Maple Cares

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INTEGRATED MARKETING CAMPAIGN - SERVICE
The Woodlands School
3225 Erindale Station Road
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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

<table>
<thead>
<tr>
<th>Primary</th>
<th>Secondary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents, ages 30-49</td>
<td>Young adults, ages 18-29</td>
</tr>
</tbody>
</table>

Campaign Activities and Schedule

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Cost (CAD)</th>
<th>ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Care Months</td>
<td>$64,800.00</td>
<td></td>
</tr>
<tr>
<td>Art Gallery</td>
<td>$1,080.00</td>
<td></td>
</tr>
<tr>
<td>Remember the Doctors</td>
<td>$1,480.00</td>
<td></td>
</tr>
<tr>
<td>Educare Webinars</td>
<td>$4,500.00</td>
<td>634.3% ($671,746)</td>
</tr>
<tr>
<td>Social Media &amp; Search</td>
<td>$33,993.42</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>$105,853.42</strong></td>
<td></td>
</tr>
</tbody>
</table>

Key Metrics

1. Social Media Followers
2. App Downloads
3. Customer Satisfaction
4. Use of #MapleCares
5. Weekly Appointments
6. App Reviews