

PulseSync Tech - Request for Proposal

Digital Marketing Campaign Execution

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Executive Summary

PulseSync Tech, a healthcare technology startup, is launching a next-generation wearable heart monitor. To drive awareness and adoption, this RFP outlines a strategic digital marketing campaign leveraging data-driven insights from a simulated 3-month performance dataset across four major channels: Email, LinkedIn Ads, Display Ads, and Webinars.

Based on the analysis, **Webinars** emerged as the most effective channel, followed by **Email**, while **LinkedIn Ads** underperformed relative to cost. This proposal focuses on scaling high-performing channels and optimizing underperformers to deliver measurable ROI improvements.

Campaign Objectives

- **Raise awareness** of the wearable heart monitor among healthcare consumers and providers
- **Generate qualified leads** for pilot enrollment
- **Improve marketing ROI** by optimizing channel allocation
- **Test and scale** effective digital tactics through agile iteration

Proposed Strategy Overview

Channel	Role in Strategy	Rationale
Webinars	Primary channel	Highest CTR (28.67%), lowest CPL (\$5.67), top ROI (\$14,400), highest converted leads
Email	Secondary, cost-efficient support	Stable CTR (2.0%), low CPL (\$11.00), adaptable with improved segmentation
Display Ads	Mid-tier exposure	Moderate performance, high reach at CPL (\$19.00)
LinkedIn Ads	Reassessment/reduction recommended	Lowest CTR (1.23%), highest CPL (\$24.00), lowest ROI

Email Marketing Strategy (NEW)

- **Goal:** Convert leads using a 3-part nurture sequence post-sign-up
- **Tactics:**
 - **Welcome Email:** Introduce PulseSync and the heart monitor benefits
 - **Education Email:** Share patient testimonials and usage tips
 - **CTA Email:** Encourage booking a demo or joining pilot program
- **KPIs Tracked:** Open Rate, CTR, Conversions, Unsubscribe Rate
- **Tools Used:** Mailchimp mockup and Excel for analytics

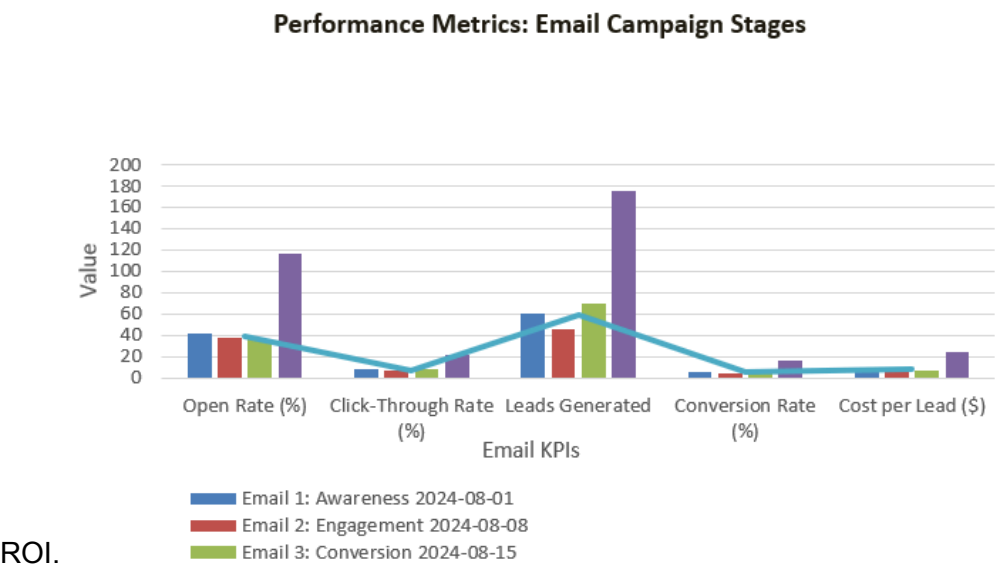


Fig: Performance Metrics of Email Campaign Stages

The email series demonstrated strong performance in testing, with an **average open rate of 38.67%** and **average conversion rate of 5.33%**. The final conversion email generated **70 leads** at a **cost per lead of just \$7.14**, outperforming other channels in ROI.

Budget Recommendations (Based on \$100,000)

Channel	Allocation	Justification
Webinars	50%	Proven top performer
Email	25%	High ROI potential, low cost

Display Ads	15%	Balanced results
LinkedIn Ads	10% or Pause	Poor efficiency, low conversion

Budget Tiers (Choose Based on Growth Ambition)

Tier	Budget	Focus Areas
1. Essential	\$50,000	Email & Webinars only (core lead generation)
2. Growth	\$100,000	Full omnichannel mix with moderate Display & LinkedIn
3. Aggressive	\$250,000	Expanded reach, influencer partnerships, multi-region rollout

Channel	CPL (\$)	Leads (Solver will calculate)	Total Cost	ROI
Display Ads	19.00	526.32	10000.00	16315.79
Email	11.00	909.09	10000.00	35454.55
LinkedIn Ads	24.00	333.33	8000.00	8666.67
Webinars	5.67	3880.07	22000.00	172003.53
Total cost			50000.00	
Total ROI				232440.53
Budget Tier 1				50,000
Channel	ROI (\$)	% of Total ROI	Recommended Max Spend Cap	
Display Ads	7,662	20.70%	\$10,000 (20%)	
Email	7,654	20.60%	\$10,000 (20%)	
LinkedIn Ads	7,366	19.90%	\$8,000 (16%)	
Webinars	14,400	38.80%	\$22,000 (44%)	

To ensure efficient budget allocation, we conducted a performance-based optimization using ROI data from previous campaigns. By applying **Excel Solver**, we determined the ideal lead distribution across all four marketing channels within a **\$50,000 budget cap**.

