



SMART HEALER

PROPOSAL

DIGITAL

MARKETING

Prepared For :

Professional
Doctors and
Hospitals

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SMART HEALER

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About Us



Smart Healer is a Digital Marketing Agency which promotes Doctors, Clinics, and Hospital through digital marketing.

What is digital marketing for doctors, clinics, and hospitals?

Digital Marketing for doctors is a set of tactics that attract, convert, and retain patients on the internet. Since the majority of patients search for medical information and look for doctors online. So as a Doctor you should be present online.



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Why Doctors, Clinics, and Hospitals need online presence?

According to the latest data 75% of the people are looking for doctors and healthcare services online. People search about their healthcare conditions, diseases, and symptoms online.

As a doctor and hospital you should need online presence on all digital platforms with proper digital infrastructure. So that people searching you and your specialty can find you.





Digital marketing vs Conventional marketing?

According to the latest research traditional marketing, such as flyers, billboards, and TV ads, are no longer as effective for medical practices as they used to be.

The data also shows that digital marketing is 81% more effective than traditional marketing. A part from this digital marketing has the following few more competitive edges.





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Our Digital Infrastructure

Digital Marketing requires proper digital infrastructure to turn visitors into leads, leads into new patients, and new patient into a loyal audience. Smart Healer provides that digital infrastructure free.

Which include the following modules:

Landing Page/Digital Profile

Landing Page act as a website for Doctors, and Hospitals to insure their online presence. It enables them to display their profiles, specialties, services, available locations, and contact details online.

Online Appointment Booking Module

This module turns the manual appointment booking into digital appointment booking system. It enables patients to book appointment online with his/her required doctor in all of following scenarios

- a) Online Appointment Booking for online consultation (Telemedicine)
- b) Appointment Booking for physical consultation (Online from home).
- c) Appointment for physical consultation (Walk in clinic patients)



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Online Prescription Module

In this module every doctor register on the platform can prescribe medicine to their patients online and patient can get their prescription in pdf by downloading their prescription.

Social Media Integration

Social Media presence is the need of every Doctor and Hospital in today digital world. Smarthealer.pk digital infrastructure enables every Doctor and Hospital to connect their social media profile with smarthealer.pk. which enables them to easily share their profile on social media and drag visitor from social media to their landing page for better conversion.

Control Doctor–Patient Communication

When patient needs to contact his/her doctor during treatment this module will provide a secure and protected digital platform for communication. Where they can share text, voice note, pics, documents, and short videos with each other. Doctors and hospital admins can also make groups of doctors, and patients for case discussion.



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Clinic/Hospital Location Finder

This functionality of smarthealer.pk allows doctors and hospitals to share their physical and digital (google map) address with patients so that they can easily find your clinic or hospital.

Independent Telemedicine Clinic

If any of your doctors wish to offer their services online. Smarthealer.pk provides them built-in complete Independent Telemedicine Clinic, which include online appointment booking, online prescription, online payment and cash withdrawal system, google meet integration for video and audio consultation.

Strong Patient Review System

If you want to hear your patients and improve your services accordingly. For this Smarthealer.pk gives you a strong patient review system.

Health Discussion Forum

This is a marketing and ranking tool from where you can drag patient to your hospital/clinic. On this forum patients ask about their health issues and you can answer them to show your presence.



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Article creation and Sharing

Content marketing is the most important part of digital marketing. If you want to be dominant in your niche you should create textual content about your specialties and services. This module allows doctors to generate contents on the topics related to their specialty and services, and easily display them on their profile. This section helps doctor in search appearance on google on related queries.

Image Gallery and Video Display

To showcase your hospital/clinic infrastructure or extinguishing procedures you performed in the clinic. Smarthealer.pk dedicate a section of your landing page for displaying images and promotion videos on your profile.

Free Telemedicine Camp

This is the most effective marketing tool for promotion of doctors and hospitals. Free Telemedicine Camp is the alternative of physical medical camp which is expensive and time consuming. This allows doctors to build trust, engage and convince patients online to turn them into physical patients.



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Telemedicine Pharmacy

This allows your hospital and clinic to open online pharmacy store in the smart healer medicine market place. Which allows your pharmacy to sell medicines, supplements, and imported or special vitamins online.

Note: For complete details about our digital infrastructure please visit our site smarthealer.pk.



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Digital Marketing

In Our Company



YouTube Marketing



Google Marketing



Facebook Marketing



E-Mail Marketing



SMS Marketing



WhatsApp Marketing





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BILLING AND AGREEMENT

Much goes into the cost of a Digital marketing campaign. First and foremost, Smart Healer charges for services in two different ways: **Profile/Landing Page Optimization** and **Campaign Creation & Continuation.**

Profile/Landing Page Optimization

We charge 10000 one time for Profile and Landing Page optimization. Campaign Creation is a one-time activity that includes following services.

- Hospital, Clinic, on boards Doctors profile optimization and registration.
- Training of Tele presenter (Personal assistant) of Doctors and Hospitals on using smarthealer.pk digital infrastructure.
- Registration on Google Mybusiness and Google Map
- Profiles, Landing Page, and content optimization for local SEO.

NOTE: if you want to compensate our charges in Pharmaceutical Product Sale then in that case the above mentioned services under Profile and Landing Page Optimization will be free.



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Campaign Continuation

It is an ongoing process. We charge it on monthly basis which is 25000 per single campaign which include the following services.

- 25000 views (5k on each content)
- 2k Content Engagements (Likes, Reaction, Share, Comments, SMS, WhatsApp, and emails)
- Marketing content creation including (3 Posts, 2 Professional Videos) 3 Posts can be textual contents (article on a topic) and social media banners. 2 Professional Videos may include advertising video or promotional videos.
- Finding and Filtering Expected Patients.
- Introductory Marketing for on board Doctors, Clinics, and Hospitals.
- Keywords research
- One Time SEO Audit
- Competitor Analysis

NOTE: if you want additional services other than the above-mentioned package then contact us on WhatsApp 03149894136 or email admin@smarthealer.pk



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**THANK
YOU**

Contact Us:

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