

The Modern Hospital Social Media Marketing Case Study

What we did: We moved the content style from a clinical approach to more human storytelling. We created visual content and videos, including logo reveals, doctor spotlights, and facility tours. On the paid side, we ran segmented Meta ad sets targeting specific topics like skin health, Eid/Qurbani awareness, regional healthcare access, and employer branding. We also utilized LinkedIn for employer branding and establishing B2B authority.

Phase 1: Paid Ads on Meta

(Source: Meta Ads Manager. Reporting window: 6 May to 4 Jun 2026)

During this one-month campaign, we ran 25 ads (22 completed, 3 paused before completion; all 25 are included in the figures below). The total ad spend was PKR 558,504. The campaign delivered 6.3 million impressions and reached approximately 3.1 million people.

Result Type	Ads	Total Results	Spend (PKR)	Average Cost per Result (PKR)	Range of Cost per Result (PKR)
Video views (ThruPlays)	8	556,898	198,717	0.36	0.24 to 0.48
Instagram profile visits	12	32,230	283,493	8.80	3.96 to 21.88
Post engagements	3	14,846	33,419	2.25	0.76 to 3.86
Follows or likes	1	7,990	25,534	3.20	(Single ad)
Messaging conversations	1	407	17,341	42.61	(Single ad)

<div> <div>All ads</div> <div>Active ads</div> <div>Had delivery</div> <div>Actions</div> <div>+ See more</div> </div> <div>Create a view</div>												
Describe what you're looking for												
Campaigns		Ad sets		Ads		Last 30 days: 6 May 2026 - 4 Jun 2026						
+ Create		Duplicate		Edit		A/B test		More				
Off...	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Ends	Attribution setting	
☐	Post: "What makes a great healthcare profession..."	Completed	—	55,750 ThruPlays	Rs0.36 Cost per ThruPlay	Rs10,000.00 Daily	Rs19,861.75	156,975	137,160	1 Jun 2026	7-day click or ...	All conversions
☐	Instagram post: What makes a great healthcare...	Completed	—	1,667 Instagram profile visits	Rs11.99 Per Instagram profile ...	Rs10,000.00 Daily	Rs19,982.59	320,789	243,857	1 Jun 2026	7-day click or ...	All conversions
☐	Instagram post: Whether in the heart of Karachi...	Completed	—	708 Instagram profile visits	Rs19.76 Cost per Instagram pr...	Rs2,000.00 Daily	Rs13,992.98	120,502	89,728	31 May 2026	7-day click or ...	All conversions
☐	Post: "Whether in the heart of Karachi or a remot...	Completed	—	28,836 ThruPlays	Rs0.48 Cost per ThruPlay	Rs2,000.00 Daily	Rs13,985.39	150,576	129,170	31 May 2026	7-day click or ...	All conversions
☐	Instagram post: A continued commitment to...	Completed	—	1,995 Instagram profile visits	Rs16.05 Cost per Instagram pr...	Rs4,575.00 Daily	Rs32,017.68	270,830	192,484	31 May 2026	7-day click or ...	All conversions
☐	[15/05/2026] Promoting The Modern Hospital	Completed	—	7,990 Follows or likes	Rs3.20 Per follow or like	Rs2,000.00 Daily	Rs25,533.86	250,955	118,911	31 May 2026	7-day click or ...	All conversions
☐	Instagram post: Swipe to see how the Surjani To...	Not delivering	Ad errors	317 Instagram profile visits	Rs4.41 Cost per Instagram pr...	Rs5,000.00 Daily	Rs1,398.90	26,033	23,017	31 May 2026	7-day click or ...	All conversions
☐	Post: "Swipe to see how the Surjani Town Comm...	Not delivering	Ad errors	1,267 Post engagements	Rs1.12 Per post engagement	Rs5,000.00 Daily	Rs1,413.91	7,260	6,576	31 May 2026	7-day click or ...	All conversions
☐	Post: "A continued commitment to accessible he...	Not delivering	Ad errors	72,721 ThruPlays	Rs0.43 Cost per ThruPlay	Rs4,575.00 Daily	Rs31,008.92	333,042	256,568	31 May 2026	7-day click or ...	All conversions
☐	Instagram post: Quality healthcare should never...	Completed	—	3,643 Instagram profile visits	Rs8.23 Per Instagram profile ...	Rs10,000.00 Daily	Rs29,999.44	260,272	151,692	1 Jun 2026	7-day click or ...	All conversions

