

A Study on the Role of Core Digital Marketing Components and Conceptualization of Strategies/Models for Scaling the Moms Community by Cloudnine Group of Hospitals

Sheethal Edith Das¹, Mr. R.J.T. Nirmal Raj²

¹Student, Hindustan Institute of Technology and Science (Deemed to be University), Padur, Tamil Nadu

²Assistant Professor (Selection Grade), School of Management, Hindustan Institute of Technology and Science (Deemed to be University), Padur, Tamil Nadu

Abstract - Digital Technology is propelling healthcare to new heights and places. Online health communities (OHCs) enable people to find and exchange information and emotional support without being constrained by time, geography, or space. Online parenting communities are a great way for young, first-time, and novice parents to learn from their peers and develop their parenting skills. Apps, online forums, chat rooms, and groups are examples of these communities. It also acts as a support network for parents, as well as an opportunity for them to share ideas with one another. This study will focus on the Moms Community by Cloudnine Groups of Hospitals. It is a pregnancy, parenting and baby care online forum. The impact of digital marketing components in scaling the Moms Community is studied using various engagement metrics. Under core digital marketing, the focus is on aspects such as website analysis, content marketing, engagement metrics, social media marketing and SEO. Firsthand data as well as data from various analytical tools and websites, were used to compile this study. The community's development, as well as social media's involvement, engagement, and reach, were researched. Furthermore, the study will analyze appropriate models/concepts to scale the community and the interventions necessary to keep up with the digital space of the modern world in order for the community to expand and achieve new heights.

Index Terms - Moms Community by Cloudnine, Online Health Communities, Online Parenting Communities, Digital Marketing, Scaling Communities, Online Pregnancy Communities.

INTRODUCTION

The healthcare sector is one of the major players in the corporate world. The involvement of information technology and communication technology has taken health to a digital platform, making it accessible to all. According to various studies, a significant percentage of Indian consumers look for health-related information on Google and other search engines on a daily basis. This acts as a great boost for growing E-healthcare industry. The presence of internet plays the key role, as it is used in digital communication, telemedicine, online health communities etc. It contributes to the advancement of health and health-related fields such as healthcare, health monitoring, health education, and science. The Online Health Communities is growing at an exponential pace, especially during the pandemic. Some OHCs are solely web-based groups, whereas others are connected to different social media platforms. OHCs are created to assist and support the patient community by serving as a reliable resource. It's merely an online forum for patient and doctor communication and information sharing through Q/A sessions, messages, blogs, and other posts. These communities can be generic, specific, or focused on a specific theme.

NEED OF THE STUDY

The need of the study is to learn about the key factors involved in scaling the Moms Community by Cloudnine Group of Hospitals. Online Health Communities are gaining popularity among the patients and doctors' community. A clear-cut interpretation and analysis can be made when the

scope, interaction, and interventions are investigated. This study will aid in scaling the community, which will in turn be helpful for the community members and organization.

OBJECTIVES

- To study and analyse the Moms Community by Cloudnine Group of Hospitals
- To study the growth statistics of the Moms Community
- To study the role of social media in building engagement and reach
- To recommend effective marketing strategies/models for scaling the community

LIMITATIONS OF THE STUDY

There are certain limitations pertaining to the study carried out.

1. The study does contain secondary data based on the facts, figures, and pictorials.
2. The data presented may not be considered comprehensive due to time constraints.

REVIEW OF LITERATURE

Ezra Pound said, "Great literature is simply language charged with meaning to the utmost possible degree".

Pregnancy-related OHC platform

Yu Lu, Zhan Zhang, Katherine Min, Xiao Luo, Zhe He (2021) pursued a research titled, "*Pregnancy-Related Information Seeking in Online Health Communities: A Qualitative Study on Yahoo! Answers*", pregnancy-related questions and anticipated responses were closely examined in this report. According to the study, there are 14 major types of "stage-based" knowledge needs. This forum had a lot of peer participation. The conclusion discusses the various online interventions which can be used during each stage of pregnancy.

Critical engagement perspective in OHCs

Inkyoung Hur, Karlene C Cousins, Bernd Carsten Stahl (2019), pursued a research titled, "*A critical perspective of engagement in online health communities*". This research examines five children's online immunisation sites for interaction using critical discourse analysis. The study indicates that making

sense is one way to emancipate members of online health groups, while also highlighting the difficulties of promoting emancipation across online communities.

