

Behind IVF Clinic Doors: Showcase Your Clinic to Thousands

A unique project by patient experience expert Telma, offering fertility clinics a comprehensive two-month marketing campaign to reach a massive European audience through authentic, patient-perspective reviews.

GLOBAL REACH & AUDIENCE



Reach across 24 channels in English, German, Italian, and French.

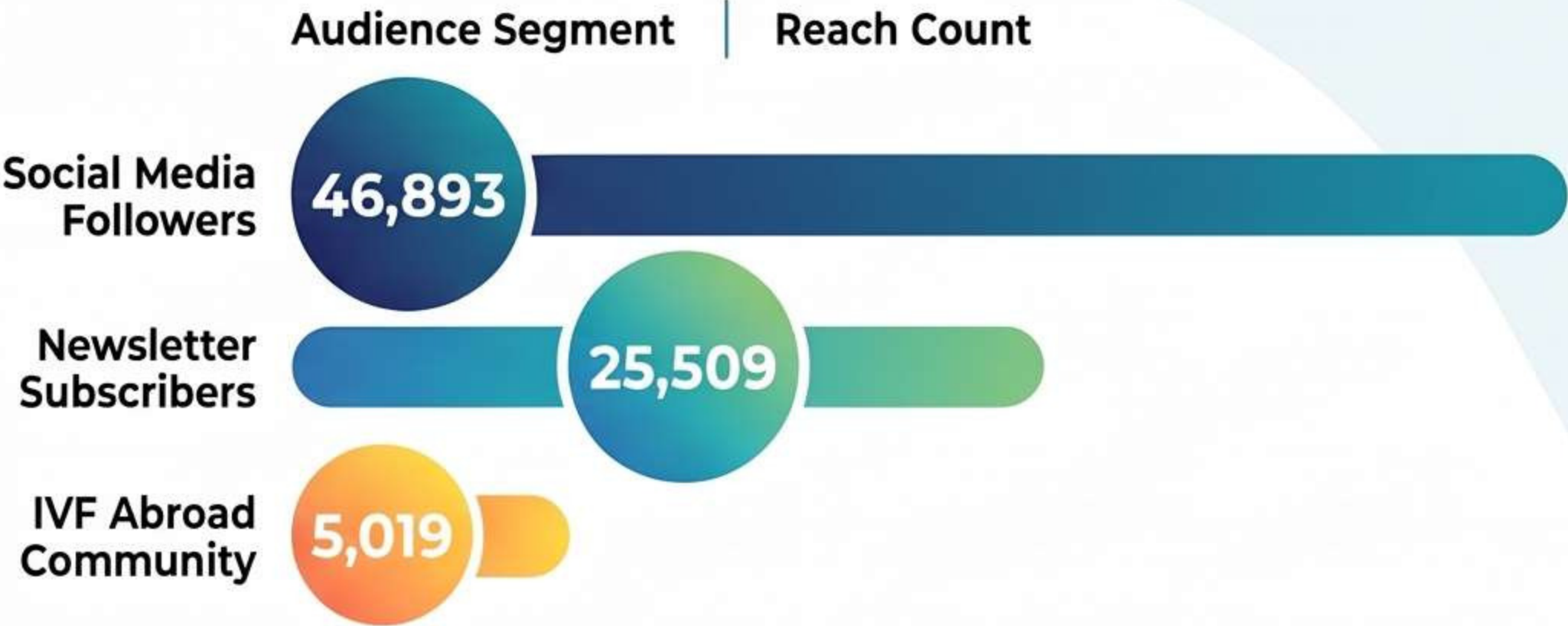


Multilingual Market Penetration

Content is localized for English, German, Italian, French, and Spanish speaking patients.



Direct access to IVF Media subscribers and European Fertility Society registrants.



THE PROMOTIONAL PACKAGE



1-Day Expert On-Site Visit

A full day of on-site filming and review by a patient experience expert.



2-Month Integrated Campaign

Continuous exposure via tour videos, short-form content, articles, and newsletters.

