



# Strategic SEM Campaign Proposal

**Launch & Promotion of Doctorcall's Private GP – South Buckinghamshire**

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# Campaign Overview

## Objective:

Launch a targeted marketing campaign to increase awareness and drive bookings for Doctorcall's new Private GP service in South Buckinghamshire.

## Approach:

- Research-led targeting and messaging
- Multi-channel strategy (SEM, social media, local SEO & offline media)
- Hyper-local targeting with convenience, trust and speed as key value drivers.



# Audience & Market Insights

Target Audience	Local Demand & Pain Points	Key Competitors
Affluent families and working professionals	NHS wait times & limited availability	The Hedox Clinic, The Private GP Group
Elderly individuals seeking quick, accessible and private GP appointments	Preference for convenience, same-day appointments	The Medical Chambers
Busy parents needing flexible appointments	Trust and discretion in healthcare services	Other Local NHS GP clinics & telehealth platforms



# Core Messaging & USPs

## Messaging Pillars:

- 1 Fast Access to Quality Care – same-day appointments, minimal wait time
- 2 Trusted Private Care – Experienced GPs with a medical legacy in South Bucks
- 3 Local Accessibility – Your neighborhood GP, just around the corner
- 4 Discreet & Personalised Service – Confidential, high-quality care tailored to you and your family

## Sample Headlines:

“Avoid NHS Delays – Book Your Private GP in South Bucks Today”

“Private Healthcare, Without the Wait. Now in South Buckinghamshire”

# Keyword Strategy

## High-Priority Keywords:

**Broad Match:** “private GP near me,” “private doctor Buckinghamshire’

**Exact Match:** [private GP South Buckinghamshire], [same day private GP]

**Long-Tail:** “book private GP appointment in Beaconsfield,” “fast GP access High Wycombe”

**Branded:** Doctorcall private GP

## Keyword Rationale:

Mix of high intent, location-specific and symptom-based terms

Addresses different stages of user journey (awareness → booking)

## Tools Used:

Google Keyword Planner, SEMrush, Google Trends



# Campaign Structure

## Phase 1: Launch (Weeks 1–2)

Goal: Awareness & clicks

Google Search Ads with local extensions

Facebook/Instagram ads targeting local demographics



## Phase 2: Drive Bookings (Weeks 3–6)

Retargeting campaigns

(Google + Meta)

Boosted content with service testimonials

Encourage online booking



## Phase 3: Retain & Expand (Weeks 7–10)

Local SEO push (Google Business Profile, local listings)

Email campaigns to first-time patients

Referral incentives

# Google Ads & Meta Ads Strategy

## Google Search Campaign:

- 1 Location targeting: 10-mile radius of Beaconsfield
- 2 Ad extensions: call, location, sitelinks
- 3 Responsive search ads with headline variations

## Meta Campaigns:

- 1 Custom audience: 30–60 y/o, high-income, parents
- 2 Ad types: Carousel (clinic images), Testimonials, “Book Now” CTAs
- 3 A/B Test: Booking link vs. phone call as CTA



# Local SEO & Offline Integration

## Local SEO:

- 1 Google Business Profile optimisation
- 2 Geo-targeted landing page for South Buckinghamshire
- 3 Local backlinks (Beaconsfield health directories)

## Offline Tactics:

- 1 Local Print Ads: Buckinghamshire Advertiser and local newspapers
- 2 Posters/Banners/Brochures: Pharmacies, care homes, gyms and coffee shops
- 3 Community Partnerships: Speak at local wellness events
- 4 Direct Mail: Flyers targeting households within 5–10 miles



# Budget Outline

Channel	Estimated Budget	Rationale
Google Ads	£3,500 per month	High-intent searchers, local bookings
Meta Ads	£2,000 per month	Hyper-local awareness & retargeting
Local SEO	£1,000 setup	Long-term visibility, maps, reviews
Offline Ads	£2,000 (flyers, banners, print)	Local trust & awareness
Creative/Content	£1,000	Ad creatives, landing pages

Total: **£10,000/Month**



# Success Metrics – Key KPIs

KPIs	Why Track It?
Click-Through Rate	Shows ad relevance and copy effectiveness
Cost Per Lead	Helps optimise ad spend for most effective channels
Conversion Rate	Measures how well landing pages and CTAs convert visitors
Local Search Ranking	Tracks visibility in “near me” and map-based queries
GBP Engagement (Clicks, Calls)	Indicates how well local presence is performing
ROI / Customer Acquisition Cost (CAC)	Measures performance and financial outcomes
Phone Calls / Booking Clicks	Direct action toward booking GP appointments
Offline Referrals	Tracks success of brochures, press, partnerships





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# Thank you!