

# Healthcare

PORTFOLIO PRESENTATION

**\$100,000+**

AD SPEND

Managed over 100,000 dollars in Advertisement Budget last year for our clients.

**6750**

CREATIVES

Creatives were delivered and posted to social media by our team across **4 Countries**.

**2M**

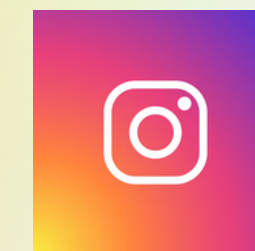
VIEWS

People viewed and interacted with our content and clients.

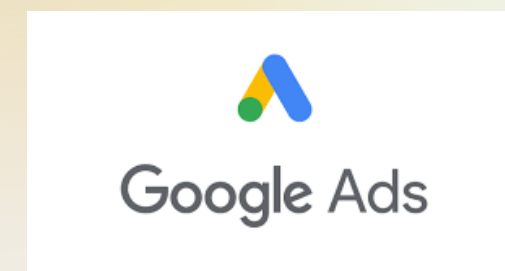
**1:2**

RETURN

ROI was recorded as an average for our clients and helped them grow their niches.



# Partners & Affiliations





# Code Counsel

We are a **full-service** digital agency. We help **small and medium businesses** worldwide increase their **revenue** by building **scalable digital solutions** with **expert-led** strategies.

ABOUT US

CLIENTS

PROB STATEMENT

STRATEGY

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aeme

Aura Electro Medical Engineers



**Ayurveda  
Yogashram**  
Remedies Pvt. Ltd.

# Clients

This case study will discuss 2 clients from the healthcare industry.

- Aura Electro Medical Engineers
- Ayurveda Yogashram

Both clients have an international and local clientele.



# Problem Statement

**Low Conversion Rates**  
Visitors leaving without engagement

**Limited Online Presence**  
Difficulty in customer discovery and engagement

**Stiff Competition**  
Need for stronger brand presence

**Unoptimised GMB**  
Reduced local visibility and no Google My Business Profile

**Ineffective Marketing**  
Hindered outreach to potential audience





# Strategy & Service



## Website Revamp

Modernising the website with WordPress CMS and custom JS & PHP development for enhanced user engagement and content delivery. Furthermore, enhanced the User Experience and Usability.



## SEO Optimisation

Improving search visibility through targeted keyword research and structured content. Better SERP rankings and 2x traffic to the website in first 60 days.



## Google My Business

Enhancing local presence with optimised profiles and local SEO strategies.



## Social Media Management

Providing an Omni-Channel approach to Social Media. Engaging audiences through dynamic content on Facebook, Instagram, and YouTube.



## Digital Advertising

Reaching global and local markets with targeted Google and Facebook ad campaigns. The clients saw a minimum of 1:2 ROI per campaign.



# Project Statistics

**60%**

VISITOR

Increased Website traffic  
in the first 90 days.

**900+**

CONSULTATIONS

at their Camps and clinics  
via digital campaigns.

**5**

COUNTRIES

Customer engaged with the  
brand across US, Canada,  
UK, Australia & India

**~300**

VIEWERS

Per creatives posted on  
social media

# Contact

Ready to grow your business? Contact Code Counsel today and let's make it happen!

We appreciate your business and time.

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