



Fertility Center
Digital Marketing Expert

**Double your turn over within next 12 months*
using our digital marketing strategies.**



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Are You Interested To Know How We Helped Progenesis Fertility Center To Double Their Turnover



Your Expectations From Your Hospital

- ➡ Increase In OPD Patients
- ➡ Increase In Number Of IVF Cycles Per Month
- ➡ Good Footfall For Your Camps And CME's
- ➡ Have To Get Patients From Multiple Cities
- ➡ Share Your Success Stories World Wide
- ➡ Introduce Your Doctors Worldwide
- ➡ Branding Of Your Hospital

Difficulties To Achieve Your Expectations

- ➡ I Don't Have Strategy To Increase IVF Cycles Per Month
- ➡ Unable To do Affordable Marketing In Different Cities
- ➡ Unable To Do Right Marketing To Reach Right Customers
- ➡ Unable To Understand How To Market My Camps And CME's?
- ➡ Don't Know How And Where I Need To Share My Success Stories?
- ➡ Don't Know How To Create My Doctors Brand Worldwide
- ➡ Don't Know How To Brand My Hospital?

Our Strategy To Boost Your Business Worldwide



- **Search Engine Optimization (SEO)**
- **Social Media Marketing (SMM)**

In today's digital business world, you need a partner who can help you take advantage of marketing opportunities across a variety of channels in real-time. Eluminous Technologies combines a data-driven approach with knowledge gained from years in digital marketing to deliver outstanding results to our clients. We not only provide Digital Marketing services but specifically we focus on strategies as per your type of industry.

Method 1: Search Engine Optimization (SEO)

Billions of web browsing sessions begin with a search query every day. With more than a billion websites competing for the top spot in search results, it can be difficult to drive traffic to your site from search engines. At eluminous technologies, we specialize in an innovative approach to SEO that uses white-hat tactics to put your website at the top of your target audience's searches.

Our Strategy To Boost Your Business Worldwide

Method 1: Search Engine Optimization



Our SEO services include:

- keyword Research
- Technical SEO
- Full SEO Audits
- SEO Consulting

Advantages:

- Top in Google Search
- Increase in Traffic
- Organic Lead Generation

SEO Life Cycle:



Our Strategy To Boost Your Business Worldwide

Method 1: Search Engine Optimization



Case study of ProgenesisIVF center can help you understand, How SEO keyword ranking helped them to get potential leads from search engine,

- First, we have started with the keyword research and optimization.
- Website analysis for lead gathering.

For ProgenesisIVF, we have managed to get their brand on local and Indian search engine to get leads and brand promotion.

Keyword Ranking in Google Search India:

For the keyword **test tube baby center** progenesisIVF brand comes on 8th position and help them to earn **2000 Clicks**, which helps the fertility center to get at least **50 leads a Month**.

Below examples can help you understand the current keyword ranking position in Global and Local search engine.

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Method 1: Search Engine Optimization



You can type “test tube baby center” in Google.co.in to check the current position.

Google test tube baby center

42.68% (for google.com addresses) — View full report for this keyword — Volume: 390/mo | CPC: \$0.54 | Competition: 0.32

All News Maps Images Videos More Settings Tools

SEOquake

Parameters
SERP report
Export CSV

Sort this page
Locale

About 23,70,000 results (1.38 seconds)

Map data ©2017 Google

Rating Hours

Dr. Malagaonkar's Progenesis Fertility Center, Advanced Ce...
5.0 ★★★★★ (3) - Hospital
Gajanan Janardhan Mhatre Marg - 024039 32404
Open until 11:00 PM

Atharva Infertility & Test Tube Baby Centre
5.0 ★★★★★ (3) - Hospital
1st Floor, Jagir Complex, Near Kathe Gali Signal, Dwarka - 0253 259 8889

WEBSITE DIRECTIONS

Our Strategy To Boost Your Business Worldwide

Method 1: Search Engine Optimization



8. Infertility Clinic in India | Test Tube Baby Center | Infertility ... - Nashik

www.progenesisivf.com/ ▼

Dr. Malagaonkar's Progenesis Infertility clinic in India is the best test tube baby center and Infertility Treatment in India with Advanced Reproductive ...

