Mindray India SMM Monthly Report

July 2025
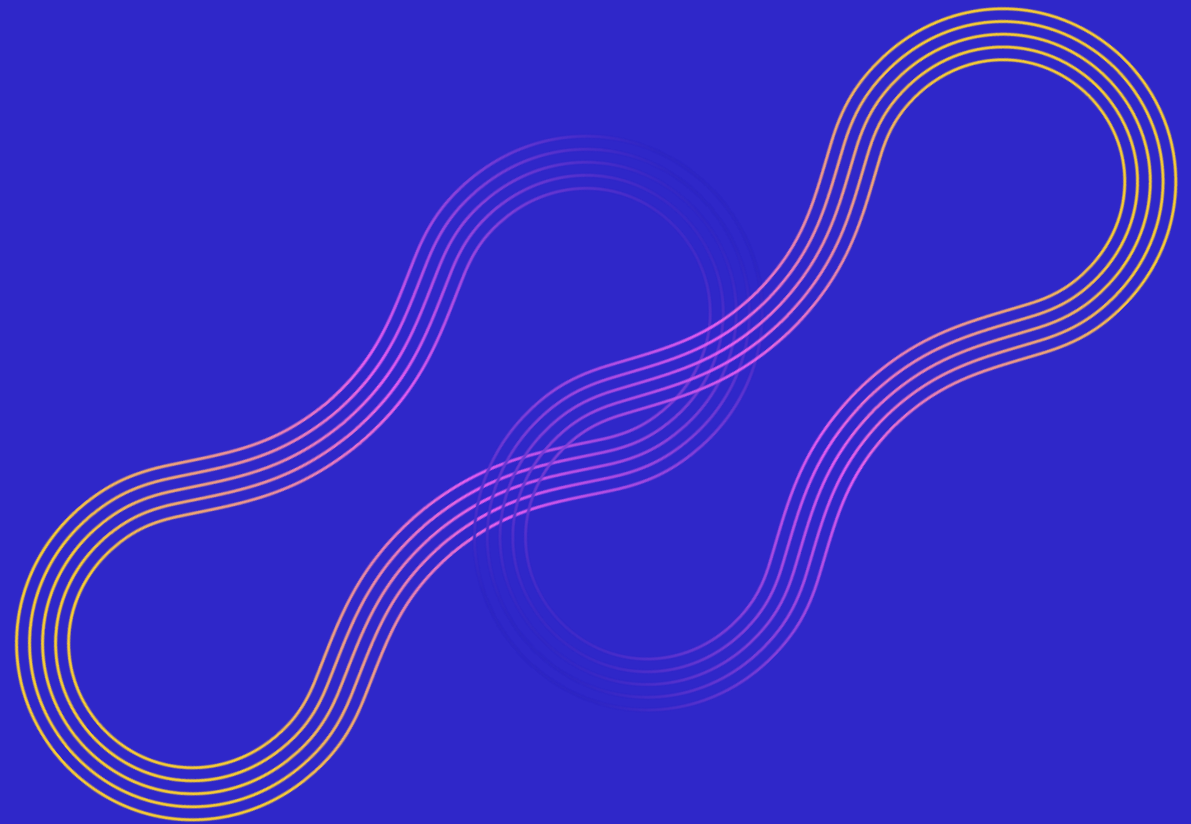
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Key Highlights - July 2025

1. **LinkedIn:** Engagement rose by **9%**, with educational and event posts driving up to **70% engagement rates**.

2. **Instagram:** Reach increased by **1,342%** from ad campaigns.

3. **Facebook:** Campaigns boosted reach by **25%**.

4. **Meta Ads:** Delivered **3.09M reach**, with **white creatives outperforming black** and Instagram ads achieving the lowest CPR of ₹**0.94**.

5. **ORM:** Logged **160 interactions**, with LinkedIn dominating and job-related inquiries showcasing strong employer branding.

6. **Content Strategy:** "Did You Know" and event posts were top performers, reinforcing the effectiveness of educational storytelling.

7. **Operational Progress:** Newsletter approved, holiday content finalized, SEO SOW walkthrough done, and weekly ad reviews completed.

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Platform Performance Overview - July 2025

July 2025

Platform	Posts Published	Reach	Content Interactions	Engagement Rate %
LinkedIn	28	**105,908** ⬆	**30996** ⬆	**29.27%** ⬆
Instagram	27	**4,675,172** ⬆	**1884** ⬆	0.04% ⬇
Facebook	27	**3,587,024** ⬆	**1887** ⬇	0.05% ⬇

June 2025

Platform	Posts Published	Reach	Content Interactions	Engagement Rate %
LinkedIn	24	48328	21763	20%
Instagram	25	324137	705	0.2%
Facebook	24	2873193	1965	0.07%

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

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LinkedIn: Engagement increased by **9%**, showing our content strategy is performing well.

