



Mindray India SMM Monthly Report

May 2025

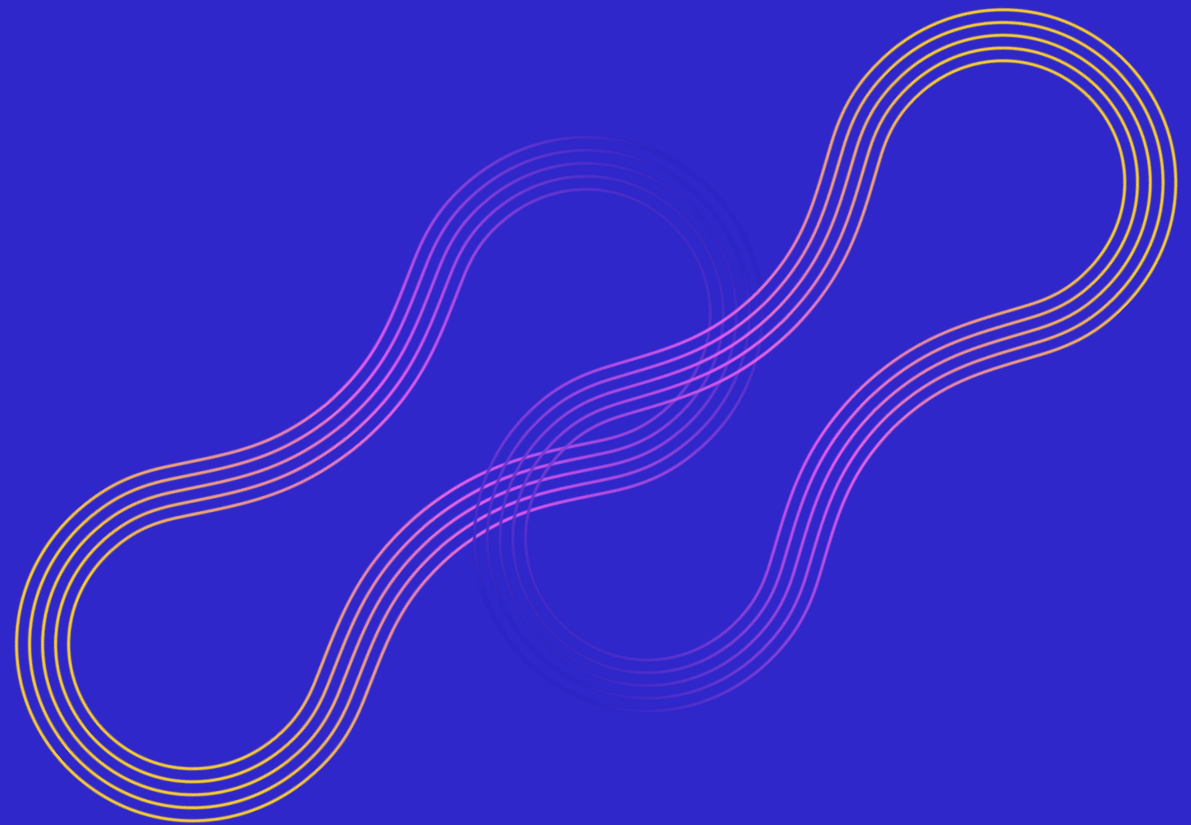


Table of Contents

- # *Key Highlights*
- # *Platform Performance Overview - May 2025*
- # *Post Type Analysis*
- # *Top 5 Posts - LinkedIn*
- # *ORM Analysis*
- # *Next Steps*
- # *We Value Your Feedback*
- # *Annexure*

Key Highlights

- 🎯 **Template Optimization:** Post templates were revised according to the Grid Structuring Layout for improved visual alignment and consistency.
- 🎯 **Meta Ads Strategy:** Conducted detailed brainstorming and finalized the paid media strategy aligned with campaign goals.
- 🎯 **Channel Expansion:** Broadcast channels were successfully launched on both Facebook and Instagram to enhance audience engagement.
- 🎯 **Data-Driven Scheduling:** Introduced the idea of scheduling posts based on user active hours across Instagram, Meta, and LinkedIn to optimize visibility and interaction.
- 🎯 **WhatsApp Verification Support:** Provided guidance and shared the process for setting up a verified WhatsApp Business profile.
- 🎯 **LinkedIn Community Activation:** Created a dedicated LinkedIn community group and initiated relevant content posting to drive organic reach.
- 🎯 **Engagement Growth:** Observed a significant increase in LinkedIn engagement rate during May, indicating improved audience resonance and content effectiveness specifically for LinkedIn.

