



— Welcome to —  
**Priya Nutritions**

Personalized Nutrition for a Healthier You

Weight Management • Lifestyle Disorders • Clinical Nutrition



# Nutrition Clinic

## Marketing Strategy Overview



### Objective

Improve community health awareness and build trust in doctor-led **nutrition services** in a tier-3 city



### Target Market

- Working professionals, homemakers, students,
- diabetic and lifestyle disorder patients in



### SWOT Analysis

- **Strength:** Doctor expertise and personalized care
- **Weakness:** Limited digital awareness
- **Opportunity:** Rising lifestyle disorders in Mancherial



### Competitor Analysis

- Local gyms, informal diet advisors,
- online generic diet plans



### Budget

- Low to medium budget, focused on high-ROI local marketing activities



### Marketing Channels

- Instagram, WhatsApp, Google Maps,
- local referrals, clinic branding



### Marketing Tools

- Educational posters, reels,
- testimonials, health camps,
- diet reports



# Marketing Objectives



**Build strong trust in doctor-led nutrition care within the local community**

- Preserve newness, need, without



**Increase awareness about lifestyle disease prevention through nutrition**

- Engages awareness about lifestyle disease prevention through nutrition



**Position Priya Nutritions as the most credible nutrition clinic in Mancherial**

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**Generate consistent clinic walk-ins through education-driven marketing**



*Dr. Priya*

Nutrition Specialist

**Priya Nutritions**

# SWOT Analysis



*Dr. Priya*

Nutrition Specialist

**Priya Nutritions**

## **S** Strengths

- ✓ Doctor-led personalized nutrition care
- ✓ Clinical knowledge and trust-based approach

## **O** Opportunities

- ✓ Rising lifestyle disorders in Mancherial
- ✓ Growing health awareness among families

## **W** Weaknesses

- ⚠ Limited digital awareness in tier-3 city
- ⚠ Lower initial brand visibility

## **T** Threats

- ⚠ Unqualified local diet sellers
- ⚠ Free online generic diet plans



## Target Market Overview



### Primary Audience

- Working professionals with sedentary lifestyles
- Homemakers managing family nutrition



### Weaknesses

- Limited digital awareness in tier-3 city
- Lower initial brand visibility



### Clinical Focus Group

- Diabetic patients
- Thyroid, PCOS, obesity and lifestyle disorder patients



### Geographic Focus

- Mancherial town and nearby areas
- Tier-3 city, family-oriented community



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Nutrition Specialist

Priya Nutritions



# Marketing Budget Overview



*Dr. Priya*

Nutrition Specialist

**Priya Nutritions**



## Primary Spend Areas

- Local awareness & clinic branding
- Digital presence & credibility building



## Low-Cost High-ROI Activities

- WhatsApp broadcasts & follow-ups
- Health awareness camps & talks
- Word-of-mouth referral programs



## Budget Allocation Focus

- Social media content & reels (Instagram, WhatsApp)
- Google Maps optimization & local search visibility
- Educational posters & in-clinic displays
- Patient testimonials & referral material



## Budget Philosophy

- Low to medium budget
- Maximum local impact



## Competitor Analysis – Mancherial



*Dr. Priya*

Nutrition Specialist

Priya Nutritions



### Local Gyms & Fitness Centers

- Focus on workouts, limited nutrition science
- No personalized clinical diet planning



### Unqualified Diet Advisors

- Generic diet charts
- Lack of medical knowledge and accountability



### Online Diet Apps & Plans

- One-size-fits-all approach
- No local support or personal follow-up



### Hospitals & General Clinics

- Limited time for nutrition counseling
- Nutrition not a primary service focus

### Our Advantage – Priya Nutritions

- ✓ Doctor-led personalized nutrition
- ✓ Clinical, evidence-based guidance
- ✓ Local presence with personal follow-up
- ✓ Trust-based long-term health approach



# Marketing Channels – Mancherial



**Dr. Priya**

Nutrition Specialist

**Priya Nutritions**



## Digital Channels

- Instagram (education reels, tips, testimonials)
- WhatsApp (follow-ups, diet plans, reminders)



## Google Maps & Google Business Profile



## Local & Offline Channels

- Clinic branding (posters, standees, TV screens)
- Local health camps & awareness programs