For the keyword "IVF clinic Nashik" they are ranking on **1st position** and to get **10,000 Clicks** which helps them get potential leads every month.

Visitor to Patient Conversion Ration is defined below.

According to the last moth analysis they have **50 leads every month** from local search engine results.

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Method 1: Search Engine Optimization



Check the below example for local search result.

Google

ivf clinic nashik

Keyword difficulty: 47.27% (for google.com database) — View full report for this keyword

All Maps News Images Videos More Settings Tools

About 1,38,000 results (0.58 seconds)

Map data ©2017 Google

Rating = Hours =

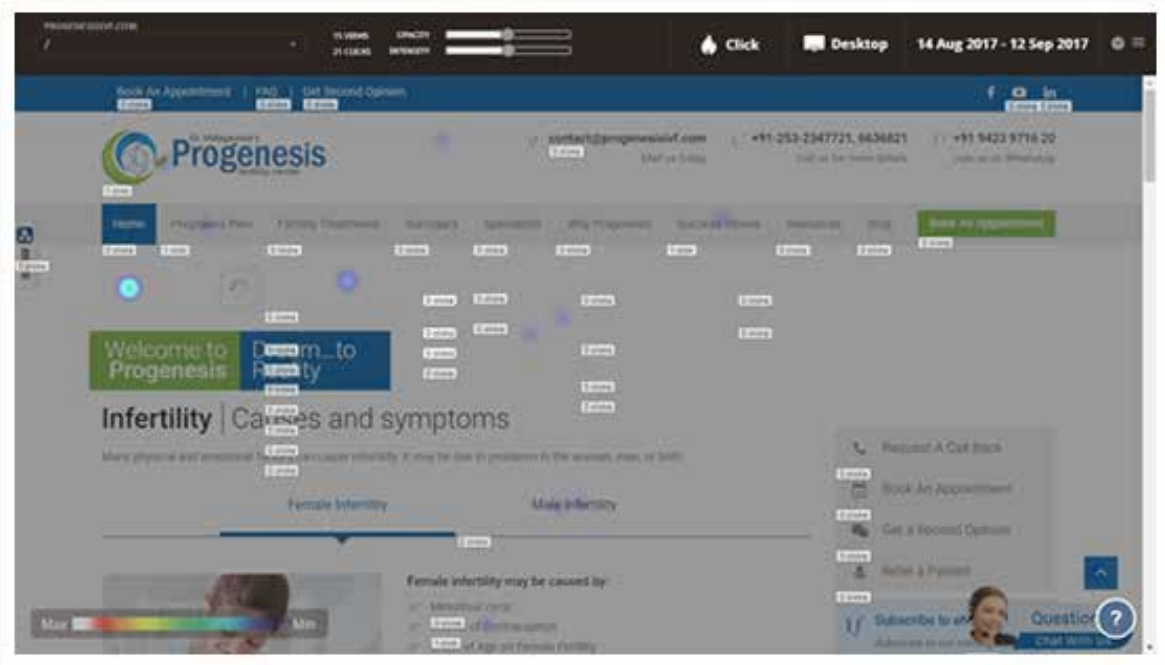
1. Infertility Clinic in India | Test Tube Baby Center | Infertility Treatment
www.progenisisivf.com/ ▼
Dr. Malagaonkar's Progenesis Infertility clinic in India is the best test tube baby center and Infertility Treatment in India with Advanced Reproductive ...

Our Strategy To Boost Your Business Worldwide

Method 1: Search Engine Optimization



Visitor Flow Analysis:



We will give you comprehensive report about the current website flow and inside analysis report about the visitor flow and how we track the visitor behaviour on website looking for fertility services. To improve lead generation on your website will suggest you the changes which are must and can help your fertility centre grow.

The report will describe several ways to use the Users Flow report to compare volumes of traffic from different sources, examine traffic patterns through your site, and troubleshoot the efficacy of your site. The above images give you an over view of how we track the visitor behavior on website looking for fertility services.

