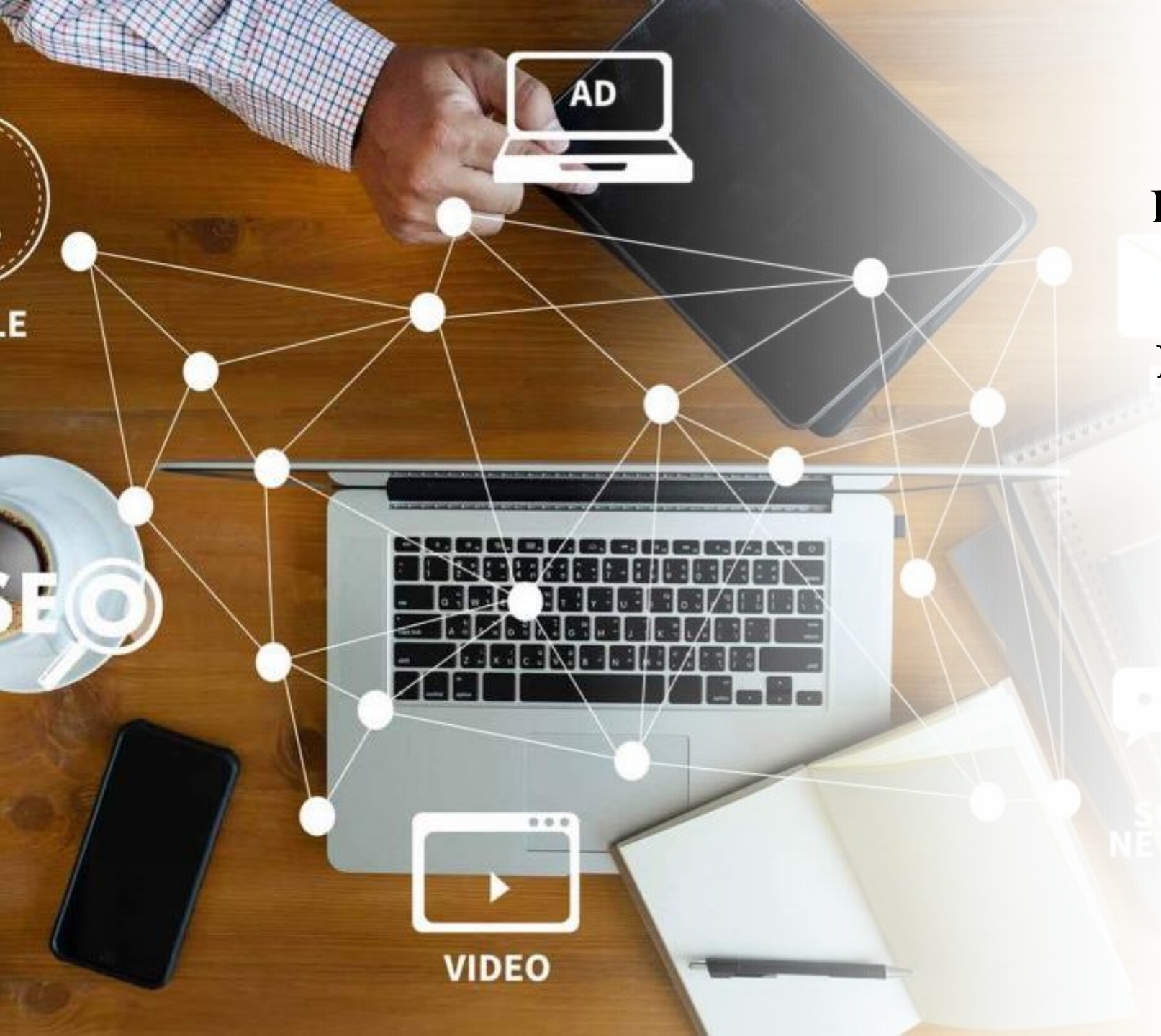




Decoding the Advancements in Digital Marketing Practices Adopted by Selected Eye Hospitals in India and detailed Study of Digital Marketing Practices at Sankara Eye Foundation

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Introduction

- The concept of digital marketing has witnessed an accelerated growth over the past decade. In this era, hospitals are expected to have a solid presence online, as people tend to search for hospitals on the Internet first. They might be searching for hospitals nearby, services offered, reviews, etc.
- While digital marketing is here to stay, there is no doubt that it will continue to evolve. According to a study by Google and Compete, 44 percent of patients who identified hospitals on their mobile devices planned a visit and scheduled an appointment.
- Filtering through digital clutter will be a challenge for consumers and for hospitals to be effective, they must develop a compelling message that sticks in patients' minds.
- Digital healthcare is evolving at an incredible pace, and with the knowledge that this is only the beginning, the potential for it to revolutionize healthcare services is becoming apparent.
- In the view of the healthcare professionals, this digital change, and the change in behaviour of consumers opens up a great channel for communicating with the patients.
- However, the hospitals have to know how to make optimal use of this digital marketing to the advantage of their practice. Purpose of this study is to identify and suggest the strategies to improve digital marketing practices at Sankara Eye Foundation, India.

Literature Review

Sr. No.	Title	Source	Authors	Year	Objective	Findings
1.	Effect of digital marketing in hospitals: A systematic review	http://theicph.com/wp-content/uploads/2019/07/47.-Andreas-Aryo-Risky-Prasetyo.pdf	Andreas Aryo Risky Prasetyo, Wachyu Sulistiadi	2019	To study the effect of digital marketing in hospitals	1. This study depicts that there is a need for digital methods of promoting, educating, and providing information about medical care services in order to grow a brand. The strategic was to imply attracting new and old patients to offering them low cost and a particular high-quality health-care services, ensuring their delight and the likelihood of them referring the hospital further. 2. It was also found that the electronic media is effective for medical institutions to develop the marketing strategies.
2.	Role of Digital Marketing to Enhance Medical Tourism in Hospitals of Dubai	https://www.proquest.com/openview/b3da4f829b5a82c2ac39a00da337a8ef/1?pq-origsite=gscholar&cbl=4451210#	Ram Kumar Subramaniam, Aishwarya Singhal and Paul Hopkinson	2019	To study the role of Digital Marketing to Enhance Medical Tourism in Hospitals of Dubai	1. Findings of this study reveals that digital marketing has a good impact on medical tourism since it aids in the creation of a strong brand image and influences consumer choice of location by medical tourism patients. 2. This study also discovered that most effective strategies are effective email marketing, responsive websites, video marketing, Social media marketing (SMM), content and influencer marketing are most effective strategies.
3.	Digital Marketing for Private Practice: How to Attract New Patients	https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6692144/	Kevin D. StClergy	2019	To study the Digital Marketing for Private Practice	1. This research provides a strategy for generating results online and attracting new patients for less money than any other marketing medium now accessible. 2. According to this study, driving utmost traffic with SEO and PPC, constructing a website that converts with direct response marketing and educational material, and gaining reviews, are the keys for successful digital marketing practises.

