

HEAL MARKETING PLAN

Marketing for Islamic Wellness App "Heal" – \$3M BDT Revenue Goal

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My role. Digital Marketing Strategist & Ads Manager (Meta + Google)

Project description:

I led the end-to-end digital marketing campaign for Heal App, a mindfulness and Islamic lifestyle app designed for Ramadan. The goal was to generate 3 million BDT in app revenue within 30 days through strategic advertising and content marketing on Facebook, Instagram, YouTube, and Google Search.

With a \$4000 ad budget, I designed and executed high-converting campaigns, built full-funnel strategies, managed paid ads, and launched a high-engagement organic content plan to convert a spiritual audience during Ramadan.

Challenges

Launching a brand-new app during a crowded Ramadan ad season

Targeting a niche Islamic audience interested in spirituality +

meditation

Driving direct conversions from ads (not just awareness)

Creating trust for a paid app with no prior user base

Solutions I Provided

- ✓ Full-funnel advertising structure for Meta & Google Ads
- ✓ Ad creative scripting for video, carousel, and search campaigns
- ✓ Keyword targeting strategy for Google Search (Ramadan + Sunnah + Meditation)
- ✓ YouTube video ad planning & script to drive engagement
- ✓ Facebook retargeting, lookalike audience testing & optimization
- ✓ Organic content calendar for 30 days: reels, infographics, testimonials
- ✓ WhatsApp community growth & re-engagement funnel
- ✓ Live event planning with scholars/influencers for UGC boost

Top 3 Benefits They Got from Me

- 🎯 Performance-Driven Ad Strategy: Targeted ads brought thousands of subscriptions at low CPA.
- 🧠 Niche Audience Expertise: I understood Islamic audience intent and aligned messaging perfectly.
- 📈 Omnichannel Launch Execution: Ads, content, and community worked together to boost conversion.

Skills Showcased

Facebook & Instagram Ads
Google Ads (Search, YouTube, Display)
Video Scriptwriting
Funnel Design & Retargeting
Religious/Spiritual Audience Targeting
Influencer & WhatsApp Marketing
Conversion-Focused Copywriting
Campaign Analytics & Optimization



Created
by



Shahin Alam