

Digital Growth Proposal for Al Manar Hospital

Digital Growth & Patient Acquisition Strategy

Presented by

Vynzo Media LTD.

Prepared for

Al Manar Hospital

Website Structure & SEO

Social Media Presence

Brand Reputation Signals

Website

www.vynzo.ca

E-mail

hello@vynzo.ca



► Introduction & Proposal Overview

This document serves as an official business proposal presented by Vynzo Media LTD., a UK registered digital growth agency specializing in healthcare marketing, patient acquisition, and scalable digital systems. We provide end to end services including website development, SEO & Google Maps optimization, social media management, paid advertising, content production, and reputation management. In the next few minutes, we will walk you through the current digital challenges, key insights, and untapped growth opportunities, followed by a structured strategy designed to deliver measurable, consistent, and long term growth.

VYNZO MEDIA

Head Office (UK):

71–75 Shelton Street, Covent Garden, London

Canada Office:

1281 Hornby St, Vancouver, BC

Bangladesh

Banani C/A, Kamal Ataturk Avenue, Dhaka



Al Manar Hospital

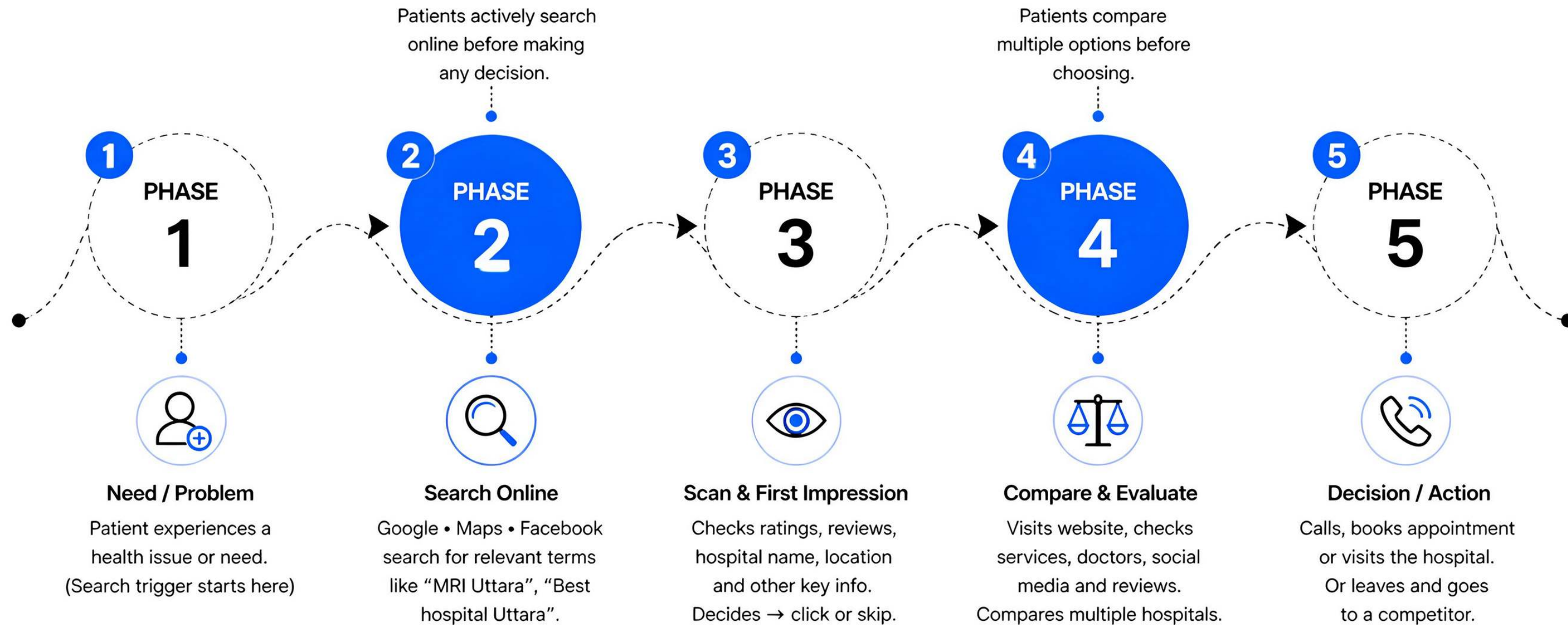
Main Hospital:

