Marketing Plan

Provided By Local Value LLC

Aliviar Health

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# Executive Summary

Sleep Apnea is literally killing America. 80% to 90% of all sleep apnea sufferers go undiagnosed, increasing the likelihood of dying. Yet, with all of these Aliviar Health has patented a cost effective, over the counter solution for the undiagnosed Sleep Apnea sufferer that addresses the myriad of reasons people do not get tested for Sleep Apnea.

## Market Size

The prospective market size for this solution is between 17 Million and 60 Million people in North America alone, and up to 100 million worldwide.

The Sleep Apnea Devices Market will grow from $3.7 Billion in 2015 to between $5.3 and $6.8 Billion by 2020. The market is widely divided between therapeutic and diagnostic devices, and further segmented into home care, sleep laboratories, and hospitals.

* Therapeutic Devices
  + Airway clearance system
  + Adaptive servo ventilation system
  + Positive Airway Pressure (PAP) devices (CPAP, APAP, BPAB)
  + Oral appliances
  + Oxygen devices
  + Masks
  + Monitoring Treatment Efficacy
* Diagnostic Devices
  + Actigraphy systems
  + Polysomnography (PSG) device
  + Respiratory polygraphs
  + Single channel screening devices - pulse oximeters

Aliviar Health is primarily a diagnostic home care device, with options to go into therapeutic markets for monitoring based on the market acceptance and the performance of the device.

# Target Customers

## Ralph – OSA Patient/Sleep Apnea Unaware

1. Demographic Profile
   1. Male
   2. Over weight
   3. Retired
2. Psychographic Profile
   1. Concerned with their health, but not enough to take independent action
   2. Generally afraid of going to a Physician, even with prevalent warning signs
   3. Believes they are in good enough health
3. Wants / needs
   1. Want wife/partner to stop nagging them about their sleep condition
   2. Need a solution to their sleep apnea before it kills them

## Maria – OSA Partner/girlfriend/wife

1. Demographic Profile
   1. Female
   2. Not age specific
2. Psychographic Profile
   1. Very concerned for their partner
3. Wants / needs
   1. Wants a good night sleep
   2. Needs a way to take care of their spouse, taking into consideration their unnatural fear of doctors

## Dr. Adams – OSA Physician

1. Demographic Profile
   1. Physician aged 30 – 65
   2. Typically male
   3. Well educated
2. Psychographic Profile
   1. Very concerned for the undetected cases of sleep apnea
   2. Willing to try anything to save more people
3. Wants / needs
   1. Wants patients to self identify and show up for a doctor visit
   2. Needs a non-intrusive way to fulfill on their Hippocratic oath

# Unique Selling Proposition

1. **Sleep Apnea Measurement** – Over the counter purchase of a simple device to measure Sleep Apnea, and give preliminary results to be confirmed with a physician. Pre-diagnostic screening for OSA Risk. Leads to a Diagnostic Screening for OSA.
2. **Sleep Apnea Monitoring** – provides a convenient system for ongoing Sleep Apnea treatment monitoring.
3. **Cost effective**
   1. Traditional Sleep Apnea clinic tests cost $1,000
   2. Current in home tests cost $200 and are inconvenient
   3. Aliviar Sleep Apnea device costs only $50 and can be purchased over the counter
4. **Non-intrusive and convenient**

# Pricing and Positioning Strategy

## Pricing Strategies

Sell a device for $50, and sell the software service that goes with the device for a nominal monthly fee, somewhere between $10 and $40 per month. Price elasticity needs to be market tested.

## Positioning

Aliviar Health System is a low cost, over the counter, non-intrusive way for Maria to find out if Ralph is in any health danger for sleep apnea.

Dr. Adams can provide better healthcare to a broader range of patients, without changing the behavior of Ralph.

# Promotions Strategy

## Beta Program

The Beta program is proposed as a paid beta program, with a statistically significant number of participants. That number is currently estimated in 2 waves; Beta 1 with 100 participants, and Beta 2 with 500 participants. The reason for the slow roll is to have the process/product tested with the first 100 participants, providing statistically valid feedback with the second beta.

### Facebook

The Beta Program will find its participants on Facebook. Currently there are between 1.5 and 2.0 Million people interacting on Facebook in the United States in interest areas such as the American Sleep Apnea Association, Sleep & Sleep Apnea, and Sleep Apnea Awareness. From this group, we will further segment to find the Maria’s of the world. People interested in Sleep Apnea are also affiliated tightly with Gout, Living With Lung Cancer, and Heart Valve Surgery.

A Facebook Ad Campaign will be launched to attract people interested in the Aliviar Health Service, vet them, and then encourage them to join the Beta Program. See below for the Content Marketing strategy for the Facebook Page.