Engagement in the online communities

Tala Mirzaei, Pouyan Esmailzadeh (2021) pursued a study titled, "*Engagement in online health communities: Channel expansion and social exchanges*". By integrating channel expansion and social exchange theories, this paper contributes to the debate on patient participation in online health communities (OHCs). They investigated the effects of perceived channel richness, social support, and willingness to share knowledge on OHC interaction using survey data from 348 users of OHC. The findings indicate that perceived channel richness has a positive impact on OHC interaction.

Community engagement as a driver

Rahul Gopalsamy, Alexander Semenov, Eduardo Pasilliao, Scott McIntosh, Alexander Nikolaev (2017) pursued a research titled, "*Engagement as a driver of growth of online health forums: observational study*". The aim of this study was to study the relationship between internal OHF usage (as evaluated by engagement measurement) and external development. Data was collected from seven OHFs published between 1999 and 2016. This research backs up the idea that network effects play a key role in accelerating OHF development, paving the way for measured use of these effects.

RESEARCH METHODOLOGY

This study is a blend of descriptive, analytical and applied research design. Descriptive research is conducted with the facts and details that are found and recorded. This study focuses on both quantitative and qualitative aspects with regard to the purpose of the study. The tools used are percentage analysis, Excel, online SEO and analytics tools.

DATA ANALYSIS AND INTERPRETATION

Data collection was conducted for a span of 30 days, starting from April 28 to May 26, 2021. Data was collected from first hand sources (i. e. Cloudnine) and secondary sources with the help of online analytical

software’s and tools. The ultimate focus of the study is to scale the community, by building engagement. The analysis was focussed around scaling the community by building engagement, with the aid of website, user engagement, content, social media and SEO metrics analysis.

Part I: Moms Community by Cloudnine Group of Hospitals

Moms Community by Cloudnine hospitals, is a digital and an interactive platform for expecting, aspiring and new moms. It was developed during August 2019 and was on available to the public during September 2019. It is an online health and parenting community that provides information on pre-conception, conception, pregnancy, birth, post-pregnancy, and baby care. There are a number of groups and topics that one can follow in the community for support and better understanding of various aspects of pregnancy, fertility, nutrition, fitness and many more. Cloudnine ensures that the members get trusted, verified information, advice and support through a team of experts in the community. The users of the community can subscribe for weekly information through mails. The Moms community can be accessed via web and It is our baby App by Cloudnine. Few competitors including FirstCry Parenting, baby centre, mom junction, healofy and baby chakra etc.

Table 1. Overview of Cloudnine Community (As on 26 April 2019)

Overview of Moms Community (As on 26 April 2019)	
Founded	September '19
Website	community.cloudninecare.com
Desktop loading time	3 seconds
Mobile	8 seconds
Website Rank (India)	19,648
Daily page views	8,800
Load time	7.5s
Time to interact	4.4 s
Speed index	1.7s
Performance grade	73
Page size	4.5 MB
Load time	5 s
Requests	80
Website technologies	Google analytics, Facebook, Sentry, Google Font API, Google Tag Manager, Polyfill, React, Track, JsjQuery, Google Analytics 4, TikTok Pixel, Taboola, cdnjs, Facebook Pixel, Google Analytics Enhanced eCommerce, Prism, Google Adwords Tracking, Quora Pixel, Express, Ruby on Rails, Ruby

The table above gives an overview of the website of the Cloudnine community. These metrics help us to understand how the site is performing and what more can be done to make it better to increase engagement.

Activities in the community

The community has a number of activities to work on a daily basis. It involves operations, marketing and other technical management. The aim of the community is to provide support to the pregnant, expecting and aspiring parents. Momeaze by Cloudnine is an online shopping platform by Cloudnine. As, Momeaze is a new project, it is promoted at the community during alternate days and weekends. The promotion of Momeaze products on the community is showing positive conversation and traction rates. Tracking community members queries is an important part of the community activity. The members on the community can ask questions on the groups and tag the questions under various topics that are available. These questions are answered by a team of Cloudnine experts- OBG-GYNs, Paediatricians, Nutritionists, Physiotherapists, Lactation and Fertility specialists. This is one of the most important activities as it builds engagement and trust among the members of the community. Each week, the community comes up with a new theme, the banner and content going on the community will align with the theme. Everyday daily posts related to the week's theme is posted. Motivational, informational and interactive posts, videos and GIFS are posted on the community. Community postings is an important task. Every weekend, a community live is hosted by Team Cloudnine with renowned doctors and specialists. Live's and webinars increase the engagement of the community. Apart from weekly live sessions, Facebook Live happens regularly and it is promoted in the community too via promotional posts and teasers. Community and FB Live's webinars are posted in the respective groups for notifications and registrations. These are the major activities carried out in the community, apart from these there are a lot of analytical and technical work carried out, with regard to the scaling operations in the community.

