

enbark
INTERACTIVE



DR. KLINISCH

ABOUT US

01

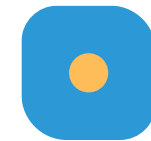
Loyola Estate is situated in the Lower Palani (Pulney) Hills in Dindigul District of Tamil Nadu, India. The estate is spread over an area of 150 acres with the principle crop being Coffee.

ABOUT US

02

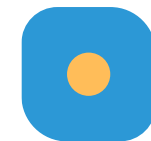
Loyola Estate is situated in the Lower Palani (Pulney) Hills in Dindigul District of Tamil Nadu, India. The estate is spread over an area of 150 acres with the principle crop being Coffee.

CHALLENGES



Limited Website Traffic:

The website lacked a strong online presence, hindering potential participants from discovering Dr. Klinisch's research opportunities.



Unclear Value Proposition:

The website didn't clearly explain the benefits of participating in research, leading to a lack of understanding and motivation for potential participants.



Patient-Centric Content:

Rewrite website content in clear and concise language, avoiding complex medical jargon, and focusing on the participant's experience and potential benefits.





CLIENT OBJECTIVES



Improve Search Engine Ranking (SEO):

Implement effective SEO strategies to increase the website's visibility in search engine results for relevant keywords related to medical research participation.



Targeted Online Advertising:

Utilize online advertising platforms to reach a broader audience and target potential participants who meet specific research criteria.



Patient-Centric Content:

Utilize clear and concise language throughout the website, avoiding complex medical jargon, and focus on explaining research processes in an understandable manner.



OUR APPROACH



Month 1

Project Kickoff Meeting:

Meet with Kill-It Pest Control stakeholders to define project goals.

Month 2

Market Research: Analyze competitor websites, identify industry trends, and understand customer.

Month 3

WordPress Theme Development: Develop a custom WordPress theme based on the approved UI/UX

Year 2

Website Optimization:

Based on data and feedback, iterate on website features, product information.

Year 1

Website Launch: Launch the Kill-It Pest Control e-commerce website on a secure web hosting.

Month 4

Website Testing: Conduct thorough website testing to ensure functionality, responsiveness.





RECOMMENDATIONS



Develop a secure online forum: Create a secure online forum for participants to connect, share experiences, and ask questions about ongoing research. This fosters a sense of community and engagement.

Leverage social media advertising: Utilize targeted social media advertising campaigns to reach specific demographics and medical conditions relevant to Dr. Klinisch's research studies.

Implement online screening tools: Develop online screening tools using Laravel 8 to efficiently evaluate potential participant eligibility based on pre-defined criteria.

Integrate gamified elements: Consider incorporating gamified elements within the participant portal, like points earned for completing surveys or referring friends, to boost engagement and participation.

Patient testimonials and success stories: Showcase positive testimonials and success stories from past research participants to build trust and encourage new participants to join.

Develop a blog focused on medical research: Create a blog section within the website that educates potential participants about various medical conditions, research processes, and the importance of clinical trials.



PROPOSED SOLUTIONS



	DATA INTEGRATION	DATA CLEANSING AND STANDARDIZATION	PRE-BUILT REPORTS AND DASHBOARDS
Data Consolidation and Visualization	Develop secure connections with popular marketing platforms (e.g., Google Ads, Facebook Ads, Email Marketing platforms) to collect data seamlessly.	Cleanse and standardize incoming data to ensure accuracy and consistency for analysis.	Create pre-built reports on key marketing metrics (impressions, clicks, conversions) across different channels.
Actionable Insights and Optimization Recommendations	Develop algorithms to generate basic insights and recommendations based on the data. e.g., Highlight channels with high conversion rates or areas with low click-through rates.	A/B Testing Integration Integrate with A/B testing platforms to show data-driven results for A/B tests conducted on marketing campaigns.	Provide preliminary optimization suggestions based on the insights, prompting users to consider adjustments to improve campaign performance.

Organic Search
Growth = 230%

Email Revenue
Growth = 165%



Result : Improvement in 1 year

Organic Revenue
Growth = 81%

Social Traffic
Growth = 185%



Email List
Growth = 35%

Social Revenue
Growth = 284%

Testimonial



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THANK YOU
