



## CASE STUDY

# IVF Davao: Increasing Inquiries Through Information Campaigns

Industry

**Medical, Fertility**

Platforms

**Facebook, Instagram**

Digital Marketing Partner

**Coffeobot Solutions**



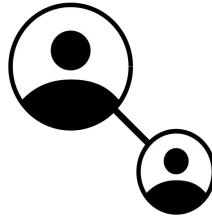
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# THE RESULTS



**555%**

Increase in Facebook  
Page Likes  
Within 5 Months



**31%**

Increase in Average  
Monthly Engagement  
Rate



**336%**

Increase in Average  
Monthly Messages



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## COMPANY DESCRIPTION

IVF Davao is the first in-vitro fertilization facility in Mindanao. Our goal is to provide more affordable operation procedures compared to IVF facilities in Luzon.

IVF Davao aims to provide affordable in-vitro fertilization procedures for couples struggling with fertility. We want to make sure people have hope in technology, and we want to educate the public on in-vitro fertilization.

## TARGET AUDIENCE

Location  
**Mindanao**

Demographic  
**Couples**



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# **The Challenge: Building Awareness for Fertility Options**

IVF Davao, Inc. is the first fertility clinic to offer in-vitro fertilization in Mindanao. Prior to social media management, their efforts in building awareness was limited to seminars conducted in different cities. The challenge here was extending the information to couples who did not have the liberty to attend such seminars and forums, and to make information easily accessible to people who are interested in their services.

Social media is an instrumental platform to expedite the process of Brand Awareness. This was to let infertile couples know that they had several options to fulfill their dreams of becoming parents.



# The Strategy: Informative Campaigns

Coffeebot's social media team implemented a strategy that uses a variety of informational posts about the services that IVF Davao offers and the conditions that it tries to remedy. These include fertility services that are available for and infertility issues that affect both men and women as part of the were also targeted for both men and women to debunk infertility myths that are targeted only to one gender. This resulted in curious inquiries about IVF's services.



**Regular Posting Schedule**



**Regular Social Media Interaction**



**Informational assets (images + videos)**

**555%**

Increase in Facebook Page Likes  
Within 5 Months

**31%**

Increase in Average  
Monthly Engagement Rate

**336%**

Increase in Average  
Monthly Messages



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## REGULAR POSTING SCHEDULE

A regular flow of content is important in establishing a strong social media presence, especially for a clinic that provides a niche service: **IN VITRO FERTILIZATION**

The type of content matters just as much. The social media team integrates informational content for better brand awareness.

**IVF can be recommended  
for women at a risk of an  
ectopic pregnancy.**



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# REGULAR SOCIAL MEDIA INTERACTION

Brand loyalty is encouraged through regular interactions with customers outside the stores. Responding to posts makes the customers feel special and encourages them to reach out to the brand through its social media accounts and encourages them to reach out to the brand through its social media accounts.



**Julz Ehilla Narisma** How much per procedure?

Like · Reply · Message · 16w



**IVF Davao, Inc.** Hi Julz, kindly send our page a message for complete details 😊

Like · Reply · 16w



View more replies



**Mai Mai Sisracon Galvez** pm me maam please? how to procedure.

Like · Reply · Message · 16w



**IVF Davao, Inc.** Hi Maimai, please send our page a message for details : Thanks.

Like · Reply · 16w



View more replies



**EnnaiRa Bedial Malik** how much mga offerings ninyo??

Like · Reply · Message · 16w



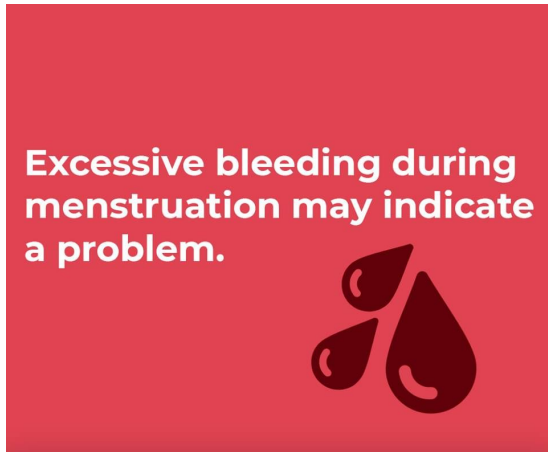
**IVF Davao, Inc.** Hi EnnaiRa, kindly send our page a message for full details. Thanks 😊

Like · Reply · 16w



# INFORMATIONAL ASSETS

A huge part of the strategy's success is owed to choosing the right information to feature in the posts for maximum engagement.





## OTHER EXAMPLES OF INFORMATIONAL CONTENT

### Other Causes of Infertility



Overexposure to  
Pesticides



Frequent Exposure  
to Heat

### Paternal age can affect the infant.



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IVF Davao, Inc.

