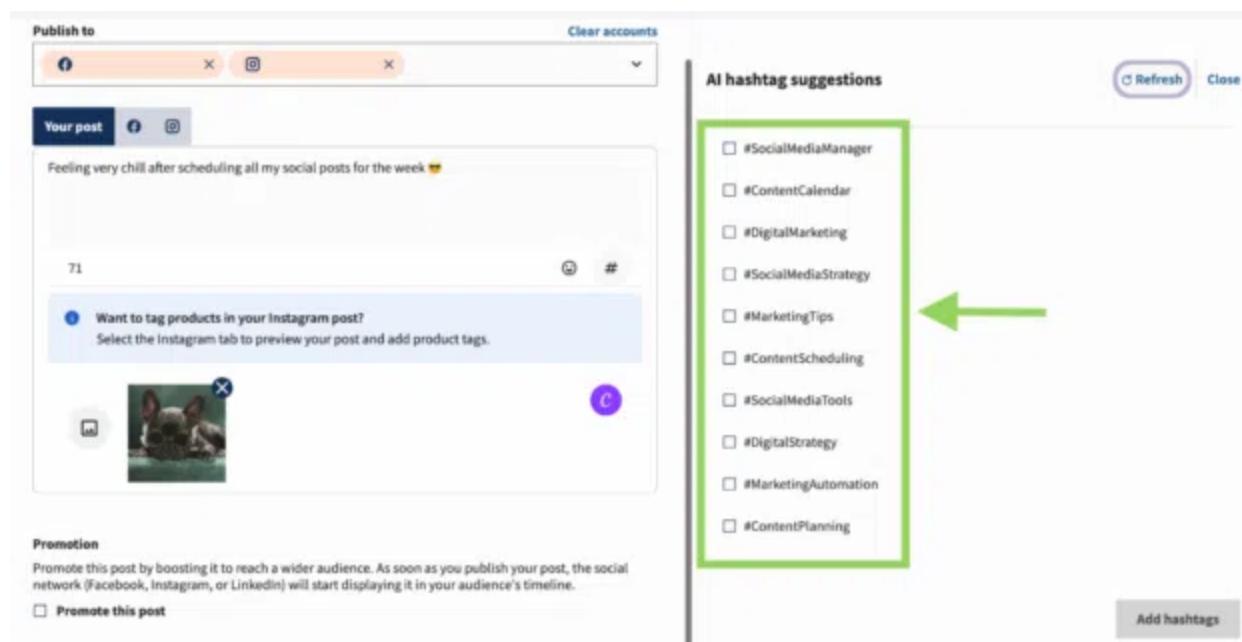


Figure 12: Hootsuite AI HashTag Generation (Hirose, 2024)