### Email Signup

Capturing the emails of the Ralphs and Marias of the world will be central to the overall Marketing Strategy. Being in contact with the people who are initially interested in the value proposition will enable the full product launch to happen much faster. The email signup will be used as a carrot for being considered for the Beta program. This will have many people sign up, and be a numerically valid expression of the potential market for the Aliviar Service.

## Online

### Website

Start with an informative website, not announcing the name of the company; Aliviar Health. Remain behind the scenes until a full product is available. This will be a central resource for Sleep Apnea content, and possible solutions in the world.

## Press Releases

Coordinated with the Investor Releases, Press Releases will be created for major product related events including beta launch, product launch, product availability, as well as major press interviews with any health magazines.

## Print Advertising

This Marketing Plan does not yet contemplate Print advertising, however important for the area. After the product / service is launched, a print advertising strategy will be formed.

## Printed Flyers

### Aliviar Health System

A single page, tri-fold document describing the problem, the solution, the device, and the service. The outer front flap will describe the problem, inside will be the full layout of the solution, device, and mobile application/service. Technical specifications will be on the outer folding flap, and information about Aliviar Health will be on the middle panel on the outside.

|  |  |  |
| --- | --- | --- |
| **Front Outside**  Problem Statement about Sleep Apnea | **Middle Outside**  About Aliviar Health | **Infold Outside**  Technical Specifications |
| **Left Inside**  Solution Statement and description | **Middle Inside**  Device overview and use | **Right Inside**  Mobile App overview and use |

## Direct Mail

Direct mail will go through the physician network. Physicians will mail to their known Sleep Apnea concerned patients that there is now a solution that is available to solve their needs. Aliviar Health will provide the flyers for that mailing.

## Offers

1. Beta program – Join the paid program, provide feedback on the device, and receive an updated device should one be necessary when the product line is released.

# Online Marketing Strategy

## SEO Strategy

### On Page

Every searchable page on the website will be SEO optimized for the various known market segments.

Blog content will be SEO optimized for the topic area, not necessarily incorporating the overall keyword strategy of the company. For instance, “Apnea” will be a keyword on the website, and not for the blog.

Schema exists for NAP data.

### Off Page

For organic search, be found on the first page of Google for the following terms:

|  |
| --- |
| **Keywords** |
| Sleep Apnea |
| CPAP |
| CPAP Machine |
| CPAP Masks |
| Apnea |
| Sleep Apnea Symptoms |
| Sleep Mask |
| Sleep Apnea Machine |
| What Is Sleep Apnea |
| Obstructive Sleep Apnea |
| Sleep Apnea Test |

#### Links

A full link strategy will be built out, after the Keyword strategy has been implemented.

#### Social

All of the Social networks will link back to the primary website. This will allow us to grow links and interactivity from the social networks. Advertising on Facebook and Twitter will also drive Off Page factors.

## SEM Strategy

### PPC

As the product goes live, start a Google, Bing, Yahoo, and AOL ad campaign.

|  |  |  |
| --- | --- | --- |
| Keywords | Avg Monthly US Searches | CPC |
| Sleep Apnea | 210,000 | $2.93 |
| CPAP | 74,000 | $3.97 |
| CPAP Machine | 60,500 | $2.76 |
| CPAP Masks | 40,500 | $3.32 |
| Apnea | 33,100 | $3.06 |
| Sleep Apnea Symptoms | 22,200 | $2.95 |
| Sleep Mask | 18,100 | $1.14 |
| Sleep Apnea Machine | 14,800 | $2.53 |
| What Is Sleep Apnea | 14,800 | $2.34 |
| Obstructive Sleep Apnea | 12,100 | $5.05 |
| Sleep Apnea Test | 8,100 | $3.57 |

### Display

The display campaign will manage remarketing efforts, and complement the PPC campaign.

### Video

Create two to four 15 second and 30 second ad spots to run in YouTube against specific content. These spots will run as pre-cursers to our own content (when available) and as part of the remarketing programs inside of both Google and Facebook.

### Facebook

Build a Facebook Audience with Likes, and start adding a direct advertising campaign when there is a product available.

### Remarketing

Remarketing turned on for Google, Bing, and Facebook so anyone visiting the website from any of these campaigns gets tagged with all 3 remarketing tags, and have the primary campaign follow them around for the next 30 days.

## Content Marketing Strategy

Weekly blog posts using original written content, original images from the various perspectives, and re-used content from reputable topical sources. These blog posts will be posted on the primary website, and re-published to all social platforms including: Facebook, Twitter, Instagram, LinkedIn, Tumblr, Google+, and others as they are launched.

