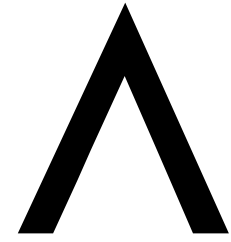


AGUETTANT

Channel & SEO *management.*

Michael, Adrian, Emma and Matt





AGENCY MEDICAL MARKETING

Aim: To elevate Aguettant's digital engagement:

To transform Aguettant's digital presence through a strategic overhaul of its social media and email communications. This endeavor aims to:

- **Boost Digital Presence:** Refine and amplify Aguettant's digital footprint, harnessing the power of social media and email channels to reinforce brand visibility and engagement within the healthcare sector.
- **Enhance Engagement:** Develop and implement targeted, meaningful content strategies that resonate with Aguettant's audience, fostering enhanced interaction and sustained interest in Aguettant's offerings.
- **Strengthen Brand Identity:** Utilise these digital platforms to consistently convey Aguettant's core values, mission, and vision, thereby solidifying its identity as an innovative leader in pharmaceutical solutions.

AGENCY MEDICAL MARKETING

Vision for the strategy outcome:

Our initiatives will:

Improve Digital Persona: Upon the completion of this strategic initiative, Aguettant will emerge with a dynamic and influential digital persona. This newly invigorated digital presence will:

- **Cultivate Audience Trust:** Position Aguettant as the go-to authority in its field, earning the trust and loyalty of healthcare professionals and partners through engaging, informative, and timely digital interactions.
- **Showcase Unique Value:** Articulate the distinct benefits and innovative edge of Aguettant's products and services, connecting these to the needs and interests of its audience.
- **Drive Digital Excellence:** Establish Aguettant as not just a pharmaceutical leader but also as a digitally forward-thinking brand, adept at leveraging social media and email channels for impactful communication and long-lasting relationships.



OBJECTIVES

of **AGENCY** Medical Marketing *for*
Aguettant channel management:

01

Enhance Brand Visibility and Recognition

02

Expand Digital Presence and Engagement

03

Strengthen Community Building Initiatives

04

Amplify Content Marketing Strategies

05

Improve Customer Journey and Support

06

Support International Expansion Plans

07

*Monitor and Adapt Strategies for
Continuous Improvement*

AGENCY
medical marketing



CHANNEL MANAGEMENT SETUP DELIVERABLES

- 1) Conversion Optimisation Plan:** Strategies to enhance website elements critical for conversion (e.g., sign-up forms, calls-to-action, navigation). A/B testing plan for various conversion paths and website elements.
- 2) SEO Enhancement Proposal:** Detailed analysis of current SEO performance. A step-by-step action plan for improving search engine rankings, including keyword optimisation, backlink strategies, and technical SEO enhancements.
- 3) Social Media Integration Plan:** Strategies for enhanced integration of social media channels for improved user engagement. Guidelines on utilising social media feedback for website and service improvements.
- 4) Monthly Analytics Reporting:** A monthly analysis report measuring the impact of changes, with recommendations for further strategies. Monthly tactical review of social channels, email and SEO analytics
- 5) Service Level Agreement:** A document containing the required service levels to maintain the relationship between both parties.