Literature Review (continued...)

S. N.	Title	Source	Authors	Year	Objective	Findings
4.	Performance evaluation of Digital Marketing In Healthcare Industry	http://www.proquest.com.libraryiihmru.remotexs.in/docview/2160713495/C7E63C68BB3F4469PQ/15?accountid=136944	Zhi-Wang QIAN, Guang-Sheng WAN, Xiao-Lei DU, Yu-Feng SHI, Gang HUANG	2018	Analyse the performance of digital marketing in the healthcare industry by using data Envelopment analysis.	1. It was observed that one hospital among all the hospitals in study, shows strong digital marketing efficiency. The digital marketing efficiency of other six hospitals, show marginal inefficient, which tells that the effectiveness of digital marketing may be effortlessly promoted. 2. According to the findings of the study, it is advised that leaders in the health-care business use innovative marketing to maintain operating performance and fulfil the aim of sustained-yield management in a competitive medical environment.
5.	Digital marketing plan for a non-profit organization	https://www.theseus.fi/bitstream/handle/10024/149479/Medell_Kristi.pdf?sequence=1	Kristi Medell	2018	Digital marketing plan for a non-profit organization	1. This demonstrates that, while digital marketing gives quantitative measures, measuring qualitative metrics is more difficult. The engagement rate may be great, yet the message's significance is unquantifiable. 2. According to this study, non-profit organisations and their messaging can get exposure through social media and digital marketing. Social media can be utilised to boost customer engagement and facilitate two-way interaction between the organisation and its consumers.
6.	A study on feasibility of Digital Marketing for Small and Medium Enterprises	http://eprints.rintimal.edu.my/620/	Kiran L. Maney, A. Sindhuja, Dr. Soney Mathews	2015	To study the feasibility of Digital Marketing for Small and Medium Enterprises	1. The study reveals that Small and Medium Enterprises embrace more frequent usage of Email, Social networking and company websites in comparison to other digital techniques such as mobile SMS and internet advertisements. 2. Social networking in particular contribute to high return on investment.

Methodology

Study Question -

What are the Digital Marketing Practices adopted by selected Eye Hospitals? How can the Digital Marketing Practices be improved at SEFI?

The Objectives of the study -

- To identify the advancements in Digital Marketing Practices adopted by selected eye hospitals in India
- To study the current digital marketing practices of SEFI.
- To recommend the strategies to improve digital marketing practices at SEFI.

Type of Study Method -

The research was carried out by the way of Explorative Study using online analytical tools to study the digital marketing practices at selected Eye Hospitals.

Methodology (continued...)

Method of data collection and analysis :

- Data was collected by visiting websites and social media platforms of all the selected Eye Hospitals and also by using various online free analytical tools like ubbersuggest, SEMrush, socialinsider, sproutsocial. Analysis of data was done using Microsoft Excel.
- Search of the literature was performed using a variety of sources including PubMed, Google Scholar, ScienceDirect, ProQuest database, Sage journal, IIHMR library, et cetera.
- The parameters on the search engines were set to include relevant papers from the last ten years. Some seminal pieces which were relevant to the themes were also included in the literature review.
- Literature search from various sources like journals, websites have retrieved 31 relevant articles. The titles and abstracts are independently reviewed for inclusion and most relevant 10 articles were included in the study for literature review.

Keywords: Digital Marketing, Digital Marketing Practices, Hospital, Healthcare, Social Media Marketing

Results

Charlesworth (2014) has categorized digital marketing methods into the following subcategories:

- Search engine optimization
- Online advertising
- Email marketing
- Social media marketing

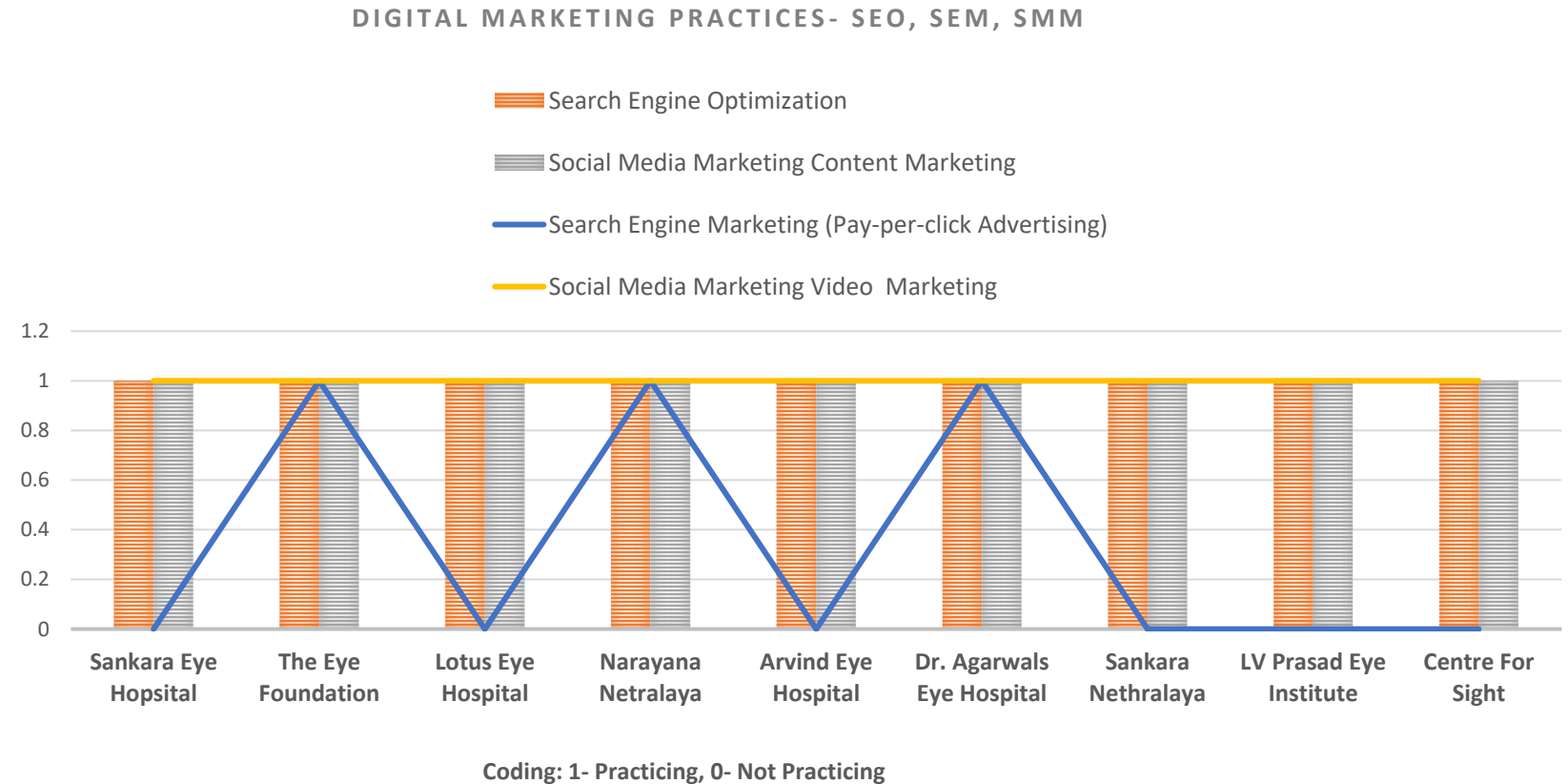
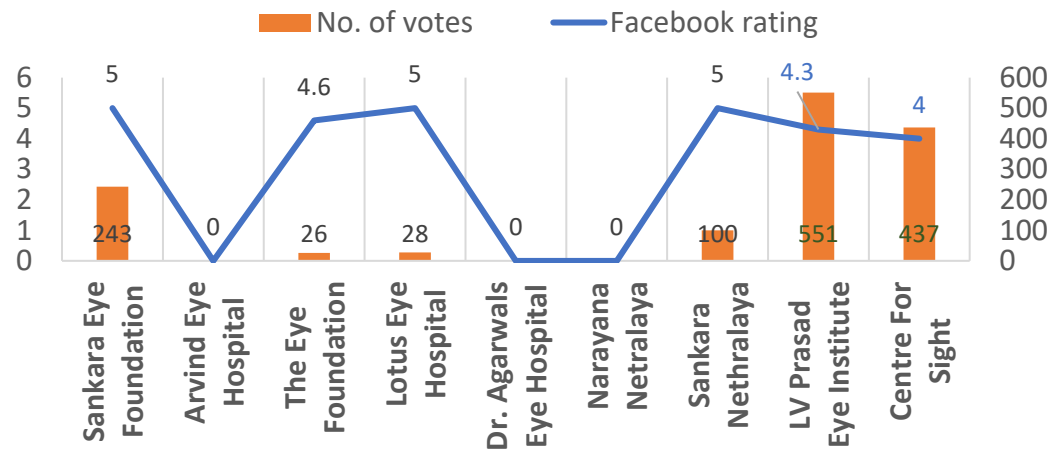


