

# RE TARGETING STRATEGY FOR OLDER LEADS

Organize & Segment the Leads

**-META ADS**



# SEGMENTS LEVEL

**HOT**

Already interacted, asked for details.

**WARM**

Clicked or replied once but silent now.

**COLD**

Never responded.

# RE-TARGETING VIA META ADS



Ad Objective: Lead Form or WhatsApp Click-to-Chat.

60 % →

## CREATIVE APPROACH

Show case studies, testimonials, ROI numbers.

## CREATIVE EXAMPLE

Dr. Mehta partnered with CIPACA Health – now his rural hospital treats 40% more ICU patients monthly. Will you be next?

Ad Objective: Lead Form or WhatsApp Click-to-Chat.

60 % →

Offer a limited-time partnership discussion.

We're onboarding select rural hospitals for high-tech ICU setup – zero upfront cost. Book your slot now.

Ad Objective: Lead Form or WhatsApp Click-to-Chat.

60 % →

Re-introduce brand + benefits.

Transform your hospital with a world-class ICU – CIPACA handles everything from setup to staffing.

# GOOGLE CUSTOMER MATCH

Google Search, YouTube, Gmail  
ads, Display Network.

**-GOOGLE ADS**



# SEGMENTS LEVEL

**HOT**

Replied before, requested info,  
attended call

**WARM**

Clicked or replied once but silent  
now.

**COLD**

Never responded.

# SEGMENTS LEVEL

**HOT**

YouTube Ads: 30–40 sec video showing a partner hospital's ICU before/after working with CIPACA.

We help rural hospitals upgrade to world-class ICUs with zero upfront cost.

**WARM**

Search Ads: Trigger when they search “ICU setup for hospitals” or “hospital equipment supplier”.

Trigger when they search “ICU setup for hospitals” or “hospital equipment supplier”

**COLD**

Gmail Ads: Appear in their Promotions tab

let's talk about your hospital's ICU expansion

## Why Use Google Retargeting Alongside

- Doctors who ignore Facebook ads might still see you when searching medical equipment suppliers or watching YouTube medical conferences.
- Keeps CIPACA top of mind across multiple platforms.
- Works especially well if your leads are in research mode after your initial pitch.

