WhiteCoats

Be Dr. Effective

Social Media Marketing

Whitecoats is a mobile and cloud based digital platform developed by Valuemomentum to empower the medical fraternity with professional growth in the digital medium.

Client Name	Project Duration	Estimated Time
WhiteCoats	8 Months	100+ Hours

The Brief

To help Valuemomentum, the parent company of Whitecoats, reach a wider audience and establish itself as a trusted collaborative digital platform of choice for the medical fraternity that delivers enduring value and powers their professional growth.

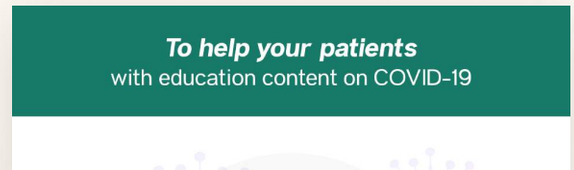
Process

Whitecoats, a newbie in the community of medical professionals, needed recognition and a push in the right direction. Therefore, our social media campaigns aimed at highlighting its features one by one and explaining how it is beneficial to be a part of the whitecoats community.

Helping Medical Communities

Ideation

The first stage was to describe how the medical community can benefit from the WhiteCoats app. The platform made available tons of relevant information such as case studies, statistics, drug updates etc. to be used by the medical professionals to upgrade their knowledge and understanding.



iLearn & iDiscuss

Ideation

Next 2 campaigns **iLearn** and **iDiscuss**, were set up to encourage interaction among users and members that would help them share experiences, knowledge and opinions.

On the Go

Ideation

The next campaigns highlighted the effectiveness of WhiteCoats as a mobile app. With the tagline "**on the go,**" it focused on the ease with which information can be shared and gathered among the medical community using this app.

Do more with WhiteCoats

Ideation

The final campaigns, which came under the banner "**Do More with WhiteCoats,**" highlighted how being a member of the WhiteCoats community encourages one to learn more, grow more, practice more and network more.

10+ Campaigns

Multiple other campaigns run over the time-period of 4 months led to a significant increase in the number of app downloads from the Play Store and App Store.

WhiteCoats Network

Proud to be WhiteCoats' design partners, Which has now expanded to

3,00,000+
Registered Doctors

125+
Specialities

3000+
Locations

100+
Healthcare Organizations

50+ Creatives

2 Extraordinary Designers