

DIGITAL MARKETING PROPOSAL

Infertility Through Ayurveda — PAN India Campaign

Panchved Complete Ayurved & Physiotherapy, Kalyan

Prepared by: Digi-Trekkers Techsolutions Pvt. Ltd.

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+91 91303 74573 | connect@digitrekkers.in | digitrekkers.in

1. EXECUTIVE SUMMARY

Panchved Complete Ayurved & Physiotherapy is a trusted, results-driven Ayurvedic clinic in Kalyan with 11+ years of experience, a 4.8-star Google rating, and 1 Lakh+ satisfied patients. Led by Dr. Perna Nikam, the clinic has a proven track record in treating infertility, PCOS, hormonal imbalance, and supporting healthy pregnancies through authentic Ayurvedic care.

This proposal outlines a comprehensive PAN India digital marketing strategy to promote the clinic's flagship service — Treating Infertility Through Ayurveda — across online channels. We present two investment plans:

PLAN A STARTER ₹25,000 – ₹40,000 / month Focused digital presence with targeted ads and content to begin generating leads PAN India.	PLAN B GROWTH ₹80,000 – ₹1,20,000 / month Full-funnel PAN India strategy with aggressive ad spend, influencer tie-ups, video content and lead nurturing system.
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2. CURRENT DIGITAL PRESENCE AUDIT

Before defining the strategy, here is an honest audit of Panchved's existing digital footprint:

Platform	Current Status	Opportunity
Website	Live — basic SEO, local focus	Add landing pages for infertility + PAN India SEO
Google Business	4.8 stars — strong local trust	Leverage reviews in ads & content

Instagram	Active — panchved_rehab	Reels, patient stories, education content
Facebook	Present — limited engagement	Targeted infertility ad campaigns
YouTube	Not active	High-ROI — Dr. Perna educational videos
Google Ads	Not running	Huge intent — 'ayurvedic infertility treatment'
WhatsApp	Direct link present	WhatsApp Business + broadcast campaigns

3. TARGET AUDIENCE — PAN INDIA

The infertility space has a highly specific, emotionally invested audience. For Panchved, we will target:

PRIMARY AUDIENCE - Married women aged 25–38 struggling to conceive - Couples who have tried IVF/IUI and seek natural alternatives - Women with PCOS, hormonal imbalance, irregular cycles - Urban & semi-urban Tier 1 & Tier 2 cities: Mumbai, Pune, Delhi, Bengaluru, Hyderabad, Ahmedabad, Nagpur, Surat - Decision-makers in the household — women and mothers-in-law	SECONDARY AUDIENCE - Men facing male infertility concerns - Newlywed couples aged 26–34 doing family planning - NRIs seeking authentic Ayurvedic consultation online - Gynaecologists & Doctors for referral network - Health-conscious audience interested in natural parenthood
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4. UNIQUE SELLING PROPOSITIONS (USPs) FOR MARKETING

Every campaign will be anchored around these proven differentiators of Panchved:

Why Panchved? The Story That Sells. 11+ Years of trusted Ayurvedic expertise under Dr. Perna Nikam 1 Lakh+ patients treated — credibility that converts 4.8 Google Star Rating — social proof for national audiences - Proven success: Real patient review — 'After 4 years of struggling, I conceived

naturally'

- Holistic approach: Panchakarma + Garbhasanskar + personalized medicines
- Both Online & Offline consultation — serves patients across India
- Free OPD every Wednesday — low-barrier entry point for new patients
- Non-surgical, no side effects — appeals to those scared of IVF

5. DIGITAL MARKETING STRATEGY — CHANNELS & APPROACH

The strategy is built on a 3-phase funnel: AWARENESS → TRUST → CONVERSION

AWARENESS → Reach couples who are searching for solutions
TRUST → Educate, show results, build credibility with Dr. Perna
CONVERSION → Drive WhatsApp enquiries, bookings, consultations

5.1 Google Ads (Search + Display)

Google Search Ads will capture high-intent users actively searching for infertility solutions. These are the hottest leads — ready to convert.