The model allocates spend proportionally to each channel's return on investment, maximizing total ROI while maintaining a realistic and diversified channel mix. This strategic split—favoring high-performing channels like Webinars and Email—would generate approximately **5,649 leads** and a projected **ROI of \$232,440.53**.

KPIs and Forecast

Metric	Expected Benchmark
CTR	≥ 3.0% (Weighted Average Target)
Conversion Rate	≥ 35%
Cost per Lead (CPL)	≤ \$12.00
Total Leads	1,000+
ROI Estimate	≥ \$25,000

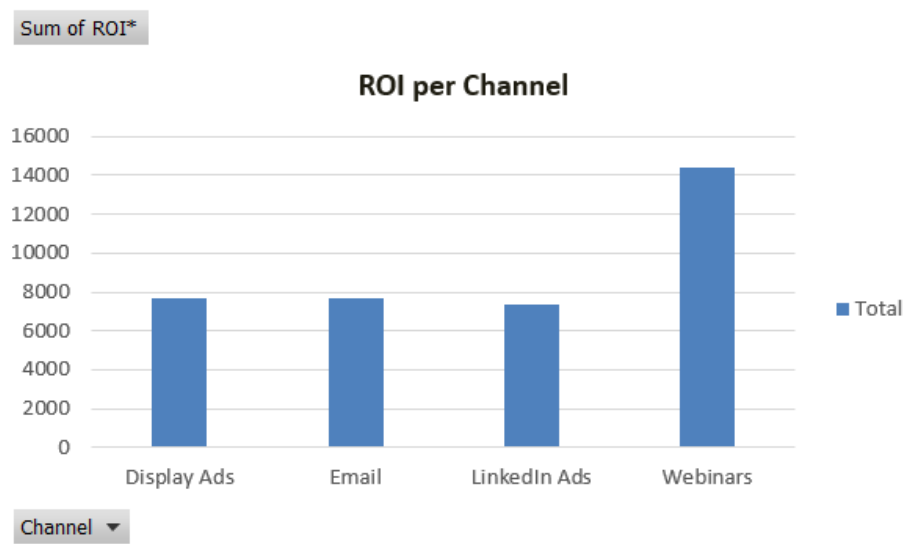


Fig: ROI per Channel
Webinars drive the highest ROI, nearly doubling the return of other channels. This visualization supports the recommended 50% budget allocation toward webinars.

Timeline and Phases

Phase	Weeks	Key Activities
Discovery & Setup	Week 1	Define audience segments, develop messaging, creative asset production
Launch Phase	Weeks 2–4	Campaigns go live across Email, Display, Webinars & LinkedIn

Optimization	Weeks 5–8	A/B testing, adjust budgets, improve segmentation
Analysis & Scaling	Weeks 9–12	ROI evaluation, reporting, recommendations for scale-up

Key Deliverables

- Comprehensive Marketing Calendar:** Outlines campaign cadence, content themes, and channel-specific activities over 12 weeks.
- Phased Gantt Chart:** Visual breakdown of project milestones, responsibilities, and timelines across all campaign stages.
- Weekly Performance Dashboards:** Excel-based visual dashboards tracking KPIs such as CTR, CPL, lead volume, and ROI, enabling real-time optimization.
- Campaign Wrap-Up Report & Strategic Roadmap:** Final report summarizing results, insights from A/B testing, and clear recommendations for future scaling and performance improvement.

