

MARKETING PLAN FOR CHROM ORTHOPEDIC HOSPITAL CAMPAIGN

2 WEEK-CAMPAIGN
ULH

AWARENESS

Increasing brand awareness through social media, reach, and impressions.

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OBJECTIVES

CONVERSION

Drive potential applicants to the HSE jobs page and to download the application form.

RATIONAL BEHIND THE MEDIA STRATEGY

BASED ON THE LAST CAMPAIGN, WE HAVE

CHOSEN SOME CRITERIA TO USE IN THIS NEW ONE:

- **Gender:** Male and Female
- **Age:** 25-44
- **Countries:** Ireland and England
- **Channels:** Facebook and Instagram
- **Placement:** Newsfeed

OTHER CRITERIA THAT MAKE OUR POTENTIAL REACH

SMALLER BUT POTENTIALLY MORE RELEVANT:

- **Location:** 2 miles of radius within a hospital (were included the ones that listed by the client and other ones which are big in Ireland and/or are focused on orthopaedic.
- **Interests:** subjects related to nursing OR orthopedic OR critical care nursing OR jobs for nursing OR nurse anesthetist OR certified registered nurse anesthetist OR like the page Nursing & Midwifery in Ireland Midwest.

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3 POSSIBLE SCENARIOS

BASED ON DISTINCT INVESTMENTS:

€ 1000.00

€ 2000.00

€ 3000.00

PLANNING 1

Channel	Placement	Audience	Ads	Link Clicks (minimum)	Link Clicks (maximum)	CPC	Invest
Facebook Instagram	Newsfeed	PROFESSIONALS IN IRELAND 2 miles of radius within a hospital: M&F, 25-44. Interested in subjects related to "nursing OR orthopedic OR critical care nursing OR jobs for nursing OR nurse anesthetist OR certified registered nurse anesthetist OR like the page Nursing & Midwifery in Ireland Midwest. ".	4 videos	504	1,442	€ 0.49 - € 1.39	€ 700 (70%)
		PROFESSIONALS IN ENGLAND 2 miles of radius within a hospital: M&F, 25-44. Interested in subjects related to "nursing OR orthopedic OR critical care nursing OR jobs for nursing OR nurse anesthetist OR certified registered nurse anesthetist OR like the page Nursing & Midwifery in Ireland Midwest. ".		154	532	€ 0.56 - € 1.95	€ 300 (30%)
TOTAL				658	1,974		€ 1,000

PLANNING 2

Channel	Placement	Audience	Ads	Link Clicks (minimum)	Link Clicks (maximum)	CPC	Invest
Facebook Instagram	Newsfeed	PROFESSIONALS IN IRELAND 2 miles of radius within a hospital: M&F, 25-44. Interested in subjects related to "nursing OR orthopedic OR critical care nursing OR jobs for nursing OR nurse anesthetist OR certified registered nurse anesthetist OR like the page Nursing & Midwifery in Ireland Midwest. ".	4 videos	924	2,660	€ 0.53 - € 1.52	€ 1,400 (70%)
		PROFESSIONALS IN ENGLAND 2 miles of radius within a hospital: M&F, 25-44. Interested in subjects related to "nursing OR orthopedic OR critical care nursing OR jobs for nursing OR nurse anesthetist OR certified registered nurse anesthetist OR like the page Nursing & Midwifery in Ireland Midwest. ".		294	938	€ 0.64 - € 2.04	€ 600 (30%)
TOTAL				1,218	3,598		€ 2,000

PLANNING 3

Channel	Placement	Audience	Ads	Link Clicks (minimum)	Link Clicks (maximum)	CPC	Invest
Facebook Instagram	Newsfeed	PROFESSIONALS IN IRELAND 2 miles of radius within a hospital: M&F, 25-44. Interested in subjects related to "nursing OR orthopedic OR critical care nursing OR jobs for nursing OR nurse anesthetist OR certified registered nurse anesthetist OR like the page Nursing & Midwifery in Ireland Midwest. ".	4 videos	1,092	3,150	€ 0.67 - € 1.92	€ 2,100 (70%)
		PROFESSIONALS IN ENGLAND 2 miles of radius within a hospital: M&F, 25-44. Interested in subjects related to "nursing OR orthopedic OR critical care nursing OR jobs for nursing OR nurse anesthetist OR certified registered nurse anesthetist OR like the page Nursing & Midwifery in Ireland Midwest. ".		448	1,344	€ 0.67 - € 2.01	€ 900 (30%)
TOTAL				1,540	4,494		€ 3,000

