

FACEBOOK ADVERTISING SUPPORT

for Citizen Care Bangladesh
which is a Online Telemedicine
Service provider in Bangladesh

Facebook Advertising Support for Telemedicine Service

≡ Text

My role. Meta Ads Specialist | Campaign Strategist | Conversion Optimizer

Project description.

Citizen Care Bangladesh approached me with a clear goal: increase visibility and boost patient bookings for their telemedicine services through Facebook and Instagram Ads. With a mission to bring affordable healthcare access to every corner of Bangladesh, they needed a digital marketing strategy that could deliver measurable results.

I continuously monitored campaign performance and applied advanced optimization tactics, including custom audience retargeting, A/B testing, and ad frequency control to reduce cost and improve ROI.

Key Contributions & Responsibilities

- ✓ Developed a full-funnel Facebook Ads strategy aligned with healthcare objectives
- ✓ Created localized, culturally relevant ad creatives in both

	Bangla and English ✓ Installed and optimized Facebook Pixel for tracking user actions and conversions ✓ Built custom and lookalike audiences for better targeting and remarketing ✓ Conducted weekly performance audits and adjusted campaigns for peak performance ✓ Collaborated closely with the client to align creative direction with brand tone Top Results I Delivered ★ Reached over 240,000+ people with educational and promotional campaigns ★ Achieved 25,00+ link clicks to their telemedicine booking platform ★ Reduced cost-per-appointment by 42% through continuous A/B testing ★ Increased online consultation bookings by 25% within the first 6 weeks ★ Built a retargeting list of over 100K engaged users for future campaigns Client Feedback <i>Working with Shahin was a game changer. His campaign strategy and optimization led to a significant increase in our online bookings and helped us reach underserved communities faster. Highly recommend!</i>
👤 Created by	 Shahin Alam
📎 Detailed Report	