

SOCIAL MEDIA & DIGITAL MARKETING CAMPAIGN BRIEF.

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Campaign Goals

- Increase brand awareness
- Drive traffic to the company website
- Educate the audience on healthcare topics
- Engage with the community

Target Audience

- Age: 18-65
- Location: Kenya
- Interests: Health and wellness, medical services, healthy living and creating access to opportunities for healthcare professionals.
- Platforms: Tiktok, Facebook, Instagram, X, LinkedIn, YouTube, Google

Content Strategy

- Educational Posts: Share articles (blog post), infographics, and videos on health tips, disease prevention, and wellness.
- Promotional Posts: Highlight services, special offers, and new products.
- Engagement Posts: Polls, Q&A sessions
- Live Sessions: Weekly live Q&A with healthcare professionals on socials / webinars
- User-Generated Content: Encourage followers to share and tag the company.

Posting Schedule

- Facebook: 1 post per week (Friday)
- Instagram: 1 post per week (Monday/ Friday)
- LinkedIn: 1 post per week (Tuesday, Thursday)
- Tiktok : 1 post per week (any day)
 - Posting window : 9-5PM

Ads

- Google x YouTube x Tiktok x Instagram x Facebook

Engagement Strategy

- Respond to comments and messages within 24 hours. Including WhatsApp

- Like and share relevant user-generated content.
- Host weekly Q&A sessions.

Resources

Influencers

- The laughing labcoat
- Dr. Dimbil / Dr. Gray/Dr. Rein
- Dr. Mokeira/ Hope Hajir /Dr. Marie-Claire
- dr._mokeira- Medical doctor, 27.5k followers
- joanthecareercoach- 139k followers
- dr.hope_c_me_u- Medical doctor, 7740 followers
- dr_kendi_ke- Dentist – 1476 followers
- nurse_judy_ke – Registered nurse, 89.8k followers

PS. This list is subject to change and not all influencers will be engaged .

Content creators

- Eddah Njeru (consultant)
- Jethro & Lilian (Inhouse)

Data Analytics

- Google Analytics
- Excel

Budget Estimate (in KES)

ITEM	Est. COST PER MONTH
Content Creation	20,000
Video Production	25,000

Influencers		50,000
Advertising	Meta (FB, IG)	15,000
	Google	10,000
	YouTube	40,000
	Tiktok	15,000
	LinkedIn (InMail)	10,000
	X	10,000
Total		195,000

Key Performance Indicators (KPIs)

Social Media Metrics

Reach

Measurement: Use social media analytics tools to track the number of unique users who have seen your posts.

How to Measure: Platforms like Facebook, Instagram, and Twitter provide reach metrics in their insights or analytics sections.

Engagement

Measurement: Sum of likes, comments, shares, and saves on your posts.

How to Measure: Check the engagement stats in the analytics section of each social media platform. Tools like Hootsuite or Buffer can also consolidate this data.

Impressions

Measurement: Total number of times your posts have been shown.

How to Measure: Available in the analytics section of social platforms.

Follower Growth Rate

Measurement: The rate at which your followers increase over a period.

How to Measure: Track the number of new followers divided by the total number of followers at the start of the period, then multiply by 100 to get a percentage.

Click-Through Rate (CTR)

Measurement: The percentage of people who click on a link in your post.

How to Measure: Calculate by dividing the number of clicks by the number of impressions, then multiplying by 100.

Marketing Metrics

Website Traffic

Measurement: Number of unique website visitors.

How to measure: Available in google analytics under audience overview.

Bounce Rate

Measurement: The percentage of visitors who leave after viewing only one page.

How to Measure: Available in Google Analytics under the Behavior section.

Average Engagement Rate

Measurement: Average engagement (likes, comments, shares) per post.

How to Measure: Total engagement divided by the number of posts, then divided by the number of followers, and finally multiplied by 100 for a percentage.

Video Views and Completion Rate

Measurement: Number of views and percentage of viewers who watch the video to the end.

How to Measure: Platforms like YouTube and Facebook provide these metrics in their analytics sections.

Conversion Rate

Measurement: The percentage of users who take a desired action (e.g., purchasing a product) after clicking on your post.

How to Measure: Use tools like Google Analytics to track conversions from social media traffic.

Customer Acquisition Cost (CAC)

Measurement: The total cost of acquiring a new customer through your campaign.

How to Measure: Sum up all the costs related to the campaign and divide by the number of new customers acquired.

Return on Ad Spend (ROAS)

Measurement: Revenue generated for every dollar spent on ads.

How to Measure: Calculate by dividing the revenue from ads by the cost of the ads.

Search Engine Ranking

Measurement : Keyword rankings and search visibility

How to measure: Use SEO tools eg. google search console, MozBar

Sentiment Analysis

Measurement: Evaluates the tone of the mentions and interactions your brand receives.

How to Measure: Use tools like Brandwatch or Social Mention to analyse the sentiment of social media interactions.

Share of Voice (SOV)

Measurement: Your brand's visibility compared to competitors.


How to Measure: Track the number of mentions of your brand versus competitors. Tools like Mention or Brandwatch can help.