IRELAND

National orthopaedic hospital Cappagh
St Vincent's University Hospital
St James's Hospital
Beaumont Hospital
Mater Misericordiae University Hospital
Kilcreene Orthopaedic Hospital

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LIST OF HOSPITALS

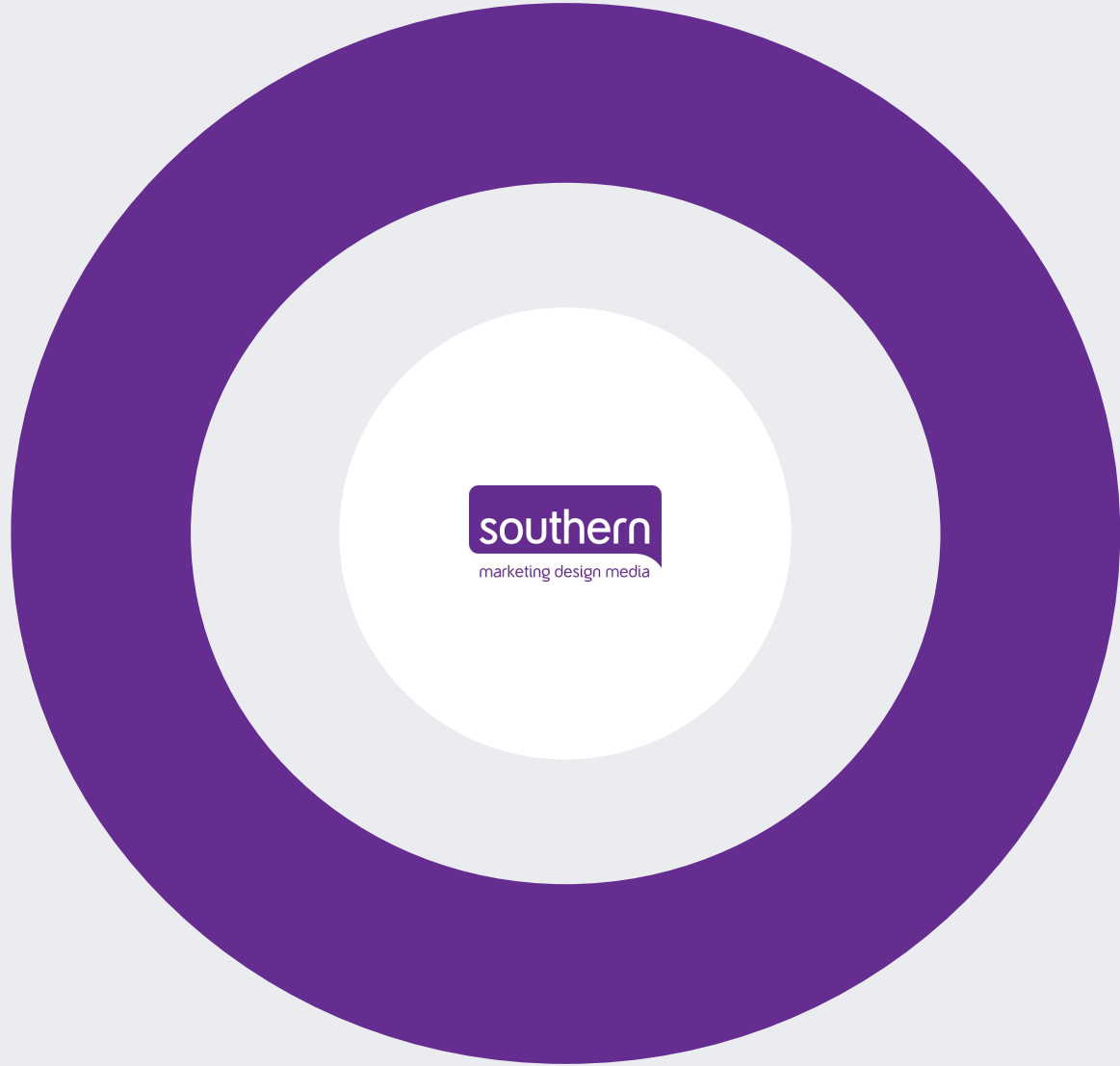
ENGLAND

Chelsea and Westminster Hospital
Royal National Orthopaedic Hospital
The Robert Jones and Agnes Hunt Orthopaedic
Hospital
Hammersmith Hospital
Kent and Canterbury Hospital
Queen Elizabeth The Queen Mother Hospital
William Harvey Hospital

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SET UP AND CAMPAIGN MANAGEMENT FEE

€450 to €650



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marketing design media