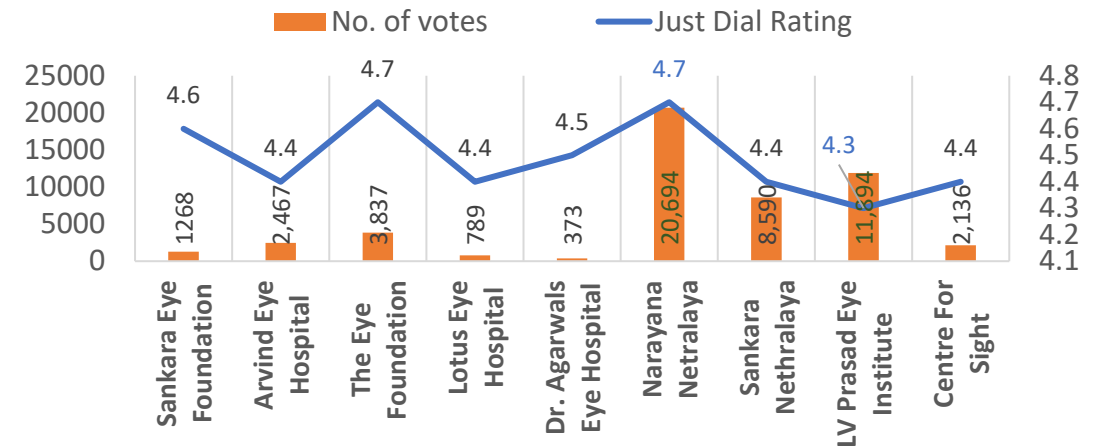
Figure 4.1: Digital Marketing Practices adopted by Selected Eye Hospitals