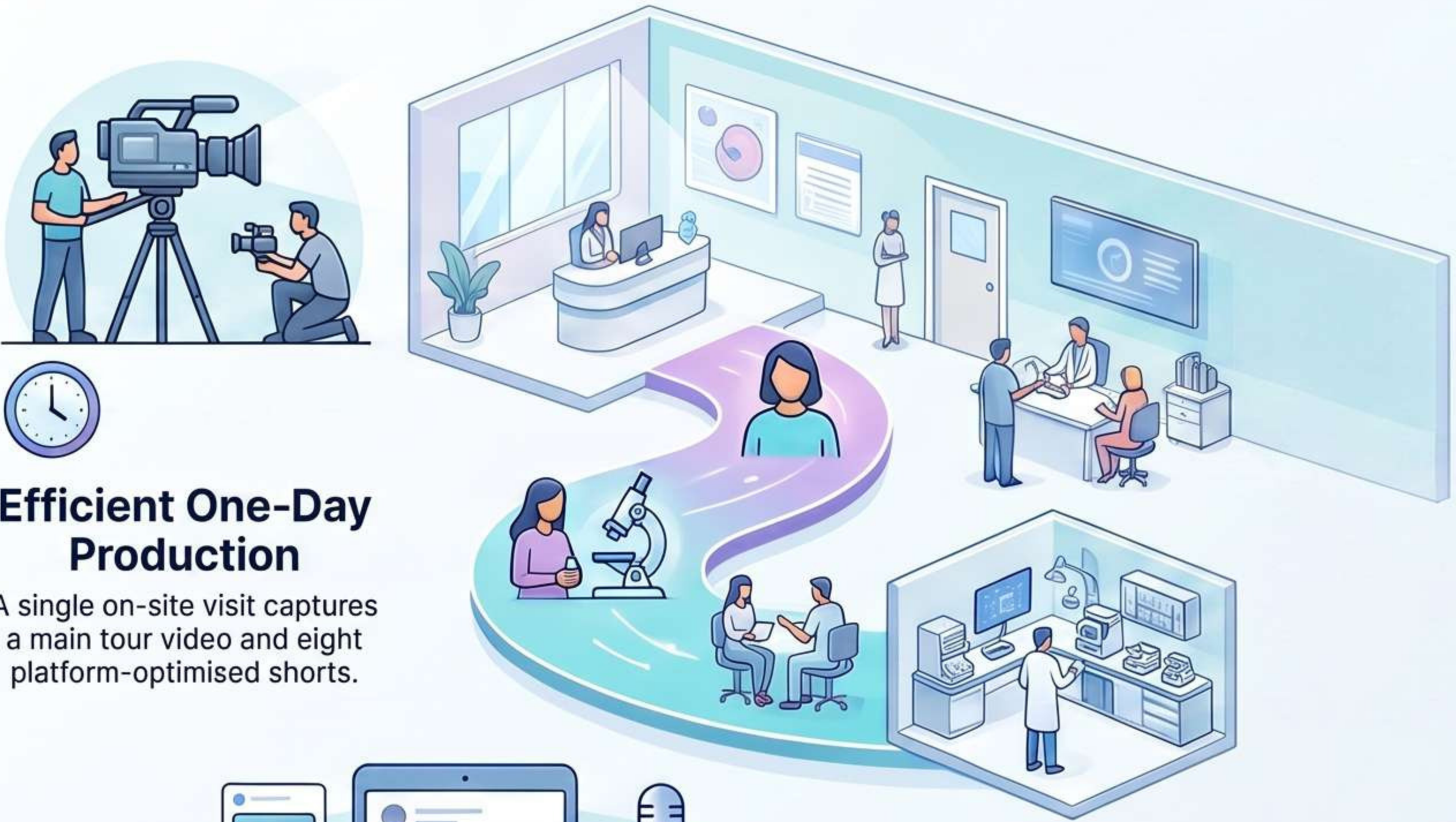


Total Investment

All-inclusive pricing covering content creation, full promotional package, and travel expenses.

Behind IVF Clinic Doors: Elevate Your Clinic's Global Presence

THE 360° PRODUCTION PACKAGE



Efficient One-Day Production

A single on-site visit captures a main tour video and eight platform-optimised shorts.



Comprehensive Media Suite

Includes a full article, multi-platform promotion, and voiceover production for €5,000.

The Patient-Centric Journey Campaign

Features 'Lab Peeks', staff interviews, and walkthroughs seen through the eyes of a patient.

PROVEN GLOBAL RESULTS

163,000+
Average Reach

High-Volume Global Reach

Each campaign achieves a high-volume global reach between 136,000 and 215,000 users.

1.42 Million
Total Video Views

Massive Engagement

The series has generated massive engagement with over 1.42 million main video views.



Multi-Platform Dominance

Content is leveraged across YouTube, Instagram, TikTok, LinkedIn, and private patient support groups.

CAMPAIGN AVERAGE PERFORMANCE

Global Reach:	163,973 Users
Main Video Views:	141,957 Views
YouTube Watch Time:	994 Hours

Behind IVF Clinic Doors: Global Campaign Performance Report

Highlights high-impact results of the BICD campaign, demonstrating massive scale and strategic multi-platform approach generating significant video engagement across mainstream and niche channels.



1.42 Million
Main Video Views

High-volume viewership across primary video content distribution.



Content was strategically deployed across YouTube, TikTok, LinkedIn, Reddit, and private IVF groups.

Per-Campaign Engagement Averages



141,957
Average Main Video Views

Consistent high performance maintained across individual campaign cycles.