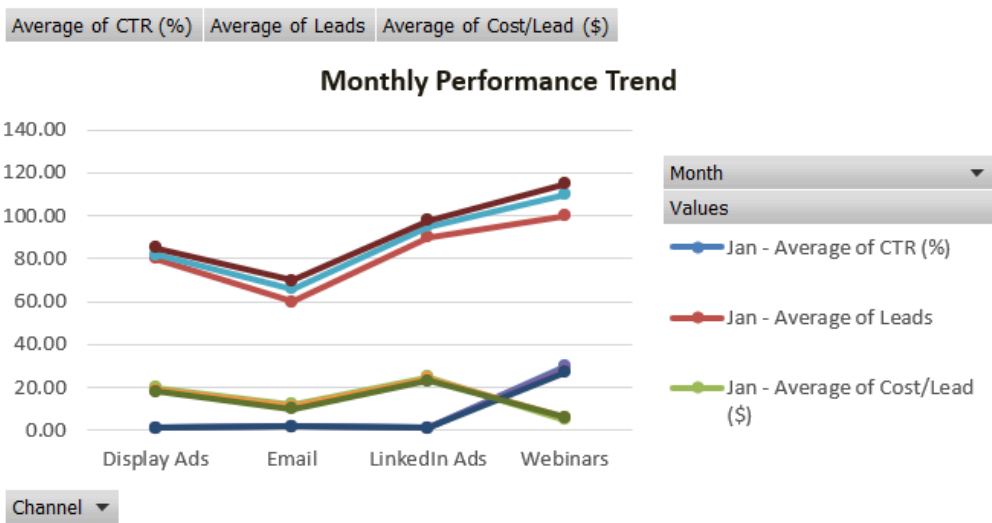


Fig: Monthly Performance Trend

Month-over-month performance trends show decreasing cost-per-lead and steady lead growth in email and webinar channels, validating the effectiveness of the proposed campaign phasing.

Insights Summary (from Excel Analysis)

- Webinars lead in all KPIs:** CPL \$5.67, 135+ converted leads, ROI \$14,400

- **Email is reliable and low-cost**, though needs stronger segmentation to increase conversions
- **LinkedIn Ads are expensive and low-yield**, recommended for reduction or redesign
- Cost per Lead **trended downward over 3 months** in high-performing channels
- **Strategic alignment of Webinars (trust) + Email (reach)** can significantly amplify campaign success

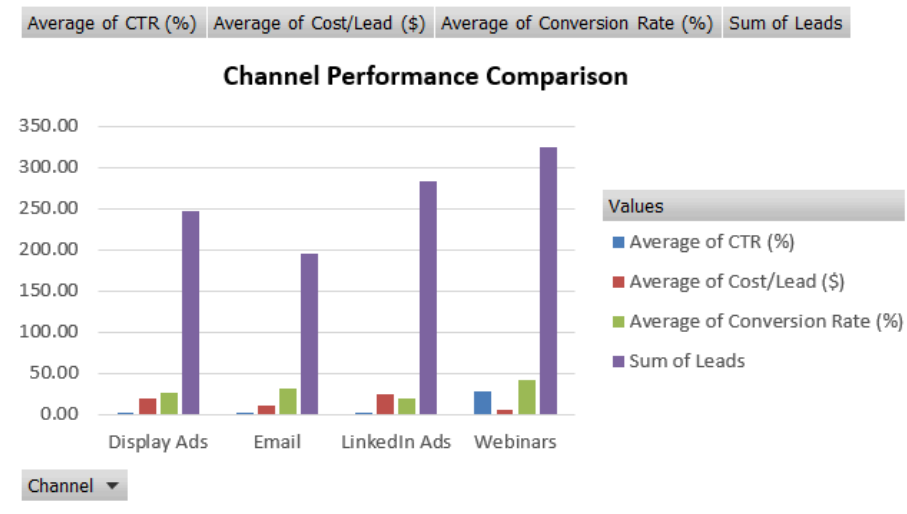


Fig: Channel Performance Comparison

This chart provides a comparative overview of key performance metrics across all marketing channels. Webinars clearly lead in performance, while LinkedIn Ads trail behind, supporting the channel optimization decisions proposed

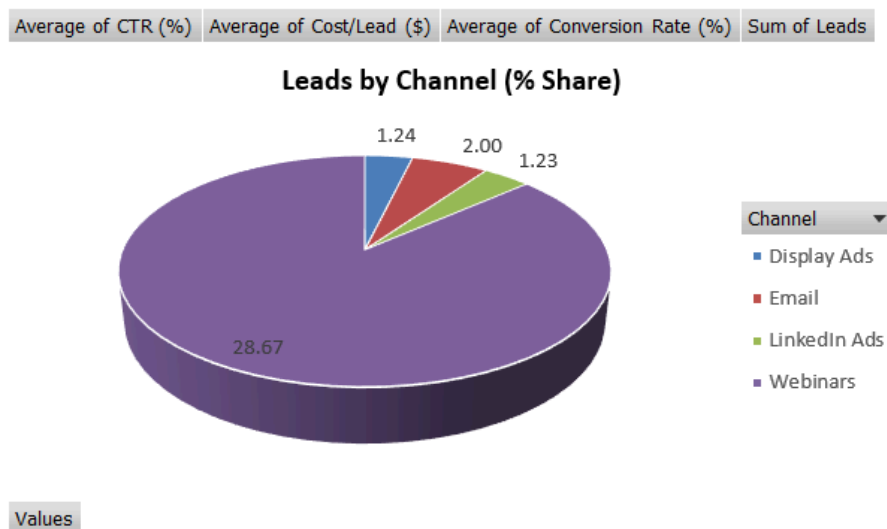


Fig: Leads by Channel

Converted leads are highest for webinars (135+), reinforcing their role as the most effective channel for driving meaningful action.

Conclusion

This campaign proposal recommends **scaling webinars and email marketing**, cautiously using Display Ads, and **re-evaluating LinkedIn Ads**. By reallocating spend based on channel efficiency and continuously monitoring performance, PulseSync Tech can maximize ROI and build a high-converting marketing funnel for its wearable heart monitor.