



VITAS

Entrepreneurial Marketing Plan

Kenan Nurkanovic

Champlain College Online

MBA-530: Customers, Markets, and Sales/Marketing Programs

Professor Sheila Fry, MBA

August 28, 2022

Our Objective

Introduce our services to a health and wellness coaching market segment, build a community around the services, and help the immigrant community become healthier.

Table of Contents

Business Summary	3
Our Company	3
Our Mission	3
Our Purpose/Values	3
Our Value Proposition	3
Industry	3
Industry Trends	3
SOAR Analysis	4
Target Market	6
Value Proposition Canvas	6
Buyer Personas (B2C)	7
Background / Demographics	7
Real Quotes	7
Identifiers	7
Goals / Challenges	7
What can we do?	8
Marketing Message	8
Market Strategy	9
Product	9
Price	9
Promotion	9
Place	10
People	10
Process	10
Physical Evidence	10

Marketing Channels	11
Website	11
Facebook – company-owned channel	11
Earned channel (Facebook, Reddit)	12
Marketing Initiatives	13
Initiative 1: Increase website traffic and number of leads	13
Initiative 2: Facebook group page	13
Mar-Tech Plan	14
Mar-Tech Tactics	14
Budget	15
References	16

Business Summary

Our Company

Vitas is headquartered in Jericho, Vermont, a short drive to the City of Burlington, home of Champlain College.

Our Mission

Our mission is to ensure all people have a complete understanding of all health-related situations to make an informed decision that will affect their health and future.

Our Purpose/Values

The company's purpose is to provide medical knowledge and the time needed to meet clients' needs.

Our Value Proposition

Vitas provides health coaching and interpretation of medical diagnostic tests for underserved immigrant populations in their native language and helps them navigate the complex U.S. healthcare system. We believe everybody should completely understand their health condition before making life-changing decisions.

Industry

- Vitas is in the healthcare – health coaching market
- Wellness coaching and healthy lifestyle solutions for specific segments

Industry Trends

- Political situation factors:
 - Emphasis on lower healthcare costs and the focus on poor lifestyle prevention is as important as ever. Health and wellness coaching is a way to support individuals for long-term behavior change (Global Wellness Institute, 2022).
 - Expanded access to healthcare.

- Prevalent economic factors:
 - The global health coach market size is valued at \$14.48 billion
 - The market is expected to grow 6.7% from 2022 to 2030 to \$25.95 billion (Presedence Research, 2022)
 - Global inflation is increasing, including in the U.S. market, and may have a negative impact on discretionary spending
- Prevalent social factors:
 - Increasing behavioral and mental well-being awareness is projected to significantly affect the health and wellness market.
 - Personalized care is driving a new era of health care, integrating all aspects of individual care.
 - The aging population requires medical services.
 - The population is aware of health needs and more likely to seek additional health coaching support.
- Technological impact:
 - Increased telehealth use across all demographics
 - Technical knowledge and use by the older population is expanding
 - Increased access to the internet opens opportunity for expanded market
- Legal factors:
 - Compliance with state and federal laws that regulate healthcare may impact the scope of the services.
 - Telecommunication solutions must be HIPAA compliant to ensure the privacy of transmitted medical information.
 - Patient informed consent must be obtained before any data transmission.

SOAR Analysis

As Vitas's marketing team, we want to help the brand lean into what it does well, capitalize on both internal and external opportunities for success, aspire to a preferred future, and identify the results we want to see. With that in mind, here is our SOAR analysis for 2022.

Strengths	Opportunities	Aspirations	Results
<p>Compassionate and dedicated professional.</p> <p>Easily accessible professionals.</p> <p>Excellent technology platform with no technology interruptions.</p> <p>Excellent communication skills; able to meet clients where they are and use easily understandable vocabulary.</p>	<p><u>External</u></p> <p>An aging population requires medical services.</p> <p>The population is aware of health needs and more likely to seek additional health coaching support.</p> <p><u>Internal</u></p> <p>Self-motivated to improve services.</p> <p>Dedicated professionals committed to providing health coaching services.</p>	<p>Growing company to increase accessibility to health coaching.</p> <p>Ensure everyone understands their health condition completely before making life-changing decisions.</p>	<p>Increase of 10 customers per month for the first 12 months.</p> <p>Maintain a rate of high satisfaction among customers by over 95% each month.</p> <p>Double the revenue from the previous month for the first 12 months.</p>

