

MARKETING STRATEGY

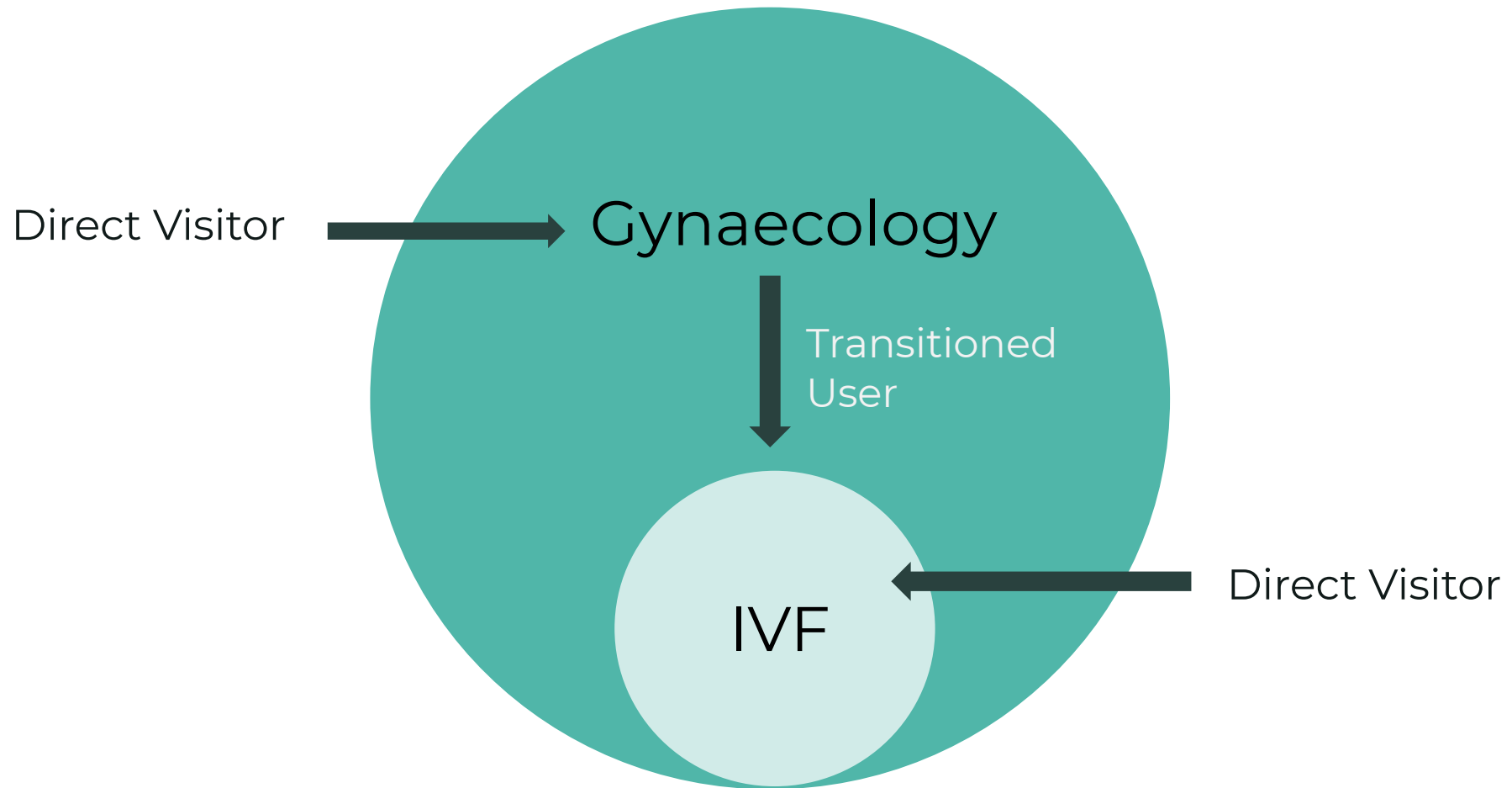
Objective



CONSUMER INSIGHTS



Understanding the consumers



Truth About Our Gynaecology Visitors

Low awareness

- Low awareness regarding **genital health and wellbeing**
- Low **sex education**
- Low knowledge of the **physical & mental side-effects** caused by medicines. Thus the family/partner lacks in extending additional care.

