

REDVITAL

Digital Marketing Plan

INDEX

INDEX

INDEX

INDEX

Analysis 3

Objectives 6

Customer Persona 8

Strategy - Channels 11

Social Media 14

ANALYSIS

BACKGROUND, CURRENT MARKETING, WEBSITE & COMPETITION

Redvital is a clinical center who offers a variety of medical services and specialties.



CURRENT MARKETING PLAN

This is a new project,
they havent started any markeging plan.

WEBSITE

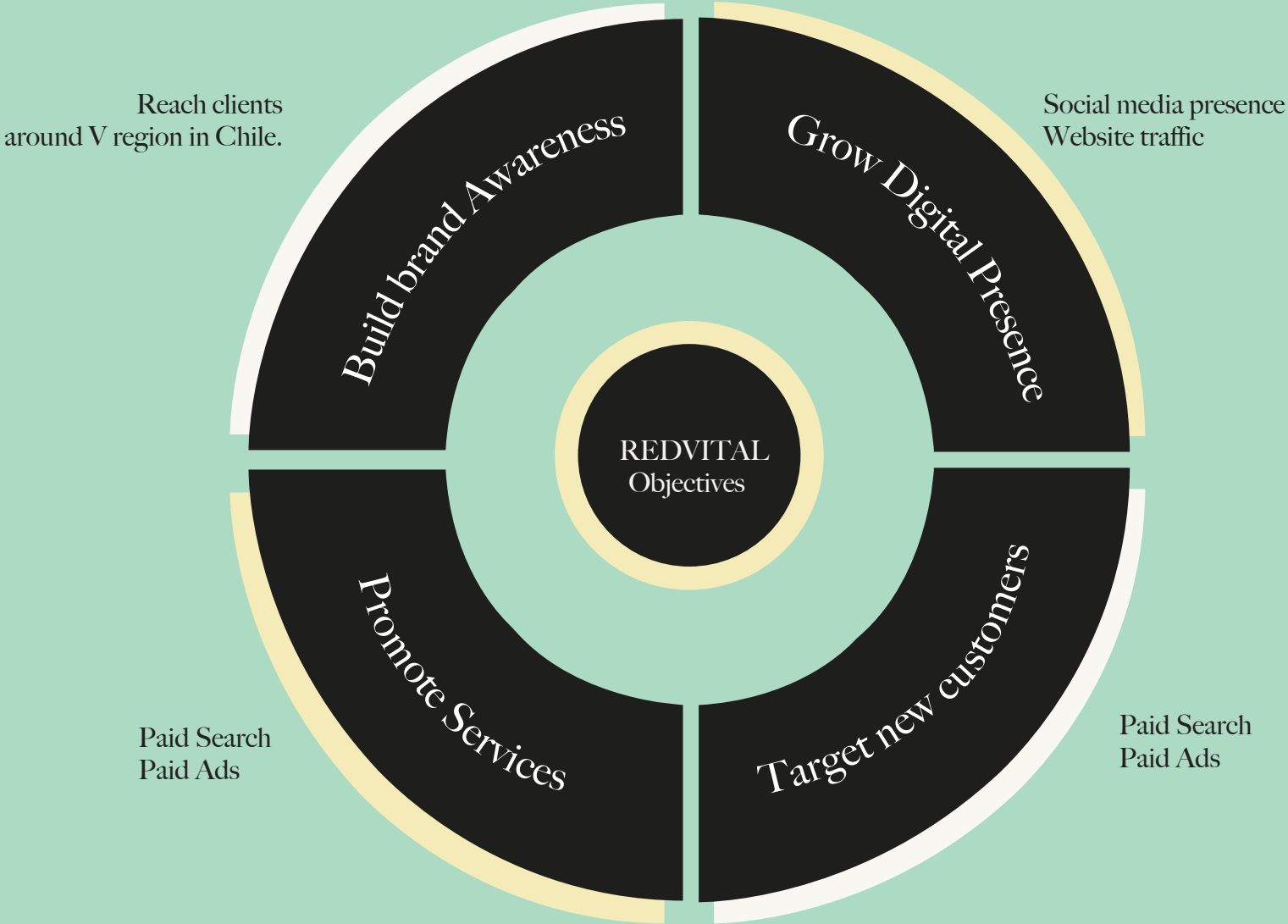
Under construction

COMPETITION

REDSALUD, they have
website, social media and email marketing.


