

DIGITAL MARKETING PROPOSAL

Social Media • Google Business Profile • SEO • Google RCS Business Messaging

Prepared for

Bodycare Diagnostic Centre Pvt. Ltd. (Bodycare Lab)

276, Rabindra Sarani, Kolkata – 700007

www.bodycarelab.in



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1. Overview & Objective

Bodycare Diagnostic Centre (“Bodycare Lab”) is a multi-specialty diagnostic centre in Kolkata offering pathology, imaging, cardiology, neurology, and full-body health check-up packages, and operates 24x7, 364 days a year. This proposal lays out an integrated digital marketing plan across four connected channels — Social Media, Google Business Profile (GMB), SEO, and Google RCS Business Messaging — designed to work together as one system rather than four separate efforts.

Core objective: build a strong, consistent, and trustworthy digital presence that increases brand awareness, local visibility, and qualified enquiries — turning searches, profile views, and social interactions into booked tests, packages, and appointments.

How the four channels work together

- SEO and GMB drive high-intent local search traffic (“blood test near me”, “MRI in Kolkata”) to the website and profile.
- Social Media builds brand recall, trust, and top-of-funnel awareness, and feeds proof (reviews, testimonials, doctor content) back into GMB and the website.
- Google RCS turns every one of those touchpoints — GMB, Search, Maps, website — into a rich, two-way conversation instead of a dead-end phone number, so enquiries convert into bookings.
- All four report into one shared monthly performance review so spend and effort can be reallocated to what is working.

2. Social Media Marketing

Goal: build a strong and consistent social media presence that increases brand awareness, reach, engagement, and audience growth through content that speaks directly to health-conscious patients, families, and corporate clients in Kolkata.

2.1 Monthly Content Plan — 12 Pieces per Month

Content Type	Volume / Month	Purpose
Reels	4	Engaging, informative, trend-based short-form video (health tips, myth-busting, behind-the-scenes, test explainers)
Static Posts	4	Creative, branded posts — service highlights, health facts, festive/occasion posts
Carousel Posts	2	Educational, value-driven multi-slide content — “what your report means”, package comparisons, prep guides
Additional Content	2	Promotional, seasonal, or audience-specific content — offers, camps, doctor spotlights, festive greetings

2.2 Social Media Management — Scope of Work

- Content planning and monthly content strategy aligned to Bodycare's services and seasonal health calendar (dengue season, winter cardiac care, diabetes awareness month, etc.)
- Creative content ideas based on the brand identity and target audience (patients, senior citizens, corporate clients, families)
- Caption writing with relevant, researched hashtags
- Content focused on increasing profile reach, engagement, saves, and shares
- Consistent posting calendar and publishing across chosen platforms (Instagram, Facebook, and optionally LinkedIn for corporate/B2B outreach)
- Community management — responding to comments and DMs in line with brand tone
- Performance tracking and monthly reporting on reach, engagement, follower growth, and top-performing content
- Coordination with GMB and website teams so campaigns, offers, and packages stay consistent across channels

2.3 Content Pillars

- Health education — test explainers, “why this test matters”, preventive care tips
- Trust & credibility — accreditation, equipment, technician expertise, doctor panel
- Patient experience — testimonials, facility walkthroughs, home collection process
- Offers & packages — health check-up packages, senior citizen and women's health packages, seasonal camps
- Community & occasion — festivals, health observance days, local Kolkata relevance

3. Google Business Profile (GMB) Management

3.1 Google Business Profile Optimization

We will optimize and manage the Google Business Profile to improve its overall visibility, relevance, and performance in local search results across Google Search and Maps.

- Complete Google Business Profile optimization (categories, attributes, services, photos, business hours)
- Business information optimization — accurate NAP (Name, Address, Phone) consistent with the website and citations
- Category and service optimization — primary and secondary categories aligned to diagnostics, pathology, imaging, cardiology, and neurology
- Business description optimization with natural keyword integration
- Profile content improvement — services list, health packages, Q&A section, product/service photos
- Relevant keyword integration across all editable profile fields
- Regular profile activity to maintain consistency and signal an active, trustworthy business to Google

3.2 Weekly GMB Updates — 3 Posts per Week

Post Type	Focus
Promotional & Informative	Health packages, new service announcements, accreditation highlights
Service-Focused	Individual tests, imaging services, cardiology/neurology diagnostics
Offer & Seasonal	Festive offers, health camps, seasonal check-up reminders — published when relevant

All posts use keyword-focused content without keyword stuffing, written to read naturally for patients while remaining relevant for local search.