- Keywords: 'Ayurvedic treatment for infertility', 'PCOS treatment Ayurveda', 'how to get pregnant naturally Ayurveda', 'best infertility doctor India'
- Ad format: Search text ads with call extensions (direct dial to 8698599751)
- Landing page: Dedicated 'Infertility Through Ayurveda' page with testimonials, Dr. Perna credentials, and WhatsApp CTA
- Display Ads: Retarget website visitors with success story banners
- Geographic targeting: PAN India with budget allocation bias toward metro cities

5.2 Meta Ads (Facebook + Instagram)

Meta is ideal for reaching women aged 25-38 who may not be actively searching but respond to emotional, story-driven content about parenthood.

- Campaign type: Lead Generation ads — users fill a form directly in app
- Video ads: Patient testimonial videos, Dr. Perna explaining Ayurvedic science
- Carousel ads: 'Infertility solutions step-by-step' educational series
- Retargeting: Website visitors, Instagram profile visitors, video viewers
- Lookalike Audiences: Build from existing patient contact list

5.3 Instagram Organic Content

Consistently posting high-value content builds trust over time and reduces ad dependency.

- 3-4 posts per week: Educational reels, patient stories (with consent), Ayurvedic tips

- Weekly 'Ask Dr. Prerna' series answering fertility questions in Reels
- Garbhasanskar tips, PCOS diet advice, pregnancy nutrition — shareable content
- Story polls, quizzes, Q&A sessions to boost engagement
- Trending audio Reels to maximize organic reach

5.4 YouTube Channel

YouTube builds long-term authority and generates leads passively through search. Dr. Prerna explaining medical topics in Hindi/Marathi has enormous reach potential.

- 2 videos per month: '5 Ayurvedic herbs for PCOS', 'What happens in Panchakarma?', 'Can Ayurveda cure infertility?'
- Videos optimized for YouTube SEO with keyword-rich titles and descriptions
- YouTube Ads: Run 15-30 sec in-stream ads targeting health and parenting audiences

5.5 SEO & Content Marketing

Long-term organic traffic from Google reduces ad spend dependency over time.

- Dedicated landing pages for: Infertility Treatment Ayurveda, PCOS Ayurveda, Garbhasanskar, Online Consultation
- Blog content: 'Ayurveda for PCOS — Complete Guide', 'Foods that improve fertility naturally'
- Google Business Profile optimization with weekly posts and Q&A
- Local + national keyword strategy targeting both Kalyan and PAN India terms

5.6 WhatsApp Marketing & Lead Nurturing

WhatsApp is the #1 communication channel in India for healthcare enquiries.

- WhatsApp Business setup with professional profile, catalogue, and quick replies
- Click-to-WhatsApp ads on Facebook & Instagram for frictionless enquiry
- Monthly broadcast campaigns: Free OPD reminders, festive health tips, new blog alerts
- Chatbot integration: Auto-reply with consultation booking link for off-hours leads

6. PLAN A — STARTER PLAN

PLAN A: STARTER | ₹25,000 – ₹40,000 per month
Best for: Building digital foundation and generating first consistent leads PAN India

WHAT'S INCLUDED IN PLAN A:

SERVICE	DETAILS	MONTHLY BUDGET
Google Search Ads	Infertility + PCOS keywords,	₹8,000 – ₹12,000 (ad

	PAN India	spend)
Meta Ads (FB + IG)	Lead gen + video ads, women 25-40, PAN India	₹6,000 – ₹10,000 (ad spend)
Instagram Content	12 posts/month — reels, carousels, stories	₹5,000 (content creation)
Google Business Mgmt	Posts, Q&A, review management	Included
Basic SEO	On-page SEO for existing pages + 1 blog/month	₹3,000
WhatsApp Business Setup	Profile, quick replies, click-to-WhatsApp CTA	One-time ₹2,000
Management & Reporting	Monthly performance report + strategy calls	₹5,000 (agency fee)
TOTAL INVESTMENT	Including ad spend + management	₹25,000 – ₹40,000/mo