Instagram: Reach surged by **1,342%** due to ad campaigns, but average engagement dropped **80%** as paid reach diluted organic interactions.

Facebook: Reach grew by **25%** from campaigns, but engagement fell **29%**, highlighting the need to pair campaigns with more engaging content.

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Post Type - Category Wise Analysis

Audience engagement in July 2025 was highest for 'Did You Know' and Event-Focused posts, reinforcing the effectiveness of educational and event-led storytelling. Product content continued to perform steadily, while internal-focused formats like Customer Stories and Newsletters showed lower traction.

Category	Post Count	Avg. Engagement %	Included Post Types
Did You Know	2	*41%*	Did You Know
Event-Focused Posts	4	*36%*	Sono Summit, Medicall, ISACON
Product	3	*20%*	Product
HR-Related Posts	3	*8%*	Welcome Post, Hiring
Awards/Recognition	1	*5%*	Medgate Top 100 Companies
Ashwini Raina Reel	2	*4%*	Ashwini Raina Reel
Global Days	3	*3.3%*	Global Days, IVF Day
Webinar, CME, Training	4	*3%*	Webinar, CME, Training
Newsletter	4	*2%*	Newsletter
Customer Story	2	*2%*	Customer Story

LinkedIn's Top Performing Posts by Engagement % - July 2025
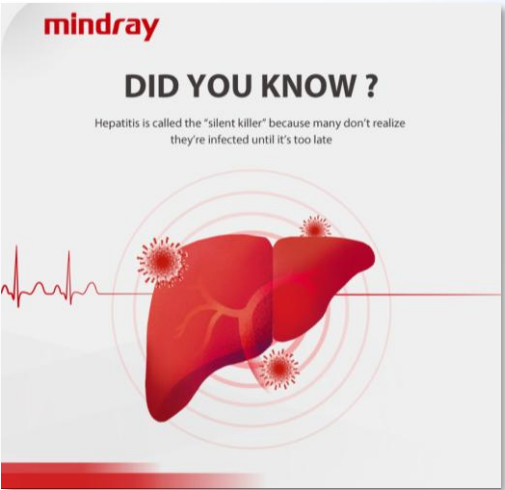
Did You Know
Avg. Engagement Rate – 41%

Events
Avg. Engagement Rate – 36%

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Top 5 Posts - LinkedIn

Post title	Posted by	Impressions	Clicks	(CTR)	Likes	Comments	Reposts	Engagement rate %
Medicall Chennai 2025	Mindray	8050	5502	68%	91	1	2	**70%**
SONO Summit Success Post	Digitup	5433	3440	63%	76	2	2	**65%**
Did You Know – Hepatitis	Digitup	2892	1172	41%	27	0	0	**41%**
Did You Know – CBC ESR	Digitup	5573	2201	39%	40	1	3	**40%**
Product Promotion – AED	Digitup	3093	1012	33%	16	1	0	**33%**

Key Highlights:

- **Hiring** and **Welcome** posts garnered the **highest impressions** (82,908 and 33,207 respectively) but had **low engagement rates** (11% and 7%), indicating they functioned more as broadcast content.

- The **Medgate Top 100 Companies** post received **8,626 impressions** but saw a **low engagement rate of 5%**, highlighting that brand announcements may not drive interaction effectively.

- The **Medicall** event post was a standout, achieving **8,050 impressions** and a **remarkable 70% engagement rate**, with **5,502 clicks** and **91 likes**, demonstrating that well-crafted event content drives both reach and interaction.

- **High CTR ≠ Viral Likes:** Despite very high CTR, the number of **likes remains under 100** across all posts. This indicates users are more inclined to click and explore rather than passively react - valuable insight for CTA-driven campaigns.

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ORM Analysis - July 2025

Communication Category	FB	Instagram	LinkedIn	Meta	X	Total
Job Inquiries or Vacancy Questions	1	1	63	1	1	67
Positive Feedback / Appreciation		2	42	1		45
General Mentions / Neutral Comments	1	1	22	1		25
Queries / Product or Service Questions		5	4	1		10
Installation Appreciation			10			10
Partnership Announcement			2			2
Negative Comments / Complaints			1			1
Grand Total						**160**

Two dealer enquiries were received through Instagram and LinkedIn which were promptly communicated by Digitup to the Mindray.

- The sheer volume of interactions in the **Job Inquiries** category is the most significant finding, dominating all other types of engagement. This indicates a very strong and positive perception of Mindray as an employer.

- **Instagram** is used primarily for "Queries / Product or Service Questions" (5 interactions) and "Positive Feedback" (2 interactions).