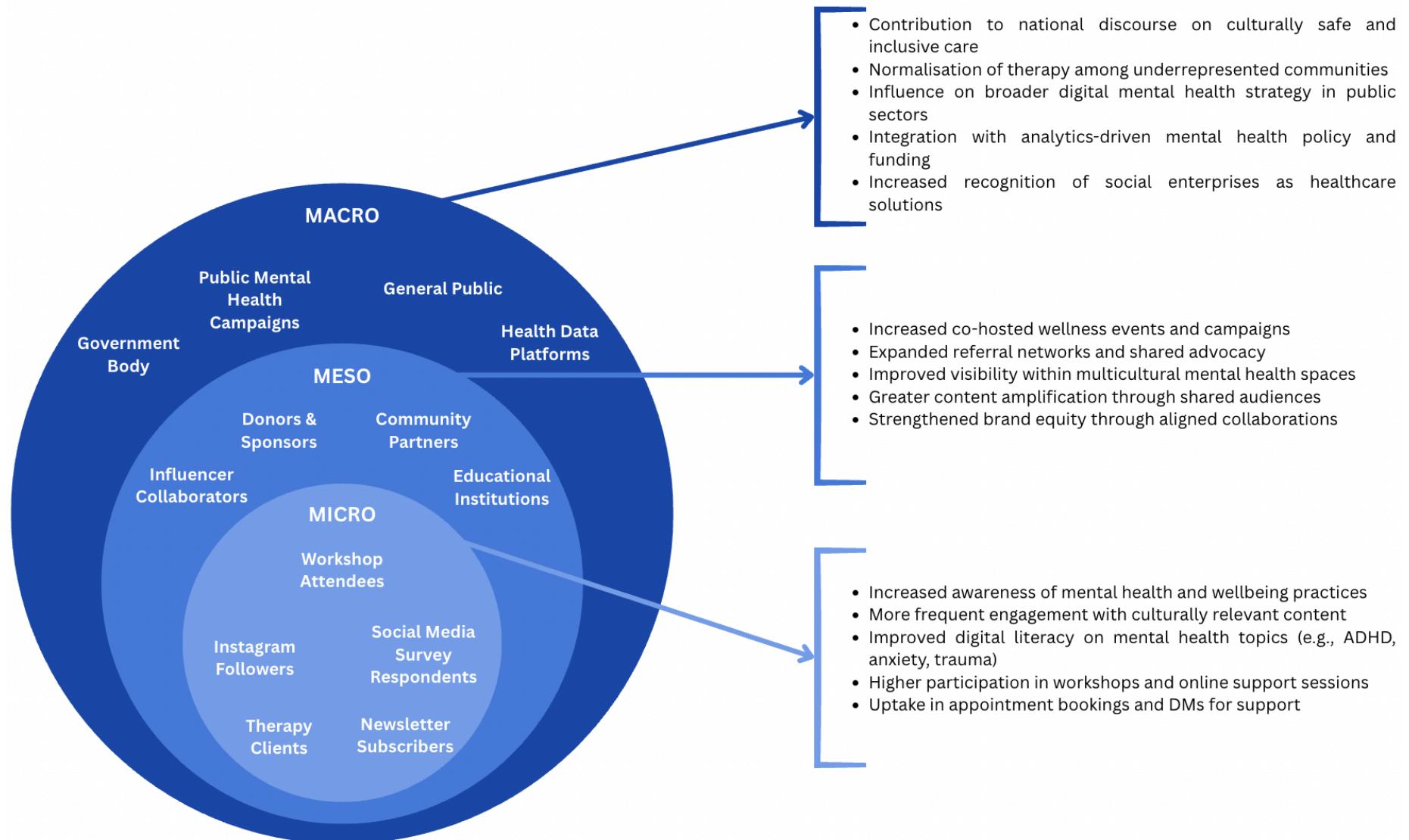
UP should conduct monthly performance reviews to assess whether social media trends (tracked with Hootsuite) lead to increased traffic and conversion (tracked with Google Analytics). Insights such as whether certain forms of content lead to greater conversions or particularly resonate with a certain customer group will be of critical importance to monitor and understand, as they provide the UP team with data-driven insights to influence future resource allocations to ensure the greatest scaling and delivery of social value whilst remaining within budget.

Together, these platforms provide UP a cost-effective solution to optimise marketing. By focusing on key metrics both through website and social media, the organisation can begin on the above actionable steps to scale their marketing plans while maintaining financial sustainability.

## 5. Social Impact Assessment Plan

### 5.1 Social Impact Assessment

The following assessment partitions stakeholders into 3 categories to represent their social impacts. The recommendations provided previously will contribute to the implementation and optimisation of automation tools of social media leverage, maximising digital outreach with low costs.

