

Project-Digital Marketing Plan and Execution

Current Situation-

THE SKINTEMPLE wanted to update and enhance their online presence to support its rapidly expanding Healthcare & Aesthetics business in India. In response, Team Blueocean developed a strategic marketing and rebranding plan that positioned The SkinTemple as a preferred healthcare service provider for underarm sweat, odor & hair problems.

Key Task:

Team Blueocean is hired to create an online awareness among all stakeholders (Doctors, Patients & Masses) about this unique therapy and position The SkinTemple as a treatment for permanent underarms over-sweating problem.

Execution:

The strategy to increase brand recognition and positioning in the marketplace included the following internet tools:

A) Website & Search Engine Optimization

- ✓ The idea was not only to differentiate main website but also to convey that The SkinTemple is now available in India with much more flexible and offers benefits for Indian Patients.
- ✓ Search Engine Optimization parameters were improved on key site pages and in website configuration which showed an immediate impact on Keyword Visibility. The market trophy keywords (top 2 highest volume keywords) responded by moving into the first page of results from the third page.

B) Social Media Optimization (Facebook, twitter, Instagram, YouTube)

The challenge was to increase awareness about the newly launched therapy by creating a strong presence on different social media channels: Facebook, Instagram, Twitter, YouTube, Blogger etc

- ✓ Profiles were created for Patients Engagement (The SkinTemple India)
- ✓ Social Media Infographics with clinical education context posted regularly.
- ✓ Local groups sharing have been done to create awareness.
- ✓ Aggressive marketing campaigns done to increase engagement.
- ✓ Dedicated YouTube channel created for Mass-Marketing

C) Content Development

- ✓ All the content related to post an article is developed by our content writers who have experience in healthcare domain
- ✓ Client first approves the content and then that content will be posted on different social media platforms.
- ✓ All Graphics and Infographics work done by experienced graphic designers in healthcare domain.

D) Speciality Wise Promotions with Target Audience

(Speciality here refers to Dermatologist, Plastic surgeon, Sports physio)

- ✓ Facebook /Instagram Sponsored Campaigns,

- ✓ Google AdWords, PPC
- ✓ YouTube Marketing

E) Offline Branding

Disseminate content & graphics through print material:

- ✓ Posters
- ✓ Brochures
- ✓ Standees

The End Result

High engagement levels were maintained on Facebook & Instagram throughout the duration of the campaign. Engagement levels & Patient Leads increased about 200%