Target Market

Value Proposition Canvas

	Customer Segment	Value Proposition
Gains Gain Creators	<ul style="list-style-type: none"> • Taking charge of own health care • Understanding of U.S. health care system • Health education 	<ul style="list-style-type: none"> • Empower you to take charge of your own health care • Health coaching and help with navigating the U.S. health care system • More time spent educating patients about their health care conditions
Pain Pain Relievers	<ul style="list-style-type: none"> • Difficulty understanding the meaning of diagnostic tests and how they affect future care planning • Cultural differences • Distrust in mainstream U.S. health care system • Lack of holistic health care approach 	<ul style="list-style-type: none"> • Interpretation of diagnostic tests and how they affect future care planning • Bridging the differences between Bosnian and U.S. health care system • Evidence-based education about the U.S. health care system • A holistic approach to the health care system.
Customer jobs Services	<ul style="list-style-type: none"> • Understand the meaning of diagnostic tests • Feel comfortable and confident in health care decisions • Feels integrated into the healthcare system • Communicate intelligently with a health care provider 	<ul style="list-style-type: none"> • Interpretation of diagnostic tests • By supplying education about health care condition makes clients empowered to make informed healthcare decisions and become part of the U.S. healthcare system • Education on proper medical terminology

Buyer Personas (B2C)

Background / Demographics

- Over 50 years
- Medium income
- Sedentary job
- Active family involvement
- Smoker
- Unhealthy lifestyle
- Immigrant to the U.S.
- Limited understanding of the U.S. health care system

Real Quotes

- I had a test done while on vacation in Bosnia. What does it mean?
- My American doctor ordered lab tests; could you take a look? What does it mean?
- Why do I need to go back to my American doctor if they already took blood for tests?
- I do not know how to put together tests done in Bosnia with tests done by my American doctor.

Identifiers

- Frequent user of social media sites
- Frequent use of social media to seek advice from the community
- Relias on home remedies to treat serious illnesses

Goals / Challenges

- Limited English knowledge
- Limited understanding of medical terminology
- Limited understanding of the U.S. health care system
- Frequent use of social media to seek advice from the community
- Use of foreign medical services
- Distrusting mainstream medicine
- Reliant on unproven medical treatments

What can we do?

- Interpret medical notes from English to native language
- Interpret medical notes from the patient's native language into English
- Explain the meaning of diagnostic results
- Provide health coaching
- Help navigate the U.S. health care system

Marketing Message

- Explanation of diagnostic results
- Explanation of laboratory results
- Health Coaching
- Help navigate the U.S. health care system
- Partner in your healthcare journey

Market Strategy

Product

Taking all the time required by the clients to explain diagnostic tests and what it means holistically and provide appropriate health coaching. Vitas provides health coaching and interpretation of medical diagnostic tests for underserved immigrant populations in their native language and helps them navigate the complex U.S. healthcare system.

Price

The consultation service will have a fixed price of \$99.00 per consult per hour, billed in a 15-minute increment. In addition to a single price, we will offer multi-tier pricing. The multi-tier pricing service price will be based on the number of consultations. The flexible payment structure will allow for more guaranteed income.

1 = \$99.00 per consult

2 – 5 = \$95.00 per consult

6 – 10 = \$89.00 per consult

Promotion

The promotion of the company services will focus on building channels in multiple phases to allow for better use of time for our limited team.

- Social media
 - Instagram
 - Facebook
- Owned channels
 - Company website
 - Educational blog
- Paid channels
 - U.S.-based radio stations that cater to foreign language audiences
 - Google ads
- Earned channels
 - Online forums (Reddit, Facebook groups)

Place

The service will be distributed via e-commerce through our HIPAA-compliant website, where consumers can connect with qualified medical personnel to conduct a video-based consultation. Due to the nature of the visit and the discussion of sensitive medical information, security and privacy are of utmost importance.

People

Kenan Nurkanovic is assigned as a marketing lead. He brings over 30 years of experience in the management and healthcare industry, providing services that directly impact customers.

Process

- Refunds
 - No refunds are offered for completed consultations. For prepaid consultations, if for any reason either side decides to terminate the engagement, a full refund will be issued within 60 days of termination.
- Customer loyalty program
 - 50% discount for a single consultation after five consults
- Referrals
 - One free consultation for every new customer referral that results in the purchase
 - Call to action (CTA) 50% discount for a new customer per single consult

Physical Evidence

Trust is paramount when selling intangible products (services), so we need to build trust with customers who will spread word-of-mouth recommendations that draw in even more clients.

- Focus on personalized selling by explaining to prospective customers how our service can positively change their lives.
- Show our potential customers the tangible benefits of our services using success stories to build credibility.
- Offer advice to clients by addressing any specific issue they have and advise them on how the service will benefit them.