Plot No: Umo, Block No: Rossoi, Satmasjid Road, Mohammadpur, Dhaka 1207, Bangladesh

Established in 1996



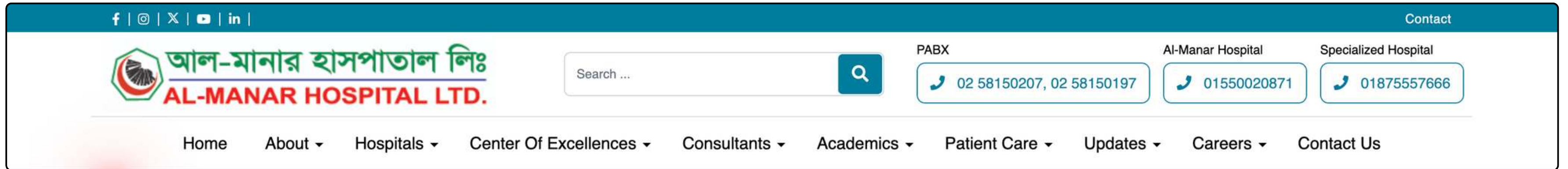
How Patients Find Hospitals Today



! If your digital presence fails at any stage, **the patient chooses another hospital.**



Website & SEO Issue



01.

Weak Digital Foundation

Website and core systems are not userfriendly or fully functional, creating a poor first impression for patients.

02.

Poor Online Visibility

Hospital is not ranking for high intent searches, making it hard for patients to find services online.

03.

