DIGITAL MARKETING PROPOSAL

PARADISE HYPERBARICS

BIG PUDDLE FILMS

DIGITAL MARKETING PACK

SERVICES INCLUDED

Strategy, Research & Development
Blog
Social Medias
Analytics, A/B Tests, Tracking & SEO Optimization
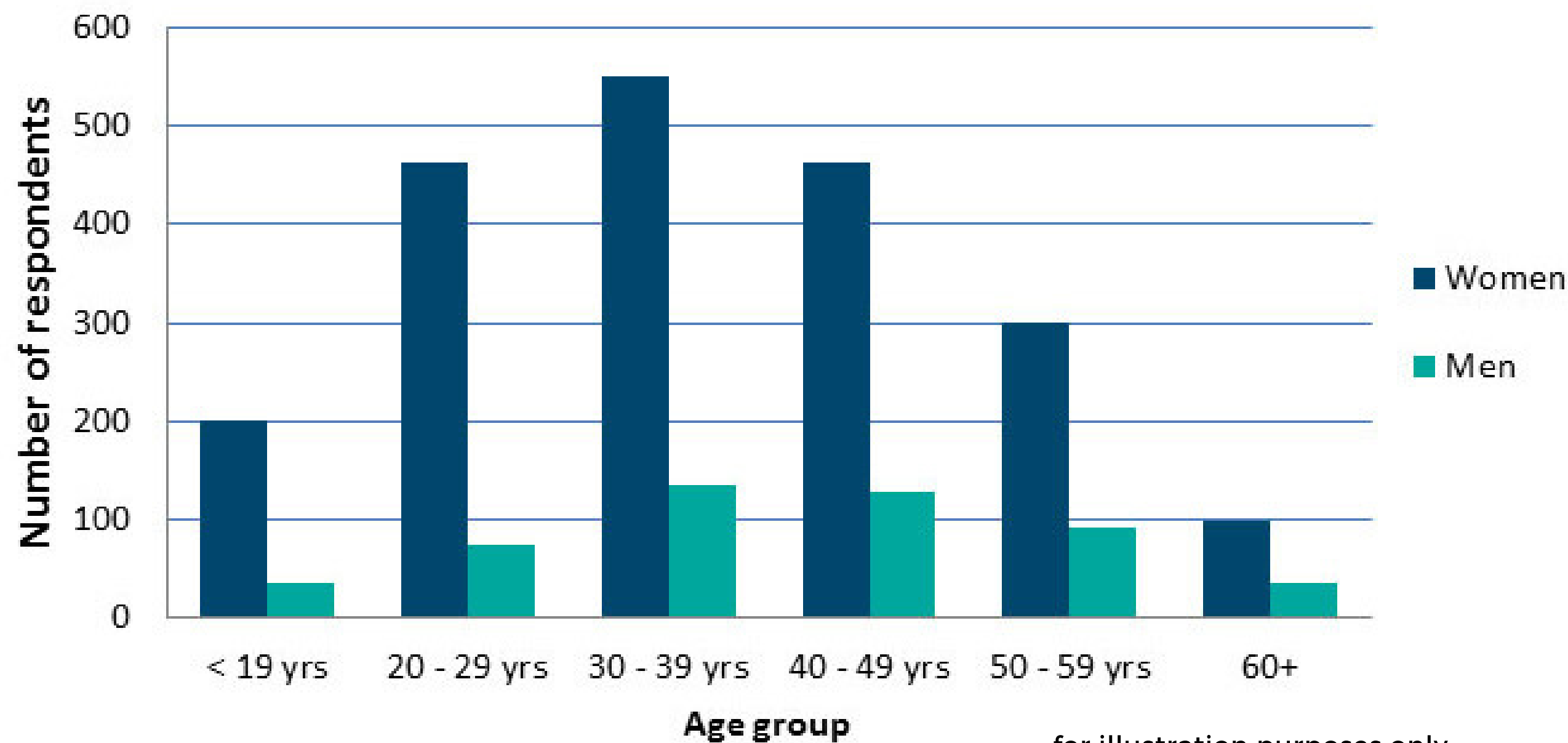
STRATEGY, RESEARCH & DEVELOPMENT