# RE TARGETING STRATEGY FOR OLDER LEADS

Organize & Segment the Leads

**EMAIL MARKETING FOCUS**



# SEGMENTS LEVEL

**HOT**

Replied before, requested info,  
attended call

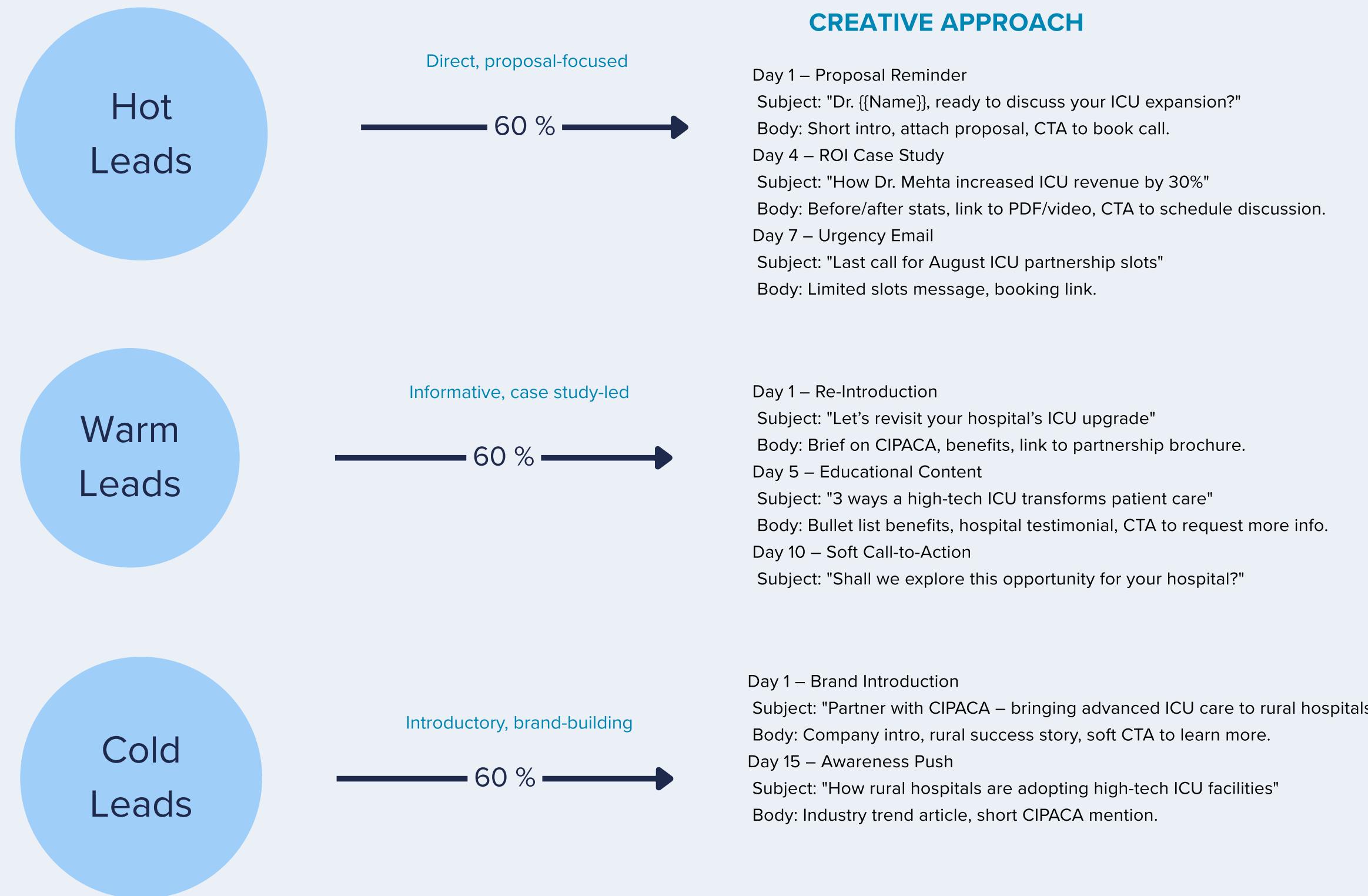
**WARM**

Clicked ad or opened email before  
but no conversion

**COLD**

Never engaged, or last contact >  
90 days

# RE-TARGETING VIA EMAIL MARKETING



**EMAIL MARKETING TOOLS**  
**-1000 PER MONTH**



Platform	Presence Level	How They Use It
WhatsApp	★ ★ ★ ★ ★ (Very High)	Primary professional & personal communication tool. Most responsive for direct follow-ups.
Facebook	★ ★ ★ ★ (High)	Many hospital owners/doctors use FB groups for medical networking, community updates, and local promotion.
Instagram	★ ★ (Medium)	Lower usage for professional matters, but still active for awareness content, especially if visual.
YouTube	★ ★ ★ ★ (High)	Doctors/hospital owners watch medical updates, conferences, equipment reviews.
Google Search	★ ★ ★ ★ ★ (Very High)	When they need suppliers, partnerships, or equipment — this is the go-to.
LinkedIn	★ ★ (Medium)	Senior doctors & corporate hospital managers are there, but rural owners are less active.
Email	★ ★ (Medium)	Not as immediate as WhatsApp; often checked less frequently.

# WHAT WE WILL TALK ABOUT

- Introduction
- Our Training Objective
- Training Benefits
- Topics Covered
- Summary of Key Learnings
- Checking for Understanding
- Discussion Board



# HELLO EVERYONE!

- Introduce the speaker who will lead the training.
- Write another piece of information about the speaker.
- Write another piece of information about the speaker.



# OUR TRAINING OBJECTIVE

Introduce here the main concept that this training course is aiming to impart to the audience. Share how it will help them in their role and responsibilities within the company.



# TRAINING BENEFITS

- Write a benefit or the significant impact of the training that can either be for the audience or the whole of the company.
- Write another benefit or positive impact.



# TOPIC AREA ONE

Further, discuss the first topic area here.

## **WRITE A SUBTOPIC.**

Briefly elaborate on what the subtopic is all about.

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Briefly elaborate on what the subtopic is all about.

## **WRITE A SUBTOPIC.**

Briefly elaborate on what the subtopic is all about.



# TOPIC AREA TWO

Further, discuss the second topic area here.

## **WRITE A SUBTOPIC.**

Briefly elaborate on what the subtopic is all about.

## **WRITE A SUBTOPIC.**

Briefly elaborate on what the subtopic is all about.

## **WRITE A SUBTOPIC.**

Briefly elaborate on what the subtopic is all about.



# TOPIC AREA THREE

Further, discuss the third topic area here.

## **WRITE A SUBTOPIC.**

Briefly elaborate on what the subtopic is all about.

## **WRITE A SUBTOPIC.**

Briefly elaborate on what the subtopic is all about.

## **WRITE A SUBTOPIC.**

Briefly elaborate on what the subtopic is all about.



# SUMMARY OF KEY LEARNINGS

## TRAINING COURSE OBJECTIVE:

Write the objective of the training course here.

### TOPIC AREAS DISCUSSED:

Write the topic area.

Write the topic area.

Write the topic area.

### SKILLS ACQUIRED:

Write here.

Write here.