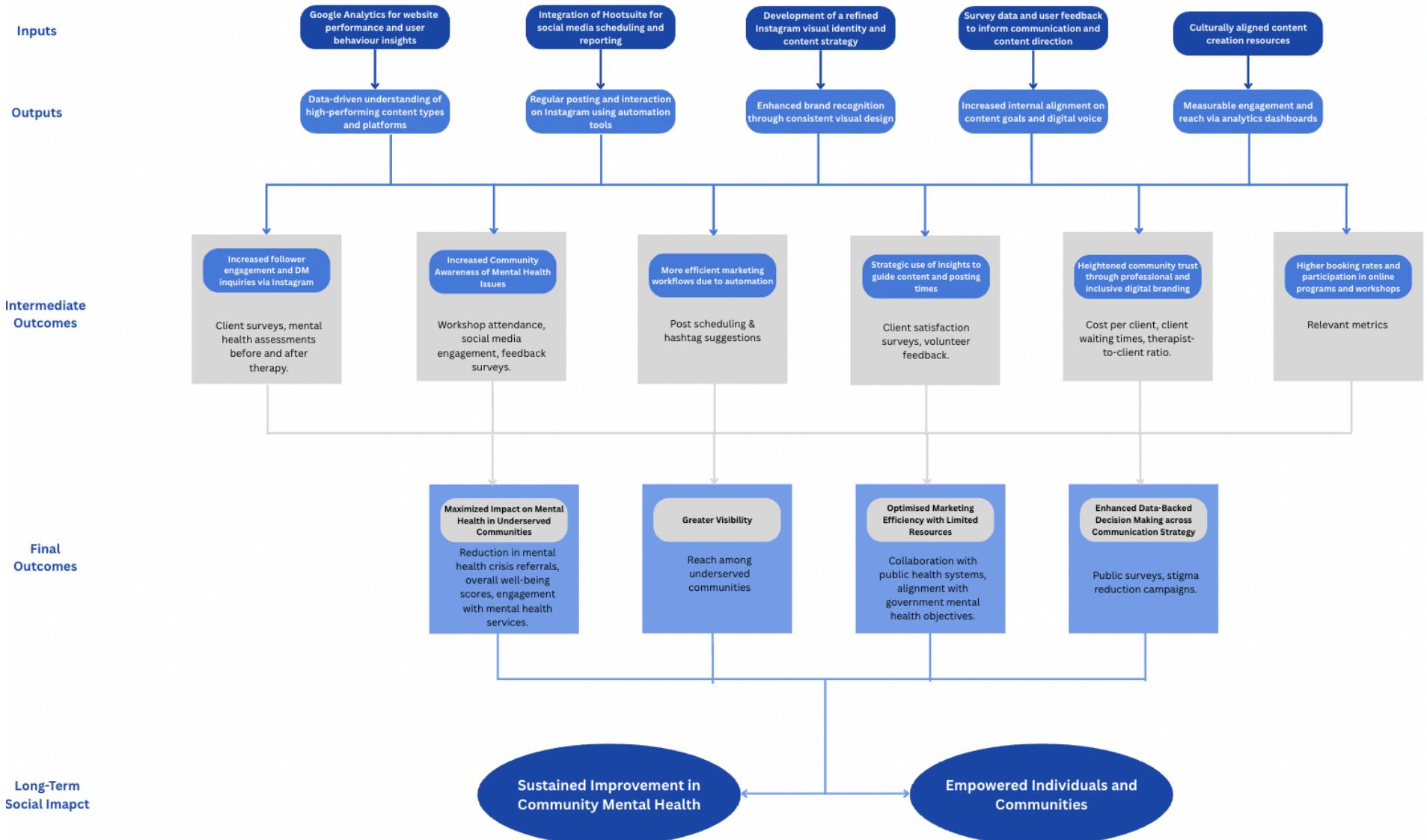


## 5.2 Theory of Change

The theory of change provided a pathway for UP to strive towards their mission and vision of providing accessible and affordable mental health care. Both the intermediate and final outcomes were consolidated within our recommendations to exemplify the importance of the pathways.

**UP Vision:** A world where culturally diverse communities have equitable access to inclusive, empathetic, and digitally empowered mental health care.

**UP Mission:** To provide culturally responsive mental health support through innovative digital engagement, education, and community outreach.



### 5.3 Logic Model

Stratify Solutions developed a logic model to depict the implementation process of our recommendations, as this would permit UP to appropriately allocate their budget.