Quality Assessment- Consumer Reviews and Ratings

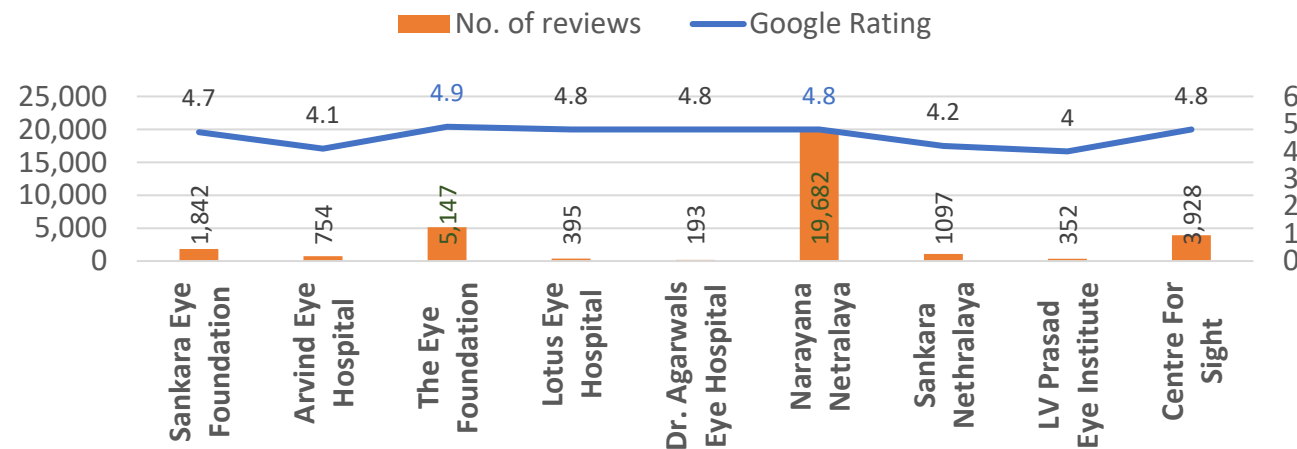
Facebook



Justdial



Google



SEO ASSESSMENT

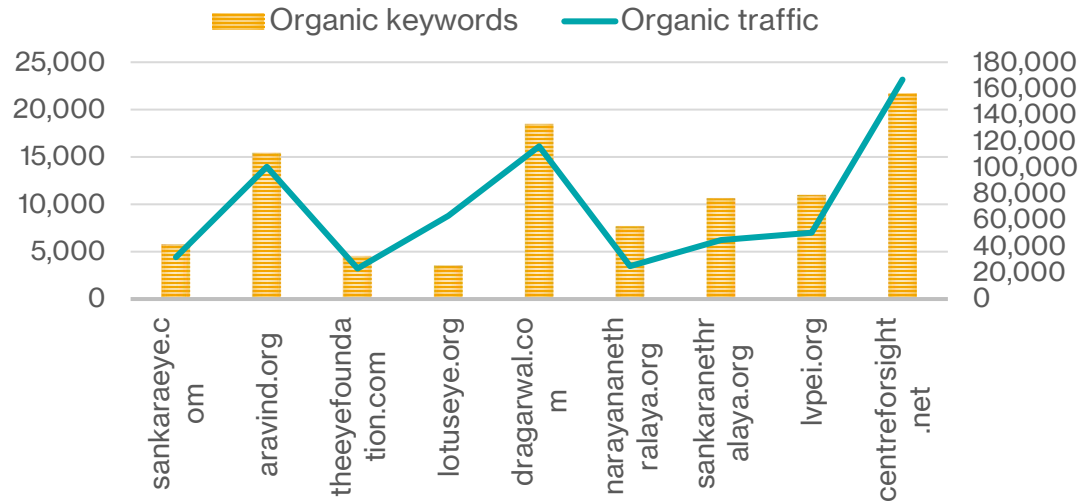


Figure: Organic keywords and organic traffic comparison

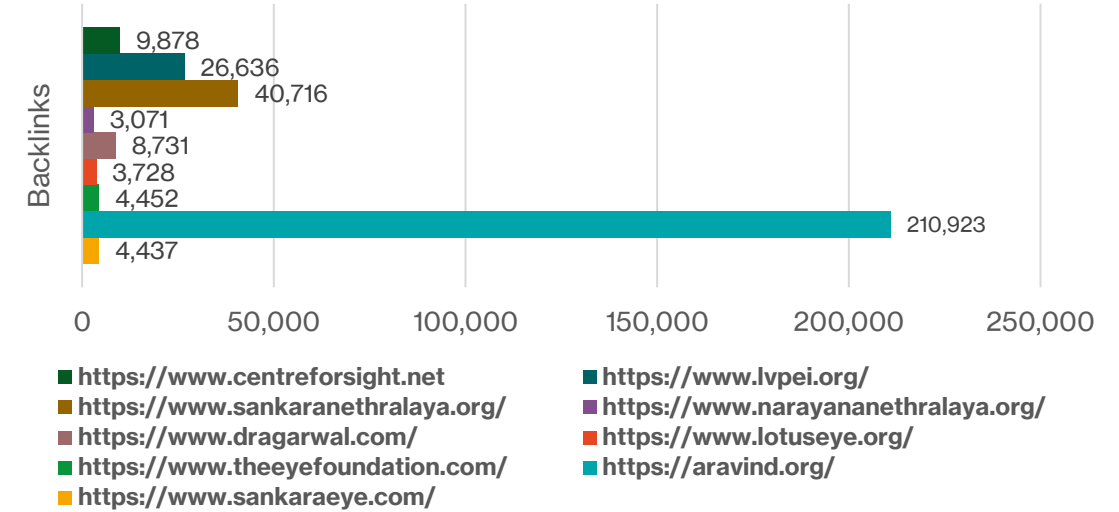


