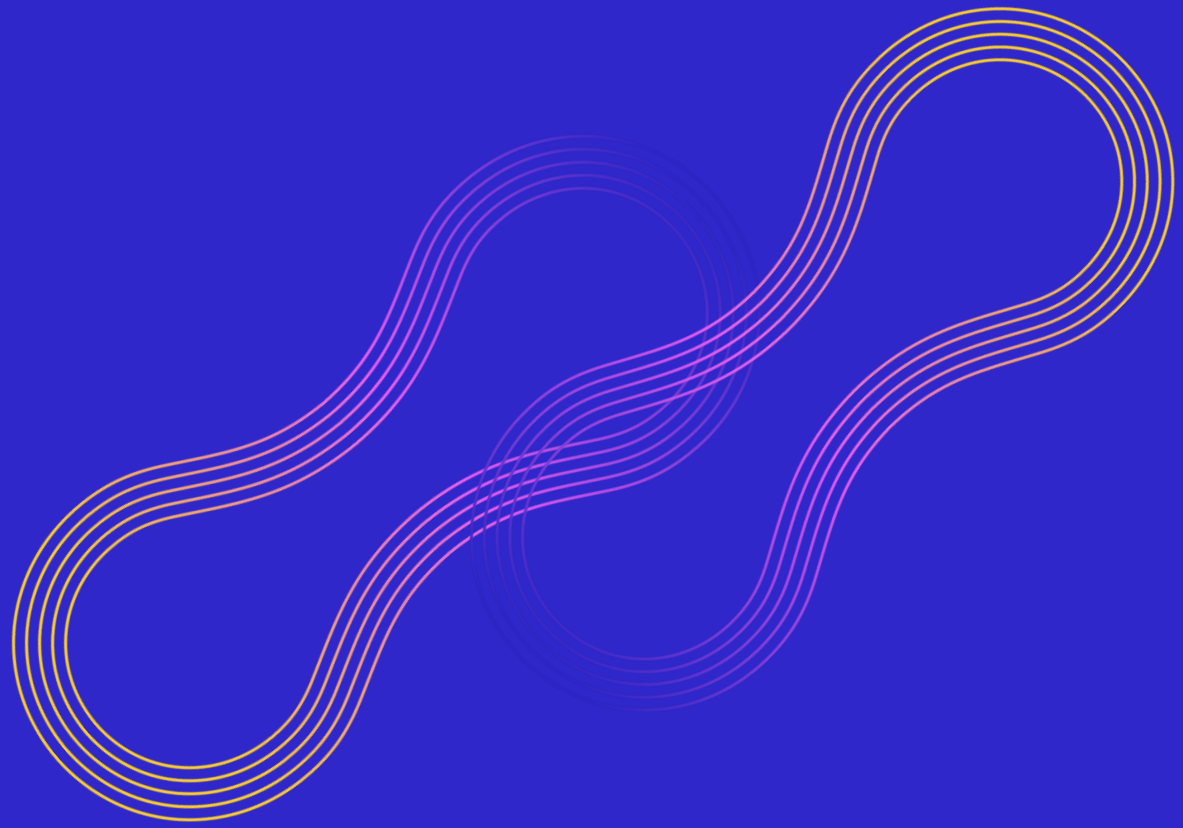
digitup
Power to Evolve

Mindray India SMM Monthly Report

April 2025



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Key Highlights

- Project Kick Off on 26th March 2025.
- Warm-up phase successfully executed for initial two weeks of the project. To execute it we have done daily calls for 30 mins.
- ClickUp fully configured for collaboration, content calendar and artifact storage implemented.
- Onboarded Nikhil and Vaibhav onto the ClickUp workspace; training provided for smooth collaboration.
- Comment Log Sheet created, reviewed, and finalized based on Mindray's inputs.
- Access to all Mindray India social media channels enabled.
- SLA for ORM responses agreed upon and finalized with categorization (P1, P2, P3).
- Post design templates standardization based on Mindray brand guidelines to cover all major content types.
- Ideas for structured grid layout and consistent visual identity pitched to Mindray.
- Concepts for group/community engagement on Facebook and LinkedIn presented.
- ORM response templates developed, reviewed, and finalized.
- CEO Recognition Post created, reviewed by PR team, and published; also acknowledged by CEO office.

