

Trend of Digital Marketing in Healthcare

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INTRODUCTION

What is Healthcare Digital Marketing?

Digital marketing is essentially advertising that is delivered through various digital channels including websites, search engines, email, social media, and mobile applications. Healthcare digital marketing specifically caters to businesses in the healthcare sector. Hospitals, clinics, ambulance services, retail pharmacy stores, diagnostic centres, healthcare brands, and more can rely on various healthcare digital marketing services to promote their products, services, or brand online. An effective Omni channel digital marketing strategy.

can help marketers collect valuable data and insights into their target audience while also making way for better customer engagement.

Statistic reports that 86% of industry professionals stated that an increase in exposure to their company was the leading benefit of social media marketing in 2023. Behind that, 76% of companies claimed an increase in traffic to their website was the largest advantage, according to Statistic.

There are also several free options to spread your message that go beyond Instagram and Twitter. Some other options include Google My Business, eBay and Face book Messenger and Marketplace.

In other words, social media marketing is a lot more complicated than managing your personal Face book or Twitter profile. It requires a blend of creative thinking and objective, data-driven strategy and may be a great fit for professionals who enjoy blending these two disciplines.

Why is Digital Marketing Necessary for the Healthcare Sector?

When discussing healthcare digital marketing's importance, we first need to look at a few critical statistics. Studies show that 72% of internet users have searched online for information related to medical procedures or health issues within the last year, 47%

of users search online for physicians, and 40% of users search online for information about clinics, hospitals, and other healthcare services.

These numbers are not going to drop anytime soon. If anything, they are only going to go up. Furthermore, the COVID-19 pandemic has shown us just how important digital healthcare services are today. As hospitals and clinics started overflowing with patients and social distancing became mandatory, online clinics and healthcare services became the only available option for emergency medical help for people around the world.

Needless to say, the healthcare industry is going through a massive shift now, and the only way businesses can survive the test of time and stay afloat is by investing in healthcare digital marketing. Here are a few ways digital marketing can help a healthcare brand or business.

1. It helps you reach Your Target Audience

With a large number of healthcare businesses cropping up everywhere, the competition has now become fierce. You need to make your business stand out from the crowd to get ahead of your competitors. Through effective digital marketing, you can take your website to the top of search engine rankings, increase traffic, and draw the attention of your target audience. According to Google, around 44% of internet users make appointments with a clinic or healthcare professional after visiting their website or searching for their contact details online. Without the right marketing efforts, your website or contact details may never appear in the search results.

2. It Reduces CPA or Cost Per Acquisition

Most healthcare businesses that shy away from digital marketing services end up spending a large sum of money on acquiring customers. Traditionally, businesses in the healthcare sector largely depend on print and television advertising which carry a hefty price tag. In this instance, the return on investment is not always guaranteed, and in most cases, the ROI tends to be fairly low. Healthcare digital marketing, on

the other hand, costs a lot less than the traditional methods and effectively reduces the cost per acquisition. It allows businesses to reach a broad network of audiences and open various channels of communication.

3. It Offers Clear and Measurable Data and Analytics Tracking

In most cases, you do not get any accurate data on which channel offered the highest conversion. However, the efficacy of digital marketing services can be easily measured and tracked. Data is one of the key driving factors in digital marketing, and marketers can see which of their efforts are bringing the best results. This insight can help them modify their strategies to improve their rate of success. With digital marketing, you never have to be in the dark about whether or not it is working. You can always check and monitor the analytics and find out.

4. It Improves Patient Experience

Digital marketing allows patients to connect directly with healthcare businesses and brands. It opens a communication channel that is missing in traditional marketing. Through various digital marketing strategies, you can reach patients with offers and updates. On the other hand, patients can reach you if they have any questions or feedback about your services. This open communication leads to better customer satisfaction and higher customer retention. There are plenty of other reasons for investing in healthcare digital marketing. However, these are the most fundamental ones that you cannot ignore.

Limitation of Digital Marketing in Healthcare

1. Privacy and Security Concerns

- **Patient Data Protection:** Healthcare institutions must adhere to strict regulations such as HIPAA (Health Insurance Portability and Accountability Act) to safeguard patient information. Digital marketing efforts involving patient data collection, such as online forms or email campaigns, need to ensure compliance with privacy laws.
- **Cyber security Risks:** With the increasing reliance on digital platforms, healthcare organizations face the threat of data breaches and cyber attacks. This can compromise patient confidentiality and damage the hospital's reputation.

2. Digital Divide and Accessibility Issues

- **Limited Access to Technology:** Not all patients have access to smart phones, computers, or reliable internet connections. This digital divide can hinder the effectiveness of digital marketing campaigns, as certain demographics may be left out.

- **Accessibility for Individuals with Disabilities:** Websites and digital content must comply with accessibility standards to ensure equal access for individuals with disabilities. Failure to do so can exclude a significant portion of the patient population.