Social Taboo

- Lack of open **conversations even between couples**
- Women **hesitant to talk/share** even when they realize something is wrong or unusual
- **Social taboo** regarding genital discussions

• Fear of Judgement

- **Fear of judgement** from family members/doctors or disclosed identity
- Association of guilt for **sex before marriage**

Reluctance to Gynaecologists

- Gynaecologists considered a space demarcated **only for married women**, women doing something '*wrong*'
- Doctor visits most common only in case of **planned/unplanned pregnancies**
- Awkwardness regarding visiting a **male gynaecologist**

Truth About Our IVF Visitors

Low awareness about the problem

- Low awareness regarding **infertility & IVF and its causes**
- Low knowledge of the physical & **emotional side-effects of fertility medicines**. Thus the family/partner lacks in extending additional care.
- Doubts regarding the **success rate** of IVF
- Lack of knowledge regarding the **IVF process**
- **Preconceived notions/myths** regarding IVF and IVF babies

Problems on the emotional level

- The entire chapter takes a toll on the **emotional and physical health** of the couple. More so, on the woman
- Women feel **lonely, confused and unsure** when taking decisions regarding their genital/sexual health
- Fear regarding very **high costs**
- Person with infertility is **looked down upon** by society and even by family and partner in many cases

Healthcare Psychographic Segments



Self Achievers

Self Achievers are **very proactive** and **heavily weigh instructions from their doctor**.

They also tend to stay up-to-date with check-ups and screenings

Balance Seekers

Balance Seekers seek balance in their lifestyle and wellness.

They are health conscious but do not heavily weigh physician recommendations

Priority Jugglers

Place the health of others above their own. These consumers put off their own care until absolutely necessary and often spend much of their time and money taking care of others

Decision Makers

Will seek treatment as soon as they become sick but, while generally committed to living a healthy life, **may not be regular about check-ups** or screenings if they are inconvenient

Willful Endurers

Willful Endurers are the most short-sighted of the five types. **They visit a doctor only as a last resort and are generally non-compliant with physician orders**

Healthcare Psychographic Segments

Segment	Self Achievers	Balance Seekers	Priority Jugglers	Decision Makers	Willful Endurers
Keys to engagement	<ul style="list-style-type: none"> • Provide goals, progress measures • Highlight credentials, expertise • Frame desired behaviors in terms of achievement, overcoming challenges 	<ul style="list-style-type: none"> • Provide context for suggestions • Offer choices, options • Provide data, reasons and the “why” for making any recommendation • Give interesting and unique information/ education 	<ul style="list-style-type: none"> • Appeal to their sense of duty and commitment • Acknowledge how busy their life is • Offer group or peer learning opportunities • Connect them with other priority jugglers 	<ul style="list-style-type: none"> • Tell them exactly what they need to do • Credentials and authority are important • Discuss how to fit the recommendations into their daily routine 	<ul style="list-style-type: none"> • Target their living in the moment ideology • Tell/show how they will benefit from these recommendations • Get the commitment to the first step V/S a long care plan
Communication Cues	<ul style="list-style-type: none"> • Keeping you in charge of your health • Achieve your health goals 	<ul style="list-style-type: none"> • Best choices for you • Continue on the path to healthy living • Ensure your peace of mind 	<ul style="list-style-type: none"> • We know you are busy • Support when you need it • How to take care of others 	<ul style="list-style-type: none"> • Doctors recommend • Works with your daily routine • Proven methods to being healthy 	<ul style="list-style-type: none"> • Take the first step • Only takes a few minutes • How to maintain focus on your goals
Content Format	<ul style="list-style-type: none"> • Extensive blogs • Videos/Webinars • Downloadable action plans 	<ul style="list-style-type: none"> • Listicles/infographics • Newsletters/weekly mailers • Updates/Testimonials 	<ul style="list-style-type: none"> • Quick tips/advice • Biteable content • Chat bots/consultation • Community building 	<ul style="list-style-type: none"> • Doctor videos • Instructional content • Blogs by certified professionals 	<ul style="list-style-type: none"> • Did you knows • Benefit blogs • 24/7 assistance/ chat bots • Home Tips/Remedies

WHAT DO WE PROPOSE

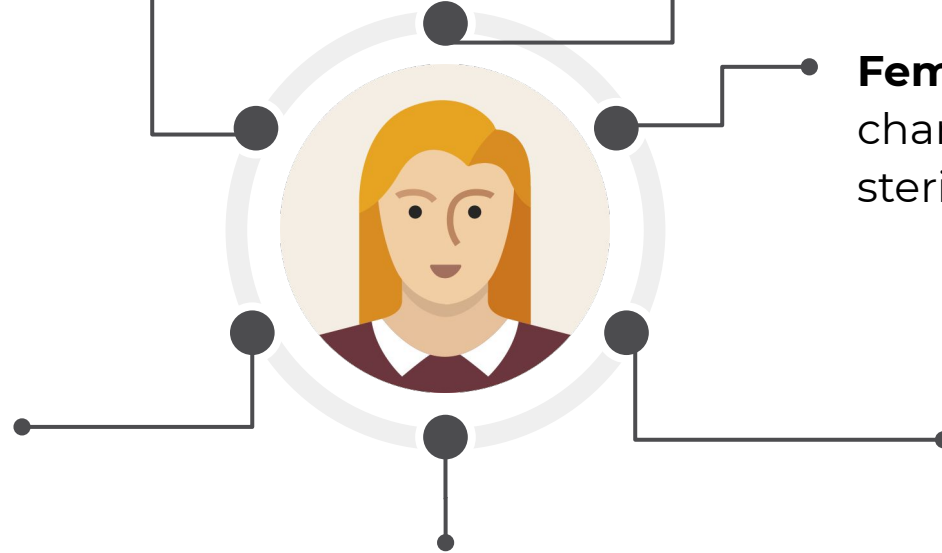


Changing Trends

Rising women **genital hygiene products** and brands like V-wash, Sirona, pee-safe are creating awareness regarding genital hygiene