Figure: Backlinks comparison among selected Eye Hospitals

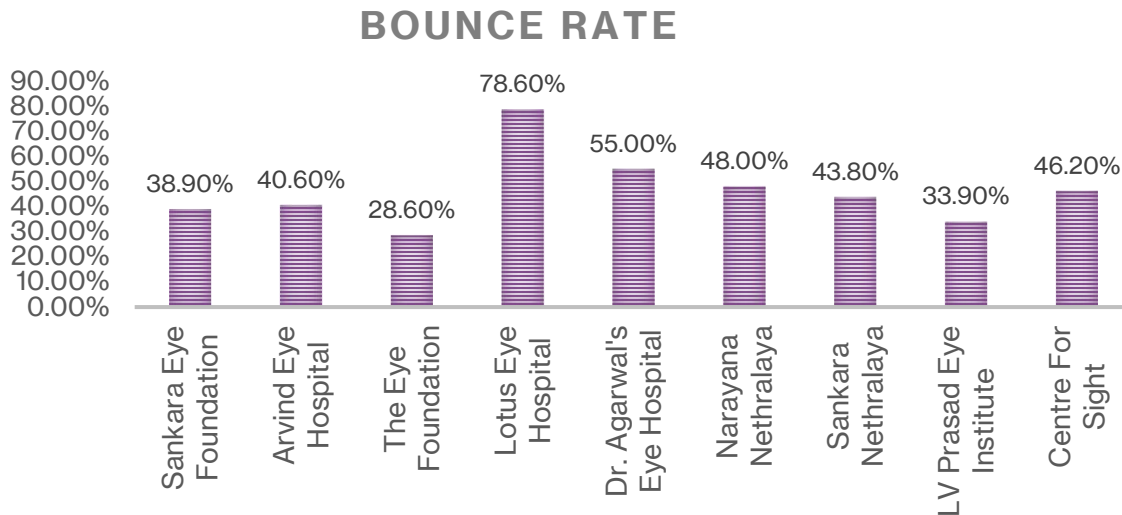


Figure: Bounce rate comparison among selected Eye Hospitals

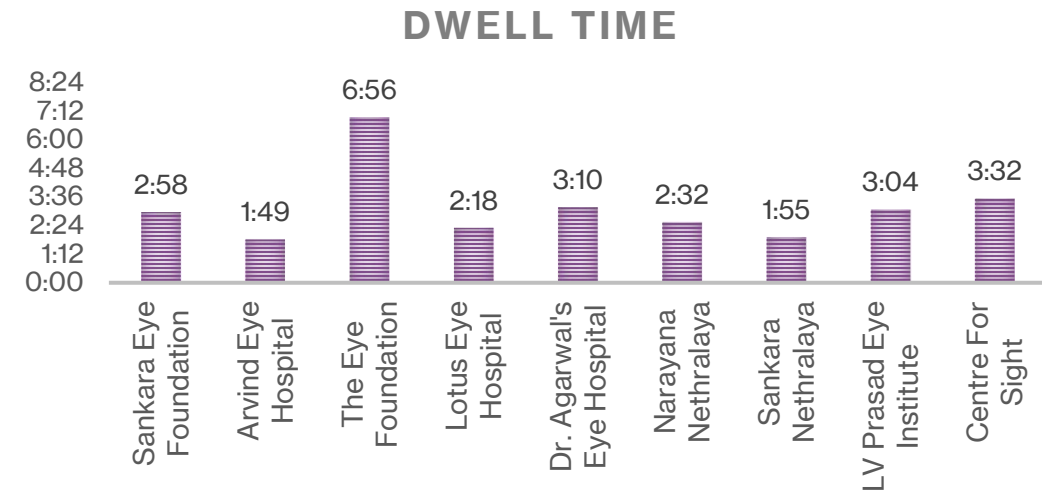
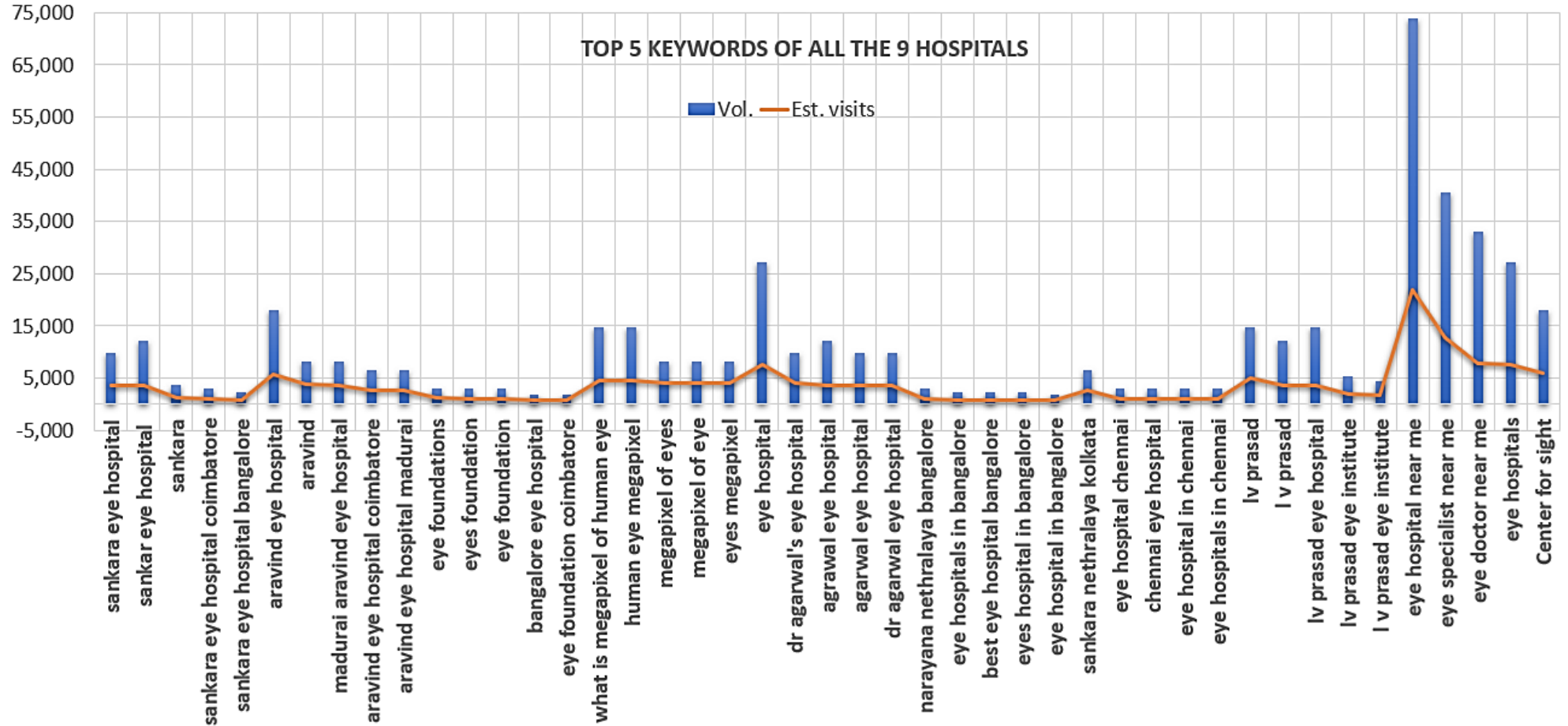