994 Hours
YouTube Watch Time

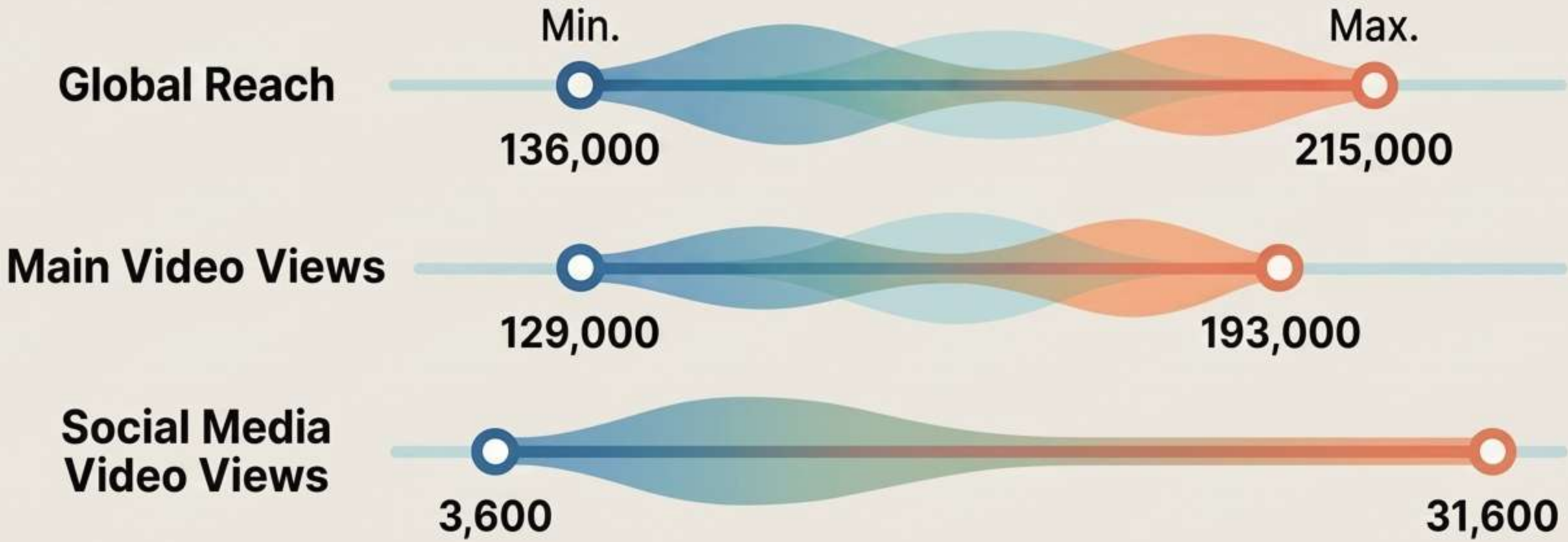
High levels of audience retention and depth of engagement per campaign.



232
Average User Engagements

Reflects active social media interactions per campaign.

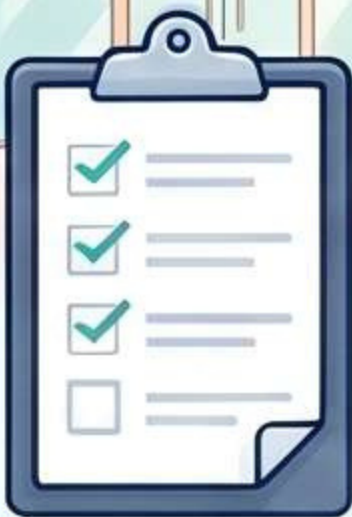
Performance Range (Per Campaign)



Behind IVF Clinic Doors: A Clinic's Guide to the Visit

A dedicated campaign designed to showcase fertility clinics through a patient's eyes. This guide outlines the essential preparation steps, the structured one-day filming agenda, and the subsequent two-month multi-platform promotional strategy.

Preparation & The Filming Day



Designate a Lead Coordinator

Assign one main guide to lead the tour and provide a walkthrough.



Prioritise Patient Privacy

Reserve early morning or late afternoon slots for filming in open clinic areas.



The 'Real Patient' Experience

Prepare authentic documentation, including cost breakdowns and protocols, for a mock consultation



Key Requirements for the 1-Day On-Site Recording Session



Recording Block

2 hours of uninterrupted time for main video clips



Interviews

Micro-interviews with a Doctor, Nurse, and Embryologist



Lab Access

Visual access to the lab, andrology, and gamete bank

Production & Promotion



9 High-Impact Videos Produced

Each visit yields one main tour video and eight platform-specific short-form videos.



3-Month Lifecycle

One month for production and approval, followed by eight weeks of promotion.



Multi-Channel Distribution

Content is promoted across YouTube, Instagram, TikTok, Facebook, LinkedIn, and Reddit.

Campaign Package and Investment



5,000 EUR
(includes travel and accommodation)
Total Cost



Written Content
One tailored tour article from the patient perspective



Promotion Duration
Two months of active social media and blog placement