



360° BRAND & PATIENT-GROWTH PARTNERSHIP

Every digital signal should feel as **special** as the care behind it.

Brand authority, social attention, search discovery, local trust and patient action—connected through one accountable growth system.

Dedicated Team

Ground Support

90-Day Proof

Board Intelligence

Visibility is already strong. The opportunity is connection.

ESTIMATED ORGANIC VISITS

28.6K

per month

ESTIMATED ORGANIC SHARE

85.43%

primary acquisition channel

ESTIMATED BOUNCE

42.39%

conversion friction signal

LOCAL REPUTATION

3.5/5

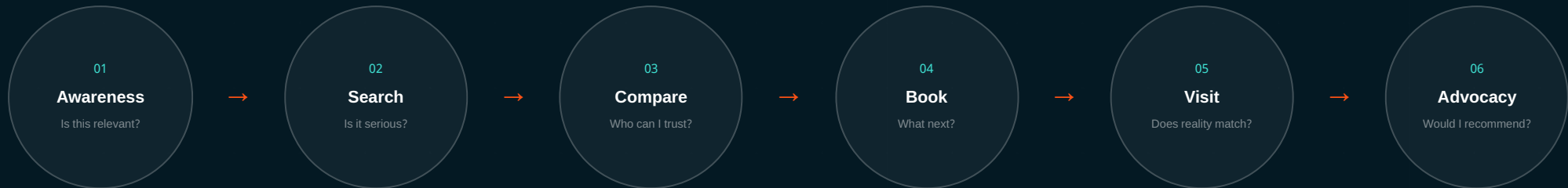
≈1.6K reviews

Bangladesh Specialized Hospital does not need a new identity.



It needs one system that makes the existing authority easier to discover, trust and choose.

Patients do not experience channels. They experience one chain of confidence.



CURRENT FRICTION

Each channel often ends separately.

Posts, search pages, reviews, hotline and hospital experience are measured as different activities.

VYNZO DIRECTION

Every signal leads to the next trusted action.

Content creates relevance. Search creates clarity. Proof creates trust. A direct next step creates measurable action.

Real activity performs. Routine posters disappear.