3.3 Review & Reputation Management

- Encouraging genuine patient reviews through post-visit prompts and QR/link sharing
- Timely, professional responses to all reviews — positive and negative
- Monitoring review sentiment and flagging recurring service feedback to management

3.4 Local Ranking Improvement

- Local SEO-focused GMB optimization targeting the Kolkata service area
- Working on relevant, high-intent keywords rather than a single target keyword
- Keyword mapping based on individual services and packages
- Ongoing monitoring of keyword and Map Pack ranking performance
- Improving profile relevance for targeted local searches
- Regular optimization based on ranking and insights data

3.5 Keyword Strategy

- Primary keywords — e.g. diagnostic centre Kolkata, pathology lab Kolkata
- Secondary keywords — e.g. health checkup Kolkata, full body checkup
- Service-based keywords — e.g. CT scan, MRI scan, ECG, echocardiography, EEG
- Location-based keywords — e.g. Rabindra Sarani, Kolkata 700007, North Kolkata
- High-intent local search keywords — e.g. blood test near me, diagnostic centre near me
- Long-tail keywords — e.g. senior citizen health package Kolkata, pre-marriage health checkup Kolkata

Keywords will be naturally incorporated into profile content, posts, services, Q&A, and other relevant fields — never stuffed.

4. SEO Management

4.1 SEO Objective

Improve www.bodycarelab.in's Google visibility, organic rankings, relevant traffic, and local search presence for high-intent diagnostic, pathology, imaging, cardiology, neurology, and health check-up related searches in Kolkata.

4.2 On-Page SEO

- Website SEO audit and optimization
- Keyword research and keyword mapping across service, package, and location pages
- Title tag and meta description optimization
- Heading (H1, H2, H3) structure optimization
- Service page optimization (Imaging, Cardiology, Neurology, Pathology)
- Health package page optimization (Platinum, Gold, Executive, Senior Citizen, Well Women, Diabetes, Pre-Marriage packages)
- Content optimization for search intent and readability
- Internal linking optimization between services, packages, and blog/content pages
- Image ALT tag optimization
- URL structure optimization
- Local SEO optimization aligned with the Kolkata service area

4.3 Technical SEO

- Technical SEO audit
- Website crawl and indexing analysis
- Google Search Console monitoring
- XML sitemap optimization
- Robots.txt optimization
- Broken link and error checking
- Page speed and Core Web Vitals improvements
- Mobile usability optimization

- Canonical and duplicate content checks
- Schema markup implementation (MedicalOrganization, LocalBusiness, Service, FAQ schema where relevant)
- Website structure optimization

4.4 Off-Page SEO

- High-quality backlink building from relevant and authoritative sources
- Local citation building across major directories
- Business directory submissions
- Listings on relevant healthcare and diagnostic-specific directories
- Competitor backlink analysis
- Link profile monitoring
- Brand mention and authority building

4.5 Keyword Strategy

A mix of high-intent, service-based, and location-based keywords will be targeted, including:

- Diagnostic centre in Kolkata
- Pathology lab in Kolkata
- Blood test in Kolkata
- CT scan in Kolkata
- MRI scan in Kolkata
- Health checkup packages in Kolkata
- Full body health checkup
- ECG / Echo / TMT
- Ultrasound / sonography
- Other relevant service and location-based keyword variations

Keywords will be selected and optimized based on search intent, competition, relevance, and ranking opportunity — not on volume alone.

4.6 Monthly SEO Activities

- Keyword tracking and ranking analysis
- Competitor analysis
- On-page optimization
- Technical SEO monitoring
- Backlink building
- Content optimization
- Search Console analysis
- Organic traffic monitoring
- Continuous SEO improvements based on performance data

5. Google RCS Business Messaging

Google RCS (Rich Communication Services) Business Messaging upgrades Bodycare's default text-messaging channel on Android's Google Messages app into a branded, interactive experience — replacing plain SMS with a verified chat that carries Bodycare's name, logo, and a verification badge. Where a phone number isn't clickable, RCS lets a patient tap straight from Search, Maps, or the GMB profile into a live, two-way conversation — without leaving the app or waiting on hold. Messages that can't be delivered via RCS fall back automatically to SMS, so no enquiry is lost on unsupported devices.