Marketing Channels

Throughout 2022, we will launch our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Website

Purpose of channel:

- Promote business credibility
- Build brand awareness
- Provide patient education
- Showcase the value to prospective customers
- Generate customer leads
- Increase the customer base through SEO optimization to generate organic traffic to the website through Google search results
- Keep customers up to date on new products and services

Metrics to measure success: 100 unique page views per month for the first six months

Facebook – company-owned channel

Purpose of channel:

- Build brand awareness
- Provide patient education
- Showcase the value to prospective customers
- Generate customer leads
- Keep customers up to date on new products and services
- Build and retain customer base
- Build a stronger relationship with customers
- Build a community around the brand

Metrics to measure success: 10 new followers per month for the first six months

Earned channel (Facebook, Reddit)

Purpose of channel:

- Create informative content that can be shared with other Facebook groups (e.g., post free patient education material)
- Showcase the value to prospective customers
- Generate customer leads by building personal connections

Metrics to measure success: Conversion to paid customer – 5 per month for the first 12 months

Marketing Initiatives

Vitas has the ambitious goal of improving the health of the underserved population. To help the business do that, our marketing team will pursue the following initiatives in 2022:

Initiative 1: Increase website traffic and number of leads

Description: Over the next 12 months, we will work on building a blog that becomes a go-to resource for our customers' essential health questions -- and our number-one source of leads month over six months.

The goal of the initiative: To increase our website's rank on Google and create critical top-of-the-funnel marketing content that helps our sales team start more conversations with potential customers.

Metrics to measure success: 1,000 organic page views per month

Initiative 2: Facebook group page

Description: Over the next six months, we will build a Facebook group page that will enable our company to promote brand awareness by providing patient education and showcasing our value to prospective customers.

The goal of the initiative: To generate customer leads by driving traffic to our website and increasing the number of conversions.

Metrics to measure success: 10 new followers per month for the first six month

Mar-Tech Plan

Mar-Tech Tactics

What tactics will you recommend for:

- Data-driven Marketing
 - To ensure we provide relevant content at the right time to the right customer, we plan to utilize data generated by our channels. This approach will ensure that we create marketing campaigns that are intrinsically informed and understand their impacts. Where data can help is conversion rate optimization, search engine optimization, personalized email campaigns, and others.
- Contextual Marketing
 - Smart calls-to-action (CTA) to ensure we capture audience information at all stages of their buyer's journey
 - Smart forms so that customers do not have to complete the same information all the time
 - Pop-up forms for repeating customers after they log into the site with new offers
-
- Agile Marketing
 - We plan to use agile marketing and agile project management to build quick and small initiatives to ensure that if we fail, we fail fast and small and not spend resources on initiatives that do not pay off.

Budget

Over the course of 2022, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Marketing Software	\$1,500.00
Webpage (content + hosting)	\$2,500.00
Pay-per-click (Google)	\$4,500.00
Total	\$8,500.00

References

Arloski M. (2021, January 11). *Health and Wellness Coaching Trends for the New*

Decade. Advancing the Craft of Health & Wellness Coaching. WordPress.

<https://realbalancewellness.wordpress.com/2021/01/11/health-and-wellness-coaching-trends-for-the-new-decade/>

Daley A.J. (2021). *Should I Offer A Money-Back Guarantee As A Health Coach?*

Amanda J Daley. Retrieved August 27, 2022, from

<https://www.amandajdaley.com/blog/should-i-offer-a-money-back-guarantee-health-coach>

Fuchs J. (2022, April 18). *The 5 Key Components of a Killer Customer Marketing*

Strategy. HubSpot. <https://blog.hubspot.com/marketing/customer-marketing>

Furman J. (2022 August 22). *Secrets to Selling Intangible Goods and Services*.

Business.com. <https://www.business.com/articles/secrets-to-selling-intangibles/>

Health Coach Market (2022). Precedence Research. Retrieved August 27, 2022, from

<https://www.precedenceresearch.com/health-coach-market>

Kaplan K. (2020, February 3). *Why Every Business needs a Website*. Forbes.

<https://www.forbes.com/sites/theyec/2020/02/03/why-every-business-needs-a-website/?sh=29a213f86e75>

LaPlante-Dube M. (2022, June 16). *How to Build a Strong Customer Referral Program*

[Ideas & Examples]. HubSpot. <https://blog.hubspot.com/service/customer-referral-program>

Mayfield D. (n.d.). *What Is Data-Driven Marketing? (+ 10 Amazing Examples!)*.

GoSquared. Retrieved August 22, 2022, from

<https://www.gosquared.com/blog/data-driven-marketing-examples>

Wainwright C. (2022, March 2). *What is Context Marketing? Why It Matters in 2022*

[+Examples]. HubSpot.

<https://blog.hubspot.com/blog/tabid/6307/bid/33894/what-s-the-deal-with-this-whole-context-marketing-thing.aspx>

Wellness Coaching Initiative (2022). Global Wellness Institute. Retrieved August 23,

2022, from <https://globalwellnessinstitute.org/initiatives/wellness-coaching-trends/>