3. Trust and Credibility Challenges

- **Information Overload:** The abundance of online health information can be overwhelming for patients, leading to confusion and skepticism. Healthcare providers must establish themselves as trustworthy sources of accurate information amidst the noise.
- **Misinformation and False Claims:** The internet is rife with misinformation about health and medical treatments. Hospitals need to combat false claims and ensure the accuracy of their digital content.

4. Regulatory Compliance

- **Advertising Regulations:** Healthcare advertising is subject to strict regulations to prevent false claims and deceptive practices. Adherence to guidelines set by regulatory bodies such as the FDA (Food and Drug Administration) is crucial for digital marketing campaigns.
- **Legal Risks:** Non-compliance with advertising regulations can result in legal penalties and damage to the hospital's reputation. Healthcare marketers must stay updated on evolving regulations and guidelines.

5. Measurement and Return on Investment (ROI)

- **Difficulty in Measuring Impact:** Quantifying the success of digital marketing efforts in healthcare can be challenging. Metrics such as patient conversions, website traffic, and social media engagement may not fully capture the impact on patient outcomes.
- **Proving ROI:** Hospital administrators and stakeholders often require tangible evidence of the return on investment in digital marketing. Demonstrating the direct
- **Correlation between digital efforts and patient acquisition or retention can be complex.**

6. Resistance to Change and Adoption

- **Cultural Shift:** Healthcare organizations may face resistance to adopting new digital technologies and marketing strategies due to entrenched traditional practices.
- **Training Needs:** Implementing effective digital marketing strategies requires staff training and skill development. Hospitals must invest in educating their teams on digital tools and platforms.

7. Ethical Considerations

- **Targeting Vulnerable Populations:** Ethical dilemmas arise when targeting vulnerable populations, such as patients with specific health conditions or mental health issues. Ensuring ethical practices in data collection and personalized marketing is crucial.
- **Informed Consent:** Patients should be fully informed about how their data will be used for marketing purposes and have the option to opt-out if desired.

8. Competition and Saturation

- **Market Saturation:** The healthcare industry is highly competitive, with numerous hospitals vying for patient attention. Standing out in a saturated digital landscape requires innovative and strategic marketing approaches.
- **Ad Spend Increase:** As more healthcare institutions invest in digital marketing, the cost of online advertising can rise, making it challenging for smaller hospitals to compete effectively.

9. Maintenance and Updates

- **Constant Evolution:** Digital platforms and algorithms are constantly evolving, requiring hospitals to stay updated with the latest trends and best practices.
- **Website and Content Maintenance:** Regular updates to website content, SEO optimization, and social media management demand dedicated resources and time.

10. Patient Engagement and Interaction

- **Maintaining Engagement:** Sustaining patient engagement beyond initial interactions can be challenging. Hospitals must continuously provide valuable content and personalized experiences to keep patients interested.
- **Balancing Automation and Personalization:** While automation tools can streamline

communication, striking a balance between automated messages and personalized interactions is essential for patient satisfaction.

Addressing these limitations requires a strategic approach to digital marketing in healthcare. Hospitals must prioritize patient privacy, compliance with regulations, building trust, and adapting to the evolving digital landscape to maximize the benefits of digital marketing efforts while mitigating risks.

Four key trends that should be considered by every healthcare digital marketer:

1. Consumers are now avid researchers

Today, consumers are no longer satisfied with blindly accepting what a doctor tells them. They prefer doing homework before visiting a doctor. This means the doctor no longer has the only say on medications, hospitals, treatment, and more.

Healthcare is more like the collaboration between doctors and consumers, thus catering to the needs of digital marketing for hospitals.

2. Healthcare marketers to target payers and consumers

For healthcare marketers, there are different audiences.

This segment is the primary 'who' on the basis of the product or service being offered. Not so surprisingly, doctors are the primary marketing target. And why not? They still recommend, prescribe, advocate, and buy products and services.

However, doctor decision-making is gradually shrinking as decision-making shifts to healthcare consumers and payers. Therefore, the emerging trend is that healthcare marketers need to increasingly target payers and consumers.

3. Digital channels overshadowing traditional marketing

While digital marketing is infusing in almost every sector, the healthcare industry is one of them. The last couple of years have seen a huge jump in the preference for digital marketing over traditional marketing in healthcare. According to an MM&M study, the greatest growth for the biotech, medical, diagnostics, and pharmaceutical device marketing budgets is taking place in digital sales material, mobile apps, and social media. Since consumer marketing tricks are shifting greatly to digital ads, social media, and mobile apps, therefore, the shift to digital channels in the healthcare industry is no wonder.