- **Keywords targeting**
- Demographics
- Successful cases / stories
- Customer Avatar / Persona

Search Query	Acquisition			
	Impressions ↓	**Clicks**	**CTR**	**Average Position**
	1,636,015 % of Total: 13.25% (12,351,621)	**9,442** % of Total: 7.22% (130,727)	**0.58%** Avg for View: 1.06% (-45.47%)	**42** Avg for View: 25 (65.16%)
1. (other)	**159,680** (17.31%)	3,509 (37.16%)	2.20%	33
2. migraine	**62,024** (6.72%)	2,786 (29.51%)	4.49%	5.6
3. migraine treatment	**12,270** (1.33%)	711 (7.53%)	5.79%	9.2
4. migraine relief	**8,003** (0.87%)	0 (0.00%)	0.00%	3.1
5. migraine medications	**6,418** (0.70%)	1 (0.01%)	0.02%	8.2

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Case Studies

74 patients who needed teeth removed from high-dose radiated mandibles were split into two equal groups. One group underwent tooth removal with standard techniques and antibiotics, while the other group underwent 20 treatments before and 10 treatments after tooth removal hyperbaric oxygen protocol with no antibiotics given at any time. After 6 months, those with exposed, nonhealing mandibles were considered to have osteoradionecrosis.

The incidence of osteoradionecrosis was 29.9% in the antibiotic treated group versus 5.4% in the hyperbaric no antibiotic group (p=0.005). In addition, 8 of the 11 affected antibiotic patients required jaw resection and were given HBOT for resolution. Of the 2 patients from the HBOT group who developed osteoradionecrosis, neither required jaw resection, indicating a less severe form of necrosis. The 20/10 protocol has since become the standard treatment protocol for single and multiple tooth removals, as well as for surgery in any radiated tissue. (1985, Marx et al.)

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Personality Archetypes

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BLOG

- **Current platform analysis**
- Research the most suitable design
- Implementation
- Writing strategies
  - Hot keywords (based on customer avatar and niche)
  - Titles
  - Images
  - Writing techniques
  - CTA
  - Tags, metadata

- ideas for blog posts

Strenghs:
➤ Fast, promptly information
➤ Transparent Communication
➤ Storage for informations
➤ Low barriers to entry
➤ Visibility in networks and increase of competences
➤ Improve signal-to-noise ratio

Weaknesses:
➤ Another tool
➤ Cannibalization of other IT-solutions
➤ Diversity of micro-informations
➤ Misuse as dokument-management-system
➤ No fast-selling-item

Opportunities:
➤ Increase productivity and innovation power
➤Define framework requirements
➤ Important step to an Enterprise 2.0 based culture
➤Explore concrete benefits

Threats:
➤ Information security
➤ Compliance
➤ No suitable corporate culture
➤ Integration into enterprise- IT
➤ Company-wide scalability

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WRITING STRATEGIES

The Basic Process

Pre Writing
- Research
- Purpose and Audience
- Brainstorming
- Form

Writing
- Organization
- Voice
- Word Choice

Revising
- Clarifying
- Refining Language

Behind the Process

- Incorporate Hot Keywords (based on customer personas)
- Enticing Titles - Eye-catching Images
- Google-friendly Tags and Metadata