Platform Performance Overview - April 2025

April 2025(Organic)

Platform	Posts Published	Reach	Content Interactions	Engagement Rate %
LinkedIn	29	43863 ↓	17975 ↑	**16%** ↑
Instagram	29	6585 ↓	454 ↓	**6.9%** ↑
Facebook	26	14547 ↓	516 ↓	**3.6%** ↑

March 2025(Paid + Organic)

Platform	Posts Published	Reach	Content Interactions	Engagement Rate %
LinkedIn	24	44404	11390	**12%**
Instagram	23	19510	682	**3.5%**
Facebook	23	166821	1003	**1%**

- Reach dropped in April 2025 due to no paid campaigns, but higher engagement rates reflect stronger organic content and audience relevance.
- LinkedIn emerged as the best-performing platform, with a **57.8%** increase in content interactions and a **16%** engagement rate. April's organic performance sets a strong foundation for sustainable audience growth and quality engagement.
- Meta Ads to be launched in May 2025 to amplify reach, leveraging high-performing content and refined targeting strategies. Plan includes boosting top organic posts, refining content themes, and micro-targeting for improved results on Instagram and Facebook.

Note: Count of posts include the posts done by both Mindray and Digitup

Post Type Analysis

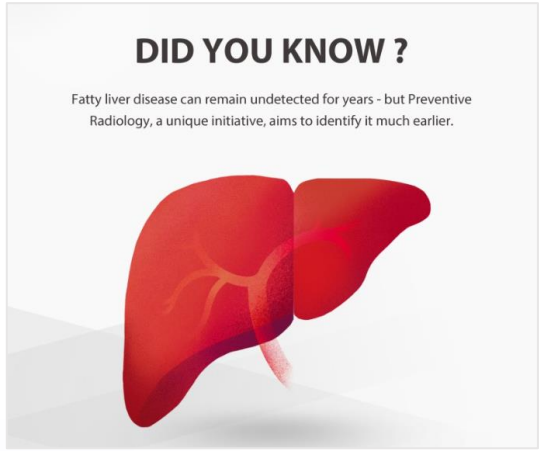
Informative content like **"Did You Know"** and **CSR posts** drove the highest engagement, showing strong audience interest in educational value. While **Events & Workshops** led in reach, engagement was deeper on knowledge-focused posts—guiding a balanced future content strategy.

Type	Count	Reach	Engagement %
Did You Know	2	5520	**49.8%**
Events + Workshop	12	23856	**17.4%**
CSR Related	1	1695	**36.5%**
Newsletter	4	16917	**2.4%**
Global Days	5	5509	**9.2%**
Product Related	2	2588	**4.8%**
Others	2	25134	**24%**

LinkedIn's Top Performing Posts by Engagement % - April 2025

Day 1 ULTRAFEST 2025
***Engagement Rate** – 65%*

Day 2 ULTRAFEST 2025
***Engagement Rate** – 66%*



Did You Know - Fatty Liver Disease
***Engagement Rate** – 65%*

Did You Know – Red Blood Cells
***Engagement Rate** – 48%*

ORM Analysis

Platform	Count	No. of Positive Comms	No. of Negative Comms
LinkedIn	64	26	0
Instagram	3	2	0
Meta	13	9	1

Two sales leads were received through Facebook and promptly communicated by Digitup to the Mindray MarCom team to initiate the conversion process.

Some Positive Comments

We deeply appreciate your presence and the positive impact you bring to the Biomedical Department, Government Engineering College Gandhinagar. – Dr. Ganshyam Parmar, Associate Professor Biomedical

A true game-changer for pre-analytical workflows! Excited to see labs embrace this seamless all-in-one integration! 👏 - Sunny Xu, Shenzen Medson Medical TECHNOLOGY Co.

Transforming healthcare with innovation! Paramount Health Care is proud to introduce the Mindray HD3 Lap Camera Set at Christian Hospital Berhampur, elevating surgical precision and patient care to new heights. This state-of-the-art technology reflects our commitment to delivering exceptional healthcare services and improving lives. - Paramount Health Care

Key Takeaways from Last Month

- Unplanned posts published directly by Mindray disrupted the visual grid and brand consistency.
- Prior communication from Mindray will enable Digitup to apply brand-approved templates and maintain a structured, cohesive feed.
- Lack of coordination before publishing affects the overall branding strategy and user experience.
- Both teams must align on adhering strictly to the approved design templates for a consistent and professional brand presentation.