- **Negative Feedback** is minimal, with only one instance on LinkedIn. This suggests a generally positive sentiment.

- **Installation Appreciation** and **Partnership Announcements** are a significant source of positive, organic engagement.

- **Overall Volume:** The total number of interactions across all platforms is 160, with LinkedIn accounting for the vast majority of that engagement.

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Meta Ads Performance
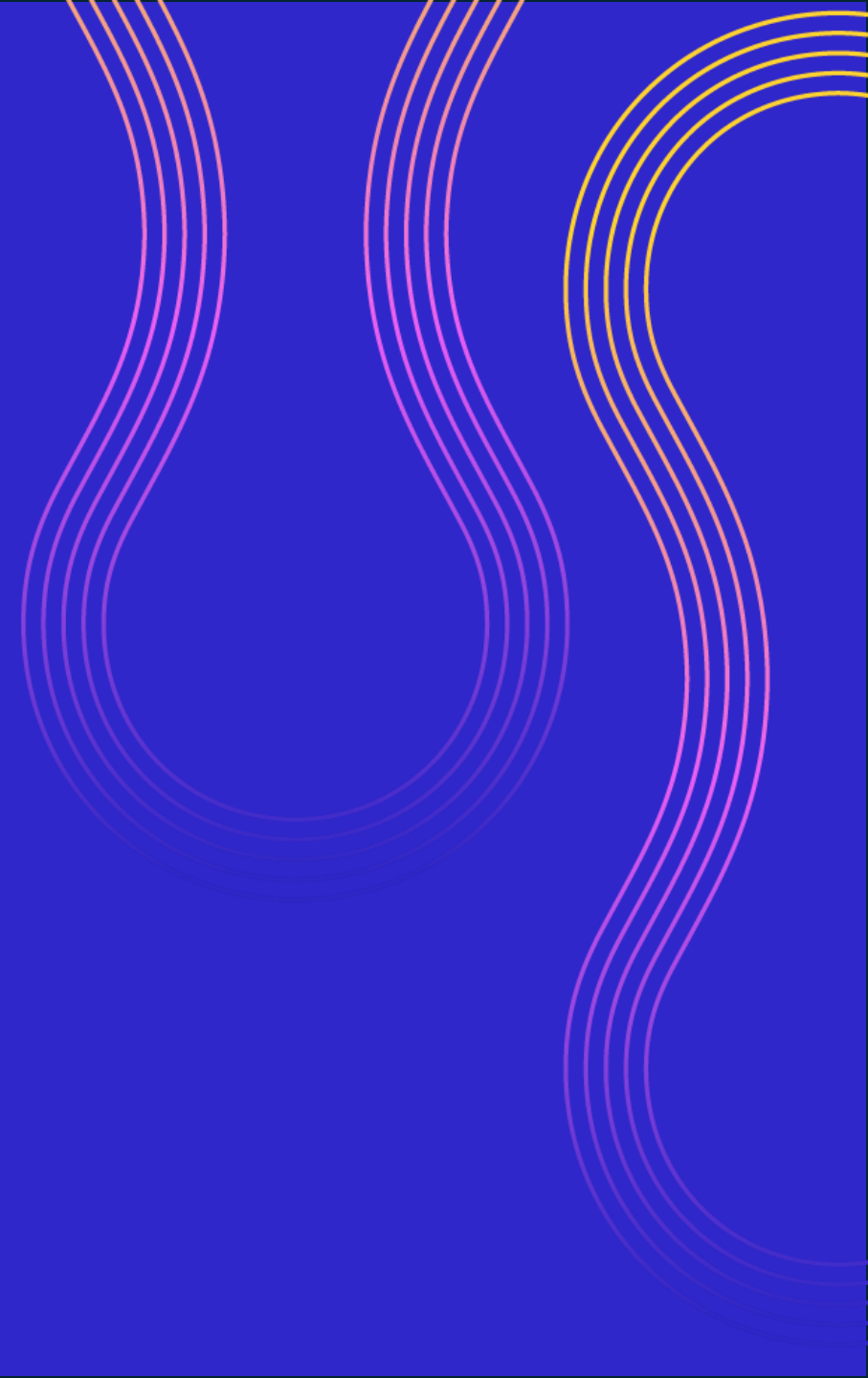
Meta Ads Campaign Overview – July 2025

Campaign name	Objective	Result Type	Results	CPR (all)	Spend (INR)
DSPL_02_Jul_25_ENG_Job_Title_Employer	Awareness	Reach	3,090,461	₹1.88	5,807.21
DSPL_09_Jun_25_ENG_Professional_Emp	Engagement	Facebook likes	5,932	₹1.07	6,360.04
DSPL_22_Jun_25_IG_Followers	Traffic	Instagram profile visits	6,583	₹0.95	6,254.33

Overview:

In July 2025, Mindray India executed three distinct Meta ad campaigns targeting awareness, engagement, and traffic objectives. The campaigns were tailored to different audience segments across the healthcare domain, leveraging carousel and static creatives for optimized performance.