Specialist Doctor
Available



10633

Routine doctor/service pattern

≈3

average sampled LinkedIn
interactions

7.5×

stronger visible interaction



Real people · Real activity · Real proof

Human / event pattern

≈22.8

average sampled LinkedIn
interactions

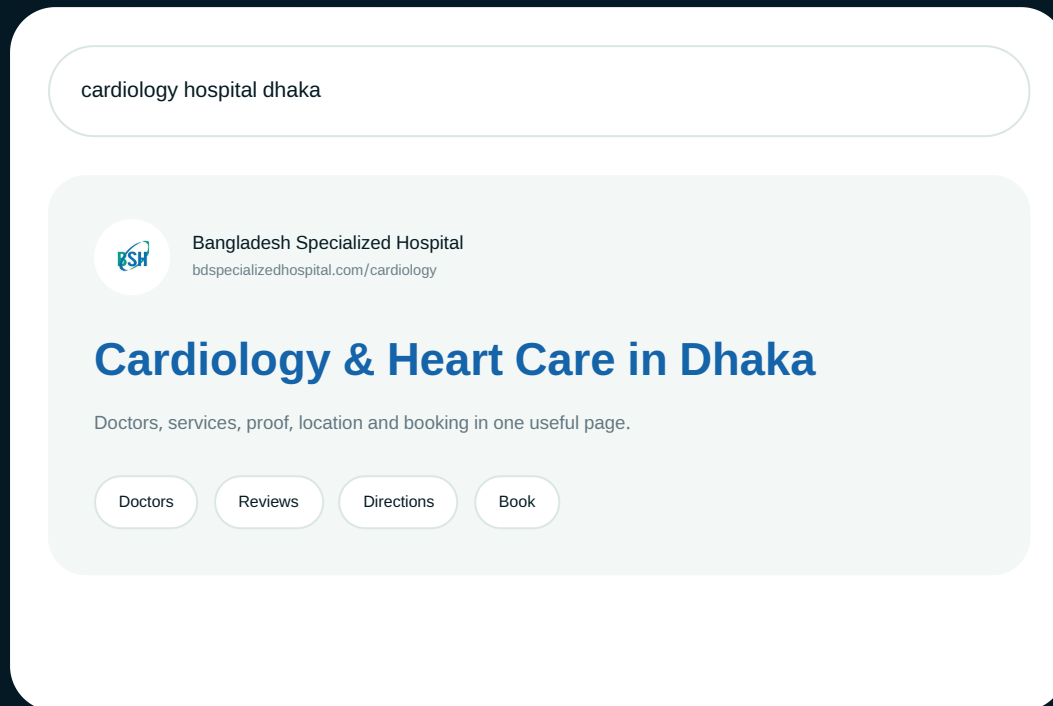
Patient question first

Doctor authority second

Relevant action third

Expected test range: +80–150% meaningful engagement

Search is the new hospital entrance. The entrance must be complete.



P0

Doctor-directory rendering

Remove placeholder variables and empty index states.

P0

Canonical domain control

Consolidate www, non-www and /index.php versions.

P1

Department authority clusters

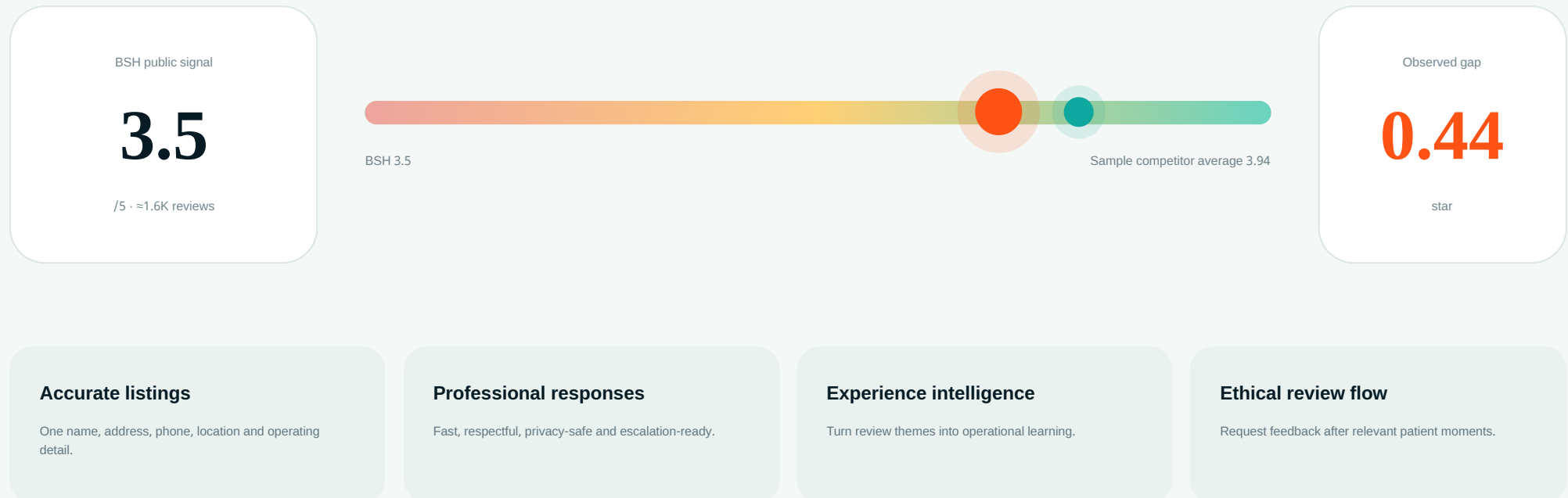
Conditions, procedures, doctors, FAQs and bilingual intent.