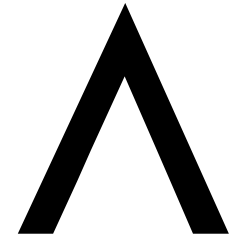




CHANNEL MANAGEMENT SERVICES

- 1) Email Marketing Management:** Development of an email marketing strategy that aligns with Aguettant's business goals. Creation and scheduling of regular, engaging email content, including newsletters, announcements, and promotional offers. Setup of email automation for customer journeys (welcome series, re-engagement campaigns, etc.). Monitoring and analysis of email campaign performance, with regular reporting on key metrics such as open rate, click-through rate, and conversions. Continuous optimisation of email campaigns based on performance analytics and A/B testing.
- 2) Social Channel Management:** Comprehensive assessment of existing social media presence and strategy. Creation and curation of consistent, brand-aligned content for various social media platforms (Facebook, Twitter, LinkedIn, etc.). Implementation of a social media calendar for regular posting, taking into account optimal times for engagement. Active management of the community by responding to comments, messages, and reviews in a timely manner. Utilisation of social listening tools to monitor brand mentions and feedback. Regular analysis and reporting on social media performance metrics, with insights and recommendations for improvement.
- 3) SEO Optimisation:** In-depth SEO audit of Aguettant's current website content, structure, and backlink profile. Keyword research and analysis to identify valuable and relevant search terms targeting Aguettant's audience. On-page SEO enhancements, including meta tags, headings, image alt texts, and high-quality, keyword-rich content creation. Technical SEO improvements, focusing on site speed, mobile-friendliness, URL structure, and internal linking. Off-page SEO strategies, including quality backlink building from reputable, high-authority sites. Ongoing SEO maintenance to respond to search engine algorithm changes and online trends, ensuring sustained visibility and traffic growth.





AGUETTANT
Timeline.

MONTH
01

Onboarding and Initial Assessments

Week 1: Kick-off meeting with Aguetant to understand specific goals, challenges, and any immediate concerns.

Week 2-3: Comprehensive audit of the current website, social media channels, SEO standing, and any existing email marketing efforts. Gather baseline data for performance metrics.

Week 4: Present audit findings and initial strategy recommendations to Aguetant for approval and feedback. Identify any quick wins and implement immediate improvements.

MONTH
02

Strategy Development and Implementation

Week 1-2: Develop full-scale strategies for SEO, email marketing, content, and social media, including target audience personas, content themes, keyword plans, and communication cadences.

Week 3: Present strategies to Aguetant for feedback and refinement.

Week 4: Begin phased implementation of strategies, focusing on foundational elements first, such as website UX/UI improvements, basic SEO optimisations, and establishing the email marketing platform.

MONTH

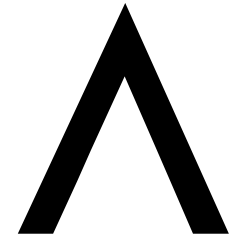
02-03

Content Creation and Optimisation Campaigns

Continuous: Develop and publish content according to the content calendar (blogs, social media posts, email newsletters, etc.), ensuring alignment with SEO keywords and audience engagement strategies.

Continuous: Monitor performance data, including website analytics, email engagement rates, social media interactions, and more. Use this data for ongoing optimisation.





AGUETTANT
Timeline.

MONTH
03-11

Community Building and Advanced Tactics

Continuous: Enhance community engagement through social media interactions, email discussions, and potentially hosting/participating in online events or webinars.

Explore advanced tactics based on initial results, such as targeted paid advertising, influencer collaborations, or advanced link-building campaigns for SEO.

Continuous: Ongoing content creation and performance monitoring for iterative improvement.

MONTH
06

Mid-project review meeting with Aguettant to discuss performance, insights gained, and potential strategy pivots based on data trends.

MONTH
10

Conduct a comprehensive review of all metrics across channels, assessing successes, learning opportunities, and areas for further growth.

MONTH
11

Present year-end review findings to Aguettant, along with recommendations for future strategies.

MONTH
12

Plan and agree on next steps with Aguettant, whether that involves an enhanced focus on certain channels, new marketing tactics, or preparing to scale successful strategies.