Low Conversion Efficiency

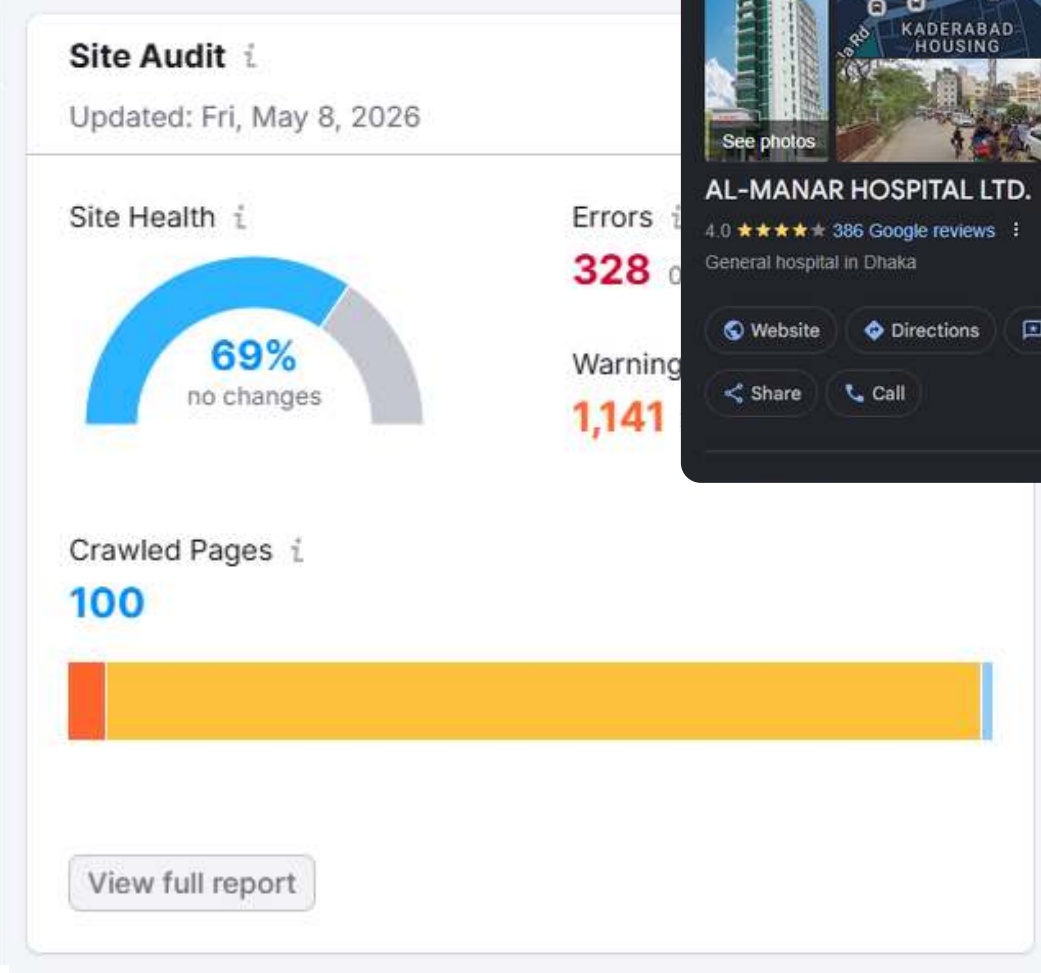
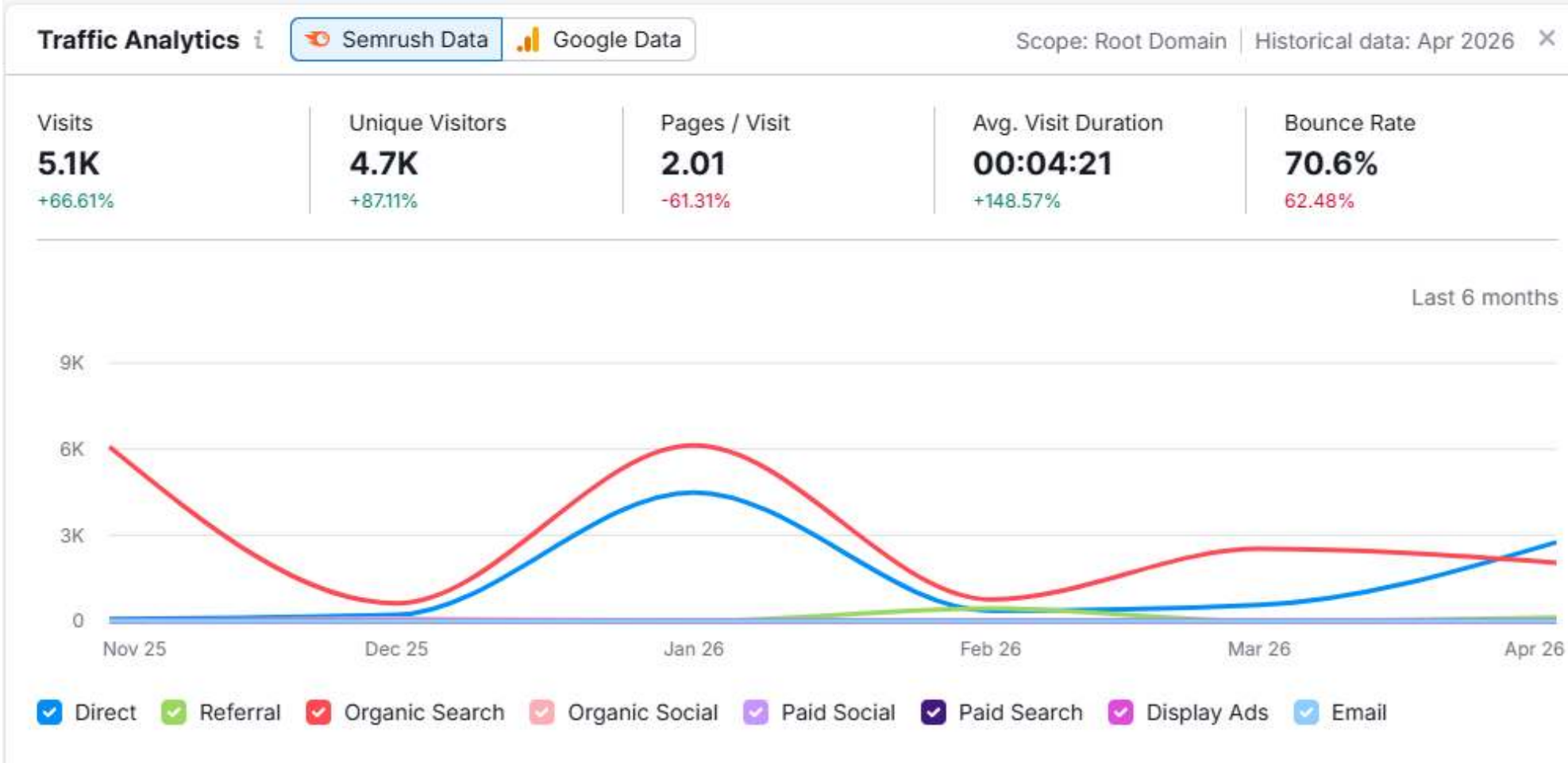
Even when users visit, lack of clear flow and trust signals, causes patients to leave without taking action.