Published by CoffeeBot Solutions [?] · April 7 ·



What a great time for partners who want to become parents.

Our lab offers IVF services including:

- Intracytoplasmic Sperm Injection
- Sperm Freezing
- Egg Freezing
- Testicular Sperm Extraction/Aspiration
- Assisted Hatching
- Frozen Embryo Transfer

Explore your options with us today. Learn more at [www.IVFDavao.com](http://www.IVFDavao.com)  
#IVFDavao #IVFinDavao #IVFinMindanao

☎ (082) 298 0311  
📍 Lower Ground Level, BWC Building, Brokenshire Hospital, Davao City  
✉ [ivfdavaoinc@gmail.com](mailto:ivfdavaoinc@gmail.com)  
🌐 [ivfdavao.com](http://ivfdavao.com)



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## INFORMATIONAL ASSETS / **SERVICE FEATURE + CLINIC**

To constantly remind the audience that there are a variety of IVF services, the team posted a photo of the clinic with a caption displaying available options to their fertility problems.

**305,560**

People Reached

**7,906**

Total Engagements  
(Reactions, Comments,  
Shares)

**41,098**

Post Clicks



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IVF Davao, Inc.

Published by CoffeeBot Solutions [?] · April 8 ·

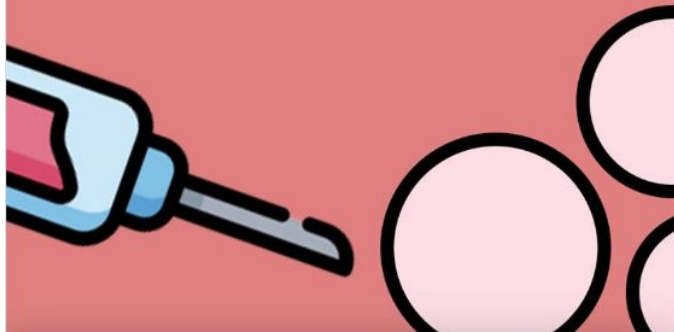
Unlike men, women don't produce unlimited eggs as they get older. Women are born with a fixed number of eggs, and these eggs decrease in quantity and quality as they age.

The success rate of egg freezing is based on the woman's age and the number of eggs to be frozen.

Ideally, women should freeze their eggs before they reach 35. So a 34-year old woman who has 12 eggs harvested will have an 80% chance of having at least one baby. For a 37-year old woman to achieve the same 80%...

[See More](#)

**Egg freezing has  
an ideal age limit.**



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## INFORMATIONAL ASSETS / **EGG FREEZING**

When several people began showing slightly more interest in egg freezing as a service, the team decided to post more content about that service.

**104,514**

People Reached

**2,401**

Total Engagements  
(Reactions, Comments,  
Shares)

**16,872**

Franchising Inquiries



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**IVF Davao, Inc.**

Published by [CoffeeBot Solutions](#) [?] · February 2 · 🌐

Mr. and Mrs. Buenafe struggled with child bearing until they consulted with IVF Davao. After one embryo transfer, they achieved a positive pregnancy.

Thank you for sharing your story with us. [#TurningYouIntoParents](#). ❤️❤️❤️

Explore your options today at [www.IVFDavao.com](http://www.IVFDavao.com) or schedule an appointment for consultations by calling.... [See More](#)



Turning you into Parents

KNOW YOUR OPTIONS  
[WWW.IVFDAAO.COM](http://WWW.IVFDAAO.COM)

## INFORMATIONAL ASSETS / **TESTIMONIAL**

As proof of IVF success rates, the team featured a story of their previous client whose dream of having a child has been fulfilled.

**9,173**

People Reached

**623**

Total Engagements  
(Reactions, Comments,  
Shares)