Review and Future Planning



BUDGETS

1) SEO ANALYSIS AND ONGOING OPTIMISATION:

Expert consultation/SEO specialist support
Content optimisation
Backlink strategy implementation *£1,500 per month*

2) EMAIL MARKETING MANAGEMENT:

Email marketing platform subscription
Template design and email sequence setup
Copywriting for emails
List management and segmentation *£1,500 per month*

3) SOCIAL MEDIA MANAGEMENT:

Social media management tools
Content calendar development
Regular posting and community management
Social media advertising budget (if applicable) *£2,750 per month*

4) ANALYTICS AND PERFORMANCE MONITORING, INCLUSIVE OF CHANNEL MANAGEMENT COSTS:

Analytics tools subscriptions
Data analysis
Monthly reporting *£500 per month*



FAQs

Q: What exactly does a UX analysis involve?

A: UX (User Experience) analysis involves a detailed study of your website's usability, accessibility, and desirability from the user's perspective. We employ various methods, including heuristic evaluations, user testing, and surveys, to understand how users interact with your site and where improvements can be made.

Q: How will the analytics setup benefit our website?

A: Setting up analytics will allow you to track user behaviours, traffic sources, and engagement levels on your website. This data is crucial for making evidence-based decisions, understanding your audience better, and tailoring your content and strategies effectively. It helps in identifying what's working and what needs improvement.

Q: What do you mean by 'social channel management'?

A: Social channel management involves overseeing your social media profiles to ensure consistent content publication, brand representation, and monitoring the performance of social media campaigns. We aim to enhance your online presence and engage effectively with your audience.

Q: How does SEO optimisation improve our web presence?

A: SEO (Search Engine Optimisation) helps improve your website's visibility on search engines like Google. By optimising site structure, content, and keywords, among other factors, your target audience can find your services more easily. This increased visibility typically leads to higher traffic, more leads, and, ultimately, more conversions.

Q: What is the expected timeline for seeing improvements from your strategies?

A: While some changes, especially in UX design, can have immediate effects, SEO and content marketing strategies usually take longer - typically several months - to significantly impact traffic and rankings due to the nature of search engine algorithms and competition.

Q: What will the communication process be between our teams?

A: We believe in transparent and continuous communication. We will set up regular check-ins, provide comprehensive monthly reports, and remain available for any queries or discussions you wish to initiate. We can communicate via emails, scheduled calls, or virtual meetings.

Q: What are the payment terms and conditions for the services provided?

A: Our payment structure is designed to be as accommodating as possible for our clients. Typically, we require a percentage of the payment upfront, followed by periodic payments tied to project milestones. The specific figures and terms will be outlined in our official agreement.

Q: How customisable are the services in the proposal based on our specific needs?

A: We understand that each business has unique needs and challenges. Our services are fully customisable, and we're more than willing to adapt our strategies and packages to meet your specific objectives and requirements.

Q: In terms of content creation, how do you ensure it aligns with our brand and industry standards?






A: Our content team takes the time to understand your brand voice, guidelines, and industry standards thoroughly. All content created goes through a validation process with your team to ensure alignment with your brand and compliance with professional norms.

Q: How do you measure the success of your strategies?

A: Success measurement is based on predefined KPIs (Key Performance Indicators) established at the outset of the campaign. These can include metrics such as website traffic, engagement rates, conversion rates, or any specific goals you have in mind. Regular analytics and reports will be provided for a transparent view of performance and ROI.

AGENCY
medical marketing

BENCHMARKING

	AGENCY Medical Marketing	Healthcare Agency	Marketing Agency
Healthcare experience			
Healthcare sales and marketing industry expertise			
Checked by healthcare panel of experts			
Messaging: Legal and regulatory checks			

THANK YOU FOR YOUR TIME

Contact us on:



Michael Colling-Tuck

AGENCY Lead

t: 0117 290 0044

m: 07507 014005

mct@agencybristol.com



Adrian Di Mambro

Creative Director

t: 0117 290 0044

m: 07966 211459

adrian@agencybristol.com



Emma Curtis

Client Services Lead

t: 0117 290 0044

m: 07825 373902

emma@agencybristol.com



Matt East

Senior Copywriter

t: 0117 290 0044

m: 07515 353512

matthew@agencybristol.com