OBJECTIVES


SMART



CUSTOMER PERSONA

PERSONA PROFILES

	<ul style="list-style-type: none"> ■ Education: College ■ Age: 72 ■ Occupation: Retired ■ Income: 45k 	<p>GENERAL DESCRIPTION/BIO</p> <p>Hi there my name is Maria, I am a mother and grandmother. I retired 10 years ago, I used to work as a sales representative. I like to sew, to cook and to read. I do watch a lot of cook shows on cable tv and also on youtube, my son taught me how to see videos in there. My granddaughters teach me a little bit of technology and I like to use facebook.</p>	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> ● Youtube = Ads in video tutorials, because she uses a lot this platform. ● Facebook groups & Ads ● Newspapers
<p>Maria Ramirez</p> <p>I live in a small town, I feel good when my family is good. I pray everyday and I go to church every sunday.</p>	<p>DESIRED OUTCOMES</p> <ul style="list-style-type: none"> ● Good attention ● Doctor 24 hrs, ● Appointment availability. 	<p>BARRIERS</p> <ul style="list-style-type: none"> ● Quality of service, depending of reviews. ● Phone appointment ● Fonasa insurance 	<p>DECISION CRITERIA</p> <ul style="list-style-type: none"> ● Can I make an appointment on the phone? ● Do you support clients 24/7? ● Do you accept fonasa? ● Positive reviews.

	<ul style="list-style-type: none"> ■ Education: College ■ Age: 33 ■ Occupation: Engineer ■ Income: 60k 	<p>GENERAL DESCRIPTION/BIO</p> <p>Hi there my name is Carlos, I am a responsible guy. I work as an engineer in Falabella. I like to play video games and I spend time watching football.</p>	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> ● Youtube = Ads in video tutorials, because he uses a lot this platform. ● Facebook groups & Ads ● Online newspapers ● Ads through Gamers influencers
<p>Carlos Carrasco</p> <p>I work in a big company located in the V region in Chile. In my free time I play football and I hang out with friends.</p>	<p>DESIRED OUTCOMES</p> <ul style="list-style-type: none"> ● Good Doctors. ● Good attention. ● Fast <u>appoitment</u>. 	<p>BARRIERS</p> <ul style="list-style-type: none"> ● Accessibility to online appointments. ● Request license for a disease. ● Insurance 	<p>DECISION CRITERIA</p> <ul style="list-style-type: none"> ● How will your prices differ from the competition? ● Do you support clients 24/7? ● Positive reviews.

STRATEGY

CHANNELS

In order to build awareness , we will optimize the marketing strategy offering the following tactics:

Social Media

Organic & Paid



Facebook



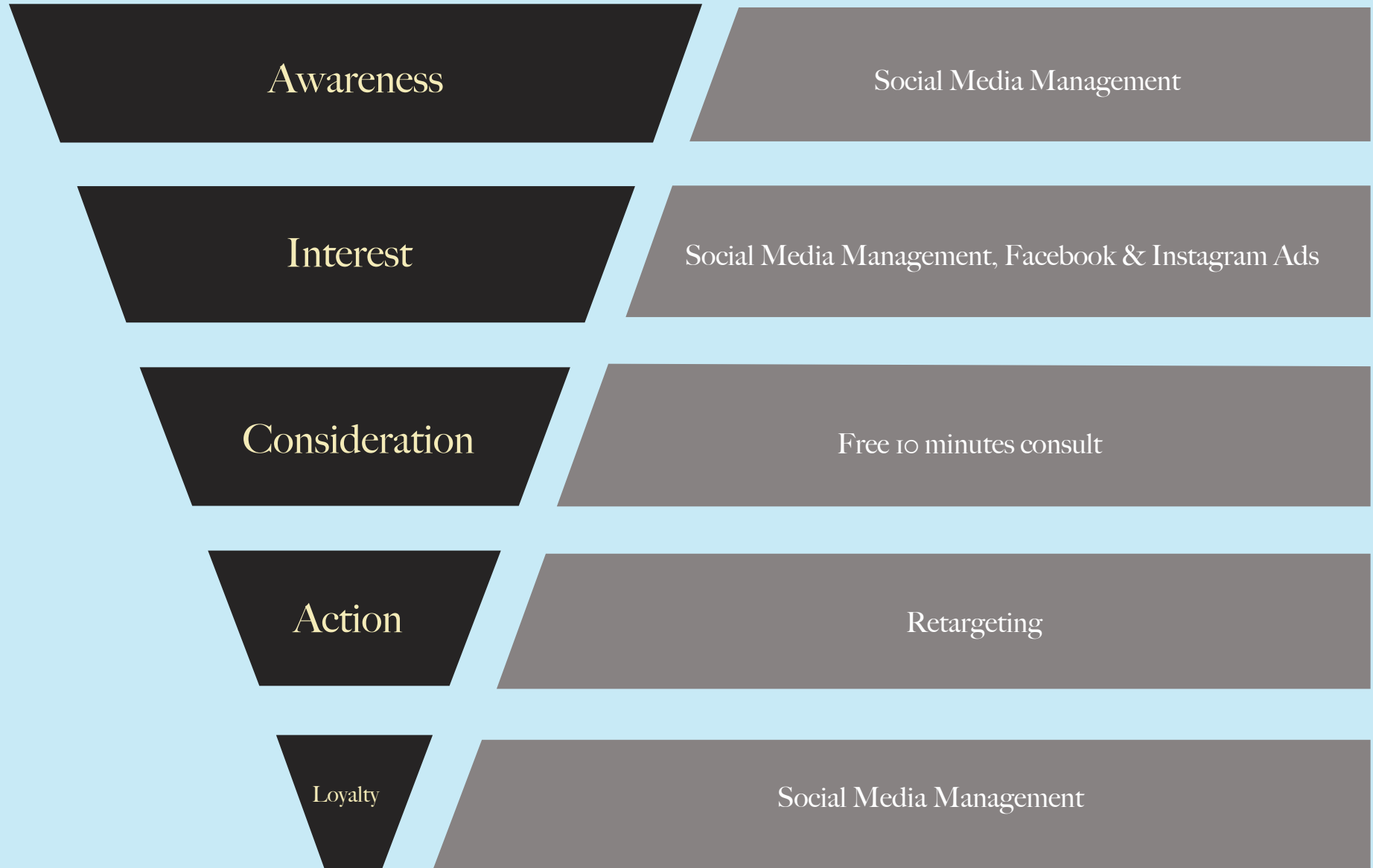
Instagram

PPC

Pay per click

Paid advertising to direct traffic
to the site

Customer journey.



SOCIAL MEDIA

EXAMPLES OF PAID SOCIAL MEDIA

Paid Social Media Examples in order to build awareness.

A Facebook sponsored post for Redvital. The post features a blue header with the Redvital logo and the word 'Sponsored'. Below the header, the text reads 'Ask our doctors for a 10 minutes free consult.' The main image shows a person from behind holding a tablet displaying a doctor's video consultation. To the right of the image is a blue box with the Redvital logo and the text 'Request your free consult' and 'BECAUSE YOU DESERVE IMMEDIATE ATTENTION'. Below the image, the text says 'Free online consult' and 'Primary Care Medicine'. At the bottom of the post, there is a 'Book Now' button and the URL 'WWW.REDVITAL.COM/BOOKING'. The post also shows engagement metrics: 20 reactions, 562 comments, and 311 shares.

An Instagram sponsored post for Redvital. The post features a white header with the Instagram logo and the word 'Sponsored'. Below the header, the Redvital logo and name are visible. The main image shows a smiling female doctor in a white lab coat with a stethoscope. Below the image, there is an 'Open Link' button. The post also shows engagement metrics: 416 likes and a caption that reads 'Redvital How to recognize if you have diabetes symptoms?'.