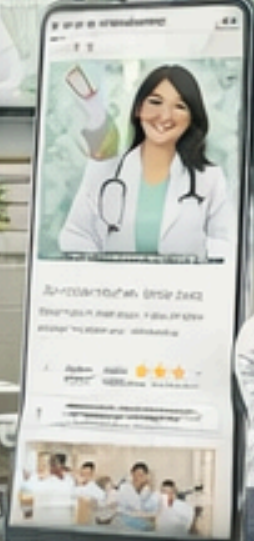
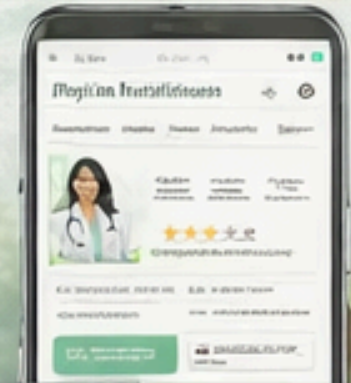
## Local & Offline Channels

- Clinic branding (posters, standees, TV screens)
- Word-of-mouth & patient referrals
- Local health camps & awareness programs



## Community-Based Channels

- Tie-ups with gyms, schools, offices
- Local doctors & diagnostic centers



## Marketing Tools Overview



### Content & Education Tools

- Nutrition awareness posters
- Educational reels & short videos
- Diet tips and myth-busting content



### Digital Communication Tools

- WhatsApp diet plans & follow-ups
- Appointment reminders & progress tracking



### Trust & Credibility Tools

- Patient testimonials & success stories
- Before-after progress reports (ethical, non-exaggerated)



### Digital Communication Tools

- WhatsApp-diet plans & follow-ups
- Appointment reminders & progress tracking
- Patient broadcast messages



### Offline & Community Tools

- In-clinic standees & display screens
- Health camps, seminars & talks
- Referral cards & word-of-mouth tools

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Priya Nutritions



## Execution Timeline & Roadmap



Phase 1  
Foundation  
(Month 1)



Phase 2  
Awareness  
(Month 2)



Phase 3  
Engagement  
(Month 3)



Phase 4  
Growth & Consistency  
(Ongoing)



Clinic branding setup  
(posters, standees, TV visuals)

- Google Maps & Google Business Profile optimization
- Doctor introduction content creation



Instagram education  
reels & nutrition tips

- Instagram education reels & nutrition tips
- WhatsApp patient communication setup



Regular content posting  
& follow-ups

- Community tie-ups (gyms, schools, offices)
- Performance review & strategy refinement



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Nutrition Specialist

Priya Nutritions

## KPIs & Success Metrics



### Brand Awareness KPIs

- Google Maps profile views & direction requests
- Instagram reach, saves and profile visits



### Patient Acquisition KPIs

- Monthly new patient consultations
- Walk-ins from Google Maps & referrals



### Engagement KPIs

- WhatsApp response and follow-up rate
- Social media comments, shares & DMs



### Operational Success KPIs

- Appointment conversion rate
- Diet plan adherence & follow-up completion

### Brand Awareness KPIs

- Google Maps profile views & direction requests
- Instagram reach, saves and profile visits

### Patient Acquisition KPIs

- Monthly new patient consultations
- Walk-ins from Google Maps & referrals

### Engagement KPIs

- WhatsApp response and follow-up rate
- Social media comments, shares & DMs

### Trust & Retention KPIs

- Repeat consultations
- Patient testimonials & referrals



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## Strategy Conclusion & Way Forward



### Core Positioning

- Doctor-led, personalized nutrition care
- Clinical, evidence-based and ethical approach



### Market Fit

- Designed for Tier-3 city health needs
- Family-oriented, trust-driven community focus



### Growth Strategy

- Education-first marketing
- Strong local presence with digital support



### Core Positioning

- Doctor-led, personalized nutrition care
- Clinical, evidence-based and ethical approach



### Long-Term Vision

- Build long-term patient relationships
- Position Priya Nutritions as the most trusted nutrition clinic in Mancherla



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Priya Nutritions





# THANK YOU

*For Your Time & Trust*

Presented by:  
**Ch. Sridhar**  
Marketing Strategy Consultant

 **Priya Nutritions**  
Doctor-led Nutrition Care



*Personalized Nutrition. Trusted Care. Healthier Lives.*