5.1 Why It Matters for Bodycare

- Adds a “Message” button directly on Bodycare's Search result, Maps listing, and GMB profile — capturing high-intent patients who prefer chatting over calling
- Branded, verified sender identity (logo + checkmark) builds instant trust for a healthcare business
- Two-way conversations mean report queries, appointment questions, and package enquiries get answered without a phone call
- Automatic SMS fallback ensures the message still reaches patients on devices or carriers without RCS support

5.2 Planned Use Cases

Use Case	How RCS Helps
Appointment & Home Collection Booking	Suggested-reply buttons (“Book Home Collection”, “View Packages”) let patients act in one tap
Package Enquiries	Rich cards/carousels showcase health packages with images, pricing, and a “Know More” button, in-chat
Report & Test Status	Automated replies with a “Track Report” action linking to the online report portal
Location & Directions	“Get Directions” action opens Google Maps straight to 276, Rabindra Sarani
Reminders & Follow-ups	Branded reminders for check-up renewals, senior citizen packages, or camp bookings

5.3 Implementation Scope

- Brand verification and RCS agent (business profile) setup through Google's RCS for Business program
- Brand profile design — logo, business description, and colours consistent with Bodycare's identity
- Enabling the message entry points on GMB, Search, and Maps
- Designing suggested-reply and suggested-action flows for the use cases above
- Configuring SMS fallback so no patient enquiry goes unanswered
- Monthly monitoring of message delivery, read receipts, reply rates, and conversions

Note: RCS Business Messaging currently reaches Android users on the Google Messages app; iPhone users continue to receive standard SMS/iMessage via the automatic fallback.

6. Reporting & Governance

6.1 Monthly Deliverables Summary

Channel	Key Monthly Deliverables
Social Media	12 content pieces published, captions & hashtags, community management, monthly performance report
Google Business Profile	Profile optimization, 12–13 posts (3/week), review management, ranking report
SEO	On-page & technical fixes, backlink building, keyword rank tracking, Search Console & traffic report
Google RCS	Agent setup & maintenance (one-time + ongoing), conversation flow updates, delivery/engagement report

6.2 Reporting Cadence

- Monthly performance report covering all four channels — reach, engagement, follower growth, GMB views/calls/direction requests, keyword rankings, organic traffic, and RCS engagement
- Monthly strategy call to review results and align the next month's content and priorities
- Quarterly deep-dive on keyword performance, competitor movement, and content strategy refinement

7. Investment

Monthly Retainer

Description	Amount
Monthly Agency Charge (Social Media + GMB + SEO)	₹ 35,000
GST @ 18%	₹ 6,300
Total Monthly Investment	₹ 41,300



One-Time Setup

Description	Amount
Google RCS Business Messaging — Setup & Brand Verification (one-time)	₹ 10,000
Google RCS	₹0.18 paisa per sms
GST @ 18%	₹ 1,800
Total One-Time Investment	₹ 11,800

Monthly retainer is billed every month. The Google RCS setup charge is a one-time payment covering brand verification and agent setup, and is billed once at project kick-off. Any further one-time costs (e.g. paid ad spend or premium stock/creative assets) are separate and will be communicated and approved in advance. Billed monthly. Any one-time costs (e.g. Google RCS brand verification fees charged by Google/messaging partners, paid ad spend, or premium stock/creative assets) are separate and will be communicated and approved in advance.

8. Why This Integrated Approach

Treating Social Media, GMB, SEO, and Google RCS as one connected system — rather than four disconnected services — means every channel reinforces the others: SEO and GMB bring patients to Bodycare's digital doorstep, social media builds the trust that gets them to click, and RCS makes sure that click turns into a completed booking. The result is a steady, compounding improvement in visibility, credibility, and patient enquiries for Bodycare Diagnostic Centre in Kolkata.