Number of western **sitcoms are influencing modern woman's** expectations from her partner and thus raising the bar for men's understanding/involvement

Feminist movements & media is changing the trend of female sterilization to vasectomy procedures



Social media is playing a huge role in creating awareness regarding feminism, menstrual awareness, reducing social stigma related to talking about sex

With easy access to internet, men and women are willingly searching for answers to such issues

Modern **metrosexual man** realises his dependence on the woman to run the family, he wants to be a **part of the woman's personal journey** (Gynec visit, birthing process, emotional support)

A Holistic Solution



Creating dedicated content **catering to the needs of each stakeholder** along with plenty of opportunities to creatively **connect with the HCPs, consumers in impactful, measurable ways**

CONTENT



Define right marketing strategies to **identify, reach out to the potential customers, anticipate and provide solutions for their requirements**

MARKETING



Adopting the right digital initiatives to leverage technology as a solution to **deal with today's situation, and to streamline business processes**

TECHNOLOGY

What do we propose

» A safe and open **Content Marketing portal** to gain knowledge, discuss issues related, get guidance and share experiences regarding genital/sexual health, pregnancy, fertility and treatments



Content Marketing

For engaging the audience, need to create **content highly relevant to the audience**, a content marketing strategy to educate the audience about psoriasis using **blogs and articles** from some renowned immunologists



SEO

Ensure the **right usage of keywords relating to psoriasis** that are most searched and embed them in doctor's blogs, videos and micro-site due to which the tendency of appearing in relevant searches increases and thereby **getting more visitors**



Paid Campaigns

Need to run paid campaigns to create **maximum awareness across leading ad platforms**

- Google
- Facebook
- Taboola
- Quora
- YouTube



Social Media

Content buckets around **ongoing trends and themes** to gain interaction and engagement around a particular topic

- Blog posts
- Contests
- Tips and Trick series
- Influencer activities

Role of this portal

- Spread awareness regarding these untalked issues
- Provide knowledge and information to couples dealing with infertility problems
- Provide an interactive and honest platform for women and men to open up
- Engage users with content that keep them interested and hooked to this platform
- Offer handy help - doctors, counsellors, videos, myth-busters
- Make the entire journey - right from genital care to sexual wellness to pregnancy; an informed, happy and tension-free one
- Extend specialist infrastructure - doctors, psychologists, counsellors, IVF specialists

KPI



Total audience
reach



Engagements



Appointments
scheduled

Portal



- **Elements of the portal**

- Content demarcation for gynaecology topics and there-by leading the customer to **book an appointment/ ask for advice**
- **Chat box** to get in touch with the gynaecologist whenever required
- **Newsletters** for regular engagement and nurturing
- **Social Media contests**
- **Quizzes** on the website
- Blogs
- FAQs
- Educational videos
- Testimonials
- Rewards to patients when done specific activities on portal
- Website gamification

Find a Gynaecologist

Select City


Select Area

Availability

Specialization


Search By Name...

825 Results Found



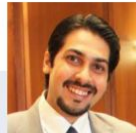
Dr. Amit Luthra
Dermatologist
Panchsheel Park, South Delhi
23 Years experience • 14 Recommendations

CONTACT DERMATOLOGIST



Dr. K Sachdeva
Dermatologist
Mianwali Nagar, Delhi
21 Years experience • 9 Recommendations

CONTACT DERMATOLOGIST



Dr. Rajat Khanderi
Dermatologist
Vasant Vihar, Delhi
8 Years experience • 7 Recommendations

CONTACT DERMATOLOGIST

Chatbox

Sorry, we aren't online at the moment. Leave a message and we'll get back to you.

Introduce yourself *

or sign in with  

Phone number *

Message *

Send message



- **Elements of the portal**

- Articles and videos from immunologists increases the portal's credibility

Videos from gynaecologists



GYNECOLOGY

Empowering Patients to Take Charge of Their Vaginal Health

DEC 13, 2017 | Family Medicine, Gastroenterology, Human Interest, Internal Medicine, Ob/Gyn, Patient Education, Public Health & Prevention, Women's Health

The Keep Her Awesome initiative was designed to raise awareness around vaginal health issues and stress the importance of consulting a medical professional for health advice. According to data on file with the Keep Her Awesome organization, "59% of women with BV tried to self-treat before they went to see an...