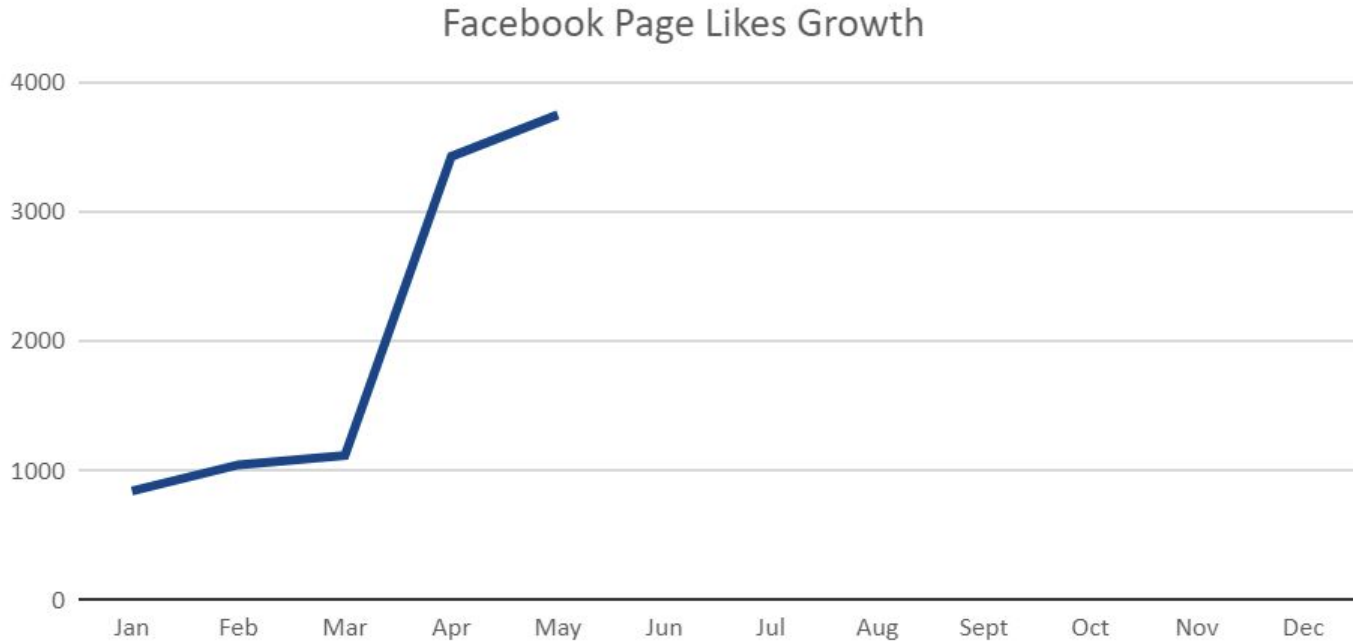
**1,705**

Post Clicks



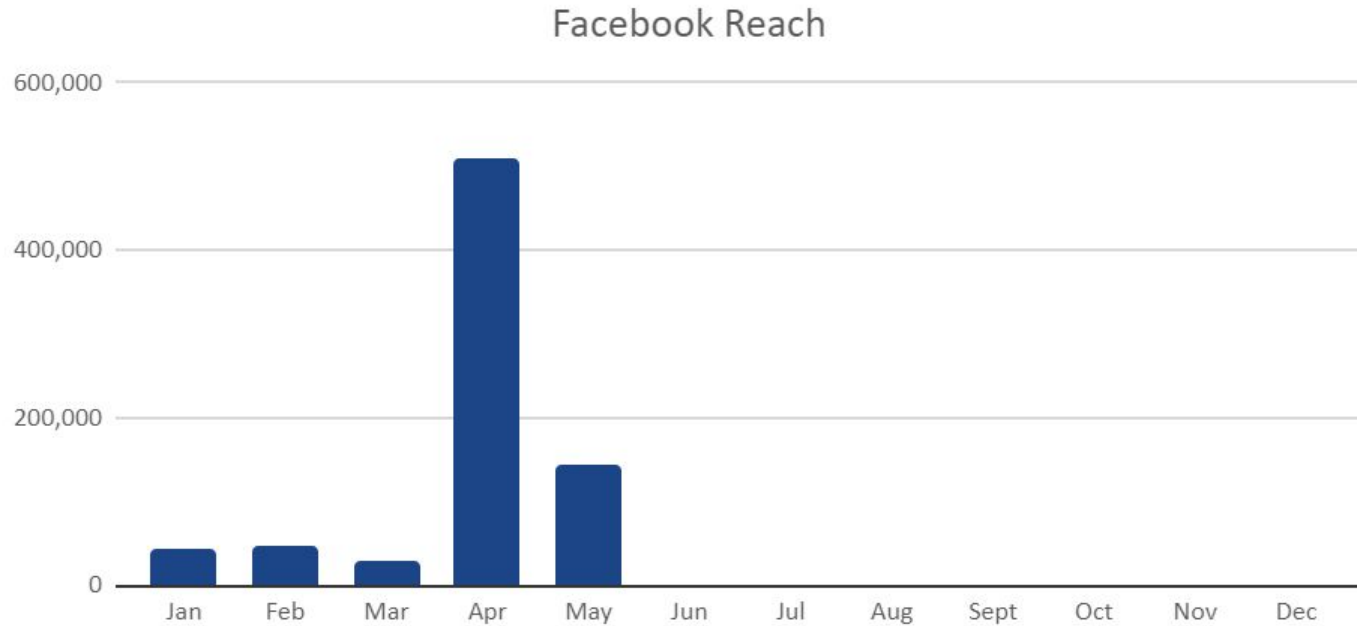
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# ORGANIC SOCIAL MEDIA GROWTH



