



# *Healthcare Promotion*

Case Study



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AM PM Scrubs is a leading medical apparel brand that prioritizes quality, comfort, and style for healthcare professionals. Designed to meet the demanding needs of the industry, AM PM Scrubs offers high-performance medical clothing that blends functionality with modern aesthetics. The brand ensures that professionals stay comfortable and confident throughout their shifts while maintaining a polished, professional look.

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# AM PM Scrub



## Summary

### **What is AM PM Scrubs?**

AM PM Scrubs is a leading medical apparel brand that prioritizes quality, comfort, and style for healthcare professionals. Designed to meet the demanding needs of the industry, AM PM Scrubs offers high-performance medical clothing that blends functionality with modern aesthetics. The brand ensures that professionals stay comfortable and confident throughout their shifts while maintaining a polished, professional look.

### **Who is it for?**

AM PM Scrubs is crafted for healthcare professionals, including doctors, nurses, and medical staff, who require durable, comfortable, and stylish scrubs. Whether working long hours in a hospital, clinic, or any medical setting, AM PM Scrubs provides a perfect balance of performance and style, ensuring professionals can focus on patient care without compromising on comfort or appearance.

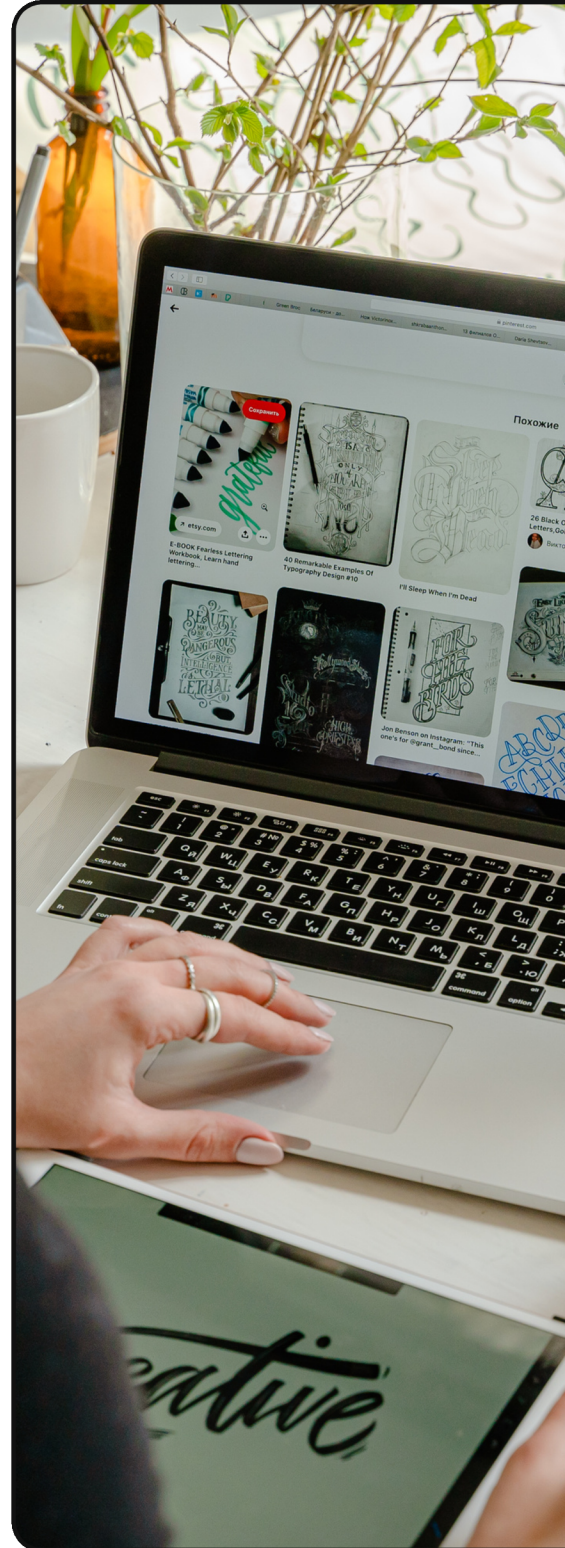
# Project Overview

## Goals

- 01 Build brand awareness among healthcare professionals, highlighting the comfort, style, and durability of AM PM Scrubs.
- 02 Position AM PM Scrubs as the leading medical clothing brand for professionals who value both functionality and fashion in their workwear.
- 03 Drive online sales, increase retail partnerships, and foster direct engagement with healthcare professionals