Write here.

### KEY TAKEAWAYS:

Write here.

Write here.

Write here.

# CHECKING FOR UNDERSTANDING

At the end of the training course, check the audience's understanding of the topics discussed.



# THANK YOU FOR LISTENING! REACH OUT FOR ANY QUESTIONS.



## WEBSITE

[reallygreatsite.com](http://reallygreatsite.com)

## EMAIL ADDRESS

[hello@reallygreatsite.com](mailto:hello@reallygreatsite.com)

## SOCIAL MEDIA

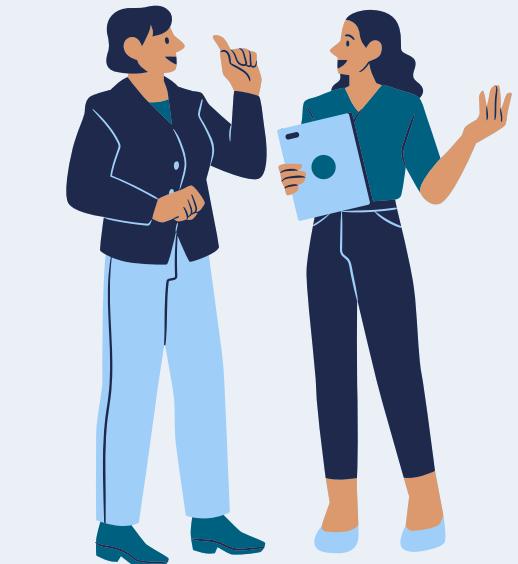
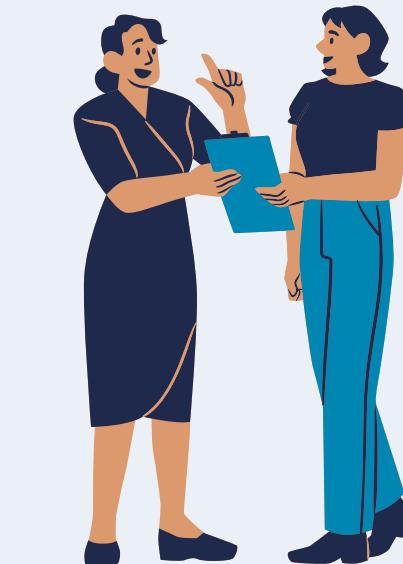
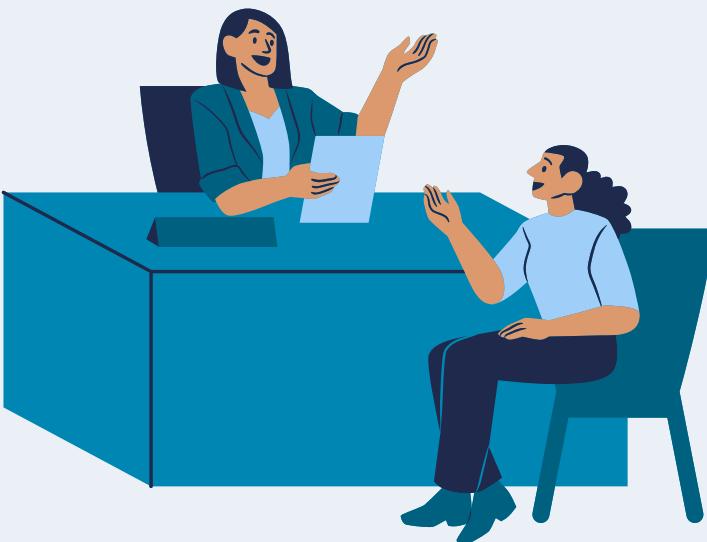
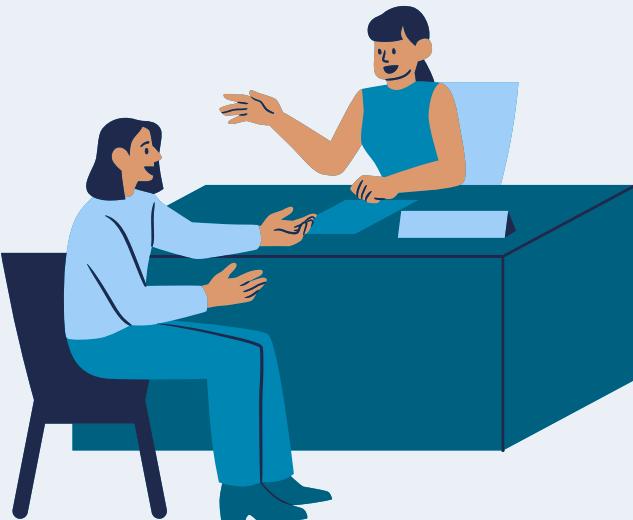
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