Figure: Bounce rate comparison among selected Eye Hospitals

Keywords Assessment



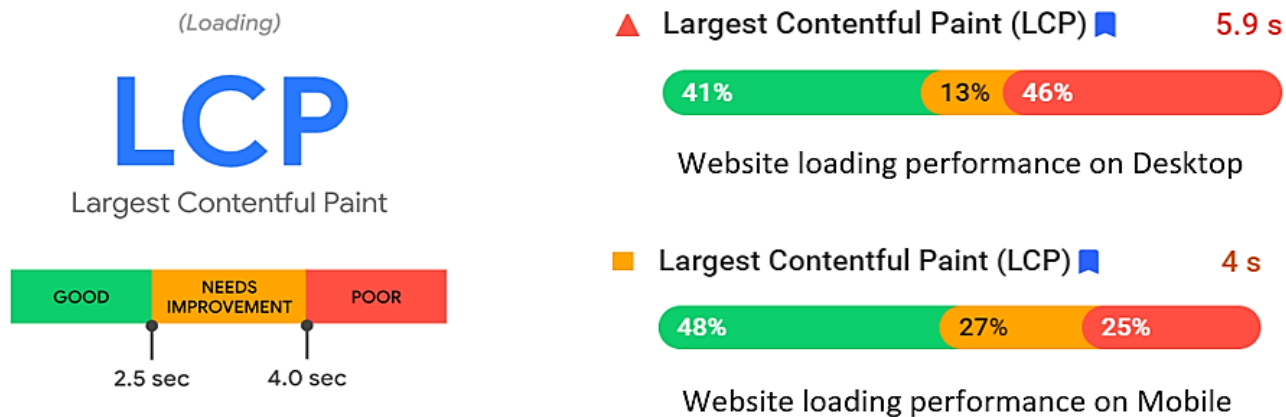


Figure: Website Loading Performance of SEFI

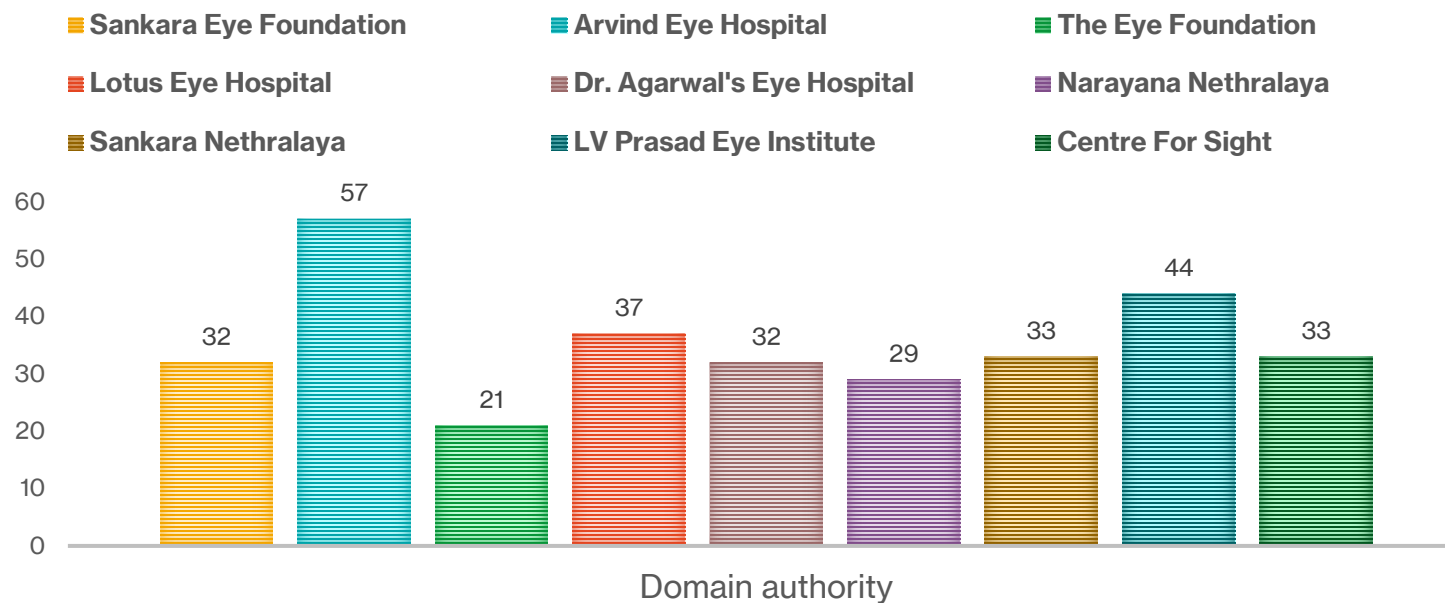


Figure: Comparison of Domain authority among selected Eye Hospitals

SOCIAL MEDIA ASSESSMENT

Facebook

Hospital	Name of the handle	Total likes	Total follows	No. of visits	Talking about this	Since year
Sankara Eye Foundation	Sankara Eye Hospitals	5,227	5,339	186	204	04/08/2009 (11 years, 9 months)
Arvind Eye Hospital	Aravid Eye Care System	7,173	8,188	NA	270	13/03/2015 (6 years, 2 months)
The Eye Foundation	The Eye Foundation	16,646	16,796	273	29	19/09/2012 (8 years, 8 months)
Lotus Eye Hospital	Lotus Eye Hospital and Institute (TN)	12,920	13,099	648	262	01/07/2014 (6 years, 10 months)
Dr. Agarwal's Eye Hospital	Dr. Agarwal's Eye Hospital	3,05,000	3,05,000	189	NA	18/02/2012 (9 years, 3 months)
Narayana Nethralaya	Narayana Nethralaya	17,820	18,673	2,741	612	01/08/2011 (9 years, 9 months)
Sankara Nethralaya	SankaraNethralaya	91,162	91,768	4,852	1,225	28/11/2011 (9 years, 6 months)
LV Prasad Eye Institute	L V Prasad Eye Institute (LVPEI)	19,830	21,111	18,569	1,322	19/01/2011 (10 years, 4 months)
Centre For Sight	Centre For Sight	2,93,752	2,95,504	1,550	211	14/05/2012 (9 years)

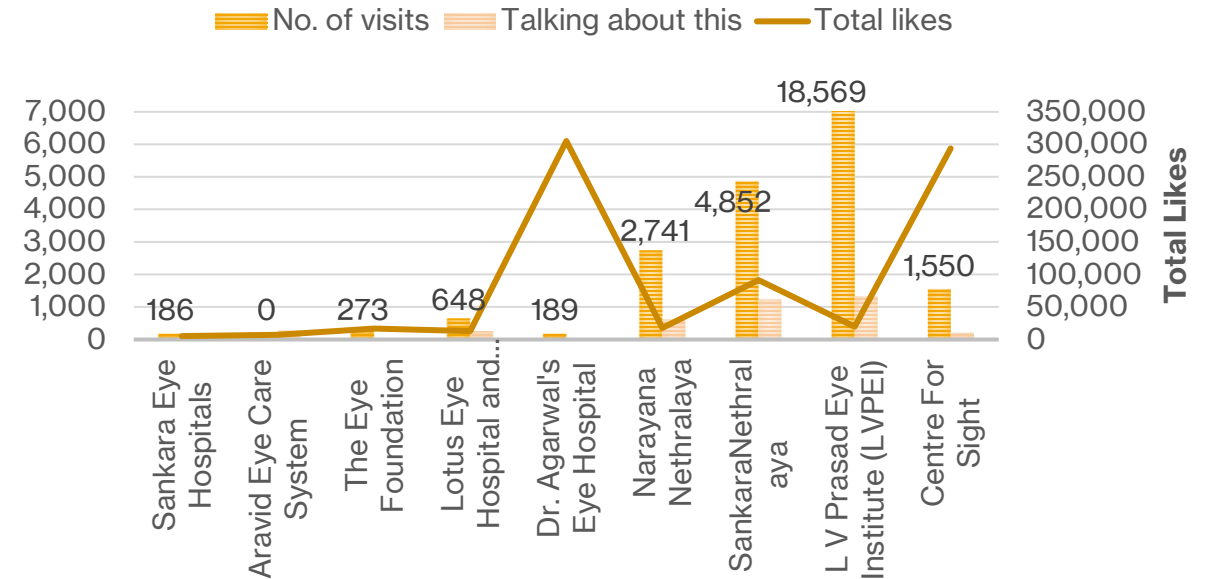


Figure: Performance of selected Eye Hospitals on Facebook

Twitter

Hospital	Name of the handle	No. of followers	No. of tweets	Since year	Frequency of tweets
Sankara Eye Foundation	SankaraEyeFoundation [@SankaraV2020]	1,289	1,332	07/2009 (11 years, 10 months)	9-10 tweets/month
Arvind Eye Hospital	AravindEyeFdn [@AravindEye]	1,421	529	11/2011 (9 years, 6 months)	4-5 tweets/month
The Eye Foundation	The Eye Foundation [@eye_foundation]	39	276	05/2013 (8 years)	2-3 tweets/month
Lotus Eye Hospital	LOTUS EYE HOSPITAL & INSTITUTE [@SkSundaramurthy]	388	643	04/2010 (11 years, 1 month)	4-5 tweets/month
Dr. Agarwal's Eye Hospital	Dr.Agarwals [@dragarwals_eye]	1,144	5,602	03/2011 (10 years, 2 months)	45-46 tweets/month
Narayana Nethralaya	Narayana Nethralaya [@Nnethralaya]	119	116	08/2011 (9 years, 9 months)	~1 tweet/month
Sankara Nethralaya	Sankara Nethralaya [@Snethralaya]	14	1	09/2018 (2 years, 8 months)	NA
LV Prasad Eye Institute	LVPEI [@lvprasadeye]	2,693	4,411	02/2010 (11 years, 3 months)	32-33 tweets/month
Centre For Sight	Centre for Sight [@CentreForSight1]	5,904	3,981	05/2012 (9 years)	36-37 tweets/month