Next Steps

Next Steps for May 2025

- Rollout of a standardized template design featuring consistent branding elements to establish a cohesive and professional grid layout across all posts.

- Initiate Meta ad campaigns focused on brand awareness; followed by performance-driven product promotion campaigns once sufficient traction is observed.

- Creation and publishing of a **Mother's Day Post** to align with upcoming calendar events and audience engagement opportunities.

- Development of a **Hiring Post** to support recruitment efforts and showcase organizational growth.

- Complete Content Calendar and Content for the planned posts for May has been updated in the Mindray India Social Media Marketing Artifacts sheet.

We Value Your Feedback

Please share your valuable feedback in the and provide an overall rating for our services in the last row. Your insights are greatly appreciated as we continue to optimize Mindray India's social media presence.

Question	Answer
How has your experience been with our services so far?	Team understands thing quite quickly
Are there any areas you feel we can improve or streamline?	Content should be more scientifically relevant, be more logically and technically impactful
What kind of content, strategies, or innovations would you like to see in the upcoming months?	Community Engagement, Post Description scientifically
Overall Rating	**4.5 / 5**

Feedback Taken By : Arpit Saxena, DSPL
Feedback Provided By : Vaibhav Shenoy, Mindray India
Date : 07-05-2025
Mode of Feedback : In-Meeting

Signature

Annexure

Analytics Data – FB April 2025

Date	Views	reach	interactions	link clicks	visits	Follows	Engagement Rate %
2025-04-07T00:00:00	1108	553	23	1	44	3	4.16%
2025-04-08T00:00:00	571	264	1	1	34	4	0.38%
2025-04-09T00:00:00	976	521	16	0	66	1	3.07%
2025-04-10T00:00:00	1546	685	15	0	178	0	2.19%
2025-04-11T00:00:00	1003	627	17	0	85	0	2.71%
2025-04-12T00:00:00	437	781	5	0	27	1	0.64%
2025-04-13T00:00:00	261	155	1	0	31	0	0.65%
2025-04-14T00:00:00	1112	456	9	0	31	0	1.97%
2025-04-15T00:00:00	824	425	32	0	19	3	7.53%
2025-04-16T00:00:00	330	175	0	1	35	1	0.00%
2025-04-17T00:00:00	230	145	1	0	31	3	0.69%
2025-04-18T00:00:00	959	493	27	0	34	1	5.48%
2025-04-19T00:00:00	706	322	16	0	20	0	4.97%
2025-04-20T00:00:00	628	272	7	0	58	2	2.57%
2025-04-21T00:00:00	961	440	38	1	34	1	8.64%
2025-04-22T00:00:00	1151	522	15	0	62	2	2.87%
2025-04-23T00:00:00	1629	879	29	2	78	3	3.30%
2025-04-24T00:00:00	2988	1464	71	0	63	1	4.85%
2025-04-25T00:00:00	1963	889	39	0	67	3	4.39%
2025-04-26T00:00:00	1021	683	14	0	54	0	2.05%
2025-04-27T00:00:00	619	378	7	0	25	3	1.85%
2025-04-28T00:00:00	1437	714	40	1	44	1	5.60%
2025-04-29T00:00:00	2705	1347	38	6	35	3	2.82%
2025-04-30T00:00:00	2587	1357	55	3	60	0	4.05%
	27752	**14547**	**516**	**16**	**1215**	**36**	**3.55%**

Analytics Data – Insta April 2025

Date	Views	reach	Content interactions	link clicks	profile visits	follows
2025-04-07T00:00:00	681	276	11	0	16	4
2025-04-08T00:00:00	292	89	3	0	12	3
2025-04-09T00:00:00	943	515	12	0	32	6
2025-04-10T00:00:00	935	520	51	0	19	2
2025-04-11T00:00:00	828	262	21	0	18	1
2025-04-12T00:00:00	320	93	4	0	17	1
2025-04-13T00:00:00	163	61	4	0	12	3
2025-04-14T00:00:00	327	170	9	0	46	5
2025-04-15T00:00:00	712	271	20	0	56	1
2025-04-16T00:00:00	340	98	2	0	44	5
2025-04-17T00:00:00	164	69	2	0	37	2
2025-04-18T00:00:00	759	355	28	0	40	3
2025-04-19T00:00:00	427	268	11	0	17	5
2025-04-20T00:00:00	262	126	5	0	13	2
2025-04-21T00:00:00	607	223	11	0	43	1
2025-04-22T00:00:00	1299	470	25	0	44	6
2025-04-23T00:00:00	818	248	23	0	25	2
2025-04-24T00:00:00	1116	331	35	0	29	3
2025-04-25T00:00:00	727	284	18	0	10	0
2025-04-26T00:00:00	824	349	25	0	26	0
2025-04-27T00:00:00	807	361	42	0	10	0
2025-04-28T00:00:00	755	387	35	0	14	0
2025-04-29T00:00:00	1050	359	31	0	25	0
2025-04-30T00:00:00	1111	400	26	0	24	0
	16267	**6585**	**454**	**0**	**629**	**55**