Without a structured digital system, patient opportunities are lost at every stage — from discovery to decision.



SEO & Visibility Issue



01.

High Traffic, Low Conversion

5.6K monthly visitors, but over 70.6% leave without taking action, indicating poor user journey and conversion flow.

02.

Weak Search Positioning

Ranking around position 50+, making the hospital nearly invisible to high intent patients.

03.

Poor AI Search Visibility

Low presence in AI driven search results, while patients increasingly rely on direct answers over traditional search.

Our Plan to Fix & Grow

From 5.6K to 30K+ Monthly Visitors in 3 Months

A focused 3 months execution plan to fix the issues and build a strong foundation for long-term, sustainable growth.



Technical SEO & Website Fixes

Fix technical issues, improve website structure, speed, and on-page performance.



GMB & Local SEO Optimization

Optimize Google Business Profile and local SEO to improve visibility and ranking.



Monthly SEO Audits

We provide monthly SEO and website audits with recommendations for ongoing improvement.



3 Months to Reach 30K+. Continuous Growth Thereafter.

We build the foundation in 3 months and continue improving traffic with ongoing optimization.

SEO Traffic Growth Projection

From 5.6K to 30K+ Monthly Visitors in 3 Months

+436% Growth Potential



Month 1 Audit & Fix

- Technical SEO Audit
- Website / post-site audit
- Tracking & issue fixes



Month 2 Optimize & Rank

- On-page SEO
- Off-page SEO
- GMB optimization



Month 3 Grow to 30K+

- SEO improvements
- Local visibility
- Monthly audit report



Complimentary for the First 3 Months

5 keyword rankings, AEO/GEO support, and additional growth inputs are provided from our side. These are not included in the core service and continuing them after 3 months may require a price adjustment.



5 Keywords



AEO



GEO



Extra Audits



Optional Continuation

➤ Social Media Management

Your Social Channels Are Active, But Not Converting



f Facebook

- There is a lot of unstructured content.
- The page has **103K** followers but inconsistent growth.
- Poor content with low engagement.



- No presense on Youtube, Instagram, X, or LinkedIn.
- Missing out on a large audience market.

⚠ Why is this matter



Good content attracts.