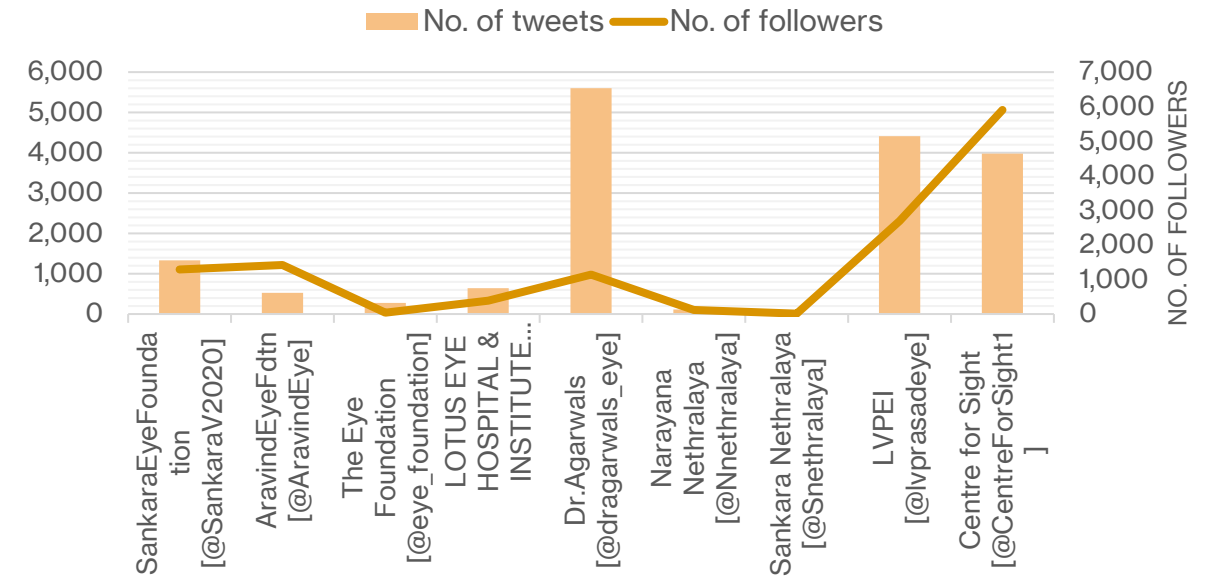


Figure: Performance of selected Eye Hospitals on Twitter

YouTube

Hospital	Name of the handle	No. of subscribers	No. of views	No. of uploads	Since year	Frequen- cy of posts
Sankara Eye Foundation	Sankara Eye Foundation India	2,360	1,94,983	224	18/06/2013 (7 years, 11 months)	2-3 post/month
Arvind Eye Hospital	Aravind Eye Care System	4,730	2,05,793	242	01/04/2010 (11 years, 1 month)	1-2 posts/month
The Eye Foundation	The Eye Foundation Patient Information	591	2,32,528	52	05/08/2013 (7 years, 9 months)	~1 post/month
Lotus Eye Hospital	Lotus Eye Hospital and Institute (KL)	776	67,144	85	25/01/2015 (6 years, 4 months)	1-2 post/month
Dr. Agarwal's Eye Hospital	Dr. Agarwal's Eye Hospital, Registered Office	1510	1,21,892	56	18/09/2015 (5 years, 8 months)	~1 post/month
Narayana Nethralaya	Narayana Nethralaya	7,210	6,90,482	515	08/09/2014 (6 years, 8 months)	6-7 posts/month
Sankara Nethralaya	Sankara Nethralaya	15,600	16,14,919	173	16/06/2007 (13 years, 11 months)	1-2 post/month
LV Prasad Eye Institute	L V Prasad Eye Institute	7,530	6,80,223	509	21/12/2011 (9 years, 5 months)	4-5 post/month
Centre For Sight	Centre For Sight	2,800	11,70,367	96	15/05/2012 (9 years)	~1 post/month

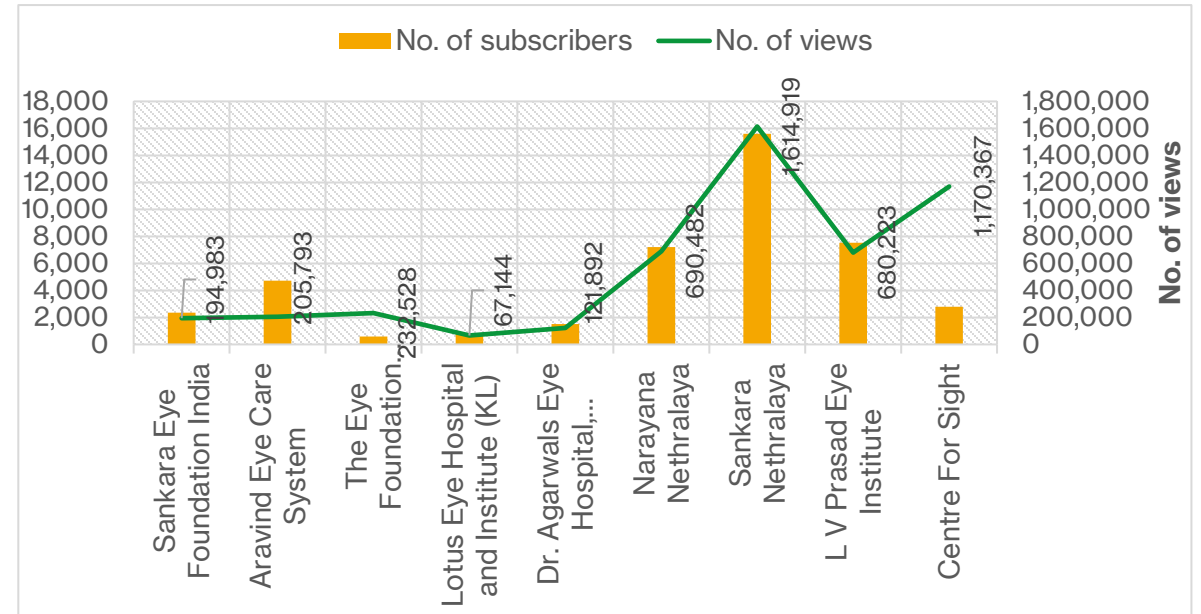


Figure: Performance of selected Eye Hospitals on YouTube

Instagram and LinkedIn

Hospital	Name of the handle	No. of followers	No. of posts	Year since (1st post)	Frequency of posts
Sankara Eye Foundation	sankaraeyehospitals	1,282	312	20-06-2017 (3 years, 11 months)	6-7 posts/month
Arvind Eye Hospital	aravindeyefoundation	716	23	31/05/2020 (1 year)	1-2 posts/month
The Eye Foundation	theeyefoundation	314	181	02/03/2020 (1 year, 2 months)	12-13 posts/month
Lotus Eye Hospital	lotuseyehospital.kochi	1073	367	31/10/2016 (4 years, 6 months)	6-7 posts/month
Dr. Agarwal's Eye Hospital	dragarwalseye	1,415	298	13/12/2019 (1 year, 5 months)	17-18 posts/month
Narayana Nethralaya	narayana nethralaya	1,137	850	13/07/2017 (3 years, 10 months)	18-19 posts/month
Sankara Nethralaya	Not using!				
LV Prasad Eye Institute	lvprasadeyeyinstitute	2,290	310	09/03/2020 (1 year, 2 months)	22-23 posts/month
Centre For Sight	centrefor sight1	10,300	1,375	02/02/2016 (5 years, 3 months)	21-22 posts/month