Annex


Meta Ads



17:13
354 KB/S
97%

← Ads
?



Clinifix Care
Health & wellness
website




Messenger


Daily budget
(info icon)

Country, currency
US, KES

Change

KSh200
☒

Est. reach 2.8K-8K people per day

KSh500
☐

Est. reach 5.8K-16.9K people per day

KSh1000
☐

Est. reach 9.9K-28.5K people per day

KSh5000
☐

Est. reach 42K-121.4K people per day

Choose your own
☐

Duration
(info icon)

Promote Now

Google Ads



Set a budget to get the results you want

☒ Select a budget option

Currency: US Dollar (\$) ▼

\$0.60 daily average · \$18 monthly max
Get an estimated 110-250 ad clicks each month

Recommended for you ⓘ

\$1.90 daily average · \$58 monthly max
Get an estimated 340-770 ad clicks each month

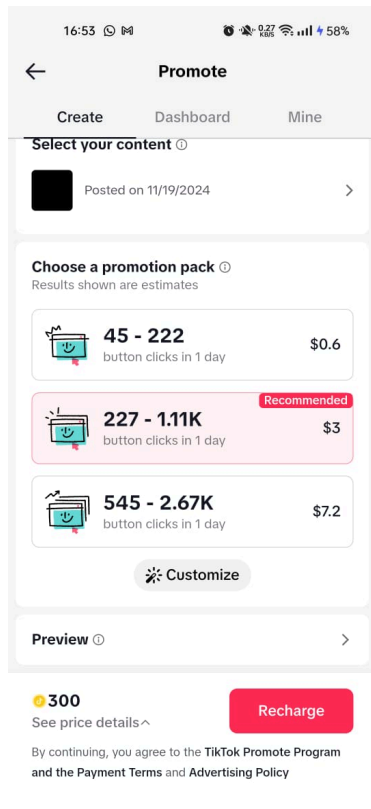


\$4.90 daily average · \$149 monthly max
Get an estimated 890-1,980 ad clicks each month

☐ Enter your own budget

TikTok Ads

Website visits



TikTok - calls

16:55

41.0 Kbps
 63%

Promote

Create
Dashboard
Mine

Your phone
Edit

Phone number: +254 741955303
Call-to-action: Call now

Select your content ⓘ

Posted on 11/19/2024

Choose a promotion pack ⓘ

Results shown are estimates

7 - 115
\$0.6

button clicks in 1 day

22 - 346
Recommended
\$1.8

button clicks in 1 day

37 - 576
\$3

button clicks in 1 day

180

See price details^

Recharge

By continuing, you agree to the [TikTok Promote Program](#) and the [Payment Terms and Advertising Policy](#)

YouTube Ads

YouTube Advertising Costs

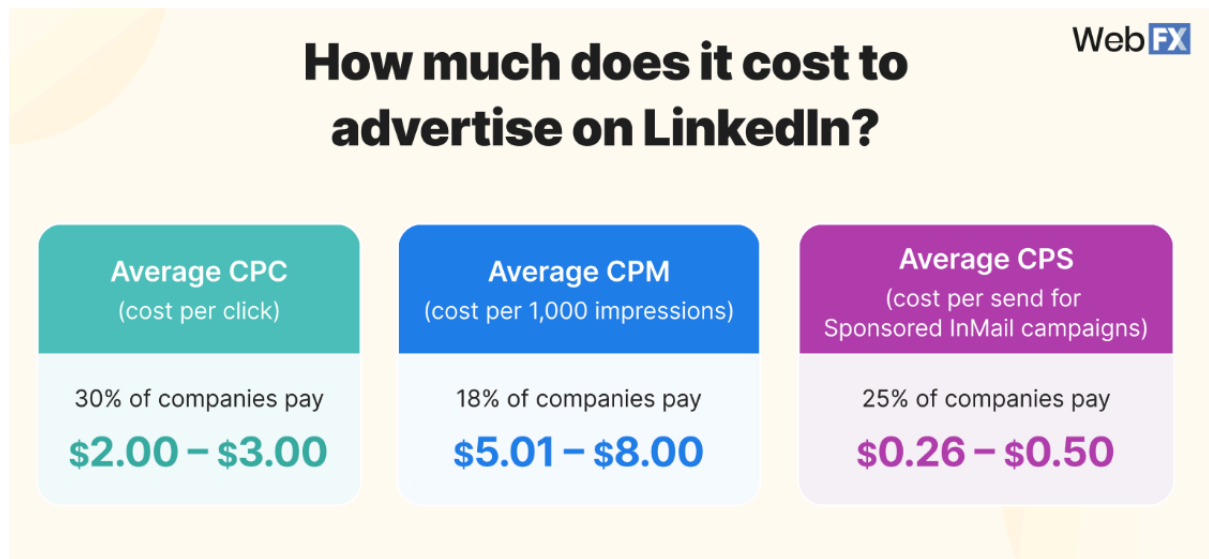
\$4-\$10
per CPM

\$10-\$50
average daily budget

\$0.10-\$0.30
per view or impression

\$2,000
on average to reach 100,000 views

LinkedIn Ads



X Ads