- The **Awareness campaign** targeting healthcare job titles and employers achieved a **massive reach of over 3 million**, making it the highest-reach campaign to date.
- The **Engagement campaign** significantly scaled performance from the previous month, doubling its Facebook page likes to **5,932** with an improved **CPR of ₹1.07**.
- The **Instagram Traffic campaign** generated **6,583 profile visits** at the **lowest CPR of ₹0.95**, reaffirming Instagram's cost-efficiency in driving actionable traffic.

These results reflect strong creative performance, effective audience segmentation, and strategic budget allocation for maximum impact across the funnel.

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Comparison – June 2025 Vs July 2025

Metric	June 2025	July 2025	Observation
Total Spend	₹9,280.85	₹18,421.58	Doubled ad spend for broader reach
Total Reach (Awareness)	2.73M	3.09M	Higher reach in July
Engagement (Facebook Likes)	2,939	5,932	Likes doubled, CPR improved from ₹1.38→₹1.07
IG Profile Visits	1,153	6,583	Over 5x increase, CPR improved to ₹0.95
Best CPR Campaign	IG (₹1.15)	IG (₹0.95)	IG traffic remains the most cost-efficient

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Key Highlights – Meta Ads July 2025

- **Highest Reach Achieved:** The Awareness campaign (DSPL_02_Jul_25_ENG_Job_Title_Employer) delivered a **total reach of 3.09 million** across carousel and static creatives, with an average CPR of ₹1.75.

- **Most Cost-Efficient Traffic:** The Instagram Traffic campaign (DSPL_22_Jun_25_IG_Followers) achieved **6,583 profile visits** with the **lowest CPR of ₹0.94**, maintaining strong performance from June.

- **Targeting Insight:** Both broad and focused Instagram ad sets performed similarly in volume, but the **targeted ad set brought higher quality engagement** (more follows and messages).

- **Creative Performance:** The **white static creative** again outperformed the black variant in the Engagement campaign, **securing 3,357 Facebook Likes at ₹1.00 CPR**, confirming strong visual preference.

- **Performance Pattern Insight:** We observed that **CPR tends to be higher on weekends (Saturday & Sunday)** compared to weekdays, highlighting an opportunity to optimize delivery by day.

- **Improved Overall Results:** Compared to June, all July campaigns achieved higher results and reach **without increasing cost per result**, reflecting the impact of refined targeting and consistent creative testing.

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Audience - A

- **Location:** India

- **Field of Study:** Diagnostic Medical Sonography - Ultrasound, Anesthesiology, Intensive Care Medicine, Medical Laboratory, Emergency Medicine, Cardiology, Gynaecology, Urology, MBBS, Biochemistry, General Surgery, Hematology, Neurosurgery, Radiology

- **Interests:** Medical Students, Biochemistry, General Surgery (band), General Hospital

- **Industry:** Healthcare and Medical Services

- **Age Group:** 25–55 years

Audience Added on This Campaign : DSPL_09_Jun_25_ENG_Professional_Emp, DSPL_22_Jun_25_IG_Followers

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Audience - B

- **Location:** India

- **Job Titles:** Hospital Administrator, Consultant Surgeon, Radiologist, ICU Nurse, Anesthesiologist, Biomedical Engineer, Critical Care
  Nurse, OB/GYN Physician

- **Employers:** Medical Labs, Hospitals

- **Industry:** Healthcare and Medical Services

- **Age Group:** 30–60 years

Audience Added on This Campaign : DSPL_02_Jul_25_ENG_Job_Title_Employer

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Campaign: DSPL_02_Jul_25_ENG_Job_Title_Employer

Ad Name	Ad set delivery	Result Type	Results	Reach	Impressions	CPR	Spend (INR)
Black_DSPL_02_Jul_25_ENG_Job_Title_Employer_Ad	active	Reach	1727346	1727346	1923310	1.77	3071.87
Carousel_DSPL_02_Jul_25_ENG_Job_Title_Employer_Ad	active	Reach	1574655	1574655	1752800	1.73	2735.34

- **Objective:** Brand Awareness
- **Ad Format:** 1 Carousel Ad, 1 Static Ad
- **CTA:** Learn More
- **CTA Destination:** Facebook Messaging
- **Budget:** ₹200/day

Observation:

- This brand awareness campaign targeting healthcare job titles and employers delivered impressive reach across both creatives:
- The **Black Static Ad** reached **1.72M users** with a slightly higher CPR of **₹1.77**.
- The **Carousel Ad** also performed strongly, reaching **1.57M users** at a slightly lower **CPR of ₹1.73**.
- Both ad formats were **active** and contributed nearly equally to the total campaign reach of **3.09 million**, with over **3.07 lakh impressions per ad**. The consistent CPR across creatives indicates strong audience resonance and creative relevance.