[More...](#)

Articles from gynaecologists



SÉVERINE CALUWAERTS
OBSTETRICIAN / GYNAECOLOGIST

"We give more than just hope": How MSF is tackling an unseen cancer

Cervical cancer kills hundreds of thousands of women each year, despite being highly preventable and curable. On International Women's Day, Belgian obstetrician and gynaecologist Séverine shares her experience treating women with cervical cancer – and why we must speak out about this deadly but silent killer.

03 MAR 2020 / 6 MINUTE READ



PIPPA LETCHWORTH
OBSTETRICIAN / GYNAECOLOGIST

ER mode: My last patient in Nigeria

Pippa is an obstetrics and gynaecology consultant, recently returned from assignment with Médecins Sans Frontières / Doctors Without Borders (MSF) in Jahun, part of northern Nigeria's Jigawa state – an area where high numbers of women and children die during childbirth.

20 DEC 2018 / 8 MINUTE READ

Portal



**Worry no more.
Period!**

Periodic Calculator

Women readers can calculate their periods and fertility days well in advance

Pregnancy Planner

Pregnancy planner which will help couples plan out the pregnancy. Readers can enter details about period cycles and they will get the info



**Caution:
Babies in the making!**

Planning a baby?



Baby Bloomers

All about IVF Babies

Portal

V-talk or V-log

A dedicated section for uninhibited talks about vagina and its wellness without any taboo.



Gender neutral Chat bot

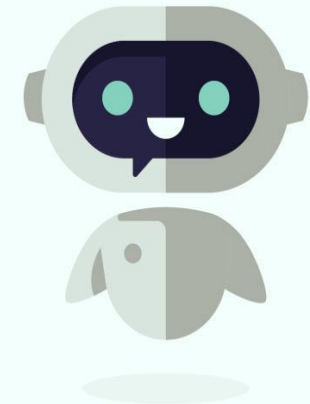
Automated chatbots that follow preset information architecture to guide users through the content using predictive intelligence

**Hushed talks
no more.**



Men's Corner

Targeted section for men. Will address their sexual concerns and educate them about genital-sexual health



CONTENT STRATEGY : **GYNAECOLOGY**



Gynaecology : Content Buckets

Awareness

- About female reproductive organs
- Sexuality and orgasms
- The importance of sex education
- Global statistics
- Difference obstetrician, gynecologist & Ob/Gyn
- Emotional changes
- Infertility reasons

Gynaecology problems

- Different types
- Age-related problems
- Physique & Lifestyle-based problems
- Hormonal changes
- Menstruation problems
- Endometriosis: Types & causes
- Abnormal vaginal discharge

Understanding signs

- Signs of pregnancy
- Regular check-ups
- Signs and symptoms of Endometriosis
- Symptoms of vaginal infection
- PCOS symptoms
- Menopause symptoms

Gynaecology : Content Buckets

Treatments

- When to go for treatments
- Asking the right questions
- Where to go
- Costs
- Actual procedures
- Irregular periods
- Home remedies

Knowledge & Self-care

- Self-care rituals
- Wellness Tips, Diet & nutrition
- Vaginal hygiene
- Understanding menstruation cycle
- Hormones & pregnancy
- Postpartum depression

Brand

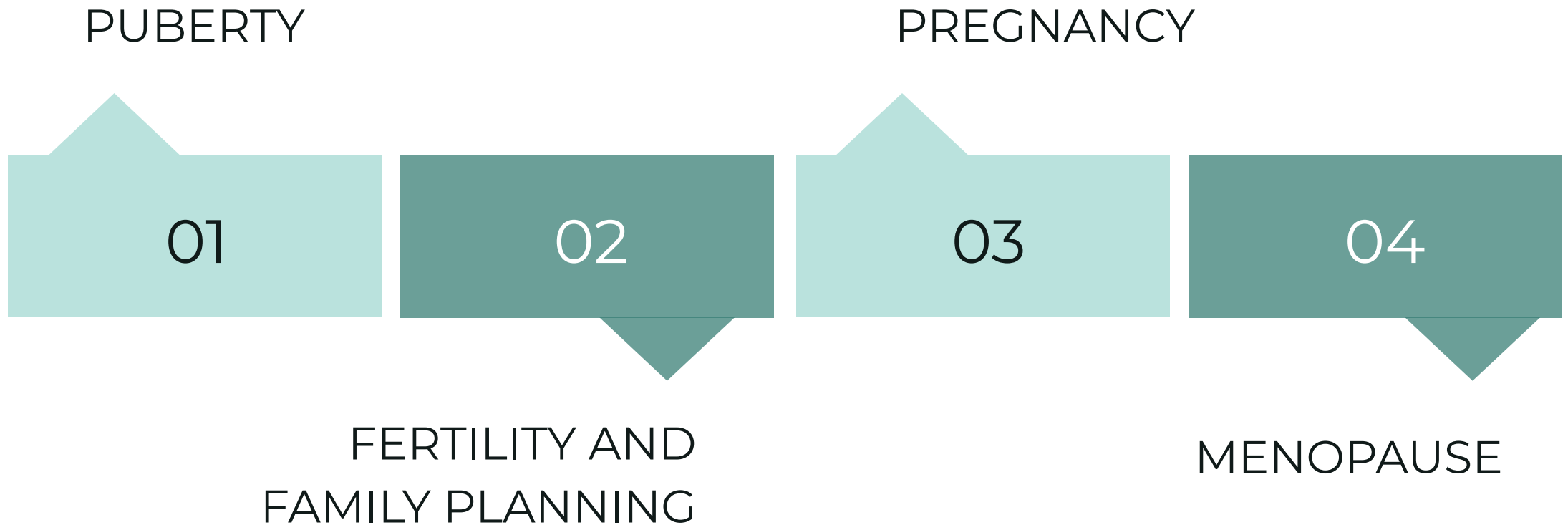
- Reliability
- Doctor network
- Tele-consulting
- Product info