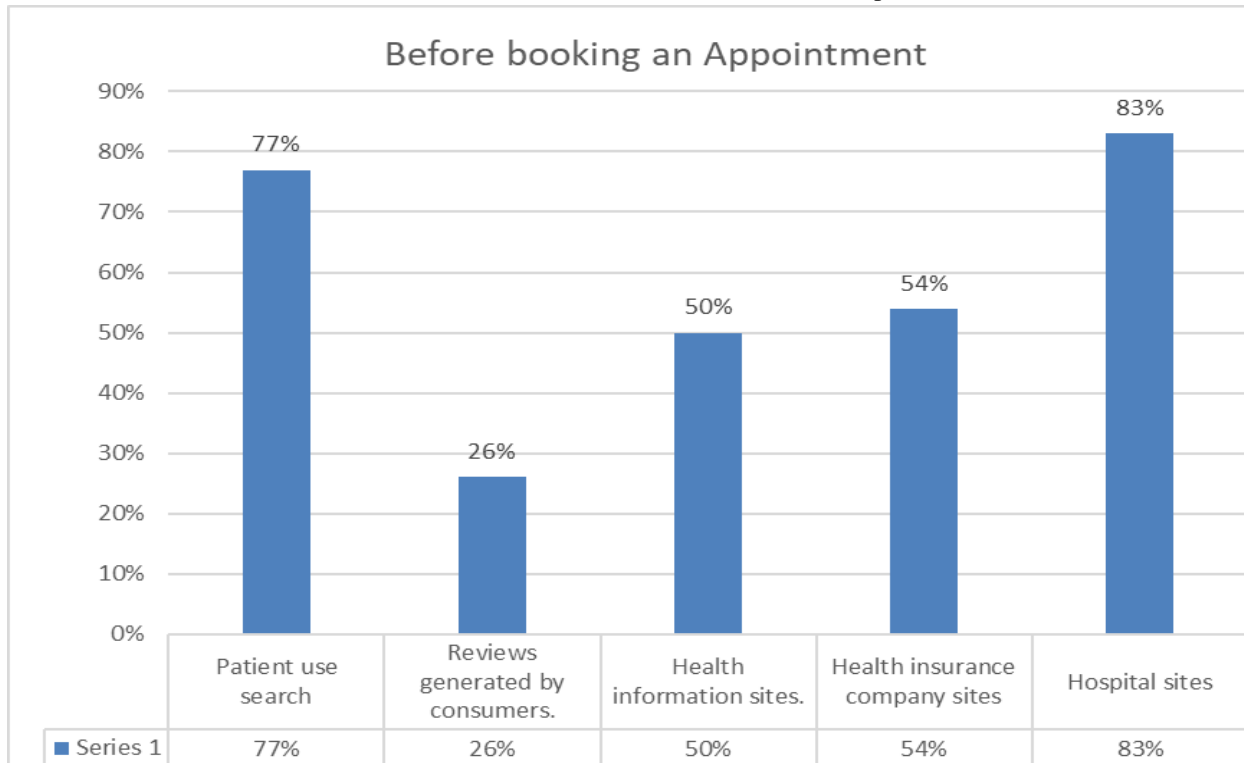
4. Some insights by think with Google’s ‘The Digital Journey to Wellness: Hospital Selection

- Search engines are used by 77% of patients before booking appointments.
- Search drives nearly 3 times as many visitors to hospital sites as compared to the number of visitors from another affiliate/referral sites.
- 44% of patients schedule an appointment who research hospitals on a mobile device.

- The decision process is empowered by digital content.

Before booking an appointment –

- 77% of patients use search.
- 26% used reviews generated by consumers.
- 50% used health information sites.
- 54% of the patients used health insurance company sites.
- 83% used hospital sites.



- Data Interpretation: By seeing the above graph we can see that how online search conducted by the patients attendees before choosing a hospital for their treatments.

OBJECTIVE OF STUDY

The basic objective of doing this training is to observe the processes and protocols, systems in CITY BASED HOSPITAL for better knowledge and to understand the working Marketing department.

- To Assess the Current State of Digital Presence
- To Identify Digital Marketing Strategies and Tools Utilized by City based hospital
- To Analyze the Effectiveness of Digital Campaigns

- To Understand Patient Engagement and Interaction
- To Explore Digital Marketing Trends in Healthcare
- To Evaluate the Impact of Digital Marketing on Patient Acquisition and Retention
- To Examine Data Analytics and Insights
- To Investigate Challenges and Barriers in Digital Marketing Adoption
- To Provide Recommendations for Enhanced Digital Marketing Strategies
- To Contribute to the Body of Knowledge in Healthcare Digital Marketing

These objectives will guide the research, data collection, analysis, and conclusions of the study on digital marketing at City based hospital.