### Sleep Apnea

#### Daily (when there is content)

Daily Social Media posts can be done using a 3rd party solution, finding interesting articles to re-post to the Facebook stream. By having a continuous feed of images, and tags by the restaurant to patrons, the social reach of the service will grow massively.

* + 1. Health Quote of the day
    2. After the service is launched, success story (saved another life) of the day

#### Weekly

Blog posts as set by an annual schedule to be managed between all other posts. This blog schedule will have a professional writer research, and pre-post content for the site.

## Social Media Strategy

The Social Media Strategy publishes the Content Marketing content into the company Blog, Newsletter, and Social Network Publishing. The intention is to reach our audience wherever they are listening and drive traffic/interactivity with the core website and drive online sales.

### Blog / Newsletter

The Blog will be published to all social networks. Initially, it will be a weekly blog. The blog will be sent via newsletter to the people who have opted into receiving the newsletter through the website.

### Social Networks

|  |  |  |
| --- | --- | --- |
| **Social Network** | **Followers** | **Fan Growth** |
| Facebook |  |  |
| Twitter |  |  |
| Google+ |  |  |
| Pinterest |  |  |
| YouTube |  |  |
| Long Tail |  |  |

\* Long Tail = Smaller social networks that can be automatically published to from the Blog site, and drive link backs to the primary website increasing off page SEO.

# Competitive Analysis

## Summary

There are 2 types of direct competitors; diagnostic and therapeutic solutions.

The major competitors can be described loosely with their fan base, and the growth / interactivity of that fan base in the social networks. Below is a summary of the readily identified competitors on Facebook:

## Diagnostic Devices

## Indifference

Truly, the largest issue facing Ralph is his indifference to the health issue he faces. Having someone in Ralph’s care group support Ralph in obtaining a device, and testing himself will be the largest competition.

# Marketing Budget

## Sleep Apnea Beta 1 Program

Intention: get 100 qualified beta program participants to sign up and pay for their device.

Secondary: Get likes from people in the Sleep Apnea world

|  |  |  |  |
| --- | --- | --- | --- |
| **Expense** | **Ads** | **Service** | **Total** |
| Search Ads |  |  |  |
| Social Ads | 500 | 97 | 597 |
| Display Ads |  |  |  |
| Content Marketing | | 300 | 300 |
| Website |  | 97 | 97 |
| On Page SEO |  |  | 0 |
| Off Page SEO |  |  | 0 |
| **MONTHLY TOTAL** | |  | **994** |

## Sleep Apnea Beta 2 Budget

Intention: Acquire 400 more paid beta users for the statistically valid beta program

Secondary: Grow the Facebook Following of the Facebook page

|  |  |  |  |
| --- | --- | --- | --- |
| **Expense** | **Ads** | **Service** | **Total** |
| Search Ads |  |  |  |
| Social Ads | 1000 | 97 | 1097 |
| Display Ads |  |  |  |
| Content Marketing |  | 300 | 300 |
| Website |  | 97 | 97 |
| On Page SEO |  |  | 0 |
| Off Page SEO |  |  | 0 |
| **MONTHLY TOTAL** |  |  | 1494 |

## Sleep Apnea Launch Budget

Intention: Drive direct online sales of the service

Secondary: Grow the fanbase on Facebook, gather email addresses

|  |  |  |  |
| --- | --- | --- | --- |
| **Expense** | **Ads** | **Service** | **Total** |
| Search Ads | 1000 | 97 | 1097 |
| Social Ads | 600 | 97 | 697 |
| Display Ads | 300 |  | 300 |
| Content Marketing |  | 300 | 300 |
| Website |  | 97 | 97 |
| On Page SEO |  |  | 0 |
| Off Page SEO |  |  | 0 |
| **MONTHLY TOTAL** |  |  | 2394 |

## Local Value Marketing Service Fees

|  |  |  |  |
| --- | --- | --- | --- |
| Website 1 | $97 |  | <http://TBD> |
| Website 2 | $67 |  | <http://TBD> |
| Website 3 | $47 |  | <http://TBD> |
| Content Marketing | $300 |  | Blog Posts and Social Publishing |
| Search Ads | $97 |  | Google/Bing/Yahoo/AOL |
| Social Ads | $97 |  | Facebook, Twitter, Instagram |
| Display Ads | $97 |  | Google/Bing (included with search+social) |
| Off Page SEO |  |  | TBD based on intention and keywords |
| On Page SEO | $197 |  | White Hat SEO Marketing |

# References

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3. <http://www.micromarketmonitor.com/market-report/sleep-apnea-devices-reports-3271952003.html>