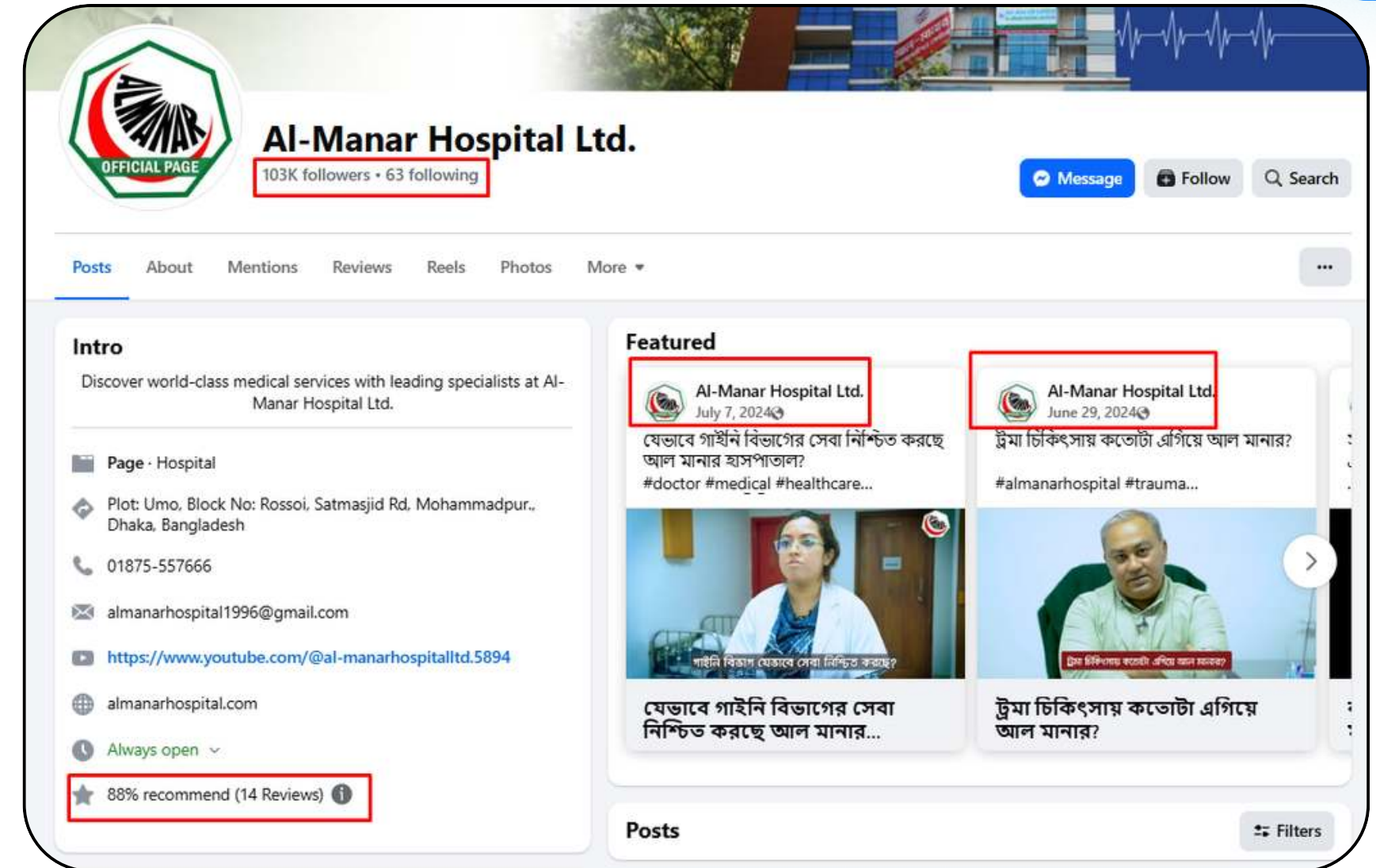
Clear information builds trust.

Consistency brings patients.



No Brand Consistency

Different colors, styles, and layouts across posts.



Unstructured Visuals

Random typography, spacing, and design elements.



Low Professional Appeal

Outdated designs reduce trust and engagement.

01 | WHY IT'S IMPORTANT

Social media is active, but not converting viewers into actual patients.

WHAT'S MISSING

- Content lacks clarity on services and pricing
- No focus on specific diseases or real concerns
- Doctor profiles are underutilized
- No consistent storytelling or awareness strategy
- No clear brand identity or visual consistency