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Off...	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Ends	Attribution setting	
☐	Post: "Quality healthcare should never be out of r...	Completed	—	7,011 Post engagements	Rs3.86 Per post engagement	Rs10,000.00 Daily	Rs27,027.42	275,847	185,775	1 Jun 2026	7-day click or ...	All conversions
☐	Post: "Eid ul Azha Mubarak from The Modern Hos...	Completed	—	148,304 ThruPlays	Rs0.24 Cost per ThruPlay	Rs18,000.00 Daily	Rs35,999.21	626,434	468,913	30 May 2026	7-day click or ...	All conversions
☐	Instagram post: Eid ul Azha Mubarak from The...	Completed	—	1,645 Instagram profile visits	Rs21.88 Cost per Instagram pr...	Rs18,000.00 Daily	Rs35,997.17	193,475	148,267	30 May 2026	7-day click or ...	All conversions
☐	Instagram post: Qurbani humein sirf dena nahi...	Completed	—	9,002 Instagram profile visits	Rs3.96 Cost per Instagram pr...	Rs18,000.00 Daily	Rs35,639.38	840,116	551,727	30 May 2026	7-day click or ...	All conversions
☐	Instagram post: Beyond the medicine and the...	Completed	—	2,009 Instagram profile visits	Rs13.93 Cost per Instagram pr...	Rs7,000.00 Daily	Rs27,994.30	365,045	245,769	1 Jun 2026	7-day click or ...	All conversions
☐	Post: "Beyond the medicine and the monitors, th...	Completed	—	73,846 ThruPlays	Rs0.38 Cost per ThruPlay	Rs7,000.00 Daily	Rs27,958.41	222,002	187,366	1 Jun 2026	7-day click or ...	All conversions
☐	Instagram post: When it comes to skin health...	Completed	—	4,552 Instagram profile visits	Rs5.39 Cost per Instagram pr...	Rs5,000.00 Daily	Rs24,545.12	445,470	266,654	1 Jun 2026	7-day click or ...	All conversions
☐	Post: "When it comes to skin health, knowing wh...	Completed	—	6,568 Post engagements	Rs0.76 Per post engagement	Rs830.00 Daily	Rs4,977.80	70,359	59,823	31 May 2026	7-day click or ...	All conversions
☐	Post: "Quality healthcare shouldn't feel distant..."	Completed	—	28,563 ThruPlays	Rs0.42 Cost per ThruPlay	Rs2,000.00 Daily	Rs11,979.69	93,199	86,029	31 May 2026	7-day click or ...	All conversions
☐	Instagram post: Quality healthcare shouldn't feel...	Completed	—	598 Instagram profile visits	Rs20.06 Per Instagram profile ...	Rs2,000.00 Daily	Rs11,994.20	229,924	132,316	31 May 2026	7-day click or ...	All conversions

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☐	Post: "Beyond the medicine and the monitors, th...	Completed	—	73,846 ThruPlays	Rs0.38 Cost per ThruPlay	Rs7,000.00 Daily	Rs27,958.41	222,002	187,366	1 Jun 2026	7-day click or ...	All conversions
☐	Instagram post: When it comes to skin health...	Completed	—	4,552 Instagram profile visits	Rs5.39 Cost per Instagram pr...	Rs5,000.00 Daily	Rs24,545.12	445,470	266,654	1 Jun 2026	7-day click or ...	All conversions
☐	Post: "When it comes to skin health, knowing wh...	Completed	—	6,568 Post engagements	Rs0.76 Per post engagement	Rs830.00 Daily	Rs4,977.80	70,359	59,823	31 May 2026	7-day click or ...	All conversions
☐	Post: "Quality healthcare shouldn't feel distant..."	Completed	—	28,563 ThruPlays	Rs0.42 Cost per ThruPlay	Rs2,000.00 Daily	Rs11,979.69	93,199	86,029	31 May 2026	7-day click or ...	All conversions
☐	Instagram post: Quality healthcare shouldn't feel...	Completed	—	598 Instagram profile visits	Rs20.06 Per Instagram profile ...	Rs2,000.00 Daily	Rs11,994.20	229,924	132,316	31 May 2026	7-day click or ...	All conversions
☐	Post: "In regions where access to timely healthc...	Completed	—	79,988 ThruPlays	Rs0.40 Cost per ThruPlay	Rs3,200.00 Daily	Rs31,939.49	285,518	240,007	31 May 2026	7-day click or ...	All conversions
☐	Instagram post: In regions where access to timely...	Completed	—	4,247 Instagram profile visits	Rs7.53 Cost per Instagram pr...	Rs3,200.00 Daily	Rs31,974.59	277,882	159,357	31 May 2026	7-day click or ...	All conversions
☐	Post: "The Modern Hospital's vision goes beyond ...	Completed	—	69,340 ThruPlays	Rs0.37 Cost per ThruPlay	Rs2,000.00 Daily	Rs25,984.34	240,754	206,026	31 May 2026	7-day click or ...	All conversions
☐	Instagram post: A new look. The same trust. TMH...	Completed	—	1,847 Instagram profile visits	Rs9.72 Cost per Instagram pr...	Rs1,000.00 Daily	Rs17,956.93	127,836	61,667	31 May 2026	7-day click or ...	All conversions
☐	Logo Reveal Video Views campaign	Completed	—	407 Messaging conversat...	Rs42.61 Per messaging conver...	Rs1,000.00 Daily	Rs17,340.66	101,085	42,941	31 May 2026	7-day click or ...	All conversions