Interact

- Quizzes
- Assessments
- 1-minute reads
- Testimonials
- Videos
- Q&As
- FAQs

Female Life Stages

Segmentation could be done on the basis of female life stages. This will help us cater specific information to each audience segment



Female Life Stages : PUBERTY

BLOG POST



Puberty in girls: All you need to know

VIDEOS



Understanding your menstrual cycle

ACTIVITIES



Q&A: How to help your teen cope with hormonal changes

Female Life Stages : FERTILITY AND FAMILY PLANNING

BLOG POST



X signs of infertility in women

VIDEOS



How good is natural family planning

ACTIVITIES



Webinar: Reasons of infertility & ways to solve them

Female Life Stages : PREGNANCY

BLOG POST



Sex during pregnancy: Is it safe?

VIDEOS



Diet plan as per each trimester

ACTIVITIES



Live Q&A: Prep for pregnancy: Natural v/s cesarean

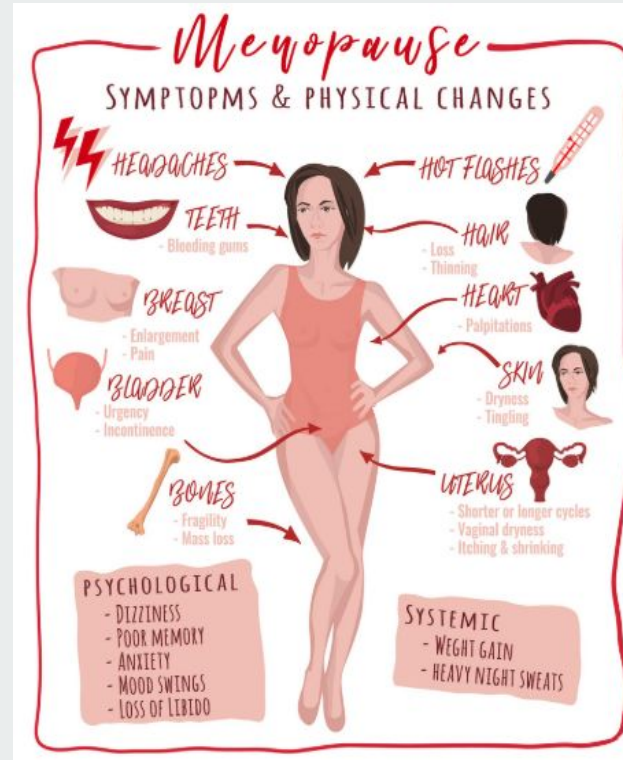
Female Life Stages : MENOPAUSE

BLOG POST



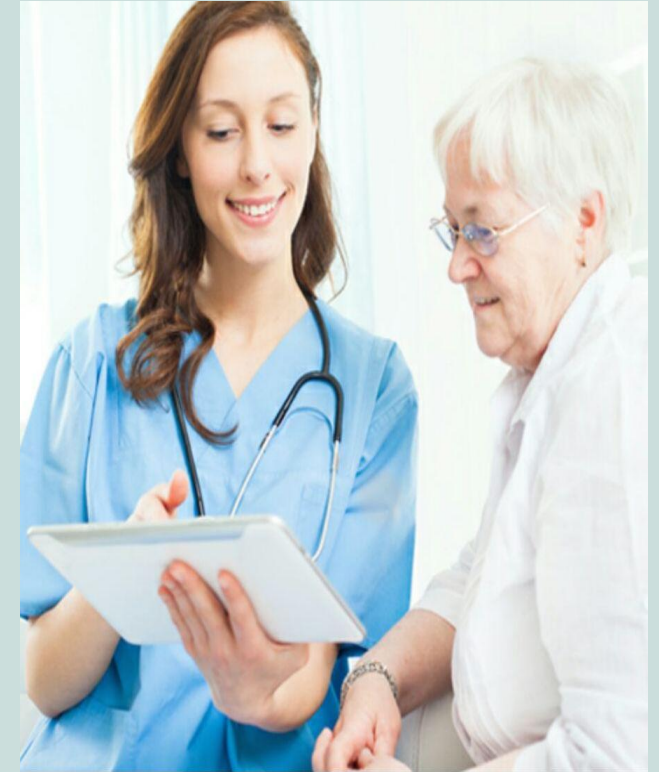
Sex during pregnancy: Is it safe?