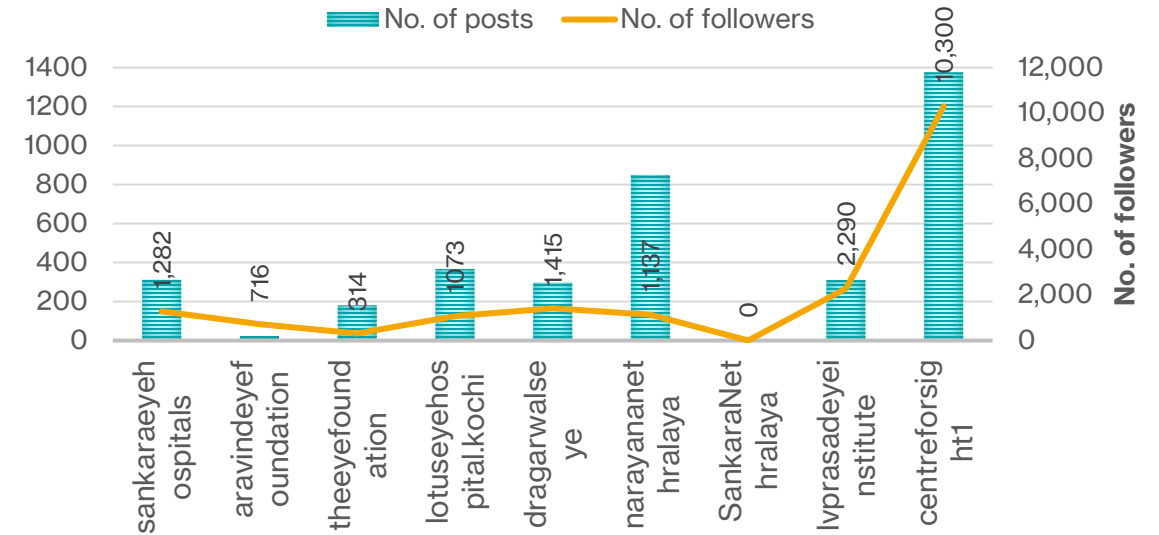


Figure: Performance of selected Eye Hospitals on Instagram

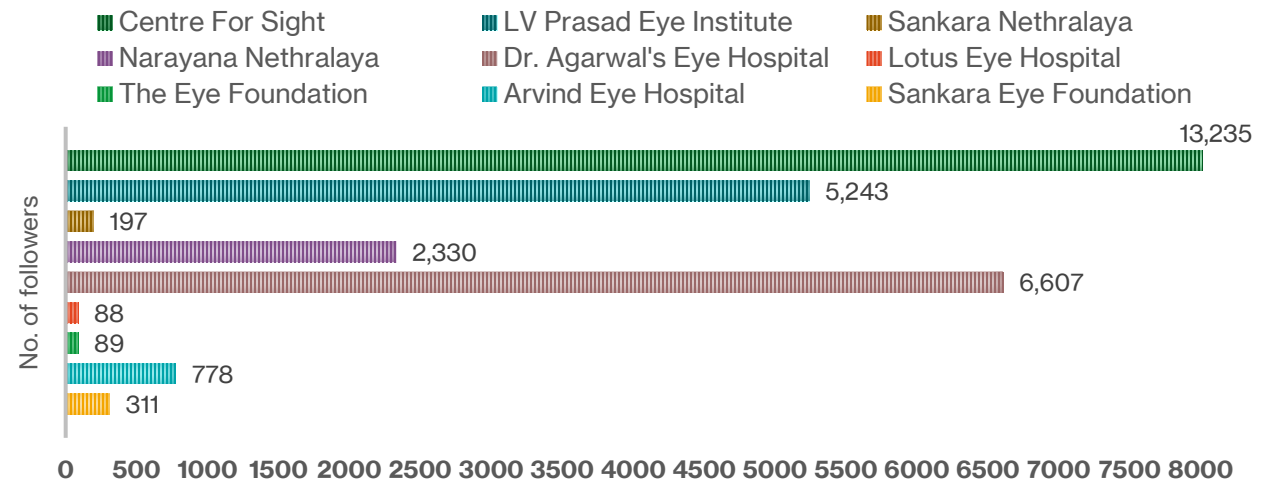


Figure: Performance of selected Eye Hospitals on Instagram

Conclusion

- SEFI is doing well in terms of gaining positive reviews on online rating platforms like Facebook, Google and Justdial.
- SEFI is performing well on Instagram when compared with other social media platforms.
- There is a further scope to improve for SEFI in SEO. Present strategy does not seem to be successful in fetching traffic, hold audience for long on their page and engaging with them.
- Organic traffic can be improved further by working on keywords and backlinks.
- SEFI stands at seventh place for Search Engine Optimization out of nine Eye Hospitals in study.
- There is a tough competition to SEFI in digital space especially from Centre for Sight, L V Prasad Eye Institute and in case of SEO, Aravind Eye Hospital, Dr. Agarwal's Eye Hospital and Centre for Sight.
- Results of the study indicates that Sankara Eye Foundation needs to strategize the plan for search engine optimisation as well as Social Media Marketing. Present strategy does not seem to be successful in fetching traffic, hold audience for long on their page and engaging with them.
- Along with a complete SEO marketing plan and social media marketing plan, getting positive reviews on Google can propel a hospital to the top of the most popular search engine.

Having established a good brand name within a industry SEFI should opt to make a statement in digital world. Currently SEFI is doing well but the performance can be further improved in many aspects of Digital Marketing space. A holistic approach to marketing would help to make that happen for Sankara Eye Foundation, India. By taking holistic approach i.e. 360-degree approach to marketing SEFI can avoid leaving any gaps.

Recommendations

Some important SEO strategies for SEFI based on results of the study-

- Optimize Images
- Optimize Page Speed
- Use Internal Linking
- Improve the User Experience on Website by having good content strategy in place and website speed optimization on Desktop as well as mobile device.
- Focus on Getting More Authoritative Backlinks by creating linkable assets and doing link reclamation.

Recommendations (continued...)

Social Media strategies-

- Plan Social Content and Choose Formats- There is a need to balance different formats to ensure getting your key message across effectively, and some of the more popular formats are user-generated content, live streams, contests & competitions, case studies, etc.
- Create a Content Calendar
- Post documented content on social media that could be shared by the patients who have received the treatment. Engaging or educational content could bring extra value to the clients.
- Analyze and Measure Your Content's Performance

Email marketing is recommended for sending out monthly newsletters that included event schedule for the following month. In addition to providing more exposure for the events, this could be a good way of staying in contact with the professional community of the organization. Email-follow up after treatment in order to increase the number of return customers.

Whether SEFI should outsource it or not?

THANK YOU!