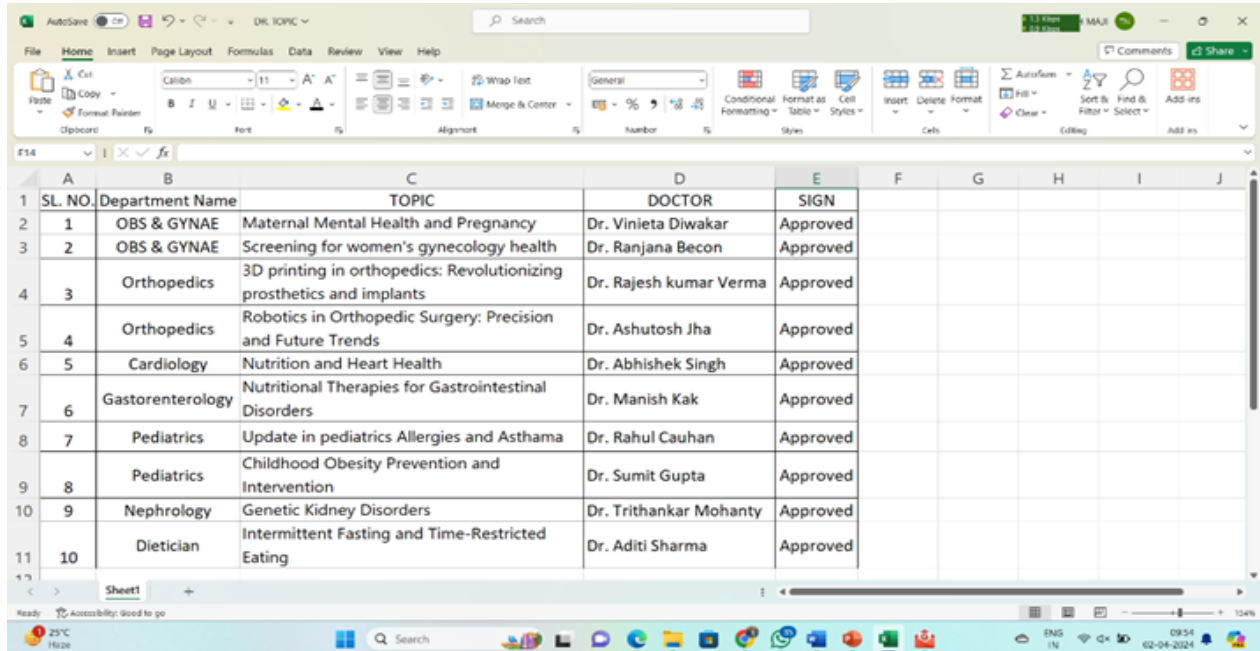
Methodology

Primary Data:

Channels	Jan'24						Feb'24						Mar'24					
	Leads	OP	OP Revenue	IP	IP Revenue	OP+IP Revenue	Leads	OP	OP Revenue	IP	IP Revenue	OP+IP Revenue	Leads	OP	OP Revenue	IP	IP Revenue	OP+IP Revenue
Organic Business	Organic Business						Organic Business						Organic Business					
Organic Whatsapp Bot (Organic Lead)	8	5	18805	1	9759	28564	9	4	14945			14945	10	3	6433	1	81000	87433
Organic Callcenter																		
Organic Website Appointment(Organic Leads)	125	6	29941	1	58307	88248	169	37	113568	1	119460	233028	178	62	162633	5	765252	927885
Organic GMB	1006	283	1036864	49	6398036	7434900	1524	403	1292068	50	5677886	6969954	1490	521	1871355	59	5806669	7672024
Organic MH Mobile App	209	155	473347	8	821959	1295306	258	146	479382	10	902005	1381387	275	173	484904	9	739690	1224594
Total	1348	449	1558957	59	7288061	8847018	1960	590	1899963	61	6699351	8599314	1953	759	2525325	74	7386611	9911936
Paid Business	Paid Business						Paid Business						Paid Business					
Paid Adword	2049	660	2188168	66	7614952	9803120	1544	621	2028694	62	9942849	11971543	1281	580	1735849	59	6620636	8356485
Paid Social Media	2					0						0						0
Paid Health Check MHG						0						0	3					0
Total	2051	660	2188168	66	7614952	9803120	1544	621	2028694	62	9942849	11971543	1284	580	1735849	59	6620636	8356485
Direct Referral	Direct Referral						Direct Referral						Direct Referral					
Aggregators CredHealth	8	2	20700			20700	17	5	12162	1	74325	86487	11	3	6573			6573
Aggregators Practo	168	68	187154	2	101040	288194	143	79	295627	1	266126	561753	253	104	347877	5	466606	814483
Aggregators Logintohealth	21	11	49575			49575	17	8	42382	1	18844	61226	5	2	7177			7177
Aggregators Justdial	428	1	2773			2773	539	38	126571	3	725905	852476	515	40	159908	7	830031	989939
Aggregators Vaidam						0						0						0
Aggregators Lybrate																		
Aggregators onco.com																		
Total	625	82	260202	2	101040	361242	716	130	476742	6	1085200	1561942	784	149	521535	12	1296637	1818172
MIPC Digital	MIPC Digital						MIPC Digital						MIPC Digital					
MIPC Digital									0.0476742		0.10852	0.1561942						
Total																		
Grand Total	Grand Total						Grand Total						Grand Total					
Total	4024	1191	4007327	127	15004053	19011380	4220	1341	4405399	129	17727400	22132799	4021	1555	4782709	15303884	20086593	
					1.5004053				0.4405399	0.0000129	1.77274	2.2132799			0.4782709	1.5303884		
															155	3214.186156	105544.028	