Part II: Growth of the Moms Community

Daily growth statistics are descriptive stats which highlights the user engagement in the community. Daily growth was tracked taking into consideration a

few parameters such as number of users, daily average users, weekly average users, monthly average users and beginning of the month. The data was collected and analysed from 28 March 2021 to 26 April 2021, for a span of 30 days. The growth is calculated by comparing the start of the data collection date to the final date. There is a growth in all the variables, except daily average users. The numbers of users increased by 1,839, while daily average users decreased by 38. There is an increase in Weekly, monthly average users by 209 and 345.

Table 2. Daily Growth Statistics (28 March – 26 April 2021)

Daily Growth Statistics (28 March – 26 April 2021)					
Date	Number of users	Daily average users	Weekly Average users	Monthly Average users	Beginning of the month
28-Mar	12,298	284	1,198	3,530	3,112
26-Apr	14,137	246	1,407	3,875	3,474
Growth	1,839	38	209	345	362

Groups and topics

There are almost 18 groups on the Moms Community. They are divided on the basis of location factors, different aspects and services provided. The growth pattern in groups is studied on a weekly basis and the data is recorded. Each group contains three parameters to be recorded- Number of members, questions and posts. The number of members will help in distinguishing the newly joined users, while the number of questions will give a clear understanding about the usage of the group by the members. There are almost 48 topics available on the Moms Community. Topics are used to tag posts, doctor queries, webinars and FB Live's. Different topics can be followed, and all posts and queries tagged on the topics will appear under the specific topic forum.

SEO Optimization

The aim of this study revolves around scaling the Cloudnine community. SEO plays an important and huge role in building the engagement and reach.

Table 3. Moms Community: SEO Overview (As on 26 April 2021)

Moms Community: SEO Overview (As on 26 April 2021)	
Organic keywords	32
Domain authority	30
Page authority	27
Backlinks	9,440
On-page SEO score	65

The table above gives an overall SEO view about the Moms Community. Domain Authority of 30, tells us that it is a satisfactory performer. Having a low DA, is not good for the search ranking. But the backlinks are good, as per the metrics.

Part III: social media in building the community reach Social media’s role in building the community is essential for the upscaling process. Nowadays, the purpose of marketing communications is to enhance brand loyalty, build trust, and optimize the consumer experience.

Metrics and analytics related to user engagement, content, interaction engagement and reach with regard to posts, videos, webinars, Live sessions etc will be focussed on this section to learn about the patterns involved in building engagement.

Cloudnine hospitals has two profiles on all Social Media handles-Cloudnine Care and Cloudnine Fertility. They focus on the boarder consumers on Cloudnine Care, while Cloudnine Fertility is for a Niche population. Both profiles are studied in this session to bring about a clarity and to understand the consumer base of Cloudnine. In the tables below the overview of various social media statistics is presented.

Table 4. Cloudnine’s Facebook overview (28 March to 26 April 2021)

Facebook overview (28 March to 26 April 2021)		
	Cloudnine Care	Cloudnine Fertility
Fans	1.1 M	27.9k
Posts	67	24
Engagement	8284	360
Average post per day	2.2	0.8
Average engagement per post	123.6	15
Engagement rate / page	0.80%	1.30%
Day with most posts	Monday	Friday
Time with most posts	16:00	14:00
Content engagement		
Photos	89.15%	59.72%
Links	1.97%	38.61%
Video	8.43%	1.67%
Albums	0.46%	0%
Day with most engagement	Thursday	Thursday
Most engagement time	19:00	14:00
Engagement overview		
Engagement distribution / day	276.1	12
Distribution of comments / day	219	90
Distribution of shares / day	72	30
Distribution of reactions, without likes / day		
Haha' total	6	0
Love' total	127	17
Wow' total	8	0
Sad' total	1	0
Angry' total	3	0
Distribution of interactions and user activity		
% of reactions in engagement	96%	67%
% of comments in engagement	3%	25%
% of shares in engagement	1%	8%