Platform Performance Overview - May 2025

May 2025

Platform	Posts Published	Reach	Content Interactions	Engagement Rate %
LinkedIn	29	61524	20288	17%
Instagram	28	8067	345	4.28%
Facebook	28	37123	1089	2.93%

April 2025

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%

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

- LinkedIn’s engagement rate **increased to 17%**, whereas Facebook and Instagram experienced a decline in user interaction.
- The content mix in May included a higher proportion of event or announcement-based posts, which typically generate lower user interaction compared to educational or interactive formats such as “Did You Know”, quizzes, or polls posts.
- Instagram and Facebook audiences are more responsive to content that provides informative value particularly health awareness topics and disease-related insights. A reduced focus on such content have contributed to the dip in engagement on these platforms.

Post Type – Category Wise Analysis

Informative content like **"Did You Know"** drove the highest engagement, showing strong audience interest in educational value. While **Hiring + Channel Partner** led in reach, engagement was deeper on knowledge-focused posts guiding a balanced future content strategy.

Type	Count	Reach	Avg. Engagement %
<i>Did You Know</i>	1	3891	34.7%
<i>Global Days</i>	5	8743	25.7%
<i>Hiring + Channel Partner</i>	3	50074	20.4%
<i>Newsletter</i>	4	11970	2.2%
<i>Mind Manthan</i>	6	11367	3.1%
<i>Product Related</i>	2	3737	5.8%
<i>Others</i>	7	15781	7.5%

LinkedIn’s Top Performing Posts by Engagement % - May 2025



Did You Know
Avg. Engagement Rate – 34.7%



Global Days
Avg. Engagement Rate – 25.7%

Top 5 Posts - LinkedIn

Post title	Posted by	Impressions	Clicks	CTR %	Likes	Comments	Reposts	Engagement rate %
Mother's Day – 1	Digitup	3002	1741	58	44	3	1	59.6
Mother's Day – 2	Digitup	2832	1647	58	34	3	3	59.6
Channel Partner Vacancy	Digitup	5242	2559	49	39	0	3	49.6
Did You Know - Safe Operating Room	Digitup	2623	1113	42.4	22	0	1	43.3
MindFocus Vol.9 Launch	Mindray	4386	1234	28	56	0	2	29.5

As part of our ongoing collaboration, we propose the following focus areas to further optimize content performance:

- **Leverage emotional and topical campaigns** like Mother’s Day more frequently(apart from just global day post) to maintain high engagement momentum.
- **Introduce regular career and partnership posts** based on the strong traction from the Channel Partner Vacancy post.
- **Expand the “Did You Know” series**, given its consistent performance and audience interest in informative content.
- **Enhance CTAs and structure on product or newsletter posts** to convert high visibility into deeper engagement.
- **Explore more interactive content formats** (polls, questions, carousels) to drive comments and conversations, especially on LinkedIn and Instagram.

We'll continue to monitor these patterns closely and review performance regularly to adapt and refine the strategy together.