Interpretation: The content is a table showing data related to different channels and their performance in generating leads and revenue for the months of January, February, and March 2024. The table includes information on leads, revenue from OP (Outpatient) and IP (Inpatient) sources, total revenue,

and various channels such as Organic Business, Paid Business, Direct Referral, Aggregators, and MIPC Digital. The table concludes with a grand total of leads and revenue generated across all channels. The data seems to be part of a digital project analysis.



The image displays a spreadsheet with a schedule for content writing sessions related to content marketing that was approved by different department's doctor. After approval by the doctor, the content was written.

blogs. After writing this content again was approved by the doctor for posting to the website. After approval, this content was posted on the concerned Hospital Website.

SL. NO.	DEPARTMENT	TOPIC	DOCTOR	DATE	TIME	SIGN	CONTENT
1	GASTRO	Gastrointestinal Endoscopy: An Overview of Procedures and Patient Experience	Dr. Manish Kak	16/23	11.00 am	✓	DONE
2	ORTHOPEDECS	Revolutionizing Joint Replacement: Advancements in Orthopedic Surgery	Dr. Rajesh kumar	23/24	03.00 pm	✓	DONE
3	ORTHOPEDECS	Who require a knee replacement	Dr. Ashutosh Jha	23	03.30 pm	✓	DONE
4	OBS AND GYNAE	How Polycystic Ovary Syndrome (PCOS) Affects Fertility and How to Manage It?	Dr. Ranjana Becon	16/23	09.00 am	✓	DONE
5	PEDIATRICS	Breastfeeding and Weaning: Nurturing Health and Growth	Dr. Sumit Gupta	16/23	02.00 pm	✓	DONE
6	NEPHROLOGY	Who should undergo kidney Transplant	Dr. Trithankar Mohanty	23 feb.	12:00 AM	✓	DONE

It is the video shooting topic spread sheet for video marketing that approved date & time for video shooting from differnts department’s doctor. After approved I shoot video on the time and date of the doctor’s appointment. And this video was post many kind of social media, like – Youtube , Facebook, Instagram etc.

The image displays a spreadsheet with a schedule for Facebook Live sessions related to social media marketing, featuring different doctors discussing various medical topics. The sessions was organized by date and time, and each session was associated with a specific doctor and topic.

SL NO	DEPARTMENT	DOCTOR	TOPIC	LINK
1	CARDIOLOGY	Dr. Abhishek Singh	What are the symptoms of a silent heart attack	https://youtube.com/shorts/w43j1s1G1M?si=Rfuhk5H20tqG7x
2			Why are deaths from heart disease rising	https://youtube.com/shorts/2CF8-wk0k_hj-cbua237n-cwM-6N7I
3			Increasing heart attacks in young professionals?	https://youtube.com/shorts/D0LAV1_8MFR?si=yg0KQjpl06PuR11H
4	ORTHOPEDECS	Dr. Rajesh Kr. Verma	Non Surgical Treatments for Joint Pain	https://youtu.be/5k9w8gco7si-Akhdtne6_L6FuGpc
5			Myth: Knuckle cracking causes Arthritis	https://youtube.com/shorts/55Nm6iMsvml7si-tk6Nn1K0Gw9Htr
6			Total Joint Replacement Not just for the elderly	https://youtube.com/shorts/1KQWb5t0Spq2si-cKwst1gnj1hA11/g
7	GASTRO	Dr. Manish Kak	What is Hatal Hernia	https://youtube.com/shorts/1e3MMJnj7A7si-h0KGSc6A0id3idd
8			Inflammatory Bowel Disease	https://youtube.com/shorts/1Mml1K0Ut1-o7si-g8H10xQ31Pvcdfct
9			Digestive Disorders & How To Deal with them	https://youtube.com/shorts/vp4915bdKVA?si=wJK8-2f2D24CAvna
10			Signs & Symptoms You Need Digestive Enzymes	https://youtube.com/shorts/vp4915bdKVA?si=wJK8-2f2D24CAvna

It is the YouTube short video topic spread sheet for the video marketing that approved time for video shooting by different department’s doctor. After approved I shoot short video on the time of the doctor’s appointment. And this short video was post many kind of social media, like – Youtube , Facebook, Instagram etc.