EXPECTED OUTCOMES — PLAN A (Within 60–90 Days):

- 200–400 qualified leads per month via ads (WhatsApp enquiries + form fills)
- 30–60% increase in website traffic
- Instagram followers growing by 800–1,500/month
- Google Business profile impressions increasing 3x
- Estimated cost per lead: ₹60 – ₹120

7. PLAN B — GROWTH PLAN

PLAN B: GROWTH | ₹80,000 – ₹1,20,000 per month

Best for: Dominating the PAN India Ayurvedic infertility space and building Dr. Prerna as a national authority

WHAT'S INCLUDED IN PLAN B (All of Plan A PLUS):

SERVICE	DETAILS	MONTHLY BUDGET
Google Ads (Search+Display+YouTube)	Expanded keywords, retargeting, YouTube pre-roll	₹25,000 – ₹35,000 (ad spend)
Meta Ads — Full Funnel	Awareness + retargeting + lookalike campaigns	₹20,000 – ₹25,000 (ad spend)
YouTube Channel	2 full videos/month + thumbnail	₹10,000 (production +

	+ SEO optimization	optimization)
Instagram — Premium Content	20 posts + 4 Reels/month with professional editing	₹12,000 (content)
Advanced SEO	4 blogs/month, landing pages, backlink building	₹8,000
Micro-Influencer Tie-ups	2–3 regional influencers in Health/Parenting niche	₹10,000 – ₹15,000
WhatsApp Broadcast Campaigns	Monthly campaigns to patient database + leads	₹3,000 (platform + content)
Landing Page Design	Dedicated infertility campaign landing page	One-time ₹8,000
Monthly Reporting + Strategy	Detailed analytics dashboard + biweekly calls	₹8,000 (agency fee)
TOTAL INVESTMENT	Including ad spend + management	₹80,000 – ₹1,20,000/mo

EXPECTED OUTCOMES — PLAN B (Within 60–90 Days):

- 700–1,200 qualified leads per month across channels
- 100–150% increase in website traffic
- Instagram following growing 3,000–5,000/month with strong engagement
- YouTube channel reaching 5,000+ subscribers in 6 months
- Dr. Prerna established as a recognized national Ayurvedic infertility expert
- Estimated cost per lead: ₹65 – ₹100
- Online consultation bookings from across India (NRI reach included)

8. PLAN COMPARISON AT A GLANCE

FEATURE	PLAN A — STARTER	PLAN B — GROWTH
Monthly Investment	₹25K – ₹40K	₹80K – ₹1.2L
Google Search Ads	✓ Yes	✓ Yes (Expanded)
Meta Ads (FB + IG)	✓ Yes	✓ Yes (Full Funnel)
Instagram Content	12 posts/month	20 posts + 4 Reels
YouTube Channel	✗ Not included	✓ 2 videos/month
SEO & Blog Content	Basic (1 blog/mo)	Advanced (4 blogs/mo)
Influencer Marketing	✗ Not included	✓ 2-3 influencers
Landing Page	✗ Not included	✓ Dedicated page

WhatsApp Campaigns	Setup only	✓ Monthly broadcasts
Expected Monthly Leads	200 – 400	700 – 1,200
Best For	Testing + early growth	Market dominance + brand authority

9. CONTENT STRATEGY — WHAT WE WILL CREATE

Content is the heart of this campaign. Every piece of content will be crafted to educate, build trust, and move a potential patient closer to booking with Dr. Prerna.

