



Laughing Labcoat

HEALTHCARE MARKETING CAPABILITY DECK

Where medicine meets **marketing.**

Doctor-led strategy, content, campaigns and digital systems built for healthcare teams that need to earn trust and generate measurable growth.

Bring us the brief.

Every engagement is scoped around your audience, goals and delivery needs. Request a tailored quotation.

laughinglabcoat@gmail.com · +254 726 545 029



FIVE CONNECTED CAPABILITIES

From first idea to measurable action.

01 / CONTENT

Content & storytelling

Short-form video, long-form education, testimonials, clinic walkthroughs, procedure explainers, motion graphics, scripting and visual storytelling.

02 / GROWTH

Paid ads & lead generation

Meta and Google campaigns, conversion-focused lead funnels, retargeting, seasonal promotions and WhatsApp click journeys.

03 / SYSTEMS

Automation & AI

WhatsApp booking and FAQ flows, CRM integrations, calendar systems, lead tracking and human-supervised AI workflows.

04 / IDENTITY

Brand identity & design

Brand kits, brochures, pitch decks, clinic signage, posters, social templates and digital profile makeovers.

05 / COMMUNITY

Online presence & community

Content calendars, live events, webinars, Q&As, moderation and WhatsApp or Facebook community-growth strategy.

HEALTHCARE FLUENCY

Built by people who understand the room

Our doctor-led team combines clinical context, ethical judgment and production capability so useful health information survives the edit.



QUOTE-LED SERVICE PACKAGES

Choose a strong starting point.

FOR INDIVIDUAL DOCTORS

Doctor's Digital Launchpad

- Professional profile and positioning
- Short-form content direction
- Brochure or service asset
- Posting system and strategy

FOR CLINICS AND LABORATORIES

Specialist Clinic Engine

- Service and patient-journey content
- Paid campaign setup
- WhatsApp and booking pathway
- Local search and performance reporting

FOR HOSPITALS AND GROUPS

Hospital Visibility & Growth Programme

- Full marketing strategy
- Always-on content and lead systems
- Clinician thought leadership
- Community partnerships and reporting

FOR SUPPLIERS, PHARMA AND DEVICES

Supplier / Device Campaign Kit

- Product demos and explainers
- B2B audience strategy
- Campaign and event assets
- WhatsApp ordering or lead funnel



Laughing Labcoat

AUDIENCE AND PRODUCTION PROOF

Useful content, built to travel.

58.9K

TIKTOK FOLLOWERS

8.25K

YOUTUBE SUBSCRIBERS

468

VIDEOS PUBLISHED

817.9K

VIEWS ON TOP CLIP

CAMPAIGN PRODUCTION

From studio to field

Podcasts, health education, product launches, interviews, social campaigns, live broadcasts, photography and community outreach coverage.

EVENTS AND CONFERENCES

Content beyond the room

Pre-event podcasts, live streaming, session recording, rapid social edits, speaker interviews, photography, highlight films, hosting and performance reporting.

Book a strategy conversation.

Tell us who needs to hear your message, what needs to change and when it matters.

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