REVIEW OF LITERATURE

SMEs

Based on the State Ministry of Cooperatives and Small and Medium Enterprises, the Central Statistics Agency (BPS), and Law no. 20 of 200, what is meant by SMEs here are companies that have net asset capital of less than Rp. 10 billion excluding land and buildings or total annual sales of less than Rp. 50 billion (Suryadi, 2014). In general, SMEs in the economy have a role as: (Ministry of Cooperatives, 2008)

Secondary Data:

From hospital website, software, and documents

- a. The main actors in economic activities,
- b. Job provider,
- c. An important player in local economic development and community empowerment,
- d. New market makers and sources of innovation,
- e. Its contribution to the balance of payments

Marketing

Kotler (2007) explains that marketing is a social process of offering, creating, and freely exchanging products of value with others so that individuals or groups get what they need and want. Meanwhile, according to Yulianti et al. (2019), Proceedings of the 3rd Asia Pacific International Conference on Industrial Engineering and Operations Management, Johor Bahru, Malaysia, September 13-15, 2022

it is a total system of business activities designed to plan, determine prices, promote, and distribute goods according to consumer desires, market targets, and company goals.

Marketing Strategy

A marketing strategy is a comprehensive, integrated and unified plan in marketing that a product or service needs to be implemented to reach its goals through promotions, sales, programs, advertising, and distribution. We can provide guidance on activities. Consumers or targets from identified markets (Assauri, 2007). According to Kotler & Armstrong (2012), marketing strategies plan to diversify corporate expectations about the impact of various marketing activities on consumer demand.

Digital Marketing

Digital marketing is a marketing medium that uses internet equipment and information technology to extend and enhance marketing capabilities (Urban, 2004). Digital marketing applies online channel technology to the market through the latest innovations that can contribute to marketing activities. (Chaffey et al., 2003). According to Pangestika (2018), the benefits of digital marketing for companies in product or service marketing activities are as follows:

1. Deployment Speed. Marketing strategies using digital media can be implemented very quickly in seconds. In addition, digital marketing can be measured accurately in real time.
2. Ease of evaluation. Using online media, the results of marketing activities can be immediately known. Information such as how long the product was viewed,

what percentage of sales conversion from each ad and so on.

3. Wider reach. Due to the wide geographical range of digital marketing, products can be spread all over the world with simple steps using the Internet. As quoted by Zarella's opinion from the journal Iman Ket al, social media in marketing can reduce costs and make a big impact. The roles that social media plays in marketing include:

1. Social media can convey identity through the products offered.
2. Act as a market research company and find information about consumer needs.
3. Social media can be used as a communication link between marketers and consumers to maintain relationships with consumers.
4. Social media brings businesses closer to consumers. Consumers can reduce the amount of time they can only use to see the product directly. Social media helps us introduce our products every time.
5. Social media is designed to build customer engagement (interaction quality).

Digital marketing foundation

In the explanation, Johar (2015) states that one of the foundations that can be used in digital marketing is the AIDA model (attention, interest, desire, action) which will be explained as follows.

1. Awareness

In the digital realm, marketers build consumer awareness of the product or service that will be offered

2. Interest

Consumers who already have awareness of the brand or products and services have the potential to be interested in the brand or products and services. This stage is the stage where consumers are actively seeking related information.

3. Desire

Confidence arises in consumers so that consumers are willing or intend to try the products or services offered

4. Action

The last stage is the determination of the consumer against the product or service. At this stage, the consumer decides to take action regarding the product or service being offered. Proceedings of the 3rd Asia Pacific International Conference on Industrial Engineering and Operations Management, Johor Bahru, Malaysia, September 13-15, 2022

Digital Marketing Method

In the explanation of Kotler & Keller (2016) in general, there are four digital marketing methods that companies can do as follows:

1. Online marketing, where the company conveys information that you want to convey through online media, both paid or unpaid. Online marketing can be done through web pages, search ads, display ads, and electronic messages;
2. Social media, where companies can display a public voice through their presence in interactions between consumers. In general, social media can be classified into three categories: online communities and forums, blogs, and social networks;
3. Mobile marketing, where marketing is done through smart devices that are handheld and accessed by consumers on a daily basis.

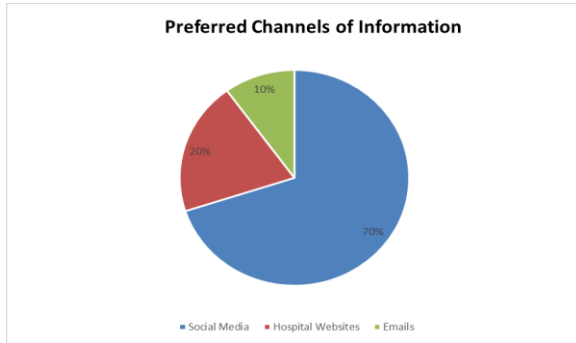
RESULT AND OBSERVATION (DATA ANALYSIS)

Introduction

In this section, we present the findings from our surveys, interviews, and analysis of City based hospital's digital marketing efforts. By examining the data collected, we gain insights into patient preferences, the effectiveness of current strategies, and areas for improvement.