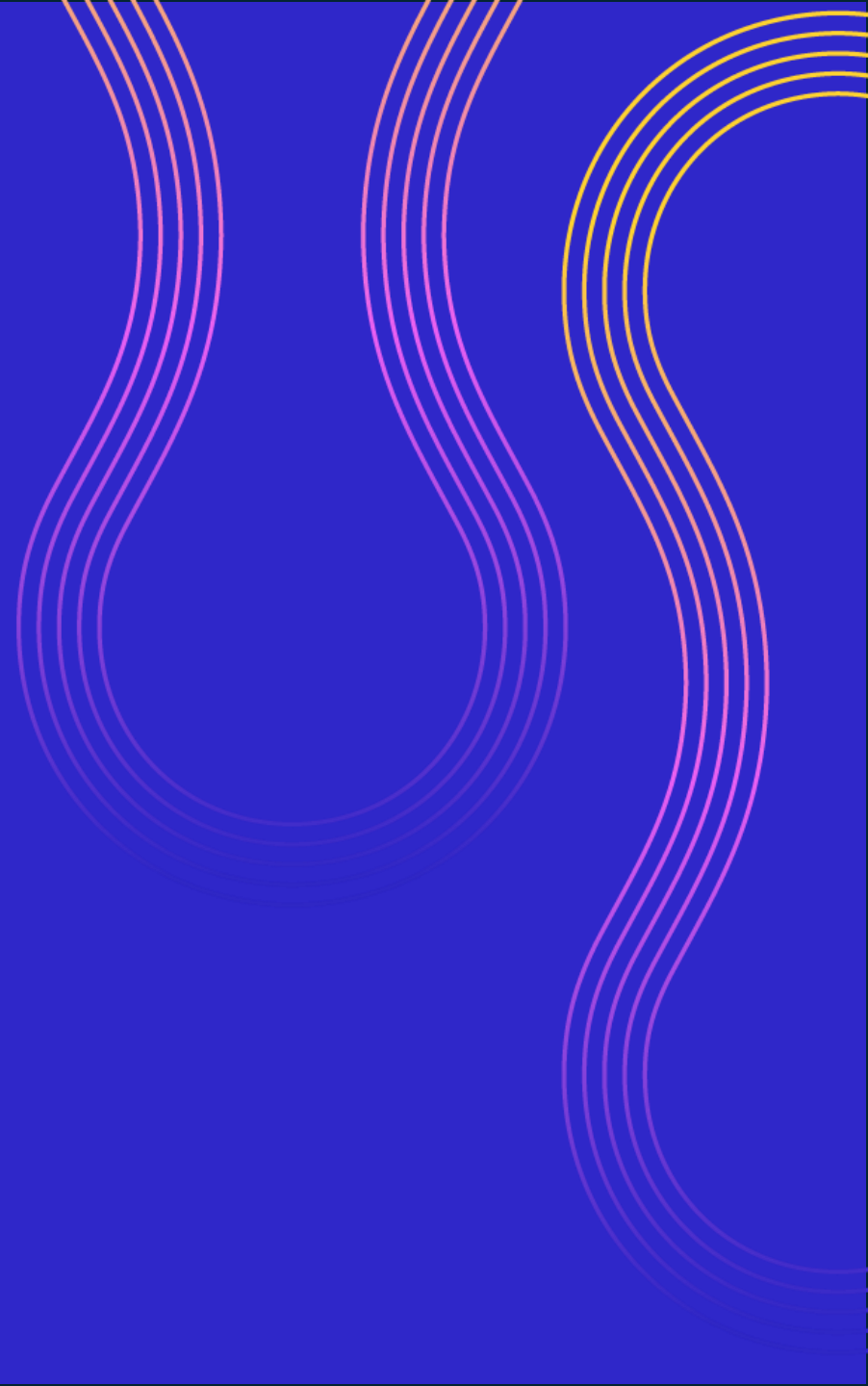
ORM Analysis - May 2025

Platform	Count	No. of Positive Comms	No. of Negative Comms
LinkedIn	55	11	0
Instagram	4	1	0
Meta	6	1	0
X	2	1	1

Two sales leads were received through Facebook and promptly communicated by Digitup to the Mindray

- **LinkedIn** remained the most active platform with **55 interactions**, including **11 positive communications** and **zero negative sentiment**.
- **Instagram and Meta** saw low but **entirely positive interactions**, reflecting healthy brand perception.
- **Platform X** recorded minimal activity with one negative comment, which was addressed.
- **Two sales leads were generated via Facebook** (Meta) and were promptly communicated by Digitup to Mindray.