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Campaign: DSPL_09_Jun_25_ENG_Professional_Emp

Ad set name	Ad set delivery	Result Type	Results	Reach	Impressions	CPR	Spend (INR)
DSPL_09_Jun_25_ENG_FBLike_Field_of_Study_Focused_Professionals	inactive	Facebook Like	2575	127396	199213	1.15	2976.58
Test - DSPL_14_Jun_25_ENG_FBLike_Field_of_Study_Focused_Professionals	active	Facebook Like	3357	128497	209799	1.0	3383.46

- **Objective:** Facebook Page Likes
- **Ad Format:** 2 Static Image Ads (White & Black creative variants for A/B testing)
- **Budget:** ₹200/day

Observation:

- This Facebook Page Likes campaign successfully leveraged A/B testing to evaluate the performance of two static creatives — one with a black background and one with a white background.
- The **white creative** outperformed the black variant, generating **3,357 likes at ₹1.00 CPR** compared to **2,575 likes at ₹1.15 CPR**. It also delivered higher impressions, confirming stronger audience engagement.
- The A/B test clearly demonstrates that the **white creative resonated better** with the target audience, resulting in higher engagement and more efficient cost per like. These insights can guide future creative strategies toward visually lighter and cleaner design choices for engagement objectives.

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# Campaign: DSPL_22_Jun_25_IG_Followers

Ad set name	Ad set delivery	Result Type	Results	Follows - Messages	Reach	Impressions	CPR	Spend (INR)
DSPL_23_Jun_25_IG_Followers_Field_of_Study_Focused_Professionals	active	Instagram profile visits	3289	81 – 4	432702	547605	0.95	3132.75
DSPL_09_Jul_25_IG_Followers_No_Audience_Adset	inactive	Instagram profile visits	3294	71 - 1	416999	547568	0.94	3121.58

- **Objective:** Traffic
- **Conversion location:** Instagram
- **Performance goal:** Maximize number of Instagram profile visits
- **Ad Format:** 1 Static Image Ads (White)
- **Budget:** ₹200/day

Observation:

- Both ad sets delivered similar results and CPR:
    - **No Audience Ad Set**: 3,294 profile visits at ₹0.94 CPR (inactive)
    - **Targeted Ad Set**: 3,289 profile visits at ₹0.95 CPR (active), with more follows (81 vs 71) and messages (4 vs 1)
- Despite similar cost-efficiency, the **targeted ad set led to better quality engagement** (more follows/messages). The **no-audience ad set was paused** due to lower follower gains, making focused targeting the more effective long-term strategy.