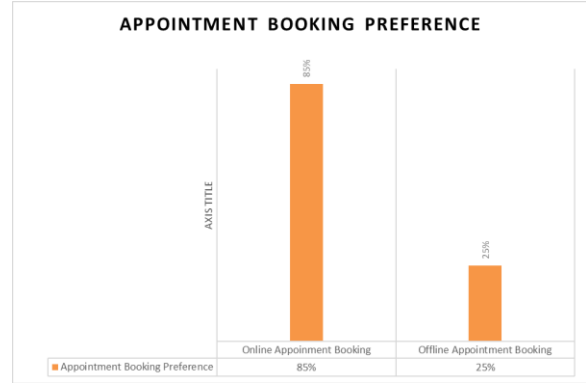
Patient Preferences and Digital Engagement

- Preferred Channels of Information



Data & Interpretation: The survey revealed that 70% of patients prefer to receive healthcare information through social media, followed by 20% through hospital websites, and 10% through emails. This indicates a strong preference for social media platforms among City based hospital's patient demographic.

- Online Appointment Booking Preferences



Online Appointment Booking Preferences: Among the surveyed patients, 85% expressed a preference for booking appointments online. This highlights the importance of having a user-friendly online appointment scheduling system on the hospital's website and mobile app.

Effectiveness of Current Digital Marketing Strategies

- Website Traffic Analysis

An analysis of City based hospital's website traffic over the past six months shows a steady increase in the number of unique visitors. This indicates that the hospital's SEO efforts and content marketing strategies are effectively driving traffic to the website.

- Social Media Engagement Metrics

On social media platforms such as Facebook and Instagram, City based hospital's posts receive an average engagement rate of 8%, which is higher than the industry average of 5%. This suggests that the hospital's social media content resonates well with its audience.

Patient Feedback and Satisfaction Levels

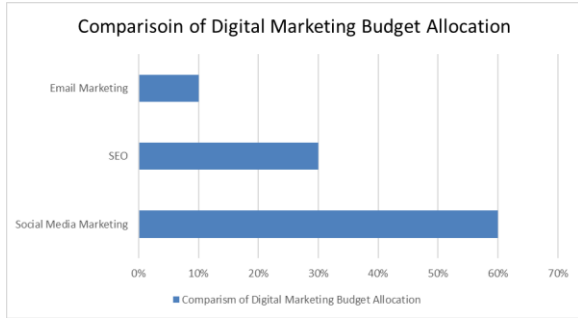
- Patient Satisfaction Ratings



Patient Satisfaction Ratings: Based on post-appointment surveys, 90% of patients rated their overall experience at City based hospital as excellent or good. This indicates a high level of satisfaction with the hospital's services, which positively impacts its online reputation and patient retention.

Areas for Improvement and Future Strategies

- Comparison of Digital Marketing Budget Allocation



Comparison of Digital Marketing Budget Allocation: A comparison of City based hospital's digital marketing budget allocation with industry benchmarks reveals that the hospital invests 60% of its budget in social media marketing, 30% in SEO, and 10% in email marketing. To enhance its online presence further, the hospital may consider increasing its budget for email marketing campaigns.

Conclusion and Recommendations

The analysis of results highlights several key insights for City based hospital:

- Social media is a preferred channel for patient information.
- Online appointment booking is highly desired by patients.
- Current digital marketing strategies show promising results in website traffic and social media engagement.
- Patients express high satisfaction levels with the hospital's services.

DISCUSSION AND RECOMMENDATIONS

Discussion of Key Findings

In this section, we delve deeper into the implications of our findings and discuss how they relate to City based hospital's digital marketing strategies.

1. Patient Preferences and Digital Engagement

- The strong preference for social media as a source of healthcare information suggests that City based hospital should continue to focus on creating engaging and informative content for platforms like Facebook, Instagram, and Twitter.
- Online appointment booking is highly desired, indicating the need for the hospital to optimize its

website and mobile app for seamless scheduling experiences.

2. Effectiveness of Current Strategies

- The steady increase in website traffic indicates that the hospital's SEO efforts and content marketing strategies are yielding positive results.
- High social media engagement rates reflect the effectiveness of the hospital's current content strategy and community engagement efforts.

3. Patient Satisfaction and Online Reputation

- The overwhelmingly positive patient satisfaction ratings are a testament to City based hospital's commitment to quality care.
- Positive online reviews and patient testimonials on social media platforms contribute to the hospital's strong online reputation.

Recommendations for City based hospital

Based on our analysis and discussions, we provide the following recommendations to further enhance City based hospital's digital marketing strategies:

1. Strengthen Social Media Presence

- Develop a content calendar with a mix of health tips, patient success stories, doctor profiles, and community events to maintain high engagement levels.
- Explore new social media platforms and features (such as Instagram Reels or LinkedIn articles) to reach a wider audience.