P1

Conversion measurement

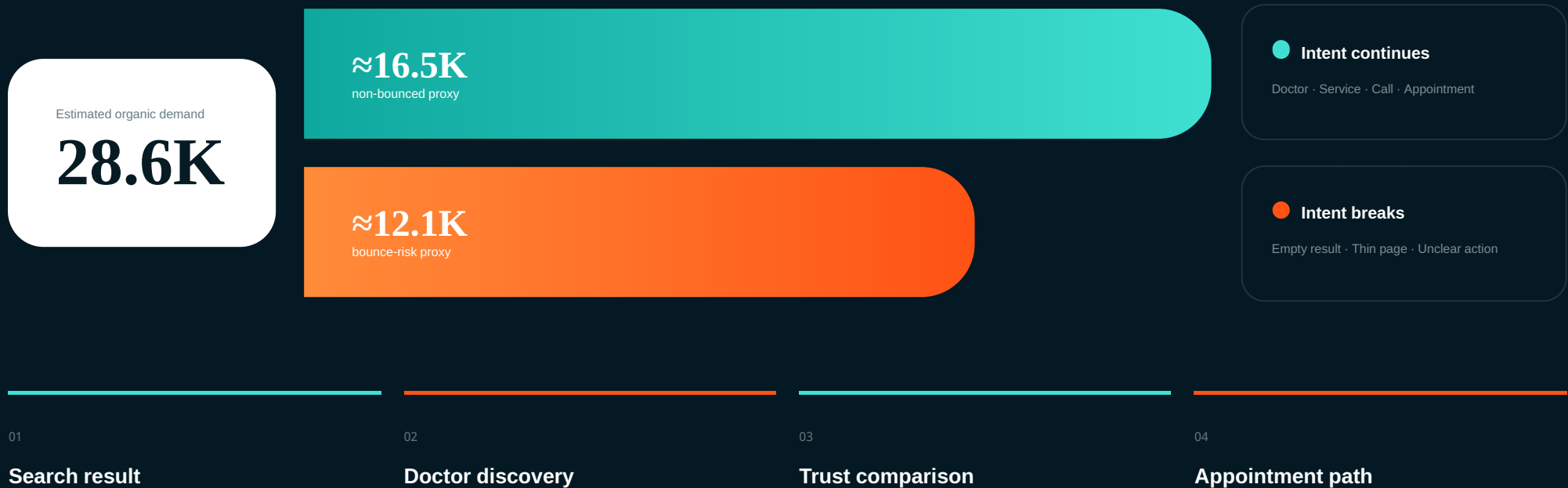
Track calls, forms, doctor clicks and confirmed bookings.

Review volume is a strength. The rating gap is a decision friction.



One month of estimated demand.

Where can intent break?



Not another vendor.

One accountable growth layer.



Repair. Activate. Prove.

Then decide how to scale.

DAYS 01-30

01

Repair & Baseline

- Access and measurement
- Technical SEO rescue
- Creative system
- GBP and review workflow

Board: verified baseline

DAYS 31-60

02

Content & Demand

- Doctor-led short video
- Priority search pages
- Platform-specific publishing
- Search and Meta pilots

Board: winning patterns

DAYS 61-90

03

Conversion & Scale

- Service funnels
- Retargeting
- Appointment optimisation
- Quarter-two recommendation

Board: proof report

Ranges leadership can monitor.

Not invented certainty.

Meaningful engagement

+80–150%



Facebook organic reach/post

+40–90%



LinkedIn interaction/post

+100–250%



Estimated bounce direction

42.39 → ≤38%



Priority search pages

20–30



Response compliance

95–100%



Final targets depend on first-party baseline, approval speed, production capacity and media budget.

One board view.

No disconnected channel reports.

01

Brand consistency

What improved and where the system is breaking.

02

Demand quality

Which services and content patterns create intent.