## Objective

- 01 Create content that showcases the high-quality fabrics, comfort, and stylish design of AM PM Scrubs.
- 02 Highlight unique features such as the durability, flexibility, and breathable materials that ensure all-day comfort for medical staff
- 03 Establish a consistent and engaging presence on social media platforms to connect with healthcare professionals and build brand loyalty.







# The Challenges



## Challenge 1

### Consumer Awareness

Educating healthcare professionals about the benefits of premium medical scrubs that offer both style and comfort, and positioning AM PM Scrubs as the go-to brand for high-quality, functional workwear.

## Challenge 2

### Market Differentiation

Standing out in the competitive medical clothing market by emphasizing the brand's focus on superior materials, stylish designs, and all-day comfort tailored to the unique needs of healthcare professionals. Out in a growing non-alcoholic beverage market by emphasizing high-quality ingredients, unique flavors, and a refined drinking experience.

## Challenge 3

### Retail & Online Growth

Expanding distribution channels by securing retail partnerships with medical suppliers and increasing direct-to-consumer sales through optimized online visibility and targeted marketing strategies.



## Platform Selection

- We chose Amazon, Google and Facebook marketing based on the target audience .
- Facebook visual nature appealed to teens, while Facebook offered a more reliable way to reach Doctors.
- Both platforms allowed for targeted campaigns and engagement strategies suited to AM PM Scrub's needs.



## The Solutions

We addressed AM PM Scrubs' challenges with a clear, actionable plan focused on brand positioning, audience education, and sales growth through strategic content and targeted marketing.

### Brand Awareness

- Developed captivating social media campaigns highlighting AM PM Scrubs' premium quality, stylish designs, and comfort features.
- Partnered with healthcare influencers and professionals to showcase how AM PM Scrubs blends functionality with modern style, making them ideal for long shifts.
- Created engaging content, such as "day-in-the-life" videos and testimonials, to demonstrate the comfort and quality of the scrubs in real-world healthcare settings.

### T1

- Launched targeted marketing campaigns emphasizing AM PM Scrubs' commitment to providing healthcare workers with comfortable, durable, and stylish workwear.
- Shared customer testimonials and user-generated content from medical professionals who wear AM PM Scrubs, building credibility and trust.
- Engaged in community-driven initiatives by sponsoring healthcare-related events and collaborating with medical organizations to reinforce the brand's authenticity and dedication to the industry.

### Drive Engagement

- Leveraged interactive content like polls, quizzes, and "scrub fit" challenges to engage with the audience and encourage participation.
- Used email and SMS marketing to offer personalized discounts, new product launches, and exclusive offers tailored to healthcare professionals.
- Implemented retargeting ads and loyalty programs, offering repeat buyers special promotions to increase customer retention and repeat purchases.



## Campaign Phases

- **Pre-Launch Campaign**

Built anticipation by showcasing sneak peeks of AM PM Scrubs' stylish medical apparel, highlighting the comfort, durability, and functionality of the designs. Created teaser content with behind-the-scenes looks at the design process and countdowns leading up to the official launch.

- **Post-launch Engagement**

Focused on introducing AM PM Scrubs' high-quality medical clothing line, emphasizing the brand's commitment to comfort and style for healthcare professionals. Shared testimonials from early customers and influencers, offering exclusive launch promotions to drive initial awareness and sales.

- **Launch Campaign**

Scrubs' clothing, sharing tips on maintaining medical apparel, and encouraging user-generated content. Fostered an active community by highlighting healthcare professionals' stories campaign and offering seasonal deals or limited-edition products to keep interest high.

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## Analysis and Optimization

### **Reviewing Engagement Metrics**

Tracked performance metrics like CPC CTR CPP and CPM interactions to evaluate strategies effectively.