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- **ideas for blog posts**

- What is HBOT?
- Sports Injuries
- Migraine Treatment
- Multiple Sclerosis Treatment
- Stroke (Acute or Post) Treatment
- Autism Treatment
- Lyme Disease Treatment
- Immune System Building
- Chronic Fatigue Treatment
- Peripheral Neuropathy Treatment
- Traumatic Brain Injury Treatment
- Cerebral Palsy Treatment
- Near Drowning Treatment
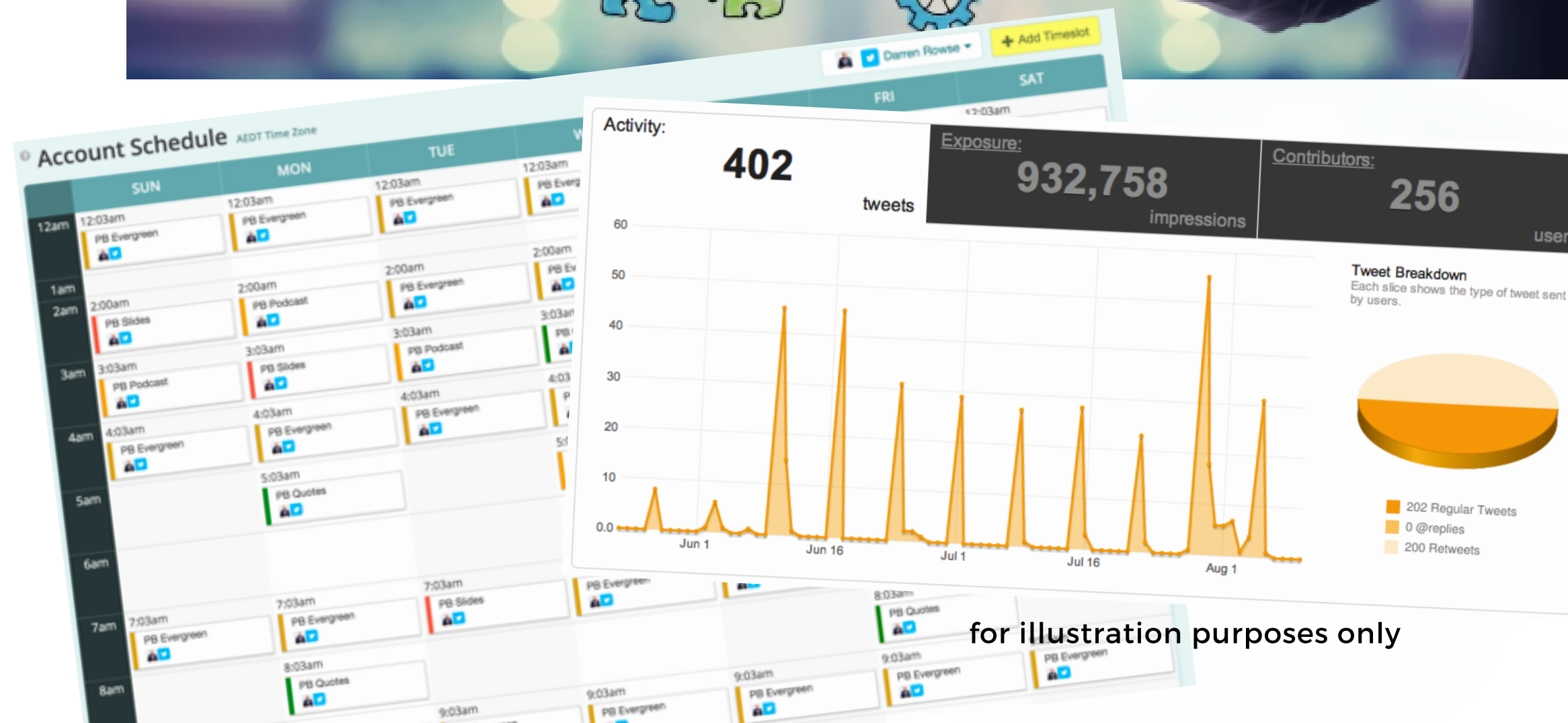- Elective Plastic Surgery Recovery

SOCIAL MEDIA

- **Instagram, Facebook, Twitter, …**

- Visual identity / hashtags analysis / schedule ..

- (What it could look like / references)

- Engagement & interaction (Monitoring engagement across platforms; Algorithm Statistics about engagement)

- Sponsored Campaigns
  - Ig, Face, Google (search, web, youtube)
  - Targeting capabilities