Next Steps



Next Steps for June 2025

- Initiate Meta ad campaigns focused on brand awareness, followed by performance-driven product promotion campaigns once sufficient traction is observed.
- Implementation of User activity-based posting on all platforms.
- Creatives for Meta Ads campaign have been reviewed and finalized by both teams. The Meta Ads go-live date is 9th June 2025.
- Focusing on 'Did You Know Posts' to increase engagement on Instagram and Facebook.
- Complete Content Calendar and Content for the planned posts for June has been updated in the [Mindray India Social Media Marketing Artifacts](#) sheet.

We Value Your Feedback

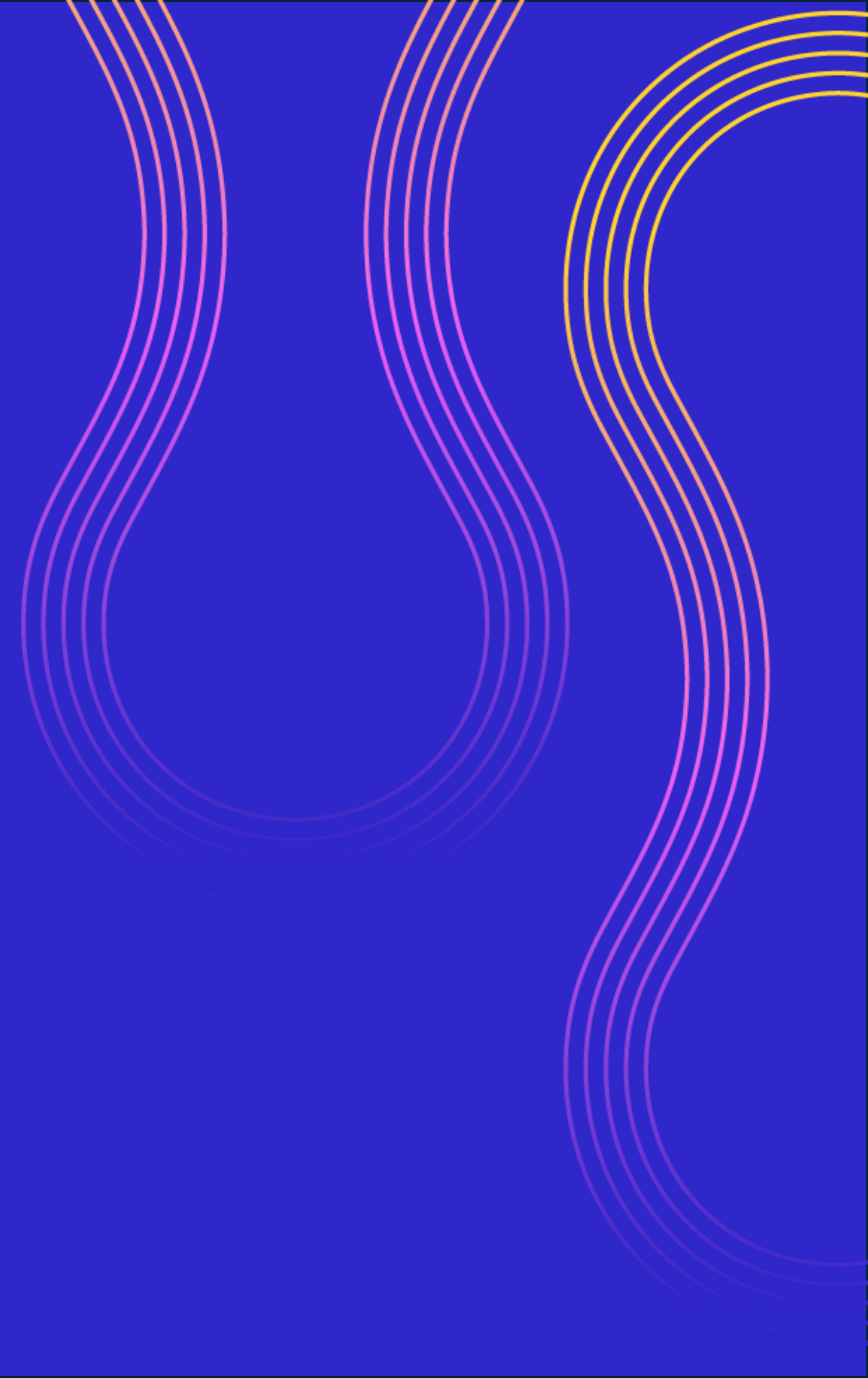
Please share your valuable feedback in the and provide an overall rating for our services in the last row. Your insights are greatly appreciated as we continue to optimize Mindray India's social media presence.

