

maple

# Maple Cares

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## INTEGRATED MARKETING CAMPAIGN - SERVICE

The Woodlands School  
3225 Erindale Station Road  
Mississauga, ON, L5C 1Y5  
2021 - 04- 12



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## I. Executive Summary

### Description of the Service

The **Maple Corporation** is a telemedicine platform that provides virtual healthcare for patients wishing to skip the hassle of physical clinic visits. Through the company's website and app, registered users can instantly connect with a doctor using any online device, around the clock. The service is available for all residents of Canada, and since Maple's founding in 2015, its team of 500+ physicians has conducted appointments by text and video for 400,000+ clients.

Currently, Maple's main weakness is low market penetration due to slow adoption of telehealth in Canada. However, the onset of COVID-19 has rapidly increased demand for virtual care worldwide — a trend that will outlast the pandemic. With consumer attitudes evolving, the *Maple Cares* campaign aims to use this unprecedented market opportunity to build Maple's clientele, support local hospitals, and establish a long-term, mainstream brand presence for years ahead.

### Campaign Objectives

- 1 Increase impressions for Maple's social media content by 20%
- 2 Increase GTA-registered users on Maple's platform by 10%
- 3 Increase referrals generated by GTA customers by 30%

### Campaign Target Market

#### Primary

Parents,  
ages 30-49



#### Secondary

Young adults,  
ages 18-29



### Campaign Activities and Schedule

## Maple Cares: Feb 14, 2022 - Mar 30, 2022



**Care Months**  
Feb 14 - Mar 30



**Art Gallery**  
Feb 14 - 28



**Remember the Doctors**  
Every Thursday



**Educare Webinars**  
Every Saturday



**Social Media & Search**  
Feb 14 - Mar 30

### Budget

### Key Metrics

Activity	Cost (CAD)	ROI		
Care Months	\$ 64,800.00	<b>634.3%</b> (\$671,746)	1 Social Media Followers	Use of #MapleCares
Art Gallery	\$ 1,080.00		2 App Downloads	Weekly Appointments
Remember the Doctors	\$ 1,480.00		3 Customer Satisfaction	App Reviews
Educare Webinars	\$ 4,500.00			
Social Media & Search	\$ 33,993.42			
<b>TOTAL:</b>	<b>\$ 105,853.42</b>			