To improve lead generation on your website will suggest you the changes which are must and can help your fertility center grow.

Our Strategy To Boost Your Business Worldwide



Method 2: Social Media Marketing (SMM)



Facebook Marketing



YouTube Marketing

Social Media has changed how brands communicate with their audiences forever. As per your business is a B2C brand, social media is a powerful way to build brand awareness, build a positive image, and drive lead generation. More than 1 billion people use social media every day, and platforms like Facebook, LinkedIn, and YouTube have sophisticated advertising platforms that can help you grow your audience.

We specialize in strategic social media campaigns that focus on building and protecting a positive brand image, driving new leads for your business.

Social media services includes:

- Social Strategy
- Social Media Consulting
- Social Media Advertising

Our Strategy To Boost Your Business Worldwide

Method 2: Social Media Marketing (SMM)



Social Media Marketing

We generally Help brand with Facebook and YouTube Marketing,

Facebook Marketing Will include,

- For Branding Facebook Page



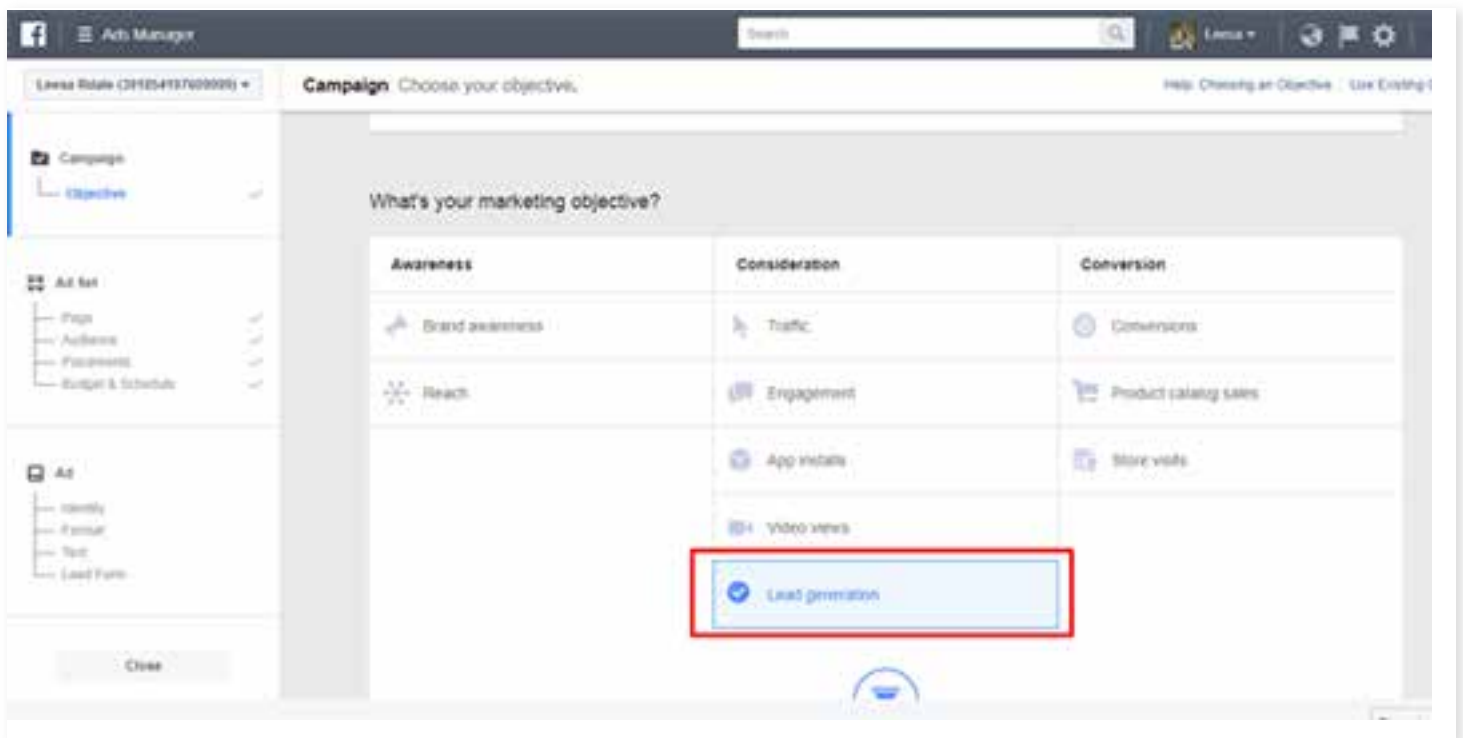
Our data driven approach ensures that you understand the true ROI of your social media efforts, and our team works tirelessly to improve the return on your investment in social media.