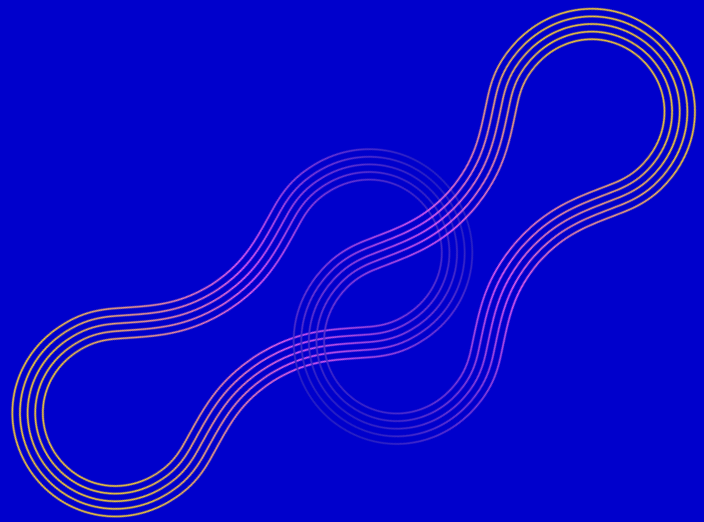
Analytics Data – LinkedIn April 2025

Date	Unique impressions (organic)	Clicks (organic)	Reactions (organic)	Comments (organic)	Reposts (organic)	Engagement rate (organic)
04/01/2025	1341	164	47	0	0	0.072309801
04/02/2025	960	162	17	0	0	0.083762284
04/03/2025	998	137	20	0	0	0.069653949
04/04/2025	683	60	8	0	0	0.048885694
04/05/2025	837	243	7	0	0	0.140607424
04/06/2025	776	311	3	0	0	0.191814294
04/07/2025	1502	368	51	3	0	0.127608104
04/08/2025	1096	209	29	4	0	0.098574338
04/09/2025	1021	203	27	0	0	0.092667204
04/10/2025	854	152	12	0	0	0.09249859
04/11/2025	830	343	27	1	0	0.204633205
04/12/2025	824	272	14	0	0	0.156540777
04/13/2025	746	124	32	0	1	0.102014295
04/14/2025	1058	185	42	0	0	0.099692578
04/15/2025	1523	767	22	3	0	0.257896451
04/16/2025	1073	468	16	1	0	0.205944798
04/17/2025	645	194	9	2	0	0.120943953
04/18/2025	886	479	16	0	0	0.246636771
04/19/2025	962	434	30	0	0	0.224806202
04/20/2025	830	238	20	0	0	0.133678756
04/21/2025	1539	193	43	1	0	0.071774682
04/22/2025	1415	255	58	0	2	0.087451416
04/23/2025	1657	193	80	1	0	0.060286029
04/24/2025	2320	195	142	3	0	0.062730627
04/25/2025	3280	239	145	24	4	0.060401701
04/26/2025	2115	1389	68	3	0	0.304103312
04/27/2025	1963	2013	87	3	0	0.466711052
04/28/2025	1822	562	71	5	0	0.161151806
04/29/2025	5364	3713	174	7	1	0.350301286
04/30/2025	2943	2232	83	9	0	0.368304279
	43863	**16497**	**1400**	**70**	**8**	**16%**

Calculation Formulas

- **Engagement Rate (%)** = (Total Interactions ÷ Reach) × 100
- **Content Interactions(FB, Instagram)** = Clicks + Reactions + Comments + Reposts

Thank You!



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