Phase 2: Page-Level Insights (Paid and Organic Activity)

(Sources: Meta Business Suite, LinkedIn Page Analytics, YouTube Studio)

To measure overall growth, we compared page performance before and after our strategy was implemented.

- **Period A:** 1 Feb to 15 Mar 2026 (43 days) – Before TDF's strategy began.
- **Period B:** 16 Mar to 2 Jun 2026 (79 days) – After TDF's strategy began.

Context note: Period B is longer and includes the May 2026 paid campaign detailed above, as well as Eid ul Azha content. Because the two periods have different lengths, the percentage growth is calculated based on the **change in the daily average**. Where the change column states "absolute only," no percentage is shown.

Facebook:

Metric	Period A	Period B	Change in Daily Average
Views	1.1M	6.2M	+207%
Unique viewers	359.4K	2.8M	Absolute only
Content interactions	6.6K	36K	+197%
Profile visits	16.9K	49.5K	+59%
New follows	900	11K	+565%

Instagram:

Metric	Period A	Period B	Change in Daily Average
Content interactions	3.2K	22.2K	+278%
Follows	1K	6.5K	+254%

LinkedIn (Employer Branding & B2B Authority):

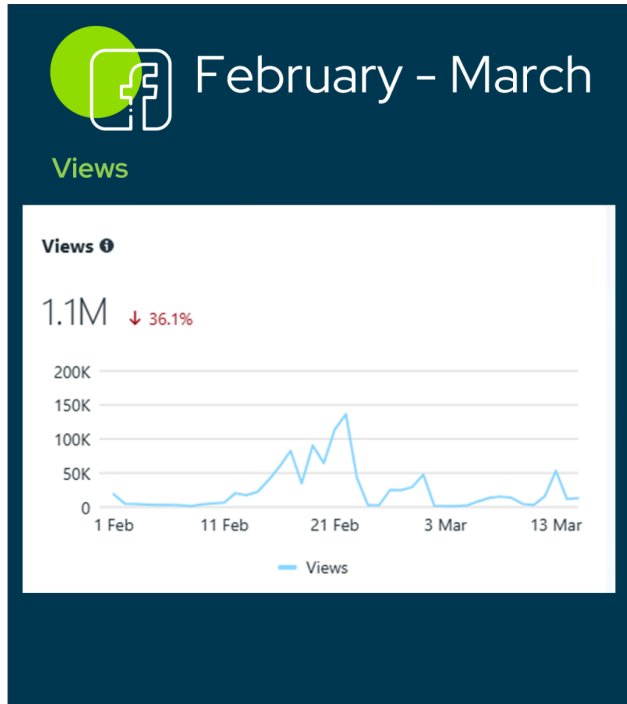
Metric	Period A	Period B	Change in Daily Average
Content impressions	15,084	96,176	+247%
Reactions	265	721	+48%
Comments	17	62	+99%
Reposts	14	73	+184%
Page views	458	1,044	+24%
Unique visitors	191	415	Absolute only

YouTube (Brand Awareness):

Metric	Period A	Period B	Change in Daily Average
Views	237.3K	342.8K	Absolute only
Watch time (hours)	743.4	2.0K	Absolute only
Subscribers	+174	+325	Absolute only