VIDEOS



Diet plan as per each trimester

ACTIVITIES



Live Q&A: Prep for pregnancy: Natural v/s cesarean

CONTENT STRATEGY : **IVF**



IVF : Content Buckets

Awareness

- What is IVF
- How does it work
- Costs involved
- Success rates
- When to go for it
- Suitability
- Precautions

Sensitivity

- Self-acceptance
- Couple counselling
- Stigmas
- Family counselling
- Inhibitions

Interaction

- Quizzes
- Questions & inhibitions
- Share experiences
- Live Q&A
- Mothers & fathers corner

Infertility

- Causes
- Male and female infertility
- Mental acceptance
- Treatments options

The IVF Generation

- Kids care
- Myth-buster series
- Understanding IVF kids
- Real-life stories
- Q & A

Contribute

- Donate a sperm or egg
- Counsel
- Volunteer

IVF : Content Buckets

Fertility Procedures

- Different types
- ART, IUI, ICSI, IVF, etc.
- Suitability and expectations
- Risks

Care & wellness routines

- Pre and post care
- Genital care in general
- Caring for your partner
- Emotional care
- Diet, nutrition

Brand

- Doctors involved
- Resources
- Reliability
- Patient / member confidentiality
- Tele-consulting

IVF for Rural

- Vernacular outreach
- मुमकिन है initiatives
- Education and facilitation
- Community and family counselling

IVF Financials

- Cost consideration
- Planning
- Testimonials
- Insurance

Doctor Network

- Chat with a gynaec
- Connect
- Gynaec login and profiles
- IVF knowledge sharing

IVF Generation

BLOG POST



2 words, too many doubts:
IVF Kids, understood

VIDEOS



Meet the IVF Gen: Kavi
Paramhans, 27, Analyst

ACTIVITIES



Talk to an IVF Parent:
Online chats/virtual meets

Vernacular Outreach

BLOG POST



इंतजार नहीं, इंतजाम करें: आज ही
IVF की जानकारी लें

VIDEOS

“अब तक बच्चा नहीं?”
कुछ भी लोग कहेंगे

अनचाहे तानों को अनसुना कर दें.
IVF की जानकारी लें

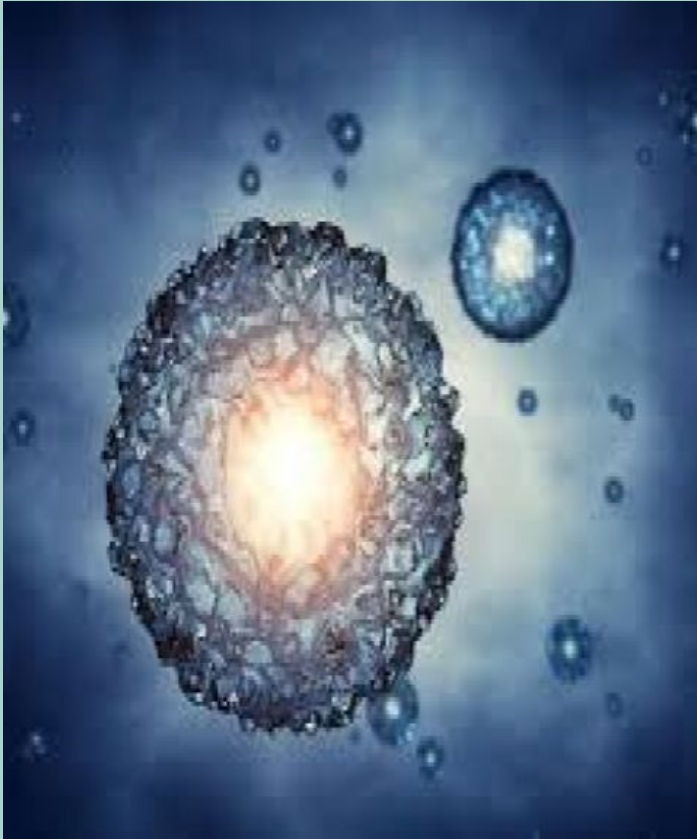
ACTIVITIES



IVF संबंधित कोई भी सवाल हो,
बेजिझक पूछिए!

Portal

BLOG POST



Misconceptions about infertility.