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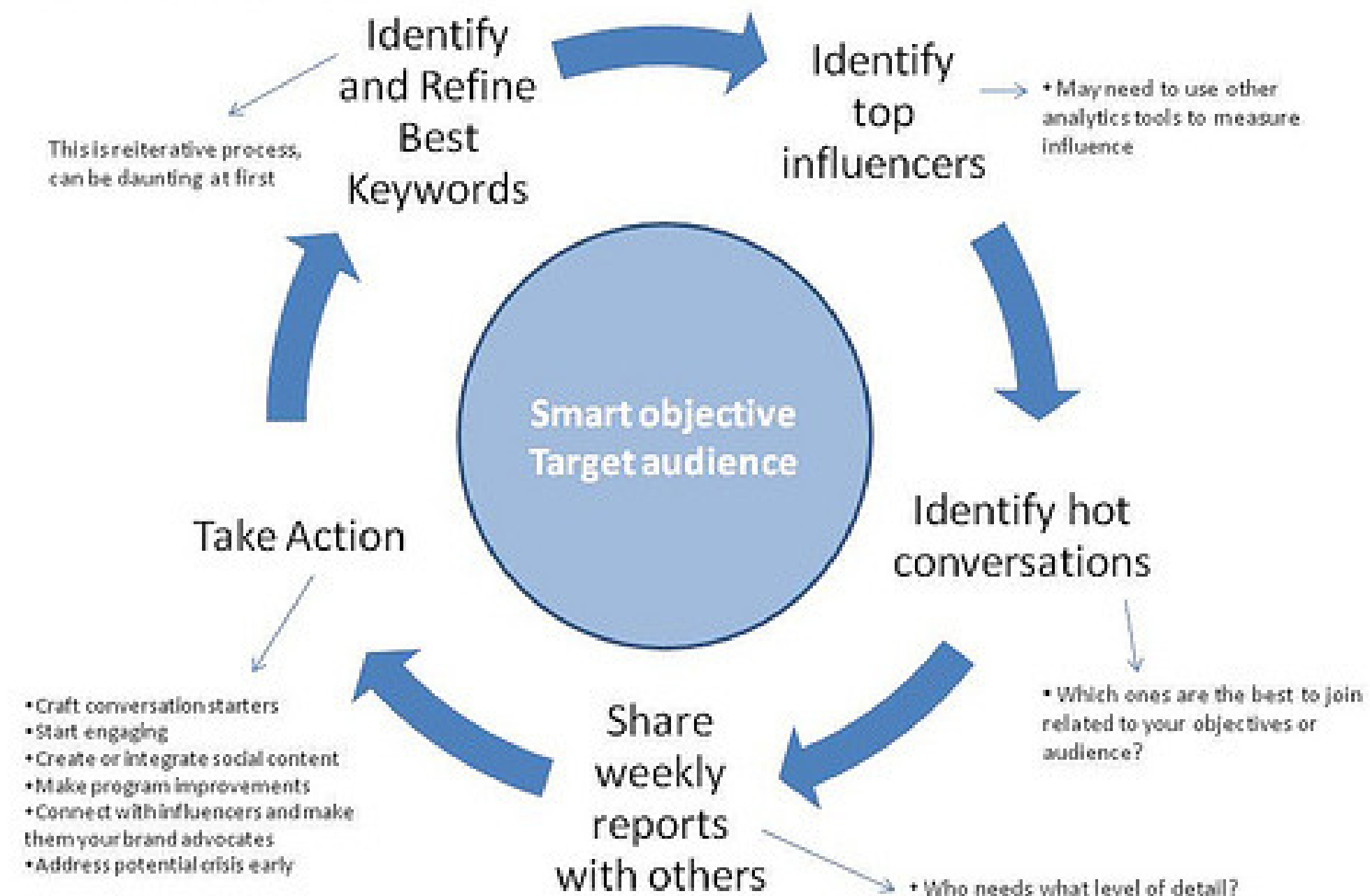   - Targeting capabilities

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Actionable Listening

Identify and Refine Best Keywords

This is reiterative process, can be daunting at first

Identify top influencers

+ May need to use other analytics tools to measure influence

Smart objective Target audience

Identify hot conversations

+ Which ones are the best to join related to your objectives or audience?

Take Action

- Craft conversation starters
- Start engaging
- Create or integrate social content
- Make program improvements
- Connect with influencers and make them your brand advocates
- Address potential crisis early

Share weekly reports with others

+ Who needs what level of detail?

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social media campaigns

Audience Targeting

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ANALYTICS, A/B TESTS, TRACKING & SEO OPTIMIZATION
BLOG AND SOCIALS

- Results, conversion

GET IN TOUCH

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