WHY IT MATTERS

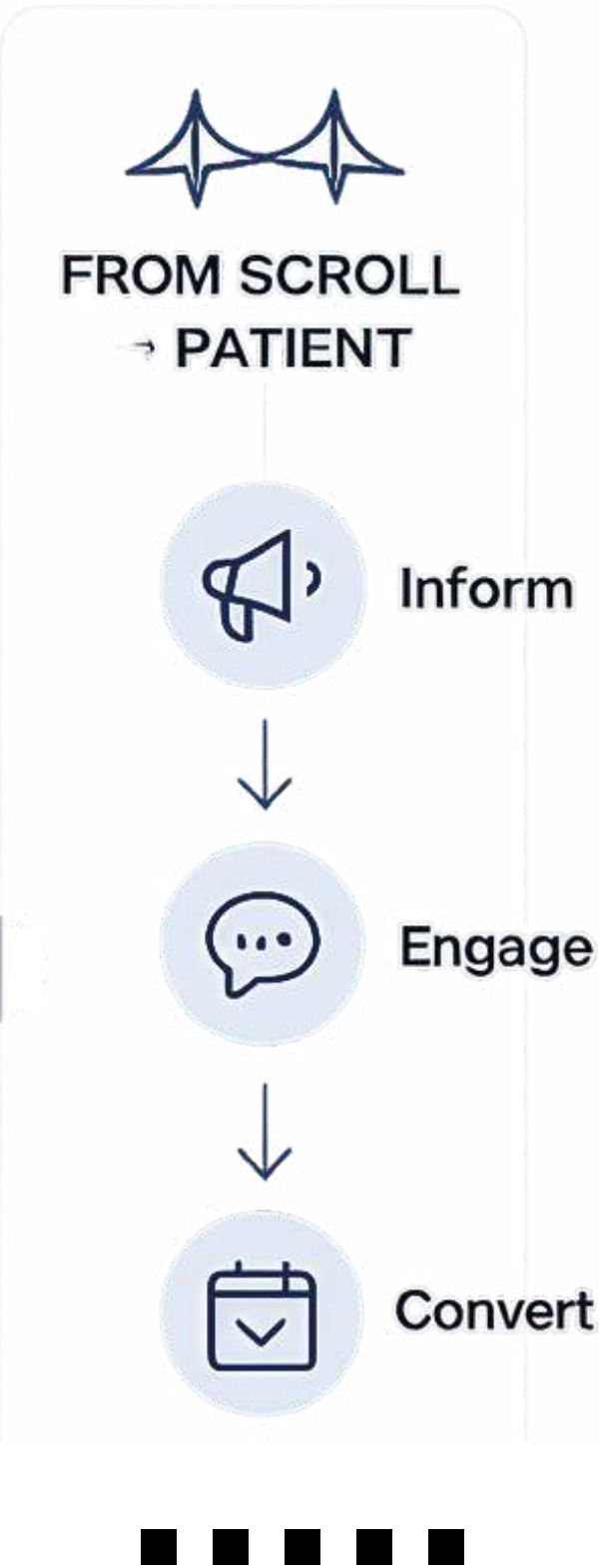
- People search and decide online first
- Clear information builds trust
- Educational content increases engagement
- Consistency makes the hospital memorable

Without structured content, patients scroll past and choose another hospital.

REAL INSIGHT (BASED ON MARKET DATA)

Even with regular posting, engagement and reach can drop significantly if content is not optimized.

~25% ↓	~50% ↓	~40% ↓	~15% ↓
Engagement Decreased	Reach Decreased	Views Decreased	Estimated Value Decreased



02 | WHAT NEEDS TO CHANGE

We shift from random posting to intent-driven content.

01

PROBLEM-BASED CONTENT

Create content around real issues and concerns people face every day.

02

DOCTOR-CENTERED TRUST

Feature doctors regularly with short videos and real advice.

03

CLEAR INFORMATION CONTENT

Give clarity on doctors, services, cost and appointment process.

04

STRUCTURED BRAND & CONSISTENCY

Same colors, layout, tone and style across all platforms.

05

AWARENESS → ENGAGEMENT → CONVERSION

Content designed in 3 stages to attract, engage and convert.

When content is clear, relevant and consistent — patients don't just engage, they take action.



Social Media Growth Projections

3-Month Growth Outlook

+162% ↗
Overall Growth



A defined monthly content plan, audience engagement & strategic management will be delivered as per quotation. Posting volume will be clearly specified and is not unlimited.



Projections Period
3 Months

Execution Roadmap

Our Structured Approach to Sustainable Growth
■ ■ ■ ■ ■



Good strategy. Great content.
Stronger brand. Real growth.



Data-driven decisions.
Better results. Higher ROI.



Foundation First

Resolve technical SEO issues, fix broken links, unify brand identity, optimize Google Business Profiles, and set up analytics & call tracking.



Content & Ads

Launch social media strategy, produce doctor led content, run Google & Meta ads, and establish review generation systems.



Website & SEO

Creating the website audience friendly, create location & service pages, integrate doctor profiles, and enable clear booking & conversion paths.



Optimization & Scaling

Continuously optimize campaigns, manage reputation, expand high performing services, and drive growth through data driven strategy.