Next Steps
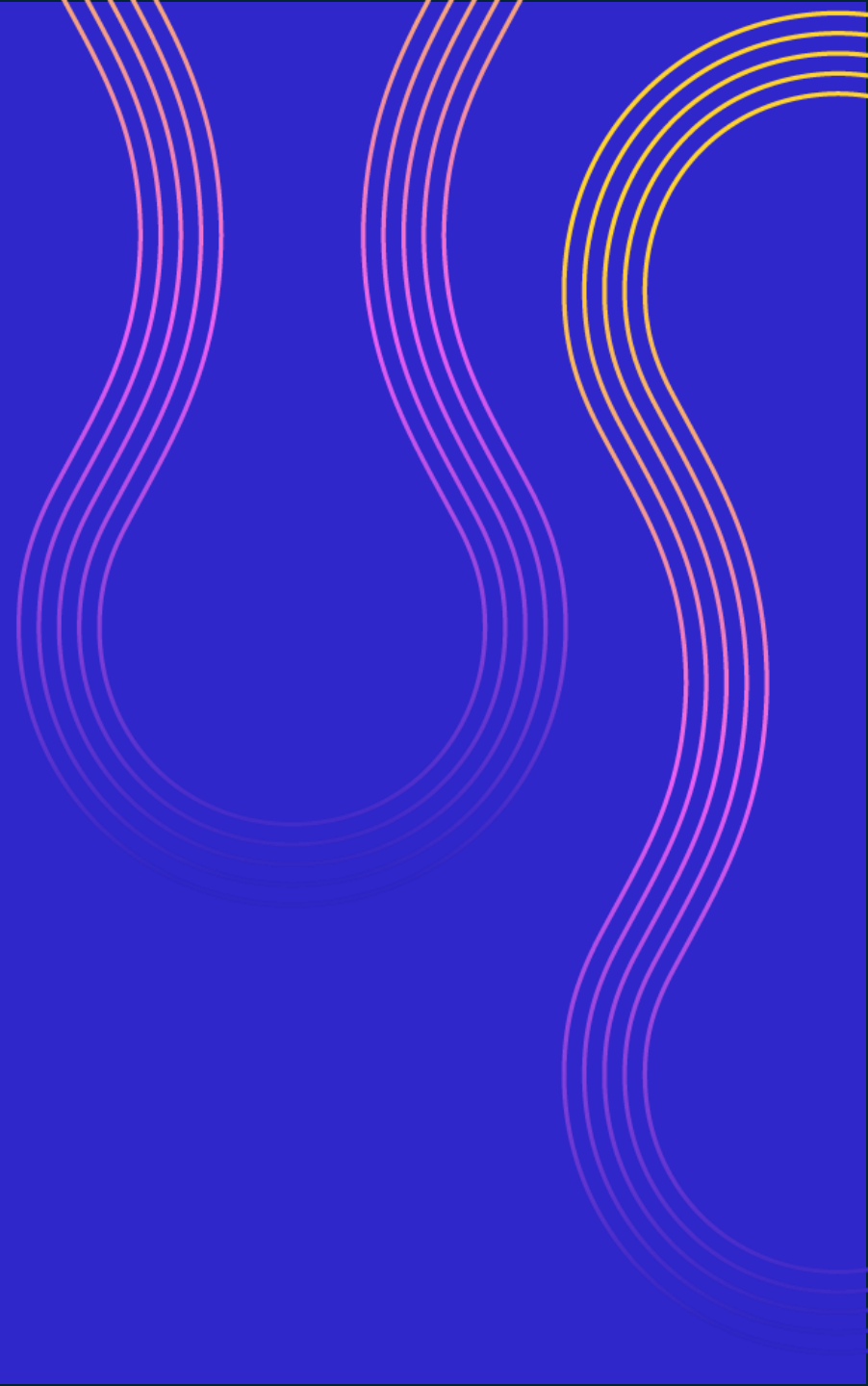
Next Steps for August 2025

- Prioritize **"Carousel"** posts across all platforms. Also, incorporate carousel format in the product posts or any other posts wherever

  applicable.

- **Leverage Healthcare Influencer Collaborations:** Partner with key healthcare influencers to expand reach and enhance brand credibility.

- **Showcase Doctor Testimonials:** Integrate authentic doctor testimonials to strengthen trust and highlight real-world impact.

- **Evaluate First Comment Strategy:** Assess the effectiveness of CTA-driven first comments in boosting post engagement.

- **Measure "Myth vs Fact" Content Performance:** Analyze engagement and audience response to "Myth vs Fact" posts to refine content

  strategy. Based on the same roll out new content strategies in the upcoming months.

- Promoting top-performing posts via ad campaigns for better reach.

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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?	I can see the team is implementing the recommendation and suggestions shared in the previous months and its impact is slowly showing up.
Are there any areas you feel we can improve or streamline?	- Focus on increasing Instagram followers with ads as we are currently able to see good profile visits but not getting good followers - In the upcoming months report, also add bifurcation of paid and organic traffic in the summary slide - Also add community postings summary in the monthly report - Be more vigilant while scheduling and posting content on all channels so that there are no such glitches
What kind of content, strategies, or innovations would you like to see in the upcoming months?	- Focus on carousel format posts wherever possible.
Overall Rating	**4.5/5**

Feedback Taken By : Arpit Saxena
Feedback Provided By : Vaibhav Shenoy
Date :
Mode of Feedback :

