



BrandKit For Doctors.

Building Trust Within The Community



POINT BLANK

THE BRAND EXPERTS

BrandKit For Doctors

BrandKit For Doctors is a specialised program developed and designed to establish and enhance doctors & healthcare specialist profiles, alongside their medical businesses marketing works, through a very strategic marketing formula that aims to achieve great results on a long-term run.

This is a Brand Coaching and Design project that strives to develop the Value System that helps doctors to promote niche specialisations and engage with their desired audiences on various platforms – online and offline.

The highlights of this program are:

- Personal Brand Identity Establishment
- Google Marketing & Awareness
- Growth Experience on LinkedIn
- Optimising the Advantages of Zoom Healthcare
- Developing Engaging Social Media Calendar
- Developing Profitable Leads Online
- Developing Opportunities as An Expert Speaker

This BrandKit Is Suitable For?

- Doctors
- General Medical Practitioners
- Wellness Experts
- Medical Specialists
- General Healthcare Specialists
- Clinic, Healthcare, and Wellness Business Owners

“It’s about developing trust and how audiences see doctors as a reliable solution. **BrandKit For Doctors** is specially designed to maximise doctors potential in reaching larger audiences with sincere, structured, and positive approach.”

Prasath Kanagaras
Brand Strategist

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Our Brand Consultant & Coach

Prasath Kanagaras, popularly known as PK, is a very dedicated, experienced, and passionate advocate of brand leadership in business.

- He is a Brand Strategist with over 15 years of industry experience.
- He has worked with over 400 brands globally.
- He has strong experiences in coaching Doctors professionally.
- He covers almost all marketing experiences and strategies that contribute to Medical Entrepreneurship.
- He is a certified Trainer & Coach and has trained over 3,000 participants across the globe.
- He is a member of:
 - ▶ International Advertising Association
 - ▶ Malaysian Institute of Management
 - ▶ Institute of Marketing Malaysia
 - ▶ Malaysian Association of Professional Speakers

About The Company

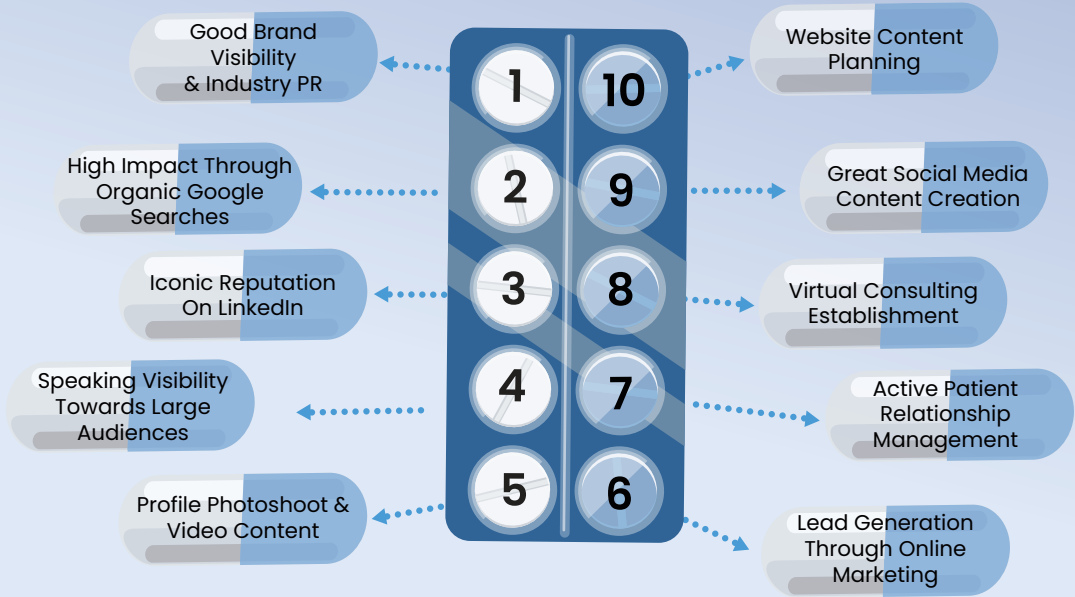
Founded in 2010, Point Blank Mediaworks builds brand presence by increasing brand visibility to its target audiences. We grow brands through brand values and brand reputations. We work on branding, marketing, digital strategy, social media presence, customer experience management, and websites. Growing the brand is serious business for us as we believe that **Your Brand Matters!**

As a straightforward company, we take pride in being transparent in everything that we do with our clients. Honest feedback and harsh-reality is how we get the job done. Our working environment is stress-free because we believe in being passionate in everything that we do and to always give our best. Teamwork plays a very important role here as we teach and learn from one another.