VIDEOS



IVF together: The need for couple counselling

ACTIVITIES



Nutrition: 5 fruits to eat during IVF process

SOCIAL MEDIA : **GYNAECOLOGY**

01.

Platform-wise Followers

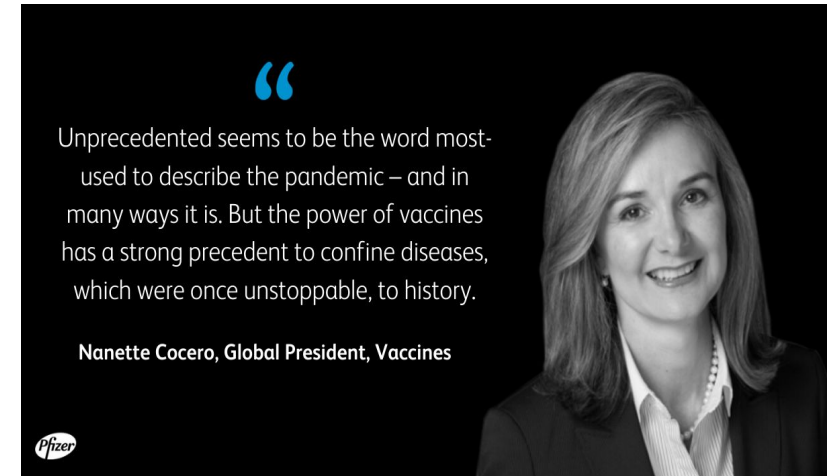
Brand	Facebook	Instagram	Twitter	Linkedin	Youtube
Bayer India	2.8 M	3,833	1,363	-	37.9K
Pfizer Inc	383K	33K	267.7K	3.3M	35.6K
Abbvie	27K	12.2K	63.8K	515K	-
Merck India	187K	-	15.4K	4,918	144

- Bayer India has good follower base on Facebook and Youtube. A well-planned strategy need to be implemented to gain followers on Twitter and Instagram.
- All the other competitors have good number of followers across social channels. Facebook is the most preferred and effective social media platform for each brand.

Platform-wise Engagement

Brand	Facebook	Instagram	Twitter	Linkedin	Youtube
Bayer India	100	40	2	-	500
Pfizer Inc	100+	500+	20	200+	1K
Abbvie	100+	200	15	300+	200+
Merck India	200	-	5	10	10

- All the brands have good engagement on Facebook. Except Merck India, all others are building good presence on Youtube too.
- All brands are using promotional strategy to maximise reach on Facebook and Instagram.



- The brand has posted video content to greater extent across all social media platforms.
- The type of content posted is informational and product specific. News updates, blogs and facts are posted to inform the audience.
- The brand has leveraged content related to the ongoing pandemic and research happening for the COVID-19 vaccine.



- The brand shares a lot of informative and knowledge based content on its social media platforms.
- A good mix of videos, static posts, news updates and informative posts. The brand has consistently posting about its effort during the pandemic.
- The nature of content is more human based and community oriented. Posting frequency as well as posting quality has been excellent.

Merck & Co



- » The brand focuses on static posts, news updates and informatives to connect with the audience.
- » The posts on social media didn't seem to have a common link or thread. The brand appeal doesn't appear from the creatives.
- » The use of font, colour and images aren't in a sync. The viewer may not find the content engaging.

SOCIAL MEDIA : **IVF**

01.

Platform-wise Followers

Brand	Facebook	Instagram	Twitter	Linkedin	Youtube
Bayer India	2.8 M	3,833	1,363	-	37.9K
Boston IVF	13.8K	2,609	4,264	1,275	217
Vitrolife AB	2,093	1,356	1,576	9,603	1.57K
Irvine Scientific	-	-	339	14,655	33

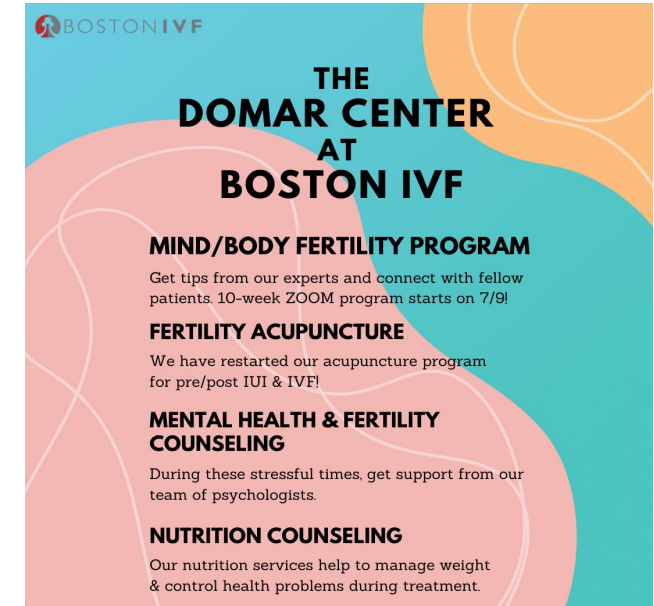
- Every brand has decent number of following on all the social media platforms. Facebook still leads the way among all.
- Bayer India has better number of followers on Facebook and Youtube than its competitors.

