

# THE SURGIWORLD

## Targeted Audience

### **B2C:**

- Surgeons
- Anaesthesiologists
- Nurses
- Dentists
- Veterinary Surgeons
- Surgical Technicians

### **B2B:**

- Hospitals
- Ambulatory Surgery Centers (ASCs)
- Clinics
- Dental Practices
- Veterinary Clinics
- Pharmacies

- Medical Procurement Managers:

Professionals responsible for sourcing and purchasing medical instruments for healthcare institutions.

- Educational Institutions:

Medical schools and universities that train future surgeons and healthcare professionals.

- Government Healthcare Agencies:

Government-run healthcare facilities that procure surgical instruments.

- Research and Development Labs:

Laboratories involved in medical research and product development.

# 3 Months Plan

## Lead Generation

### Month 1: Segment and Engagement

#### Week 1-2: Segment Leads

- Review and categorize existing leads.
- Create segments based on factors like profession, facility type, and engagement level.

#### Week 3: Re-engagement Campaign

- Send re-engagement emails to dead leads.
- Offer valuable content or exclusive offers to retarget.

#### Week 4: Educational Content

- Launch an email campaign with educational content about surgical & dental instruments.
- Include links to informative blog posts, whitepapers, or webinars.

### Month 2: Offers and Convert

#### Week 1-2: Product Showcase

- Feature a specific surgical & dental instrument or product line.
- Highlight unique features and benefits.

#### Week 3: Exclusive Offer

- Send a time-limited discount or special offer email.
- Create a sense of urgency to encourage conversion.

#### Week 4: Testimonials and Case Studies

- Share success stories and customer testimonials.
- Include case studies illustrating the impact of instruments.

### Month 3: Close and Retain Customers

#### Week 1: Call to Action (CTA)

- Send a clear CTA email encouraging recipients to make a purchase.
- Emphasize the exclusive offer from the previous month.

#### Week 2-3: Post-Purchase Support

- Send a thank-you email after a purchase.
- Offer customer support contact information and resources for instrument care.

#### Week 4: Loyalty Program

- Invite customers to join a loyalty program.
- Highlight exclusive benefits and rewards for repeat purchases.

# Google Ads

## Month 1: Campaign Setup and Testing

### Week 1-2: Keyword Research and Campaign Setup

- Conduct keyword research to identify relevant search terms (e.g., surgical instruments, medical equipment).
- Create targeted ad groups based on different product lines or instrument types.
- Set up ad campaigns with clear ad copy and compelling CTAs.

### Week 3: Ad Testing and Optimization

- Launch ad campaigns.
- A/B test ad variations to optimize click-through rates (CTRs).
- Monitor performance and adjust bids and budgets as needed.

### Week 4: Landing Page Optimization

- Improve page load times and make sure content is relevant to your ads.

## Month 2: Scaling and Retargeting

### Week 1-2: Expand Keyword List

- Expand keyword list based on data from the first month.
- Add negative keywords to reduce irrelevant clicks.

### Week 3: Remarketing Campaigns

- Implement remarketing campaigns to re-engage users who visited website but didn't convert.
- customized ad messages to encourage return visits.

### Week 4: Mobile Optimization

- Optimize ads and landing pages for mobile users.

## Month 3: Conversion Optimization and Reporting

### Week 1-2: Conversion Tracking Setup

- Implement conversion tracking to measure website actions like form submissions and purchases.
- Link Google Ads with Google Analytics for comprehensive tracking.

### Week 3: Ad Schedule and Bid Adjustments

- Review the performance data from the first two months.
- Adjust ad schedules to maximize visibility during peak conversion times.
- Optimize bids based on performance metrics like cost per conversion.

### Week 4: Reporting and Analysis

- Generate monthly performance reports.
- Analyze key metrics such as conversion rate, cost per conversion, and ROI.
- Use insights to refine ad copy, targeting, and landing pages for ongoing optimization.