Table 1. Instagram overview (28 March to 26 April 2021)

Instagram overview (28 March to 26 April 2021)		
	Cloudnine Care	Cloudnine Fertility
Followers	7873	1850
Posts	8	9
Engagement	182	34
Average post per day	0.3	0.3
Average engagement per post	22.8	3.8
Engagement rate / page	2.30%	1.80%
Day with most posts	Monday	Friday
Time with most posts	16:00	13:00
Content engagement		
IGTV	117	21
Image	5	13
Engagement overview		
Average engagement per post	6.1	1.1
Comments	29	0
Likes	153	34
Day with most engagement	Thursday	Tuesday
Time	16:00	12:00
Average hashtags per post	3.5	2.2

Table 6. Cloudnine's Twitter overview (28 March to 26 April 2021)

Twitter overview (28 March to 26 April 2021)		
	Cloudnine Care	Cloudnine Fertility
Followers	4553	371
Twcets	58	17
Engagement	139	33
Engagement per twcct	2.4	1.9
Average engagement rate per profile	3.10%	8.90%
Distribution of mentions		
Mentions	33	5
Mentioners	15	2
Publishing behaviour		
Average tweets per day	1.9	0.6
Replies to others	41	0
Day with most posts	Friday	Friday
Time	14:00 hours	14:00 hours
Engagement metrics		
Engagement for photo	88	14
Engagement for link	40	13
Engagement for video	6	2
Engagement for GIF	5	4
Average engagement per day	4.6	1.1
Retweets	59	14
Day with most engagement	Thursday	Friday
Time	10:00 hours	12:00 hours
Likes	80	19

Table 7. Cloudnine's YouTube overview (28 March to 26 April 2021)

YouTube overview (28 March to 26 April 2021)		
	Cloudnine Care	Cloudnine Fertility
Subscribers	8050	467
Videos	16	7
Engagement	33	7
Average engagement per video	2.1	1
Engagement rate per channel	0.40%	1.50%
Viewer's metrics		
Channel views	0	0
Video views	1260	120
Engagement metrics		
Average engagement per day	1.1	0.2
Average videos per day	0.5	0.2
Interaction metrics		
Likes	29	5
Comments	3	2

FINDINGS OF THE STUDY

The data was focused on engagement metrics and the reach to know the current status of the community. This will help in choosing the right strategies to scale it. Cloudnine hospitals are young and promising players in the industry. Considering the digital space, the website has an optimal bounce rate and good organic traffic through search sources. The SEO metrics on the site are from average to satisfactory. On the other hand, the Moms Community is gaining as a pregnancy, parenting and baby care community. The

performance of Moms Community website is good, but the site is an average performer in terms of user interface, considering the time taken to load, etc. The DA and page authority of the site is poor, which affects its search rank which in turn affects the traffic. The backlinks are very good on the website. Overall, the site has a fair performance. Comparatively, Moms community has a lower DA than its competitors. The growth has been significant in the reporting period. The number of daily average user has diminished, this explains the platform is in need of some engagement building and awareness interventions. First timers have the highest number of users, but it is a default group. Nutrition, Lactation and fitness groups have high followers, while in the topics home remedies tops the chart. This tells us that, the users are more aligned with the content in those groups. The scope of Cloudnine Care is higher than Cloudnine fertility, according to the social media analysis presented above. Facebook has a higher reach and engagement for Cloudnine Care and Fertility than Instagram, Twitter, or YouTube. In terms of interaction rate/profile, however, Twitter leads by more than 7%. Images are the most popular type of post content. In terms of views, likes, tweets, comments, and other forms of engagement, Cloudnine Care outperforms Cloudnine Fertility. As compared to the other social media networks, YouTube has the lowest overall performance rate.

SUGGESTION

With the help of the findings above, these marketing models are recommended for the scaling of the Moms Community.

1. **SEO Optimized Group and Topic descriptions:**
The SEO Optimization of Groups and Topics descriptions will increase the SEO metrics and will also aid in drawing traffic to the community via search. It is also important and gives visibility to the site. Meta titles and descriptions for all the pages is essential in for a good SEO ranking.
2. **Building awareness through Social Media:**
As the findings suggest the reach is good with regard to the social media handles of Cloudnine Care and fertility, this can initially be used to draw people to the site. The important factor here is not about the engagement, it is about the conversion rate. The landing face from the social media handles should be easy/engaging enough for the people to join. i.e.,

“Click me to join” or signing up with their mobile number/social media accounts.

