

Importance of Branding & Digital marketing for hospitals in modern era

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Abstract: This research focuses on branding and digital marketing within the healthcare sector, specifically examining the impact on super-specialty medical care facilities in Jaipur. The study emphasizes the importance of advanced infrastructure, including operation theaters, digital X-ray facilities, and critical care units. It highlights the role of highly qualified doctors and compassionate nursing staff in providing accurate diagnoses and medical care.

The marketing department plays a crucial role in healthcare organizations, responsible for attracting new clients and retaining existing ones, thus ensuring financial stability and growth. Through market research and effective marketing campaigns, the marketing department identifies potential patients and converts leads into paying clients. Building and maintaining the brand is essential for patient retention, involving public relations, social media management, and creating marketing materials.

Key words: Branding, Digital marketing, Healthcare, Importance, Medical facilities.

INTRODUCTION

Digital Marketing: In today's digital age, hospitals must leverage online channels to reach and engage with patients. Digital marketing allows hospitals to connect with potential patients, build trust, and enhance their brand presence. Key strategies include:

- Ensuring the hospital's website is user-friendly, informative, and accessible.
- Improving the hospital's visibility in search engine results.
- Utilizing platforms like Facebook, Twitter, and Instagram to share updates, health tips, and patient stories.
- Creating valuable content (blogs, videos, infographics) to educate and engage the audience.
- Monitoring and responding to patient reviews and feedback.
- Running targeted ads on platforms like Google Ads or social media.

Branding in the Marketing Department: Effective branding ensures that the hospital is recognized, trusted, and preferred by patients. The marketing department develops a unique brand identity. Ensuring that all communication (online, offline, social media) aligns with the hospital's brand involves designing logos and visual assets that represent the hospital's values. Branding extends to the patient experience from the moment they enter the hospital to post-treatment follow-ups. Managing the hospital's website, social media profiles, and online reputation is crucial.

OBJECTIVES OF THE STUDY

Effective branding and digital marketing work hand-in-hand to create a powerful and memorable brand presence in the digital realm. The specific research objectives include:

- Defining problem markets for particular products.
- Assessing the probable volume of future sales.
- Analyzing how digital marketing strategies enhance brand awareness and attract more attention from potential consumers.
- Exploring how digital marketing strategies promote sales growth and increase sales volume and revenue.
- Studying how digital marketing strategies enhance brand performance.
- Assessing the current health and performance of the brand to identify strengths, weaknesses, and areas for improvement.
- Understanding customer attitudes, beliefs, behaviors, perceptions, and ideas.

METHODOLOGY

- Design of the Study: Prospective & Retrospective Study
- Primary Data: Observation & guidance by Mebin Philip Mathew

- Secondary Data: Journal articles and hospital website
- Type of the Study: Analytical quantitative study done at the marketing department of a multi specialty hospital in Jaipur.

Data Analysis

This section details the analysis of digital branding efforts over three months in the marketing department. The focus was on understanding patient acquisition through online platforms and revenue generation. Key findings include:

SEO Report

Healthcare SEO, also known as medical SEO, involves optimizing a medical website to enhance its visibility in organic search results. Key points about healthcare SEO include:

- Purpose: To reach people actively searching for medical services, helping medical practices, hospitals, and health centers connect with potential patients when they need assistance.
- Relevance: By targeting specific keywords, healthcare centers can focus on reaching the most relevant audience.
- Results: Healthcare SEO delivers measurable results, allowing organizations to connect with qualified users and convert them into patients, clients, or employees.
- Regulations: Medical SEO differs from other markets due to healthcare regulations (e.g., HIPAA). Organizations benefit from partnering with experienced SEO service providers who understand these legal considerations.

In summary, healthcare SEO plays a crucial role in ensuring that medical websites effectively reach their target audience, build trust, and provide valuable information to those seeking healthcare services.

On-Page SEO Results

- Title Tag: Optimal length (between 10 and 70 characters)
- Meta Description Tag: Optimal length (between 70 and 160 characters)
- SERP Snippet Preview: Illustrates how the page may appear in search results.
- Hreflang Usage: Not used
- Language: Declared as English

- H1 Header Tag Usage: More than one H1 Tag; recommended to use only one.
- H2-H6 Header Tag Usage: Multiple levels of header tags used.
- Keyword Consistency: Main keywords not well-distributed across important HTML tags.
- Image Alt Attributes: Some images missing Alt attributes.
- Canonical Tag: Not used.
- Noindex Tag Test: Not used.
- SSL Enabled: Yes.
- HTTPS Redirect: Yes.
- Robots.txt: Found.
- XML Sitemaps: Found.
- Analytics: Using Google Analytics.
- Schema.org Structured Data: Using JSON-LD Schema.

Performance Results

- Overall good performance but room for improvement.
- Issues with usability across devices.
- Google's Core Web Vitals assessment failed.
- Google's Page Speed Insights (Mobile and Desktop): Indicating poor performance.

Links

- Strong level of back link activity.
- Top back links from reputable sources (e.g., Wikipedia, health-related websites).
- Majority of back links are do follow, enhancing SEO strength.

CONCLUSION

The study highlights the importance of effective branding and digital marketing strategies in the healthcare sector. By leveraging these strategies, healthcare organizations can enhance their online presence, attract and retain patients, and ultimately improve their financial stability and growth.