Screenshots

Facebook Screenshots

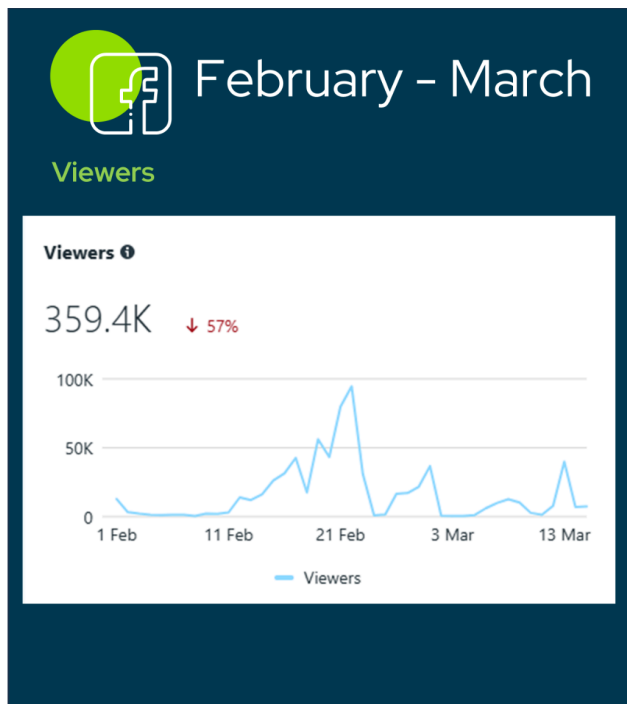


March - May



Views ⓘ

6.2M ↑ 173.4%



March - May



Viewers ⓘ

2.8M ↑ 299.7%

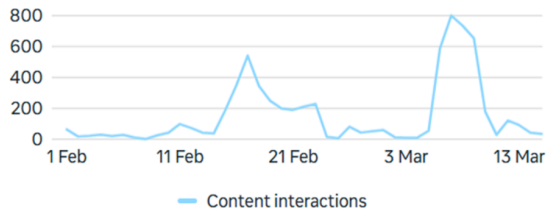


February – March

Content Interactions

Content interactions ⓘ

6.6K ↓ 70%

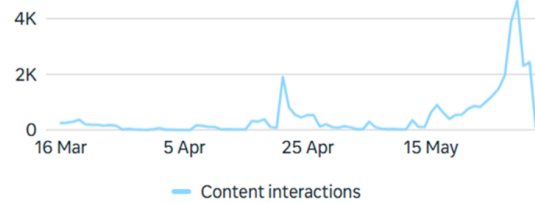


March – May



Content interactions ⓘ

36K ↑ 27.1%

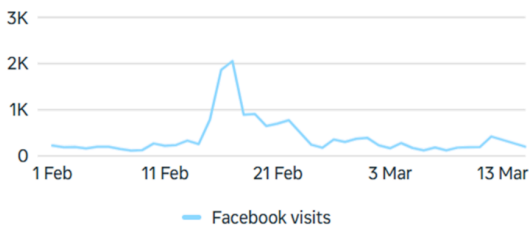


February – March

Visits

Visits ⓘ

16.9K ↑ 14.1%

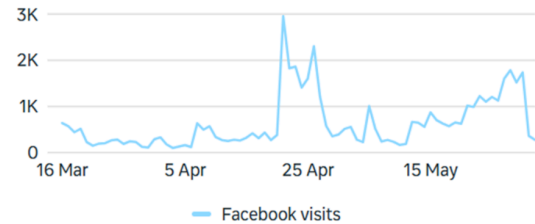


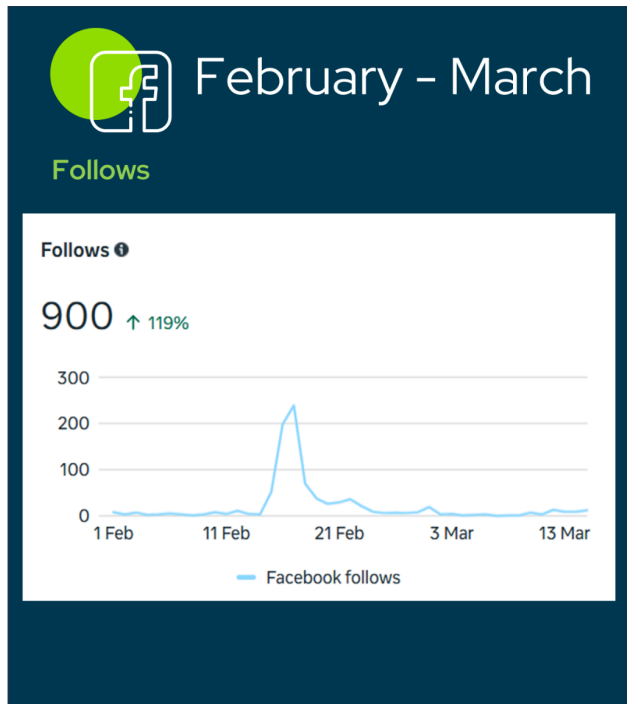
March – May



Visits ⓘ

49.5K ↑ 66.2%



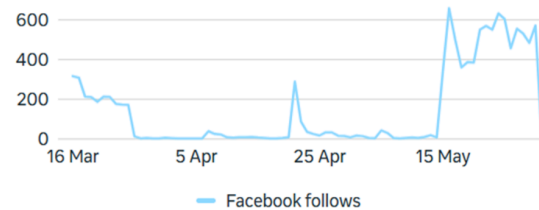


March – May

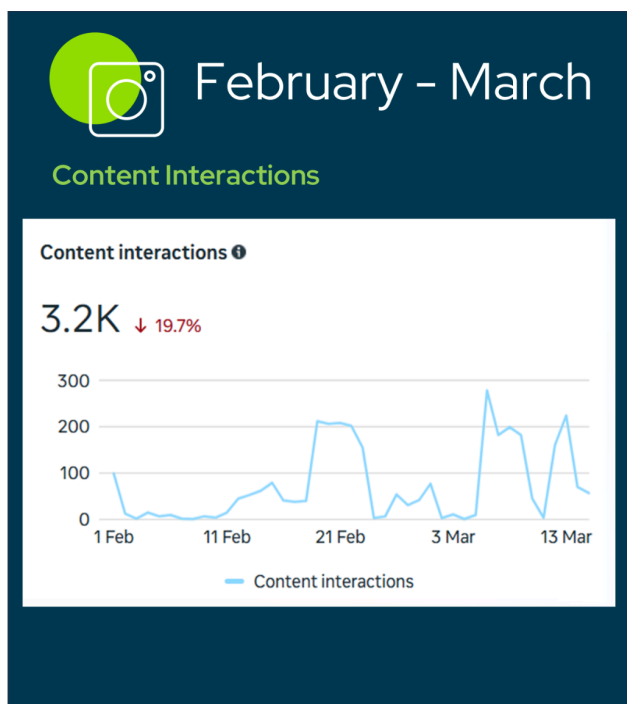
TDF

Follows ⓘ

11K ↑ 771.9%



Instagram Screenshots

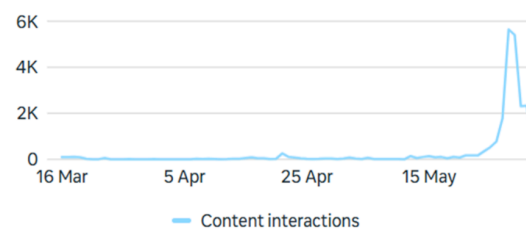


March – May

TDF

Content interactions ⓘ

22.2K ↑ 221.8%



This figure compares YouTube channel performance across two periods: February – March and March – May. The left panel, titled 'February – March', features a dark blue background and includes an 'Overview' link. The right panel, titled 'March – May', has a light gray background. Both panels display three key metrics: Views, Watch time (hours), and Subscribers. The data is presented in a clean, modern layout with a dark blue header and a light gray data table. The 'TDF' logo is visible in the top right corner of the right panel.

Period	Views	Watch time (hours)	Subscribers
February – March	237.3K	743.4	+174
March – May	342.8K	2.0K	+325

February - March		March - May	
15,084 Impressions ▲ 40.9%	265 Reactions ▲ 86.6%	96,176 Impressions ▲ 299.1%	721 Reactions ▲ 87.8%
17 Comments ▲ 240%	14 Reposts ▲ 366.7%	62 Comments ▲ 181.8%	73 Reposts ▲ 329.4%



February – March

Visitor Highlights

Visitor highlights

458

Page views

▲ 25.5%

191

Unique visitors

▲ 18.6%

0

Custom button clicks

March – May



Visitor highlights

1,044

Page views

▲ 34%

415

Unique visitors

▲ 23.9%

0

Custom button clicks