INPUTS	ACTIVITIES & PROCESSES	OUTPUTS	SHORT-TERM OUTCOMES	MEDIUM-TERM OUTCOMES	LONG-TERM OUTCOMES
What we Invest?	What we Do & for Whom?	What the Program Produces?	The Direct Changes that Occur from the Program	The Direct Changes that Occur from the Program	The Longer-Term Change in Condition
Time and expertise from Umeed's internal team	Develop and implement a content calendar aligned with Instagram trends and audience insights	Consistent weekly posting and story engagement on Instagram	Increased audience engagement and awareness of Umeed's services	Enhanced digital presence and credibility within the mental health sector	Increased access to culturally safe mental health services
Subscription to Hootsuite and setup of Google Analytics	Schedule posts using Hootsuite and monitor engagement analytics weekly	Improved brand identity through visually cohesive content	Improved visibility among South Asian and multicultural users	Higher referral and booking rates via social media channels	A stronger, scalable social enterprise model powered by digital tools
Content design tools (e.g. Canva)	Train internal staff to interpret data from Instagram Insights and Google Analytics	Monthly marketing insights reports using Hootsuite and Google Analytics	Better understanding of what content resonates with specific demographics	Continued content improvement through data-backed decisions	Umeed becomes a trusted leader in inclusive mental health advocacy across Australia
Insights from primary survey and social media data	Create visually consistent templates and style guide (e.g. colour palette, typography)	Survey feedback showing improved satisfaction with content design and relatability	Streamlined posting process saving team time and effort	Expanded reach into underrepresented and neurodivergent communities	Empowered communities engage with and destigmatise mental health through relatable digital content
Collaborations with cultural communities and advocacy partners	Collect feedback through interactive Instagram stories (polls, Q&A, link clicks)	Increased post shares, saves, and DMs inquiring about services	Increased profile visits and website link clicks via Instagram	Stronger partnerships with like-minded community groups and advocates	

## RISKS & ASSUMPTIONS

### Risks

- **Digital illiteracy among target users**
  - Some clients may struggle to engage with Instagram or automated tools due to lack of familiarity.
- **Limited team capacity and content creation resources**
  - Umeed's lean team may face challenges maintaining consistent output without overextension.
- **Over-reliance on algorithm-driven platforms**
  - Changes in Instagram's algorithm may impact visibility and organic reach.
- **Low engagement despite optimised strategy**
  - Even with improvements, content might not translate into appointment bookings or conversions.
- **Privacy concerns with data tracking tools**
  - Clients may be hesitant about behavioural tracking via analytics platforms.

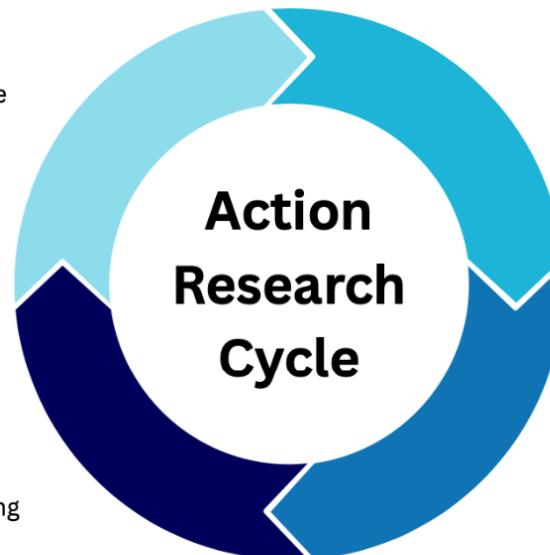
### Key Assumptions

- **Target users are active on Instagram**
  - A significant portion of Umeed's audience uses and engages with the platform regularly.
- **The visual identity redesign improves perception**
  - Clients associate visual consistency and professionalism with trustworthiness and care.
- **Staff can effectively use automation tools**
  - Umeed's team will adopt and manage platforms like Google Analytics and Hootsuite successfully.
- **Cultural relevance drives engagement**
  - Content tailored to South Asian and neurodivergent communities will resonate more deeply and increase visibility.
- **Digital engagement contributes to real-world impact**
  - Increased online engagement will lead to actual service uptake, referrals, and workshop attendance.