Signature

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Annexure
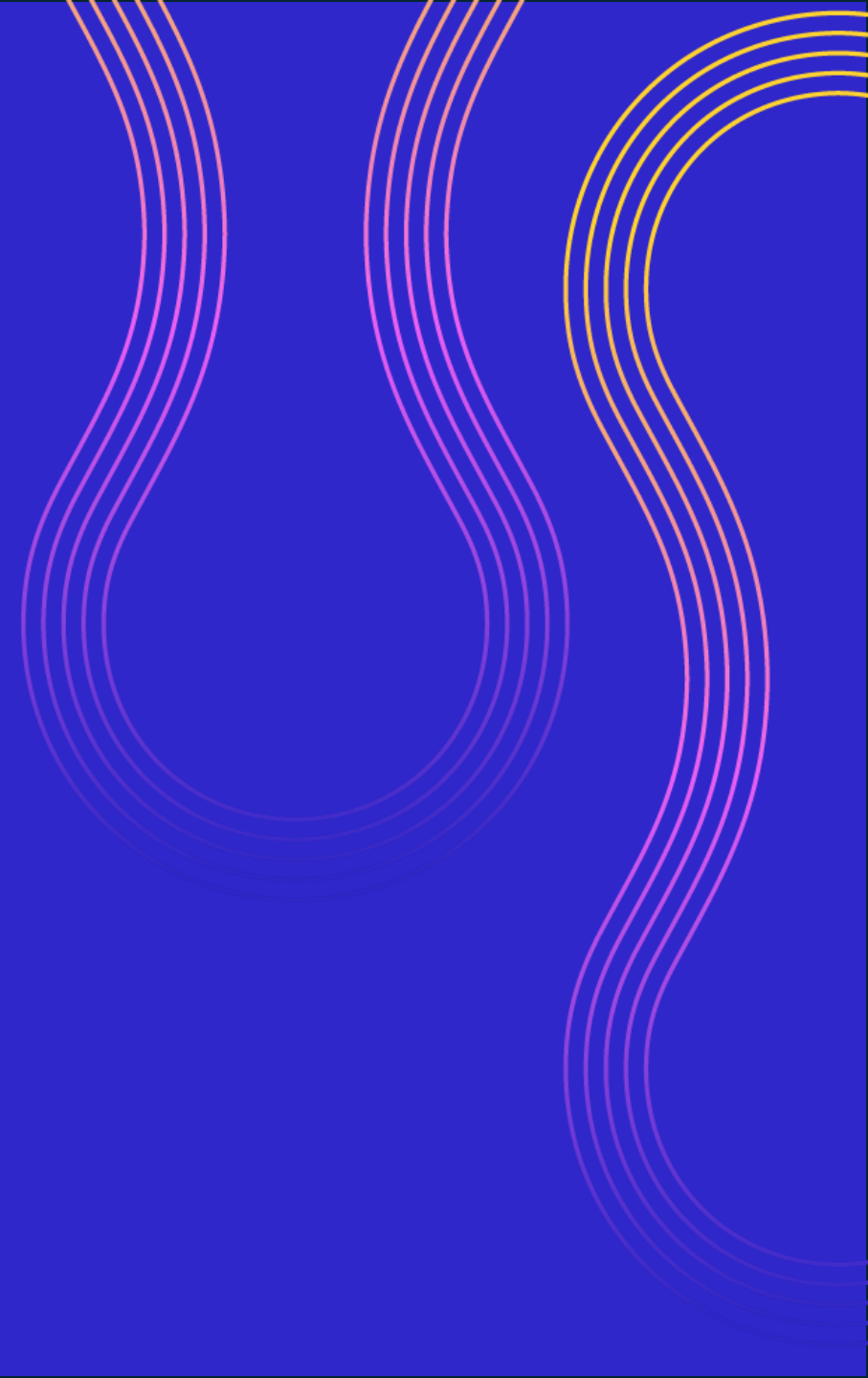
Analytics Data – FB July 2025

Date	Reach	Interactions	Follows	Views	Visits	Link Clicks
2025-07-01T00:00:00	27772	79	291	60385	342	11
2025-07-02T00:00:00	21078	138	234	142238	198	5
2025-07-03T00:00:00	18910	93	193	175045	209	7
2025-07-04T00:00:00	19993	55	219	186434	244	8
2025-07-05T00:00:00	16062	18	191	171247	153	7
2025-07-06T00:00:00	16417	7	191	185233	175	7
2025-07-07T00:00:00	10120	57	123	109944	160	3
2025-07-08T00:00:00	18638	32	223	233015	159	8
2025-07-09T00:00:00	12999	55	148	147057	204	1
2025-07-10T00:00:00	18502	24	197	184506	283	8
2025-07-11T00:00:00	16417	122	200	163093	168	5
2025-07-12T00:00:00	15284	22	179	172832	101	3
2025-07-13T00:00:00	14631	60	151	172192	152	1
2025-07-14T00:00:00	15139	68	170	175562	238	4
2025-07-15T00:00:00	16652	87	186	198489	260	3
2025-07-16T00:00:00	13630	21	179	180244	135	3
2025-07-17T00:00:00	13847	11	202	174728	162	4
2025-07-18T00:00:00	19935	61	215	174942	190	6
2025-07-19T00:00:00	13231	18	196	174214	143	5
2025-07-20T00:00:00	14773	2	189	180389	156	0
2025-07-21T00:00:00	15995	38	207	178035	209	2
2025-07-22T00:00:00	14811	38	185	183380	229	6
2025-07-23T00:00:00	11964	10	210	179145	222	10
2025-07-24T00:00:00	13399	8	212	175179	228	3
2025-07-25T00:00:00	14745	43	207	178329	250	5
2025-07-26T00:00:00	14967	22	194	177221	214	6
2025-07-27T00:00:00	16456	17	252	190944	236	4
2025-07-28T00:00:00	4408	44	56	38378	79	0
2025-07-29T00:00:00	22063	85	285	238416	269	6
2025-07-30T00:00:00	15964	75	213	200745	268	2
2025-07-31T00:00:00	12083	29	124	138784	200	2

