

# Glenmark Cardio

Content Strategy

# Audiences

Pre-hypertension

Those experiencing symptoms and signs

Newly Diagnosed

Have consulted a doctor/physician and understood their stage of hypertension

Casual Careless

Who always think this won't happen to them

Idealist

Health-conscious, proactive, who believes in being prepared

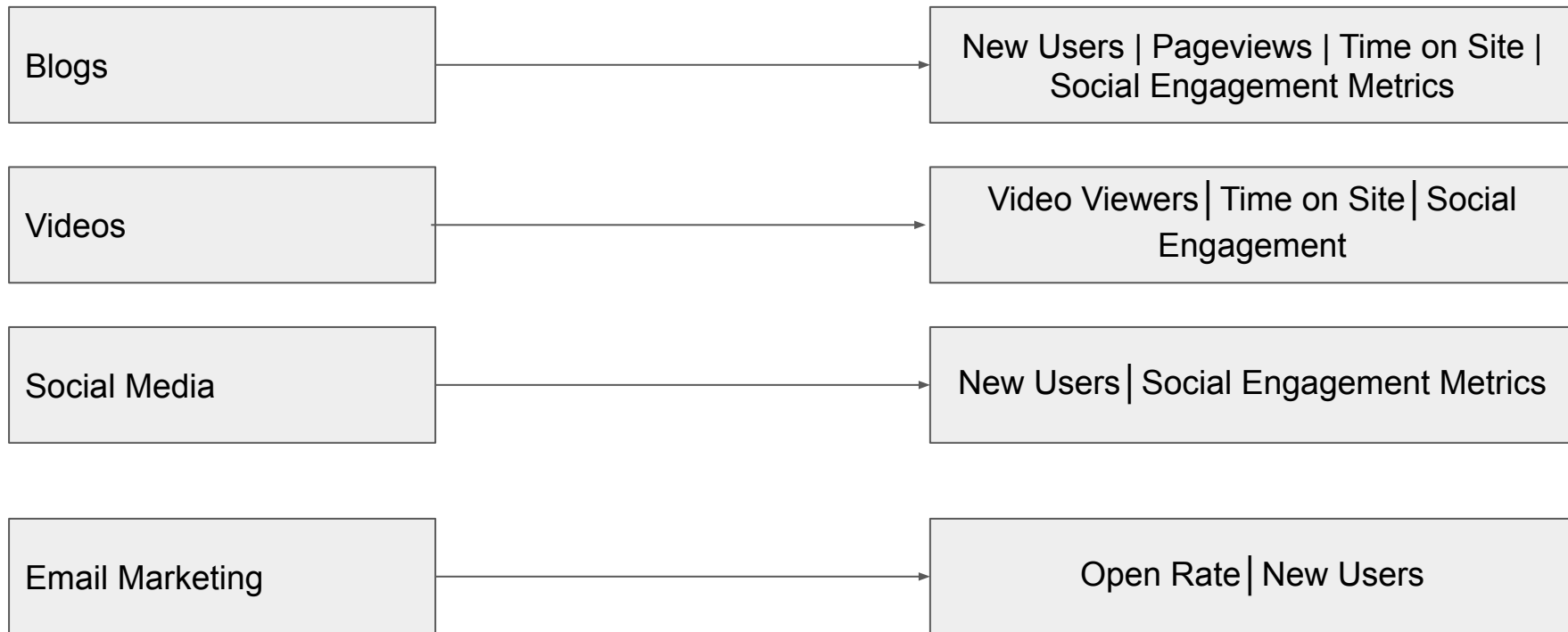
Caregiver

Primary or secondary care-taker like daughter/son, wife/husband, mother/father

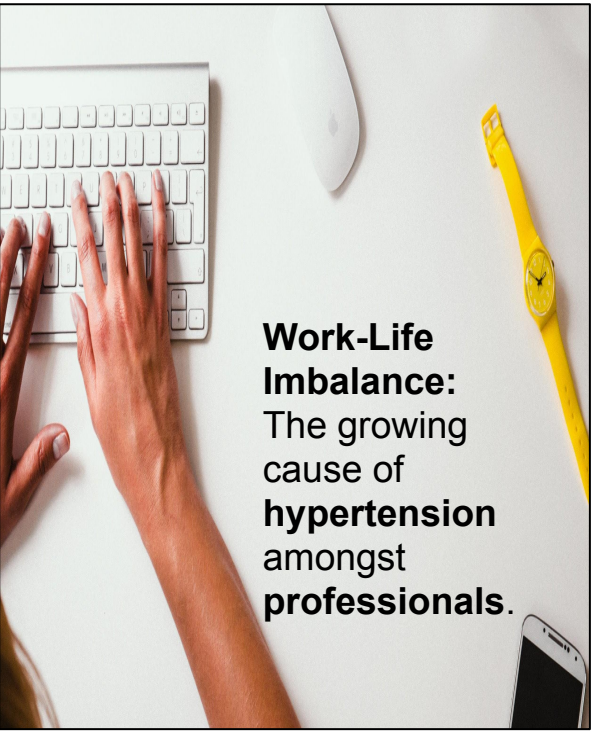
# Content Buckets and Platforms

Buckets	Blog Posts	Video	Social Media	Email Marketing
Signs & Symptoms	<b>Key symptoms of high blood pressure</b> Blogs about signs of High or Low BP, Focused articles on hypertension	<b>Signs of high blood pressure amongst women</b> Interviews with doctors and health experts	<b>Causes of High BP</b> Blog Posts Engagement Series Video promotions	<b>High BP Alert</b> Awareness Subscriptions Newsletter/Blog Blog Updates
Causes	Causes to Cases: Effects of hypertension Key causes of Sudden High Blood Pressure	Advice-based videos by doctors	Blog Posts Engagement Series Video promotions	Awareness Subscriptions Newsletter/Blog Updates
Treatment	Treatments for High/low BP <b>Medications for high BP</b> <b>Natural remedies to stay tension-free</b>	Expert opinions - interviews with doctors Webinars if possible for more serious cases	Blog Posts Engagement Series Video promotions	Awareness Subscriptions Newsletter/Blog Updates
Self-care	- Listicles on types of exercise to reduce hypertension - Benefits of regular exercise in keeping BP in control <b>Dietary changes for avoiding high blood pressure</b>	Videos about self-care tips, exercises, dietary tips	Blog Posts Engagement Series Video promotions	Awareness Subscriptions Newsletter/Blog Updates