## 5.4 Action Research Cycle

### 1 Plan / Research Design

- Research Question:* How can digital marketing and automation optimise upon Umeed Psychology's limited resources whilst expanding their clientele?
- Conducted comprehensive literature review of mental health marketing in multicultural contexts
- Selected a dual-research approach combining quantitative metrics and qualitative insights
- Developed structured work plan assigning responsibilities for survey distribution and secondary data collection



### 4 Conclusions / Share / Impact

- Recommended implementation of integrated Google Analytics tracking with automated weekly reporting
- Proposed Hootsuite implementation for content scheduling across cultural segments
- Developed impact measurement framework with specific KPIs for digital engagement across cultural communities
- Created phased implementation plan aligned with Umeed's resource constraints and strategic priorities

### 2 Data Collection

- Administered survey to respondents from diverse cultural backgrounds regarding mental health service preferences
- Participated in client meetings with a Umeed team representative to understand current workflow challenges
- Performed social media analytics audit across existing channels using platform-specific metrics
- Collected secondary data from industry reports in respects to healthcare organisations of similar scale

### 3 Data Analysis / Findings

- Identified key opportunity in utilise cost-friendly automation tools.
- Identified Instagram as the highest-potential platform based on demographic alignment with target communities
- Present workflow inefficiencies addressable through Google Analytics automation
- Determined critical gaps in current measurement framework preventing data-driven optimisation

## ***6. Considerations, Risks and Next Steps***

This following outlines key ethical, operational and strategic considerations for UP's digital marketing plan. It addresses responsible data use, cultural sensitivity, resource allocation and implementation risks. In addition, a phased rollout approach and contingency measures are proposed as next steps to ensure campaigns remain cost-effective and adaptable to UP's strategy.

### **6.1 Ethical Considerations of Digital Media**

As UP enhances its digital presence, ethical dimensions of digital media use must be prioritised, especially given its commitment to culturally sensitive, inclusive mental health services. The increasing reliance on digital tools, whether for automation, social media marketing, or performance tracking requires a balanced approach that upholds user trust and organisational integrity.

One key concern is data privacy and transparency. Tools such as Meta Business Suite, Google Analytics, and other automated platforms provide valuable marketing insights but also involve the collection and processing of user data. Users interacting with UP's website or social channels must not feel that their privacy is compromised. Ethical marketing requires all data be anonymised, securely stored, and used solely for performance evaluation and internal strategy. To maintain transparency, UP should provide a clear, publicly accessible privacy statement outlining what data is collected, how it is used, and whether third-party analytics are involved.(Trocke,2024)

A second consideration is cultural sensitivity in content and advertising. As UP's audience includes culturally and linguistically diverse communities, paid content must avoid stereotypes or language that may seem patronising or exclusionary. Ads should remain culturally neutral and respectful, presenting mental health as a strength-based conversation rather than portraying individuals or groups as vulnerable. All visual and written materials should reflect diversity in gender, cultural background, attire, and language.(Patpatia, 2024)

To safeguard these principles, developing an internal Digital Marketing Code of Conduct would help mitigate ethical risks by providing clear guidelines on data use, content tone, and targeting practices. This ensures consistent, values-aligned decision-making, reduces the risk of inappropriate content or data misuse, and supports ethical onboarding for new team members.

## 6.2 Resource Allocation and Implementation Risks

Despite the affordability of Hootsuite and Google Analytics, implementation risks must be acknowledged, especially given UP's non-profit structure and lean staffing model. The organisation must balance digital advancement with realistic workload management.

Time and capacity constraints pose a key challenge. Current staff may not be familiar with digital platforms, and onboarding new systems could divert attention from core responsibilities. Initial setup, content scheduling, and performance review require time investment.

Financial risk is also relevant. Hootsuite's Professional plan costs approximately \$149/month. While this tool offers time savings, the return on investment (ROI) may not be immediately visible. Reliance on digital metrics without context (e.g., equating high engagement with conversions) may lead to misplaced confidence.

Another risk is ineffective ad targeting, which could lead to spending on audiences who are not part of UP's ideal client profile. For example, if paid Instagram campaigns are not properly refined, advertisements may reach users outside the local area or those uninterested in therapy services.