We are The Brand Experts.



What Change To Experience?



Our Testimonials

“I had the pleasure of working with PK as my LinkedIn trainer and I can honestly say that his guidance and expertise have been invaluable. Before our training sessions, my LinkedIn presence was fairly stagnant with only 1000 followers. But after implementing the strategies and tactics that PK taught me, my followers have significantly increased to 4000 in just one year. I am so grateful for the knowledge and skills that PK has imparted on me and I highly recommend him as a LinkedIn trainer to anyone looking to boost their professional profile and network on the platform.”

– **Dr. Vivek Supramaniam**

Doctor, Entrepreneur, Investor, Lecturer



“I have been working with PK for many years and I can safely say that he is exceptionally good at what he does. PK has helped me grow my clinic's brand with proper care and guidance. He is very knowledgeable in his field and his attention to detail is spectacular. I would highly recommend PK if you would like to build your professional profile!”

– **Dato' Dr. Kuladeva Retnam**

Plastic Surgeon



“I have known Prasath (PK) since 2021 and my first impression of him was that he's a meticulous person who pays attention to details. These attributes are so important to make customers comfortable and to place trust in his work, which I can vouch second to none in his industry. With PK, you can get what you want!”

– **Dr. Mohamed Mustafa**

Orthopaedic Surgeon



“PK is amazing in his branding knowledge. He has helped with us on the importance of having a solid and structured Brand DNA which played a vital role in growing our brand. I am happy with the outcome and highly recommend PK for all branding works.”

– **Dr. Murali Ganesh**

Medical Entrepreneur



The BrandKit Road Map



**Personal
Brand
Profiling**



**Website
Creation**



**Social
Media
Establishment**



**Community
Building**



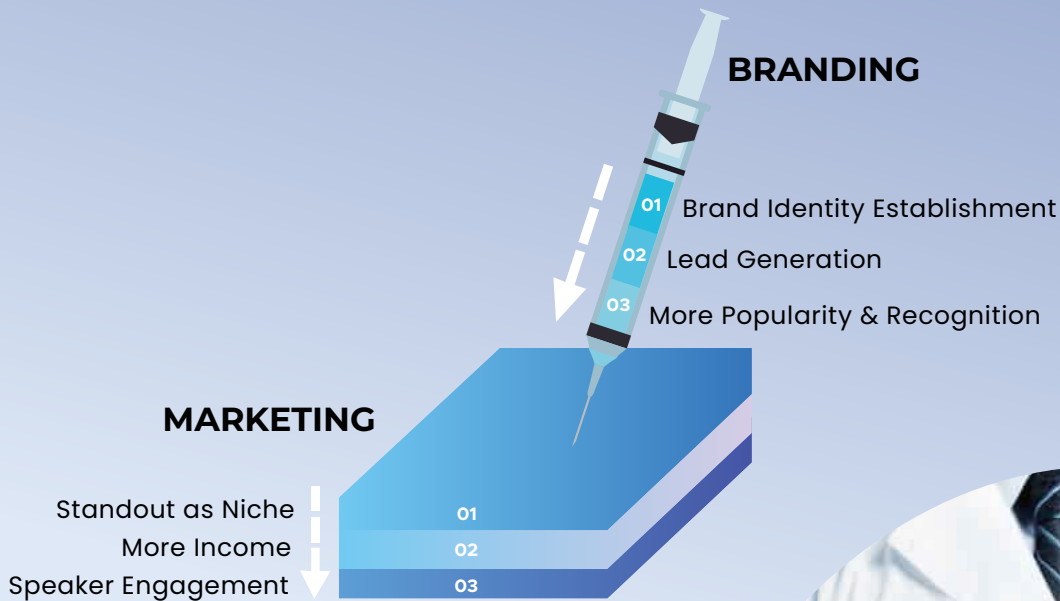
**Virtual
Communication
Management**




**Video
Content
Establishment**



The BrandKit Progressive Outcome



*Terms & conditions apply

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