PACKAGE 01

Starter Growth Plan

45,000 BDT / month

Best for: Building a strong digital foundation

Includes

Month 1 Focus

- Social media setup & profile optimization
- Basic SEO audit implementation
- Content calendar & brand direction

Month 2 Focus

- Regular content posting & engagement
- Google Business Profile / local visibility support
- Short-form content assistance

Month 3 Focus

- Doctor-focused content support
- Monthly review & optimization
- Audience trust & branding improvement



Expected Outcomes (Based on Current Baselines)

Short-Term (1–3 Months)

- Website traffic: 17K → 25K–30K / month
- Social traction from 103K base: 150K–175K
- 5–8 keywords improved in ranking

Long-Term (3–6 Months)

- 15–25% growth in online visibility
- Better brand consistency and trust
- Stronger local digital presence

MOST POPULAR

PACKAGE 02

Advanced Growth Plan

65,000 BDT / month

Best for: Real growth, stronger visibility & consistent patient flow

Everything in Starter Plan Plus:

- Dedicated social media manager as point of contact
- On-site coordination: 2 visits/week in Month 1, then 1 visit/week from Month 2
- Content planning, approvals, feedback collection & implementation support
- Social profile setup, optimization & cross-platform consistency
- Reels / doctor-based video content strategy
- Advanced SEO, GMB optimization & website audit support
- Monthly SEO, website & content performance review
- Limited monthly design support for hospital needs

Additional Benefits

- Complimentary initial hospital photoshoot
- Better audience targeting
- Faster digital growth



Dedicated Hospital Support

Our representative visits the hospital for planning, data collection, shoots and progress sharing. Dedicated SEO + social support focused only on your hospital.



Expected Outcomes (Based on Current Baselines)

Short-Term (1–3 Months)

- Website traffic: 17K → 35K+ / month
- Social traction from 103K base: 270K total followers
- Facebook growth: 103K → 250K; other platforms: new setup → 5K each

Long-Term (3–6 Months)

- 35–60% growth in online visibility
- Higher patient inquiries and interactions
- Better authority through regular content marketing

PACKAGE 03

Premium Authority Plan

240,000 BDT / month

Best for: Market leadership, authority building & scaling

Includes

Full-Scale Digital Marketing Solution

- Everything in Package 01 & 02
- Complete SEO management
- High-volume content production
- Professional video production
- Paid campaign management
- Doctor branding strategy
- PR, reputation & authority building
- Community engagement campaigns
- AI / AEO visibility optimization
- Full social media management

Additional Benefits

- Maximum digital visibility
- Faster scaling across platforms
- Higher patient acquisition potential
- Long-term digital growth strategy



Expected Outcomes (Based on Current Baselines)

Short-Term (1–3 Months)

- Website traffic: 17K → 50K+ / month
- Social traction from 103K base: 350K–420K
- 20–30 high-value keywords ranked or improved significantly

Long-Term (6–12 Months)

- Strong competitive digital positioning
- Higher appointment inquiries and lead generation
- Consistent brand authority across digital platforms
- Sustainable long-term organic growth



Execution Support Included Across Plans

Support includes planning, content coordination, approvals, audits and performance tracking. Higher packages include more intensive hospital support, production, growth activities and strategic execution.



Projection Basis

Calculations are based on current baselines from the updated deck: website traffic 17K/month and social media base 103K. Actual results may vary based on execution consistency, approvals, market response and ad spend.

► Tailored Growth Plan for Al Manar Hospital

This proposal has been carefully designed specifically for your hospital, based on your current challenges, goals, and growth potential. As per your budget and requirements, we have structured three scalable options to help you move forward confidently.



WHAT WE WILL DO FOR YOU

We don't just plan we execute daily.

- Consistent daily content publishing
- Dedicated graphics design team
- Professional video editing support
- One time full photoshoot & content creation setup



We provide continuous support to ensure your **hospital's digital presence** keeps improving without interruption. From promoting new services whenever needed to managing and executing campaigns, everything is handled in alignment with your goals. Our approach focuses on ongoing optimization, regular updates, and performance scaling based on real data and patient behavior. You can think of us as your **in house digital growth team**, always available, fully aligned with your operations, and dedicated to supporting your growth at every stage.

YOUR DEDICATED TEAM

A complete team will be assigned only for your hospital:

- Social Media Manager
- SEO Specialist
- Content Strategist
- Performance & Growth Analyst

HOW WE WORK WITH YOU

We don't work as an external agency we work as an extension of your hospital team

- Regular updates & coordination
- Strategy aligned with your services
- Continuous improvement based on real data



vynzo media

CONTACT US

Let's Build the Future Together



VYNZO-UCH-0426-PROP-001

Date

May, 2026

Website

www.vynzo.ca

E-mail

hello@vynzo.ca