3. Celebrating the members:

Celebrating the members with small interventions in the community can make them feel connected and engaged with the community. For e.g.:

- Providing them with community badges for their activities and performance.
- Intrinsic rewards for the first few members to join new groups and topics (first 50 to 100 members)
- Incentivize them to share and grow in the community (i.e., for every member who joins through them, they get special rewards)

4. Usage of automation and organizing the community:

Usage of automation is important in monitoring the KPIs. In-depth analysis of KPI and other indicators will help in strategizing as the community progresses. It is also important to identify the gaps. Organize the users, in tiers to concentrate on how to scale it among them and build engagement and make them be an active part of the community.

5. Building an Agile Operating System:

Due to digital innovations, marketers could now engage in creative new ways to better meet the needs of their consumers. In the context of marketing, agile refers to the use of data and analytics to constantly source promising opportunities or solutions to challenges in real time, as well as the rapid deployment of experiments, evaluation of performance, and iteration. A well-functioning agile marketing company at scale can run hundreds of campaigns at the same time and generate several new ideas every week. Building an agile system would require building of an agile war-room team with the necessary members.

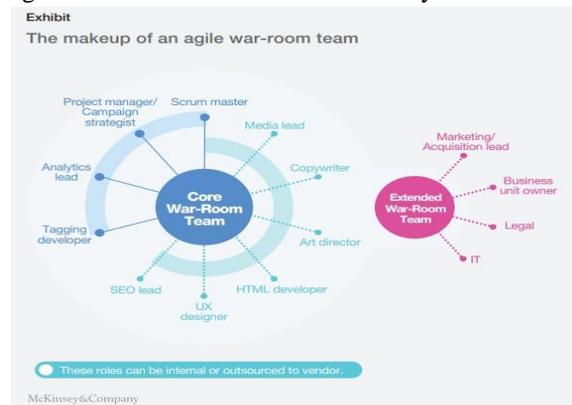


Figure 1. The makeup of an agile War room team (Source: McKinsey & Company)

CONCLUSION

Online Health Communities have all the aspects to thrive in digital platforms and be a source of support and guidance to all its users. It educates the concept of self-managed care, social support, and health promotion to the users. The concept of scaling comes with the scaling of the user, engagement, and interaction metrics along with SEO. Digital marketing components play an important role, as they help us to study the behaviour and patterns of the existing consumers on the Community. The role and impact of the social media in scaling the community is also essential to know about the social media consumer base and in developing conversion strategies. Introducing agile scaling models can benefit the scaling of the community. Moreover, above all this a developing community must align with the marketing space according to modern technology. By doing and adapting unique measures, the scaling of the community will meet its target and more.

REFERENCE

- [1] www.cloudninecare.com,
www.community.cloudninecare.com
- [2] Social media handles of Cloudnine Care and Fertility (Facebook, Instagram, Twitter, YouTube, LinkedIn)
- [3] Socialinsider, GTmetrix, Ubersuggest, Alexa.com, SEM Rush, WebFx, Moz, Seranking, Similar Web, Page speed insights by Google, SEO site checkup, Similar web
- [4] <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1761894/>

BIBLIOGRAPHY

- [1] Yu Lu, Zhan Zhang, Katherine Min, Xiao Luo, Zhe He (2021) 'Pregnancy-Related Information Seeking in Online Health Communities: A Qualitative Study', Diversity, Divergence, Dialogue: 16th International Conference, iConference 2021, Beijing, China, March (17–31, 2021), Proceedings, Part II 16, 18-36. DOI:10.2196/13694.
- [2] Inkung HUr, Karlene C Cousins, Bernd Casten Stahl (2019) 'A critical perspective of Engagement in online health communities', European Journal of Information Systems 28 (5), 523-548, DOI: 10.1080/0960085X.2019.1620477
- [3] Tala Mirzaei, Pouyan Esmailzadeh (2021) 'Engagement in online health communities: Channel expansion and social exchanges', Information & Management 58 (1), 103404. DOI: 10.1016/j.im.2020.103404
- [4] Rahul Gopalsamy, Alexander Semenov, Eduardo Pasilliao, Scott McIntosh, Alexander Nikolaev (2017) 'Engagement as a driver of growth of online health forums: observational study' Journal of medical Internet research 19 (8), e304. DOI: 10.2196/jmir.7249.