Question	Answer
How has your experience been with our services so far?	
Are there any areas you feel we can improve or streamline?	
What kind of content, strategies, or innovations would you like to see in the upcoming months?	
Overall Rating	

Feedback Taken By :
Feedback Provided By :
Date :
Mode of Feedback : In-Meeting

Signature

Annexure



Analytics Data – FB May 2025

Date	Views	reach	interactions	link clicks	visits	Follows	Engagement Rate %
2025-05-01T00:00:00	3706	2175	114	11	56	3	0.052413793
2025-05-02T00:00:00	2295	1330	21	4	38	1	0.015789474
2025-05-03T00:00:00	1014	569	4	0	16	1	0.007029877
2025-05-04T00:00:00	802	446	8	0	11	2	0.01793722
2025-05-05T00:00:00	2765	1995	50	0	47	1	0.025062657
2025-05-06T00:00:00	1785	1264	33	2	21	0	0.026107595
2025-05-07T00:00:00	2770	1316	42	4	31	1	0.031914894
2025-05-08T00:00:00	1742	826	51	0	42	11	0.061743341
2025-05-09T00:00:00	2004	1159	63	0	53	13	0.054357204
2025-05-10T00:00:00	1243	556	42	0	22	2	0.075539568
2025-05-11T00:00:00	1119	537	28	0	23	2	0.052141527
2025-05-12T00:00:00	1537	709	23	1	35	0	0.032440056
2025-05-13T00:00:00	721	290	5	2	41	1	0.017241379
2025-05-14T00:00:00	6874	4150	144	2	100	11	0.034698795
2025-05-15T00:00:00	2091	1126	17	1	74	3	0.015097691
2025-05-16T00:00:00	2585	3402	108	6	61	5	0.031746032
2025-05-17T00:00:00	674	838	12	2	22	1	0.014319809
2025-05-18T00:00:00	411	517	6	0	20	1	0.011605416
2025-05-19T00:00:00	868	751	18	3	72	1	0.023968043
2025-05-20T00:00:00	592	433	10	1	32	2	0.023094688
2025-05-21T00:00:00	3546	1552	10	8	19	2	0.006443299
2025-05-22T00:00:00	2597	1791	18	9	52	3	0.010050251
2025-05-23T00:00:00	1775	2605	99	1	40	2	0.038003839
2025-05-24T00:00:00	762	849	14	1	16	0	0.016489988
2025-05-25T00:00:00	333	413	9	5	16	1	0.021791768
2025-05-26T00:00:00	647	584	19	1	10	1	0.032534247
2025-05-27T00:00:00	2684	3050	98	2	82	0	0.032131148
2025-05-28T00:00:00	1603	791	7	0	60	1	0.008849558
2025-05-29T00:00:00	833	403	5	0	53	2	0.012406948
2025-05-30T00:00:00	1103	515	11	0	37	0	0.021359223
2025-05-31T00:00:00	363	181	0	0	15	0	0