Additionally, acquiring primary data on automation proved challenging, limiting industry benchmarking due to a lack of comparable small-scale mental health case studies. This underscores the need for cautious piloting and development of internal benchmarks before broader adoption.

To mitigate these risks, the following staged approach is recommended:

Mitigations	Description
<b><i>Stagger Implementation</i></b>	Starts with free tools like Google Analytics to avoid upfront costs and test what works. Launching Hootsuite only on Instagram first limits workload and financial exposure.
<b><i>Appoint a Digital Lead</i></b>	One trained team member ensures consistent, ethical content and reduces reliance on external help. They also create guides to support future staff.
<b><i>Quarterly Review</i></b>	Regular check-ins help track results, adjust ad spend, and ensure ethical standards (like data privacy and cultural sensitivity) are being followed.

This modular approach allows UP to implement both tools either independently or concurrently, offering flexibility based on budget and staff availability. Importantly, even isolated implementation (e.g. Google Analytics alone) can yield actionable insights that inform decision-making without overburdening operational resources.

### **6.3 Next Steps: Evaluation, Monitoring and Future Growth**

To ensure that the proposed tools deliver strategic value, a phased roadmap is proposed focusing on the first three months.

<b>Phase 1</b>	<b>Stepup</b> <i>(Weeks 1 - 4)</i>	<p>This phase includes the installation of Google Analytics and the 3 month trial of Hootsuite with a sole focus on Instagram. Initial performance goal of 25% growth in engagement and 10% increase in web traffic should be set. In addition, training tutorials should be shared with employees that outlines how to navigate and interpret the platforms.</p>
<b>Phase 2</b>	<b>Pilot Campaign and Monitoring</b> <i>(Weeks 5-12)</i>	<p>Two Instagram campaigns will be launched in this phase with the use of Hootsuite's scheduling and analytics feature to track the performance of the campaigns. Simultaneously, Google Analytics will monitor whether increased Instagram engagement corresponds to higher traffic and goal conversions. The insights will be compiled for performance review.</p>
<b>Phase 3</b>	<b>Evaluation and Iteration</b> <i>(End of Month 3)</i>	<p>A joint performance review will be conducted with data across both platforms. Through this review, aspects that yield the highest conversion rates can be analysed to see if Hootsuite should be continued or scaled. The data will be useful in refining target audience, updating content strategy and adjusting KPIs.</p>

Phase 4	<b>Ongoing Strategic Optimisation</b>	The findings from the review are used to optimise future campaigns and translated to offline platforms such as flyers and workshop announcements. Future marketing strategies and staff inductions can be developed through these insights.
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### 6.3.1 Contingency Measures

Contingency measures are important as UP should be prepared if unexpected challenges were to rise. The following outlines key contingency measures:

- **Backup Plan for Hootsuite:** If Hootsuite becomes time-sensitive or expensive, free tools such as Google Calendar and Trello should be used for planning and task delegation respectively.
- **Advertisement Budget Cap:** To avoid financial difficulty, a monthly ceiling for Instagram ad spend should be introduced. This cap should be reviewed on a performance basis to renew budget allocation.
- **Periodic External Advice:** If the internal team lacks in digital marketing experience, engaging with a pro-bono marketing consultant or volunteer every quarter would assist in reviewing strategies and providing insights. This is a cost-effective approach and can be facilitated through university networks or community organisations.

## 7. Conclusion

This report delivers a comprehensive, resource-conscious marketing strategy for UP, designed to expand outreach while upholding cultural sensitivity and ethical integrity. By integrating social media optimisation through Instagram and automation tools like Google Analytics and Hootsuite, the strategy enhances engagement, data visibility, and operational efficiency. Supported by robust primary and secondary research, the proposed deliverables align with UP's mission to provide accessible mental health care to underserved communities. A phased implementation plan with built-in risk mitigation ensures sustainable growth. Collectively, this strategy offers UP a measurable and mission-driven path to scale its impact within a constrained resource environment.

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We hope that this report contributes meaningfully to Umeed's continued effort of bringing mental health care to all communities in a culturally confirming, digitally enabled, and accessible manner.