Our Strategy To Boost Your Business Worldwide

Method 2: Social Media Marketing (SMM)



Examples of our activity for brand promotion and Lead Generation Campaign,



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Method 2: Social Media Marketing (SMM)



Social Media Marketing

- The ProgenesisIVF Brand Ad Facebook Promotion Example,

Progenesisivf
Sponsored · 12

मला बाळ हवंय
Suffering from below #Infertility issues,
- Multiple IUI Failure
- Multiple IVF Failure
- Male Infertility
- Poor Ovarian Reserve
- Motherhood After Menopause
- Surrogacy
Meet Experienced Team with Excellent Success Rate on above Infertility Issues.
Book Your Appointment at Thane. Call Us: 7030944041

Come with the Hope
Leave with the Happiness

Book Your Appointment at Thane. [Sign Up](#)

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Method 2: Social Media Marketing (SMM)



And we get the leads for ProgenesisIVF which are as follows,

	A	B	C	D
1	created_time	email	full_name	phone_number
2	2017-07-22T08:17:28+05:30	har	Harsh	p:+919
3	2017-07-22T07:18:49+05:30	sum	Sumi	p:+91
4	2017-07-22T07:17:16+05:30	mh	Moha	p:+919
5	2017-07-22T03:20:14+05:30	ba	Prat	p:+919
6	2017-07-22T00:35:18+05:30	pra	Prad	p:+919
7	2017-07-22T00:01:10+05:30	yas	Sha	p:8
8	2017-07-21T23:44:20+05:30	pati	Yog	p:+918
9	2017-07-21T23:44:18+05:30	rbh	Rav	p:+918
10	2017-07-21T23:08:54+05:30	atis	Ati	p:+919
11	2017-07-21T22:51:07+05:30	prash	Pra	p:+919
12	2017-07-21T18:19:33+05:30	divya	Divy	p:+919
13	2017-07-27T09:14:43+05:30	shree	Shr	p:+917
14	2017-07-27T06:59:24+05:30	socia	Pra	p:+919

So the above leads are potential customers for ProgenesisIVF.

Our Strategy To Boost Your Business Worldwide

Method 2: Social Media Marketing (SMM)



YouTube Marketing will include:

Youtube has massive traffic and viewers, with over 1,325,000,000 people using Youtube. There are currently 300 hours of video uploaded to YouTube every minute of every day – 5 hours of video content every second! Which only validates the fact that video marketing is a growing trend – the numbers say it all.

- Social Strategy
- Social Media Consulting
- Social Media Advertising

What Will do in YouTube Marketing:

YouTube Remarketing can be used by most brands, big or small, it is a more affordable way to continue to nurture your audience on YouTube.

Having a strong presence on YouTube – the 2nd largest search network Give you targeted Leads.