Types	Types of hypertension Individual blogs about each type	Interviews with cardiologists about different types of hypertension	Blog Posts Engagement Series Video promotions	Awareness Subscriptions Newsletter/Blog Updates

# Metrics

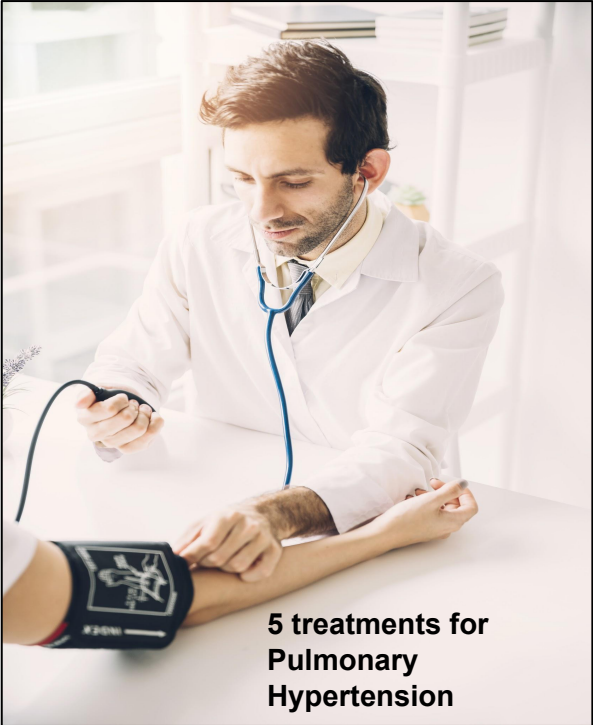


# Blog Posts - Samples



**Work-Life Imbalance:**  
The growing cause of **hypertension** amongst professionals.

Casual-Careless | Causes



**5 treatments for Pulmonary Hypertension**

Newly Diagnosed & Caregivers  
| Treatment



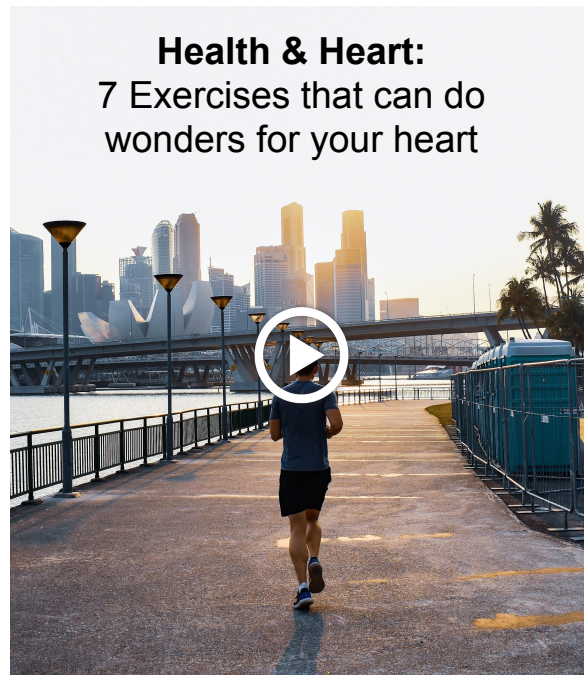
How to **eat right** to keep the **heart right**

Newly Diagnosed & Idealists |  
Self-care

# Videos - Samples



**Caregivers | Treatment**



**Idealists & Newly Diagnosed |  
Self-care**

# Social Posts - Samples



**Yoga at Heart:**  
5 Asanas that can  
keep blood  
pressure at bay.

Post Copy: A simple 'Shavasana' can help you reduce blood pressure. Imagine what other benefits this ancient form of exercise holds! Read on to discover.

# Emailers - Samples

**Subject:** You've just made your heart happy!

**Emailer:**

Thank you for subscribing to Glenmark Cardio - your friend-in-need for tackling hypertension and leading a healthy life.

Stay tuned for the best of tips, treatments, and advice on all heart-related issues.

**Quiz:**

Are you healthy at heart? Find out with a quick quiz.

[Take the Quiz](#)

**Subject:** Take pride in being a workaholic? Think again.

**Emailer:**

Being a workaholic maybe a choice. But are you prepared for the baggage of heart issues that come with it?

Let us tell you why is it important to maintain a good work-life balance for a longer and healthier life.

**Blog:** Be a workaholic, and a life-aholic too!

[Read More](#)