2. Optimize Website and Mobile Experience

- Ensure the website is mobile-responsive and user-friendly for easy navigation and online appointment booking.
- Implement a chatbot feature to provide instant support and answer patient queries efficiently.

3. Expand Email Marketing Campaigns

- Increase the frequency of targeted email campaigns to promote health check-ups, specialty services, and upcoming events.
- Personalize email content based on patient preferences and behaviours to improve open and click-through rates.

4. Implement Online Reputation Management

- Monitor online reviews and feedback regularly on platforms like Google My Business, Facebook, and healthcare review sites.

- Respond promptly to patient queries and feedback to demonstrate the hospital's commitment to patient care and satisfaction.
5. Invest in Data Analytics and Performance Tracking
- Utilize tools like Google Analytics to track website traffic, user behaviour, and conversion rates to optimize digital marketing efforts.
 - Conduct regular performance reviews to assess the ROI of various digital marketing channels and adjust strategies accordingly.

Future Trends and Innovations

Digital marketing in the healthcare industry is constantly evolving. City based hospital should keep an eye on emerging trends such as:

- Telemedicine Services: Explore opportunities to offer virtual consultations and remote healthcare services.
- AI-Powered Healthcare: Implement AI-driven tools for personalized patient recommendations and predictive analytics.
- Virtual Reality Experiences: Develop virtual tours of hospital facilities and immersive patient education materials.

CONCLUSION

In concluding this project, we've explored how City based hospital can leverage digital marketing tools to connect better with people seeking healthcare services. Digital marketing, in simple terms, is like the ads and information you see online, but tailored specifically for hospitals and health-related services.

Key Findings: We've found that City based hospital can greatly benefit from digital marketing by reaching more people who may need their medical expertise. Just like a catchy social media post grabs your attention, Manipal can use these tools to inform people about their services and offerings.

Learnings: Throughout this project, we've learned that patients want convenient ways to access healthcare. They appreciate when hospitals share stories of successful treatments and provide easy ways to book appointments. Digital marketing can make all of this possible.

What's Next: Looking forward, City based hospital can consider creating an easy-to-use app for patients to schedule appointments and get quick answers to medical questions. They can also collaborate with social media influencers to spread the word about their excellent services.

In a Nutshell: In a nutshell, City based hospital has a bright future with digital marketing. By using websites, social media, and apps, they can connect with more people and make healthcare more accessible. This project has outlined strategies and ideas for Manipal to consider, and we're excited to see how they'll make a positive impact in the healthcare space.

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APPENDIX

Survey Questionnaires Used

This section includes the detailed survey questionnaires used to gather valuable insights from patients, potential patients, and the general public. The surveys were designed to understand preferences, expectations, and behaviours regarding healthcare services, online engagement with hospitals, and digital marketing awareness.

1. How did you first hear about Hospital?
 - Social Media
 - Hospital Website
 - Online Ads
 - Word of Mouth
 - Other (Please specify)
2. Have you visited the Hospital website?
 - Yes
 - No
3. How easy was it to find the information you were looking for on our website?
 - Very Easy
 - Easy
 - Neutral
 - Difficult
 - Very Difficult
4. Have you ever booked an appointment online through our website or app?
 - Yes
 - No
5. Which social media platforms do you follow Hospital on? (Select all that apply)
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn
 - None
6. What type of content do you find most useful on our social media channels? (Select all that apply)
 - Health Tips
 - Doctor Interviews
 - Patient Stories
 - Hospital News and Updates
 - Upcoming Events
 - Other (Please specify)
7. Do you subscribe to Hospital's email newsletters?
 - Yes
 - No
8. Have you seen any online advertisements for Hospital?
 - Yes
 - No
9. If yes, did you find the online advertisements relevant to your needs?
 - Very Relevant
 - Relevant
 - Neutral
 - Irrelevant
 - Very Irrelevant
10. What suggestions do you have for improving Hospital's online presence and digital marketing efforts?
11. Have you used our telemedicine services?
 - Yes
 - No
12. How would you rate your experience with our telemedicine services?
 - Excellent
 - Good
 - Average
 - Poor
 - Very Poor
13. Do you find the health articles and resources on our website helpful?

- Very Helpful
- Helpful
- Neutral
- Not Helpful
- Not at All Helpful

14. Have you used the Hospital mobile app?

- Yes
- No

15. If yes, how satisfied are you with the app's functionality and ease of use?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- Demographics

16. What is your age group?

- Under 18
- 18-30
- 31-45
- 46-60
- Over 60

17. Where do you live?

- City/Town Name:
- State/Region:

18. Do you have any additional comments or feedback regarding Hospital's digital marketing and services?

These questions should help gather useful insights from patients and website visitors about the effectiveness of Hospital's digital marketing efforts.