Platform-wise Engagement

Brand	Facebook	Instagram	Twitter	Linkedin	Youtube
Bayer India	100	40	2	-	500
Boston IVF	50+	100	5	10+	100
Vitrolife AB	10	40	5	30	100+
Irvine Scientific	-	-	1	10	300

- For all brands, the engagement is high for the video and Youtube content. Engagement is low on Twitter comparatively.
- Facebook and Instagram always yield better results in case of engagement due to the platform's reach.

Boston IVF



- The brand has used quality creatives and images to capture viewer's attention.
- There is a good mix of video, infographics and static posts to engage the viewer.
- Better posting frequency and varied content could have increased engagement as well as followers

- The social media posts only cover product information, blog updates and news related to the industry.
- There is no variety in the content and only informative content is published through videos and posts.
- Engaging content need to be published to to grow follower base and brand engagement.

Irvine Scientific

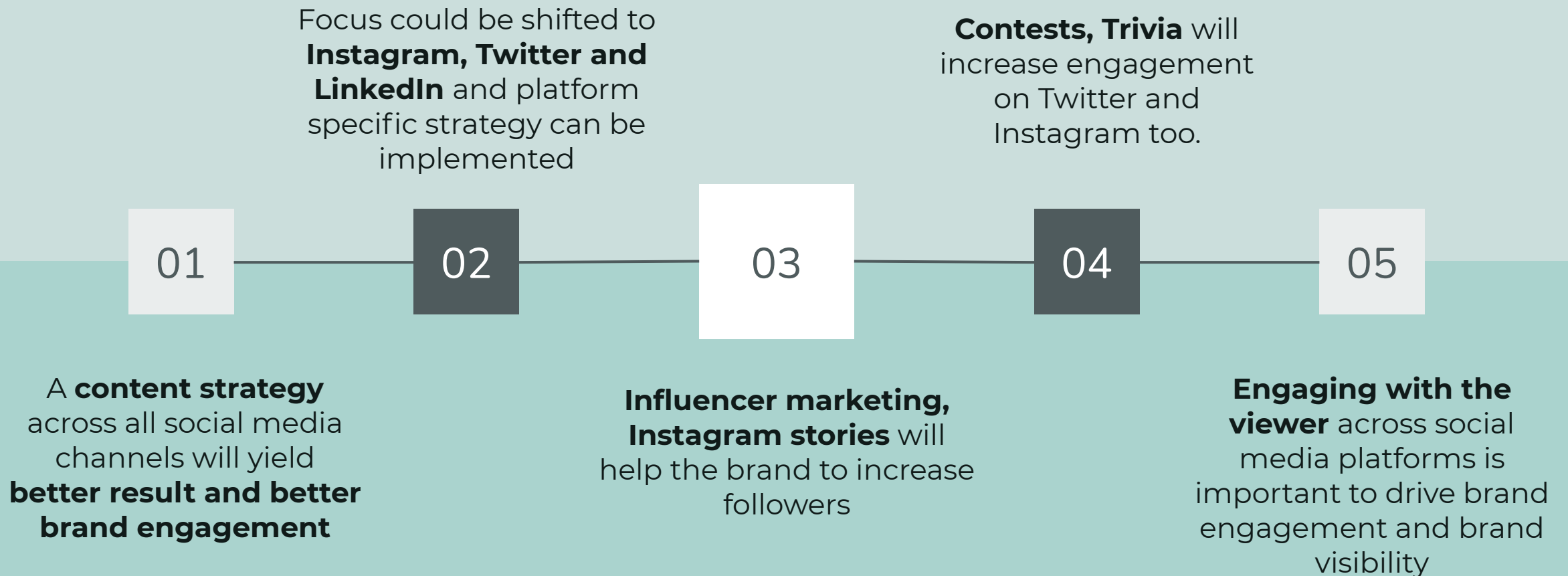


- » The brand is only active on LinkedIn and Twitter. i.e. B2B marketing platforms.
- » Blogs, news updates and product information is shared on the social media platforms
- » There is not much variety in the content posted, hence The engagement is low.

Bayer India

- The brand is more active on Facebook compared to other social media platforms.
- The content is leveraged to the trending topics as well as occasions. The content has good mix of informative posts and engagement posts.
- The quality of creatives and images are excellent and catches the attention of the viewer.

Social Media Insights



MERCURY

Mercury is the closest planet to the Sun

MARS

Despite being red, Mars is a cold place

JUPITER

It's the biggest planet in our Solar System

VENUS

Venus has a beautiful name, but it's very hot