### **Adjusting Content Strategy**

Used data insights to adjust content themes, creatives frequency, and timing for better reach.

### **Improving campaign Schedule**

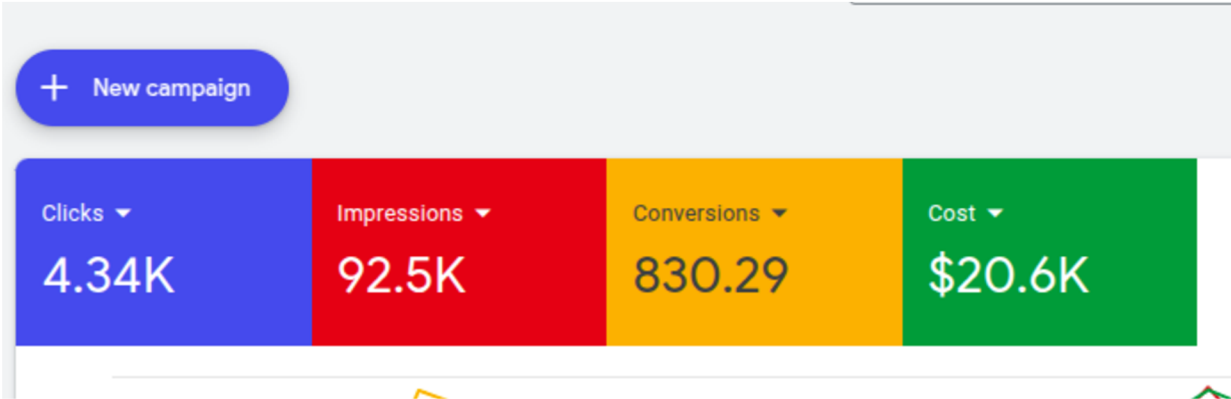
Optimized posting made campaign based on user activity, ensuring maximum visibility during peak engagement times.

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# Campaign Details And Stats

- **Campaign Type:** E-commerce Sales & Brand Awareness
- **Campaign Goal:** Drive online sales and increase brand visibility among healthcare professionals
- **Platforms:** Google Ads (Search, Display, Shopping, PMAX), Meta Ads (Carousel & Video Ads)
- **Budget:** USD 20,000 total (Daily Spend: USD 650\$/day)
- **Target Locations:** USA & Canada (Key cities with high healthcare employment)
- **Ad Formats:** Search Ads, Display Ads, Shopping Ads, PMAX, Carousel Ads, Video Ads
- **Audience Targeting:** Healthcare professionals, including doctors, nurses, and medical staff, interested in high-quality medical apparel.
- **Key Metrics to Track:** Click-through rate (CTR), return on ad spend (ROAS), cost per acquisition (CPA), and engagement rates.



## Key Matrix

Metric	Value
Conversions	850
Total Budget	20000\$ (650\$/day)
Impressions (Average/Peak)	9527/day / 14,135
Cost Per Acquisition (CPA)	23\$
Conversion Rtae	6%
CPC (Cost per Click)	\$2.24 (Range: \$0.69 – \$11.70)
CTR (Click-Through Rate)	3.03% (Peak: 3.42%)
Clicks (All)	300/day



## Key Takeaways

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<p><b>Strong Market Demand</b> Effectively reached healthcare professionals seeking high-quality, stylish scrubs.</p>	<p><b>Cost-Effective Sales</b> Achieved a \$27 CPA with a 2.5% conversion rate, ensuring efficient ad spend.</p>
<p><b>High Engagement</b> 160,000 impressions and a 5% CTR showed strong audience interest.</p>	<p><b>Growth Potential</b> Insights from the campaign can guide future scaling and retargeting.</p>



## Conclusion

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- **Successful Brand Awareness & Sales** – The campaign effectively increased visibility and drove conversions among healthcare professionals.
- **Optimized Performance** – Strong engagement and cost-effective lead generation ensured a high return on investment.
- **Scalability for Growth** – Future strategies should focus on expanding reach, refining audience targeting, and leveraging remarketing for sustained success.