Analytics Data – Insta July 2025

Date	Reach	Interactions	Follows	Views	Visits	Link Clicks
2025-07-01T00:00:00	28877	45	29	31680	305	244
2025-07-02T00:00:00	120196	64	10	120346	284	216
2025-07-03T00:00:00	154268	105	11	156247	320	258
2025-07-04T00:00:00	160246	73	15	166917	269	198
2025-07-05T00:00:00	152132	38	19	156218	286	247
2025-07-06T00:00:00	164261	42	10	170589	307	220
2025-07-07T00:00:00	96970	48	21	101999	245	226
2025-07-08T00:00:00	210135	99	22	216348	495	270
2025-07-09T00:00:00	134059	102	18	135728	246	210
2025-07-10T00:00:00	170219	98	14	170366	359	224
2025-07-11T00:00:00	146390	38	9	146539	282	211
2025-07-12T00:00:00	152000	46	10	158225	290	216
2025-07-13T00:00:00	153487	42	4	158614	255	243
2025-07-14T00:00:00	160125	54	8	160139	231	176
2025-07-15T00:00:00	180632	57	12	182648	323	246
2025-07-16T00:00:00	167356	47	15	167952	296	237
2025-07-17T00:00:00	156343	46	8	162037	279	252
2025-07-18T00:00:00	153553	58	13	156530	303	217
2025-07-19T00:00:00	159140	47	12	161090	278	241
2025-07-20T00:00:00	163797	50	5	166866	308	221
2025-07-21T00:00:00	159786	46	8	162766	320	264
2025-07-22T00:00:00	160166	47	10	169581	362	305
2025-07-23T00:00:00	164495	33	7	167967	323	255
2025-07-24T00:00:00	160354	61	7	163259	339	286
2025-07-25T00:00:00	164051	92	14	164148	327	284
2025-07-26T00:00:00	157862	46	9	163151	323	263
2025-07-27T00:00:00	173259	47	5	176476	306	241
2025-07-28T00:00:00	32056	18	3	33637	96	120
2025-07-29T00:00:00	215914	146	7	216935	422	282
2025-07-30T00:00:00	175992	67	10	185445	382	306
2025-07-31T00:00:00	127051	82	11	127991	225	266

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Analytics Data – LinkedIn July 2025

Date	Unique impressions (organic)	Clicks (organic)	Reactions (organic)	Comments (organic)	Reposts (organic)	Engagement rate (organic)
07/01/2025	2147	490	114	2	0	12%
07/02/2025	7073	848	185	13	0	8%
07/03/2025	5866	1652	176	26	0	15%
07/04/2025	2610	1371	87	6	0	28%
07/05/2025	1644	619	42	6	0	21%
07/06/2025	1440	349	30	1	0	14%
07/07/2025	1917	593	45	2	0	16%
07/08/2025	1950	514	59	6	0	13%
07/09/2025	14130	2962	332	44	3	11%
07/10/2025	10360	2067	242	26	0	11%
07/11/2025	4850	1374	121	82	0	15%
07/12/2025	3634	1030	54	9	0	14%
07/13/2025	3008	880	65	7	0	14%
07/14/2025	3986	749	91	6	1	9%
07/15/2025	3613	714	103	13	1	11%
07/16/2025	3596	507	119	10	1	9%
07/17/2025	2356	392	65	16	0	10%
07/18/2025	2319	412	63	11	0	9%
07/19/2025	1890	308	41	3	0	8%
07/20/2025	1674	294	45	1	0	9%
07/21/2025	1688	397	37	0	0	12%
07/22/2025	2375	329	45	0	0	7%
07/23/2025	1352	235	27	0	0	9%
07/24/2025	1104	165	20	1	0	7%
07/25/2025	2356	316	58	5	0	7%
07/26/2025	2710	1048	54	1	0	18%
07/27/2025	1794	544	30	2	0	14%
07/28/2025	2167	409	63	7	0	9%
07/29/2025	3367	3157	67	4	0	42%
07/30/2025	2989	1995	69	6	0	31%
07/31/2025	3943	1323	72	8	2	15%

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Calculation Formulas

- **Engagement Rate (%)** = (Total Interactions ÷ Reach) ✕ 100

- **Content Interactions(FB, Instagram)** = Clicks + Reactions + Comments + Reposts

Thank You!