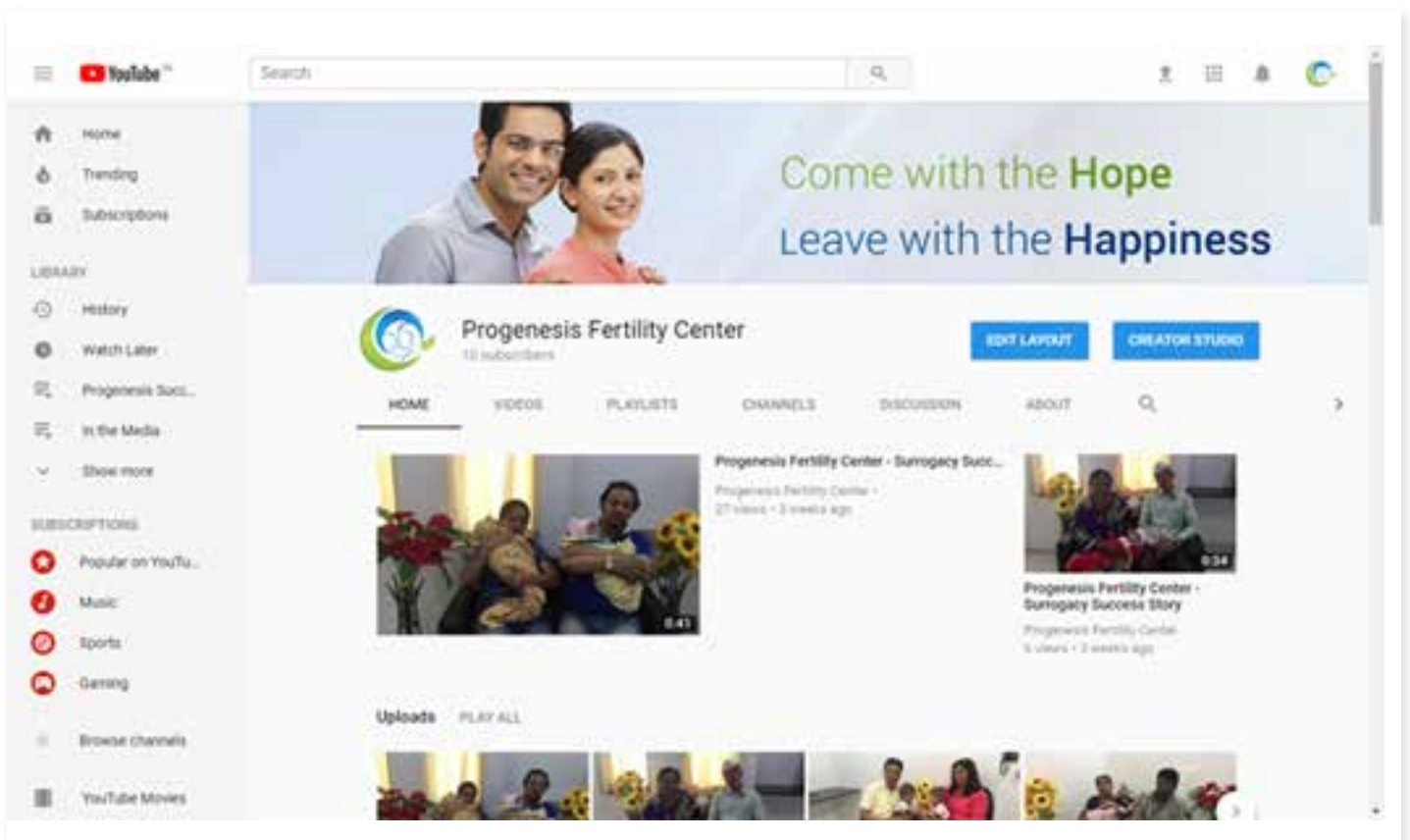
Our Strategy To Boost Your Business Worldwide

Method 2: Social Media Marketing (SMM)



Social Media Marketing

Lets check this with ProgenesisIVF Cases study:



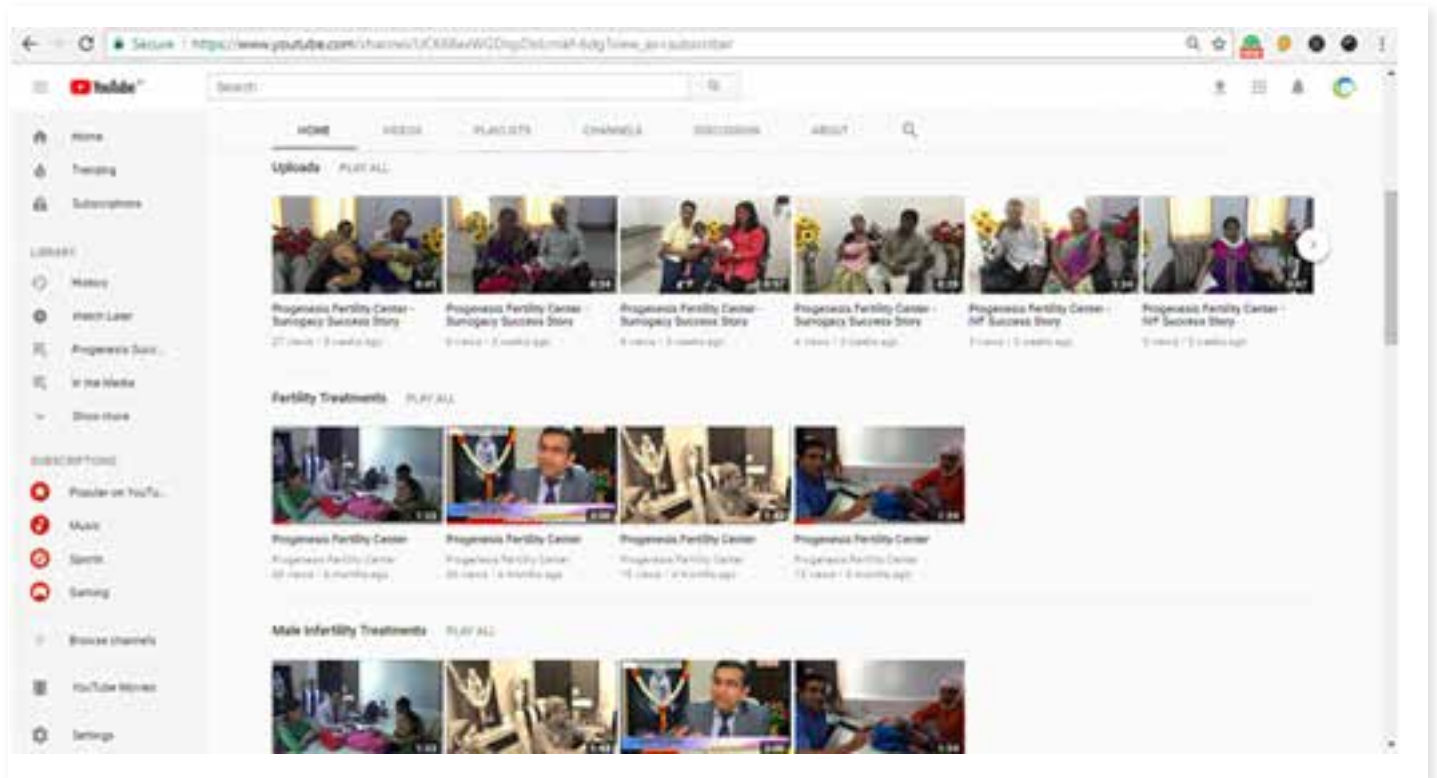
We have created Youtube channels with specific categories which helps patients to view specific videos.

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Method 2: Social Media Marketing (SMM)



The in-detail channels are as follows:



Will show your ads on fertility videos so you will have more leads and conversion people looking for infertility issues and solutions.

These videos will also be used for Facebook marketing and other channel marketing.

Our Strategy To Boost Your Business Worldwide

Method 2: Social Media Marketing (SMM)



This technique will help you get brand exposure and leads right on your website.

Our Promise To Your Fertility Center

- ➡ Increase In Your Daily OPD
- ➡ Increase In At Least 50* IVF Cycles Per Month
- ➡ Conduct More Successful Camps And CME's.
- ➡ Get Patients From Multiple Cities
- ➡ Share Your Success Stories Worldwide
- ➡ Branding Of Your Doctor And Hospital Worldwide

Our Team



Contact Us Now And Get Your Turn Over Double*

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