03

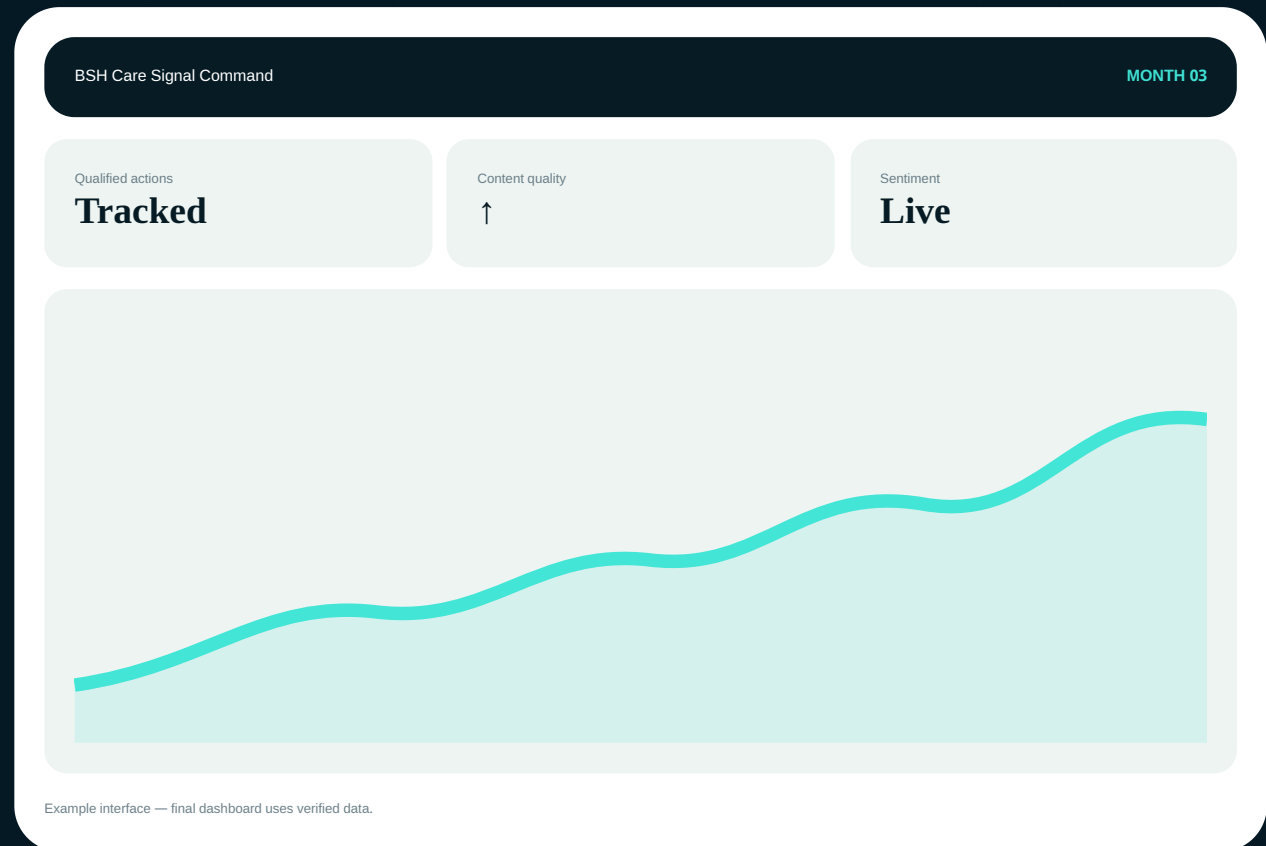
Patient action

Calls, forms, doctor clicks and confirmed appointments.

04

Trust direction

Review themes, response performance and reputation risk.



Strategy to hospital floor.

One accountable rhythm.

01

Brand & Creative

Visual system, campaign concepts, templates and message hierarchy.

Consistency

02

Social & Video

36–48 short-form assets, carousels, doctor filming and community SOP.

Engagement

03

SEO & Website

Technical priorities, doctor/department architecture and 20–30 pages.

Discovery

04

Local Reputation

Google profile, citations, review responses and sentiment dashboard.

Trust

05

Performance

Search/Meta pilots, retargeting and service-specific funnels.

Action

06

Ground Support

Filming, coordination, consent, medical review and escalation.

Execution

× vynzomedia⁺

THE PARTNERSHIP PRINCIPLE

BSH remains the authority.
Vynzo makes the authority travel further.

Request a personalised board pack, priority workshop or 90-day proof discussion.

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