*PROJECT START: January 2019.*

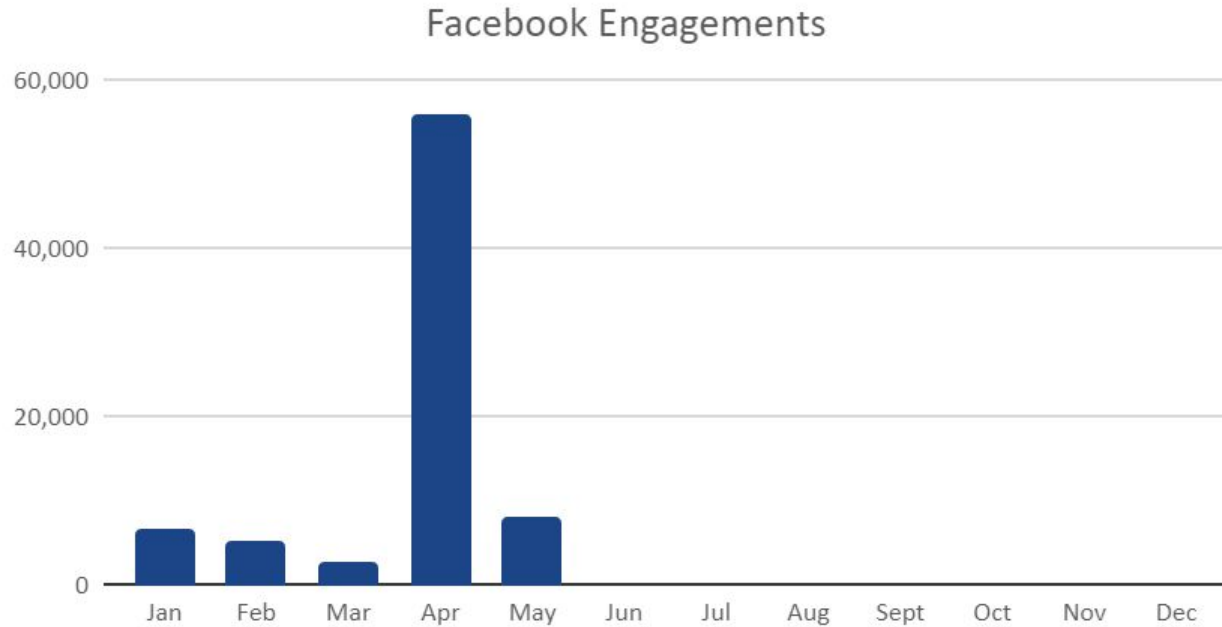
# ORGANIC SOCIAL MEDIA GROWTH



*PROJECT START: January 2019.*



# ORGANIC SOCIAL MEDIA GROWTH



*PROJECT START: January 2019.*





# Social Media

The easier way for people to develop interest and build a relationship with potential clients.

Contact us to  
LEARN MORE ABOUT  
SOCIAL MEDIA



A group of four young professionals (three women and one man) are gathered around a dark wooden table in a modern office setting. They are all looking down at a laptop and some papers on the table, appearing to be in a collaborative meeting. The background features a vibrant blue wall with several framed abstract art pieces. A bookshelf filled with books is visible behind the group. The overall atmosphere is professional and creative.

# ABOUT US

COFFEEBOT SOLUTIONS

**Coffeebot Solutions** is a digital marketing company that offers SEO services, social media optimization, lead generation, affordable web design and other general virtual assistant services.

We have helped businesses from different parts of the globe reach their goals through implementing the right strategies based on their needs.

# OUR SERVICES

## **SOCIAL MEDIA MANAGEMENT**

We create social media calendars and multimedia materials for clients, monitor their accounts, manage their social media interactions, and create measurable targets for reach and engagement.

## **LEAD ACQUISITION**

We identify the Right and Active contacts that qualify in your target market. We make sure that no marketing content gets wasted or ignored.

## **PAID CAMPAIGN MANAGEMENT**

We implement and manage Pay Per Click or Paid campaigns, whether it's on Facebook, Twitter or Google platforms, as one of the fastest way of getting results and conversion.

## **SEARCH ENGINE OPTIMIZATION**

We strategize and implement SEO campaigns to help businesses boost their search rankings on Google and increase their website visibility.

## **GRAPHIC DESIGN**

We create graphic materials for clients, including but not limited to logos, posters, brochures, and advertising materials.

## **WEB DEVELOPMENT**

We create user-friendly, responsive, and SEO-ready websites for businesses through native coding and a competent Content Management System.

## SOME OF OUR CLIENTS





**THANK YOU!**

**[WWW.CAFFEINEROBOT.COM](http://WWW.CAFFEINEROBOT.COM)**