HIGH-PERFORMING CONTENT TYPES	AD CREATIVES WE WILL PRODUCE
• Patient success stories (with consent) in Reels and posts • 'Ask Dr. Prerna' weekly Reel series answering infertility questions • Educational content: 'What is Garbhasanskar?', 'Panchakarma for fertility' • Before/after type journey posts: 4 years of struggle → Natural pregnancy • Hindi + Marathi content to reach regional audiences effectively • Festive campaigns: Navratri, Diwali, Mothers Day — thematic infertility hope messaging	• Video testimonial ads (15-30 seconds) — patient stories • Dr. Prerna talking-head video explaining natural infertility treatment • Infographic ads: '5 Signs of PCOS' / 'Ayurveda vs IVF — Know Your Options' • Pamphlet-style creatives (like your existing one) for high-performing formats • Carousel ads: Step-by-step Panchved treatment journey • Retargeting ads: 'Still looking for answers? Dr. Prerna has helped 1 Lakh+ patients'

10. CAMPAIGN TIMELINE — 90-DAY LAUNCH PLAN

PHASE	ACTIVITIES	GOALS
Week 1-2 (Foundation)	Account setup, pixel installation, ad account creation, WhatsApp Business, content audit, keyword research, competitor analysis	100% technical setup complete, creatives ready for launch
Week 3-4 (Launch)	Launch Google Ads, Meta campaigns go live, first Instagram posts published, first blog published, Google Business optimized	First leads flowing in, baseline data established, initial conversions tracked
Month 2 (Optimize)	A/B testing creatives, optimizing best-performing ad sets, launching	Lower cost per lead, higher conversion rates, growing brand

	retargeting, growing Instagram organically, YouTube launch (Plan B)	recognition
Month 3 (Scale)	Scale winning ad campaigns, influencer activations (Plan B), lookalike audiences live, SEO traffic starting to build	Maximum lead volume, PAN India brand awareness, online consultations from across India

11. REPORTING & TRANSPARENCY

We believe in full transparency. You will always know exactly where your money is going and what it is achieving.

WHAT YOU WILL RECEIVE: - Monthly detailed performance report (leads, spends, CTR, conversions) - Bi-weekly strategy call with our team - Live dashboard access to track ads in real-time - WhatsApp group for quick communication and approvals - Transparent ad spend invoices — you own all ad accounts	KEY METRICS WE TRACK: - Number of leads generated per channel - Cost Per Lead (CPL) — our efficiency metric - Click-Through Rate (CTR) on ads - Website traffic and landing page conversions - Instagram follower growth and engagement rate - WhatsApp enquiry volume and consultation bookings
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12. WHY WORK WITH US

We Are Digi-Trekkers — 8+ Years of Digital Excellence.

- 8+ years of experience — started in 2017, grown from Initialize Group to a full-service digital agency
- 250+ projects completed | 150+ brands served | 99% client retention rate
- Deep expertise in Healthcare & Wellness digital marketing in India
- Full in-house team: strategists, designers, copywriters, video editors & developers
- Proven work with government, hospitality, education, and healthcare sectors
- Products of our own (SoftWood, FinAuto) — we understand building brands digitally from scratch
- No long-term lock-in — monthly rolling contract, cancel anytime after 3 months
- You own all ad accounts, pages, and content — no vendor lock-in ever
- Trusted by clients across Maharashtra, Mumbai, Navi Mumbai and even Kuwait

13. NEXT STEPS — HOW TO GET STARTED

STEP 1	Choose your plan (Plan A Starter or Plan B Growth) and confirm via WhatsApp or call
STEP 2	Sign agreement + share admin access to existing social accounts and website
STEP 3	Onboarding call (1 hour) — we learn your brand voice, collect patient testimonials, finalize ad messaging
STEP 4	Creative review — approve all ads, posts, and content before publishing
STEP 5	LAUNCH — your PAN India infertility campaign goes LIVE within 14 days of onboarding

Let's Help More Couples Experience the Joy of Parenthood

Prepared by **Digi-Trekkers Techsolutions Pvt. Ltd.**

+91 91303 74573 | connect@digitrekkers.in | digitrekkers.in

103, First Floor, Shrihaan Residency, Ramnath Rd, Alibag, Maharashtra 402201

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