Analytics Data – Insta May 2025

Date	Views	reach	Content interactions	link clicks	profile visits	follows
2025-05-01T00:00:00	774	355	16	0	15	3
2025-05-02T00:00:00	313	115	7	0	13	1
2025-05-03T00:00:00	134	64	4	0	5	2
2025-05-04T00:00:00	136	65	2	0	15	2
2025-05-05T00:00:00	519	175	2	0	15	6
2025-05-06T00:00:00	660	217	6	0	16	4
2025-05-07T00:00:00	1057	356	42	6	15	5
2025-05-08T00:00:00	569	241	8	0	6	3
2025-05-09T00:00:00	665	242	21	0	19	3
2025-05-10T00:00:00	883	378	15	0	16	4
2025-05-11T00:00:00	783	417	25	0	13	3
2025-05-12T00:00:00	584	227	15	0	10	2
2025-05-13T00:00:00	247	88	6	0	18	2
2025-05-14T00:00:00	833	324	13	0	24	4
2025-05-15T00:00:00	354	128	5	0	21	5
2025-05-16T00:00:00	1151	237	5	0	30	4
2025-05-17T00:00:00	336	84	2	0	8	6
2025-05-18T00:00:00	213	58	2	0	11	2
2025-05-19T00:00:00	888	281	23	0	19	3
2025-05-20T00:00:00	659	393	8	0	15	2
2025-05-21T00:00:00	1928	1355	9	4	12	1
2025-05-22T00:00:00	1491	890	22	7	26	5
2025-05-23T00:00:00	931	257	13	0	19	4
2025-05-24T00:00:00	411	156	7	0	12	5
2025-05-25T00:00:00	146	74	1	0	15	6
2025-05-26T00:00:00	777	246	3	0	25	1
2025-05-27T00:00:00	644	219	14	0	13	5
2025-05-28T00:00:00	370	154	6	0	9	5
2025-05-29T00:00:00	369	89	32	0	17	5
2025-05-30T00:00:00	542	118	9	0	14	10
2025-05-31T00:00:00	129	64	2	0	11	8
	19496	8067	345	17	477	121

Analytics Data – LinkedIn May 2025

Date	Unique impressions (organic)	Clicks (organic)	Reactions (organic)	Comments (organic)	Reposts (organic)	Engagement rate (organic)
05/01/2025	1858	1015	52	0	0	0.275568182
05/02/2025	1076	468	22	6	0	0.21668851
05/03/2025	986	465	24	1	0	0.239608802
05/04/2025	804	356	11	1	0	0.221419976
05/05/2025	1244	211	34	2	0	0.088372093
05/06/2025	1103	263	32	1	0	0.128249567
05/07/2025	6883	1113	152	0	2	0.086337308
05/08/2025	2940	663	84	4	0	0.119263141
05/09/2025	1446	489	35	0	0	0.170684039
05/10/2025	1693	1361	60	3	0	0.358509567
05/11/2025	1752	1661	72	4	4	0.397125912
05/12/2025	1679	727	49	5	0	0.195690303
05/13/2025	1272	560	29	5	0	0.187381703
05/14/2025	1359	405	39	6	0	0.140933292
05/15/2025	1569	775	44	9	0	0.221508828
05/16/2025	1696	795	42	3	1	0.227235882
05/17/2025	1175	457	13	0	0	0.18989899
05/18/2025	1181	460	18	0	0	0.176971492
05/19/2025	1698	384	57	3	0	0.11443299
05/20/2025	2088	436	60	3	1	0.106292517
05/21/2025	1429	168	47	2	0	0.068067754
05/22/2025	7652	714	176	18	0	0.060388401
05/23/2025	3399	565	78	4	0	0.094411207
05/24/2025	2242	310	26	0	0	0.070440252
05/25/2025	1202	318	33	3	0	0.132237579
05/26/2025	1978	310	34	3	0	0.076906028
05/27/2025	2651	1512	61	4	0	0.249762433
05/28/2025	2092	915	40	0	1	0.178191985
05/29/2025	1140	326	25	8	0	0.149086379
05/30/2025	1296	276	20	2	0	0.108600583
05/31/2025	941	214	18	0	0	0.111753372
	61524	18692	1487	100	9	16.65%



Calculation Formulas

- **Engagement Rate (%)** = $(\text{Total Interactions} \div \text{Reach}) \times 100$
- **Content Interactions(FB, Instagram)** = Clicks + Reactions + Comments + Reposts

Thank You!