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## 10. Appendix

### 10.1 Survey Questions

#### Umeed Psychology - Social Media & Mental Health Survey

COMM3030 Survey

\* Indicates required question

What is your age? \*

- 18-21
- 21-25
- 25-30
- 30-35
- 35-40
- 40-45
- 45-50

What is your ethnicity? \*

- Asian
- European
- Aboriginal
- American
- Hispanic
- Pacific Islander
- Other: \_\_\_\_\_

### Social Media Engagement

Which social media platform do you engage with most regularly? \*

- Instagram
- Facebook
- Twitter
- LinkedIn
- TikTok
- Other: \_\_\_\_\_

Which social media platform do you see ads on most regularly? \*

- Instagram
- Facebook
- Twitter
- LinkedIn
- TikTok
- Other: \_\_\_\_\_

How often do you encounter advertisements related to mental health or psychology on social media? \*

- Very Often
- Occasionally
- Rarely
- Never

Have you ever interacted with or responded to a psychology-related ad on social media? \*

- Yes
- No

### Content Preferences & Visual Design

What type of content do you find most helpful from psychology businesses on social media? \*

- Informational posts (e.g., tips, strategies)
- Motivational quotes
- Webinars or online sessions
- Success stories/testimonials
- Other: \_\_\_\_\_

List your preferences about the type of content \*

Your answer

---

What type of mental health content are you most likely to engage with online? \*

- Short videos
- Informative posts/articles
- Personal stories
- Live Q&A sessions
- Webinars/workshops

Where do you usually discover health and wellness content online? \*

- Instagram
- Facebook
- Google/Search
- YouTube
- Podcasts
- Other: \_\_\_\_\_

How important is the visual design (color, layout, professionalism) of a social media post in gaining your attention? \*

1            2            3            4

Not Important

Very Important

Which of the following visual design elements are most important to you when engaging with mental health content online? \*

- A calming and consistent color palette
- Clear and organized layout
- Readable fonts and appropriate text size
- Use of images, icons, or illustrations
- Professional look and branding
- Whitespace and uncluttered design
- Accessibility (e.g., high contrast, screen-reader friendly)
- Use of animations or interactive elements
- Other: \_\_\_\_\_

### Automation & Messaging

Do you think automation (like chatbots or auto-replies) in social media messaging \* is helpful for mental health services?

- Yes, it saves time and provides quick answers
- No, it feels too impersonal
- I'm unsure

Would you feel comfortable discussing mental health or seeking support via social media messaging (e.g., Instagram DM)? \*

- Yes
- No
- Maybe

How do you prefer to schedule appointments? \*

- Website
- WhatsApp
- Instagram DM
- Phone Call
- Booking app

Do automated reminders (e.g., texts or emails) help you keep appointments? \*

- Yes, they're helpful
- Neutral
- No, I ignore them

### Umeed Awareness & Conversion Drivers

Are you familiar with Umeed Psychology? \*

- Yes
- No
- I've heard of it but don't know much

How did you first hear about mental health services in your area? \*

- Social media
- Google
- Referral from friend/family
- GP or doctor
- Other: \_\_\_\_\_

What would make you more likely to book a session with a psychologist online? \*

- Easy booking process
- First session free or discounted
- Clear therapist profiles
- Flexible scheduling
- Transparent pricing
- Positive testimonials/reviews

#### Barriers, Follow-ups & Support Preferences

What barriers prevent you from seeking private mental health support? \*

- Financial (too expensive)
- Social stigma
- Emotional (not ready to open up)
- Don't know where to go
- Time or scheduling conflicts
- Other: \_\_\_\_\_

If you've had therapy before, what made you return (or not return) to the same therapist?

Your answer

---

What kinds of follow-ups would feel supportive (not salesy)? \*

- Motivational emails
- Mental health tips
- Check-in texts
- Discount offers
- None

Would you be open to joining a mental wellness newsletter or community from Umeed Psychology? \*

- Yes
- No
- Maybe

What would make mental health services feel more approachable or worth paying for?

Your answer

**Thank you for participating.**

Your feedback helps us improve our services and connect better with our community.

Submit

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