



Integrated Marketing and Branding Strategies of HCG Hospital and HMS Consultants



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TRIZONE HEALTHCARE CONSULTANTS

- Knowing is knowing, doing is doing” is something Trizone Healthcare strongly believes in, which means ‘Knowledge without application is the same as having no knowledge at all’.
- Trizone Healthcare Consultants LLP, founded in March 2020 by Mr. Akhil Dave (Founder and Principal Consultant) and Mr. Niraj Upadhyay (Co-founder), is a healthcare consulting firm which uses 360-degree marketing approach, and provide various services

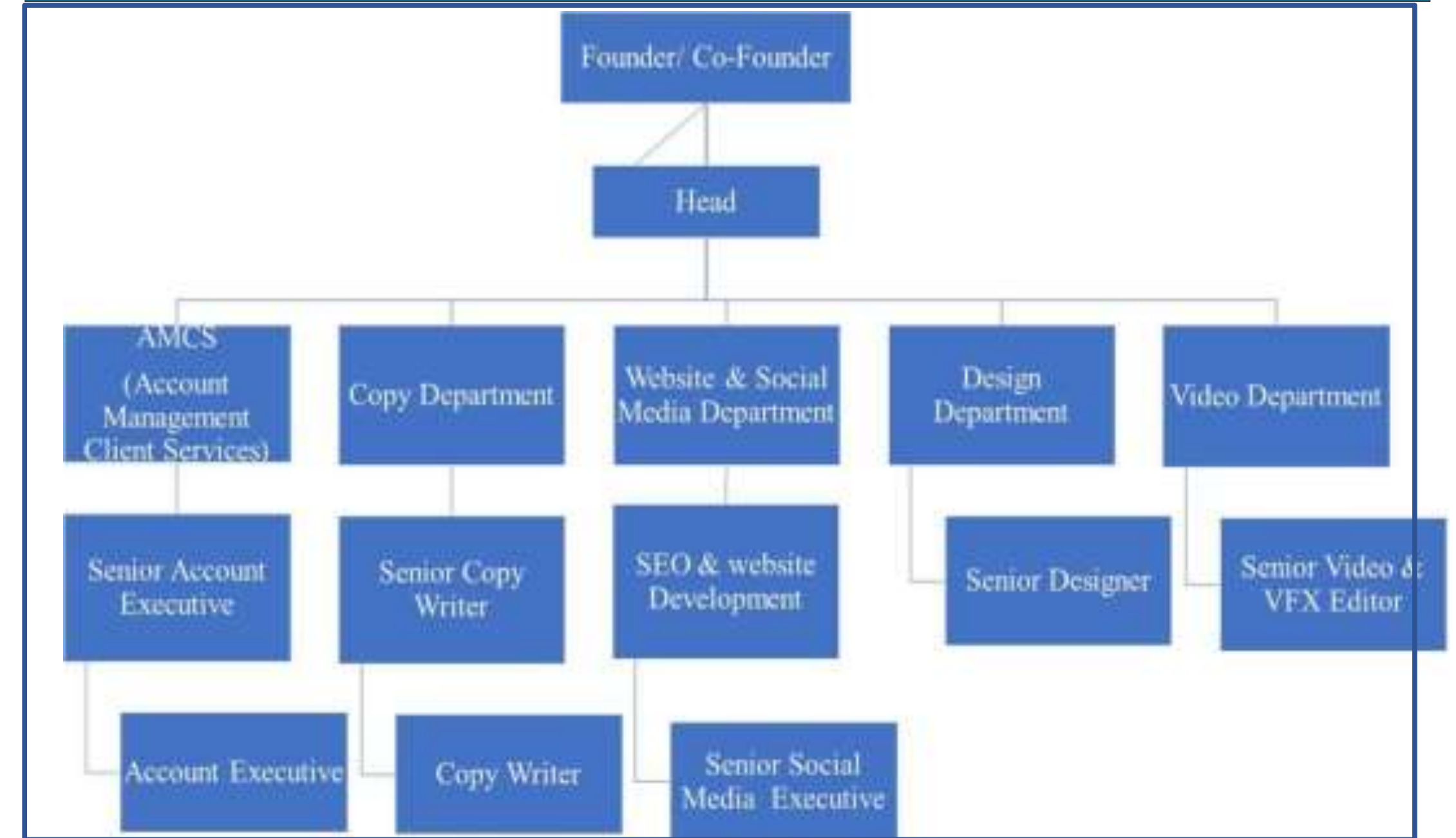
VISION

To establish ethical & right marketing practices in the healthcare industry

MISSION

To be the leading healthcare marketing consultancy firm, transforming healthcare businesses through effective 360-degree marketing solutions.

ORGANIZATION STRUCTURE



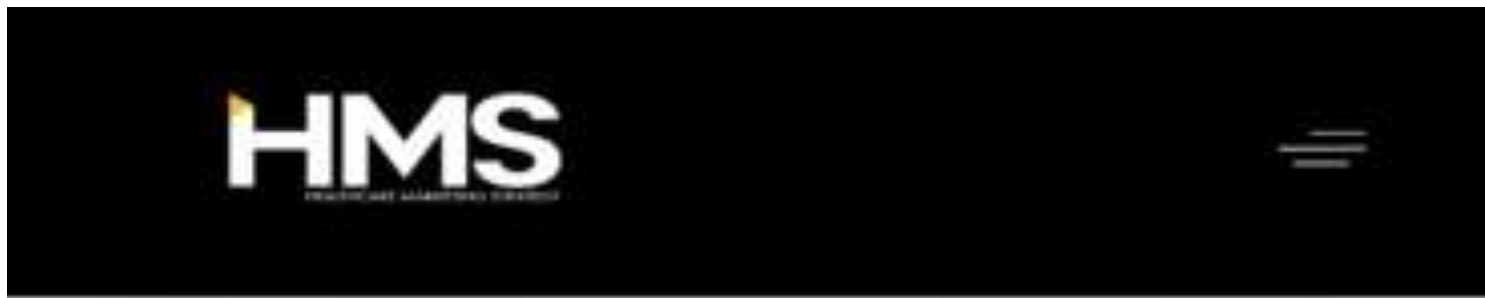
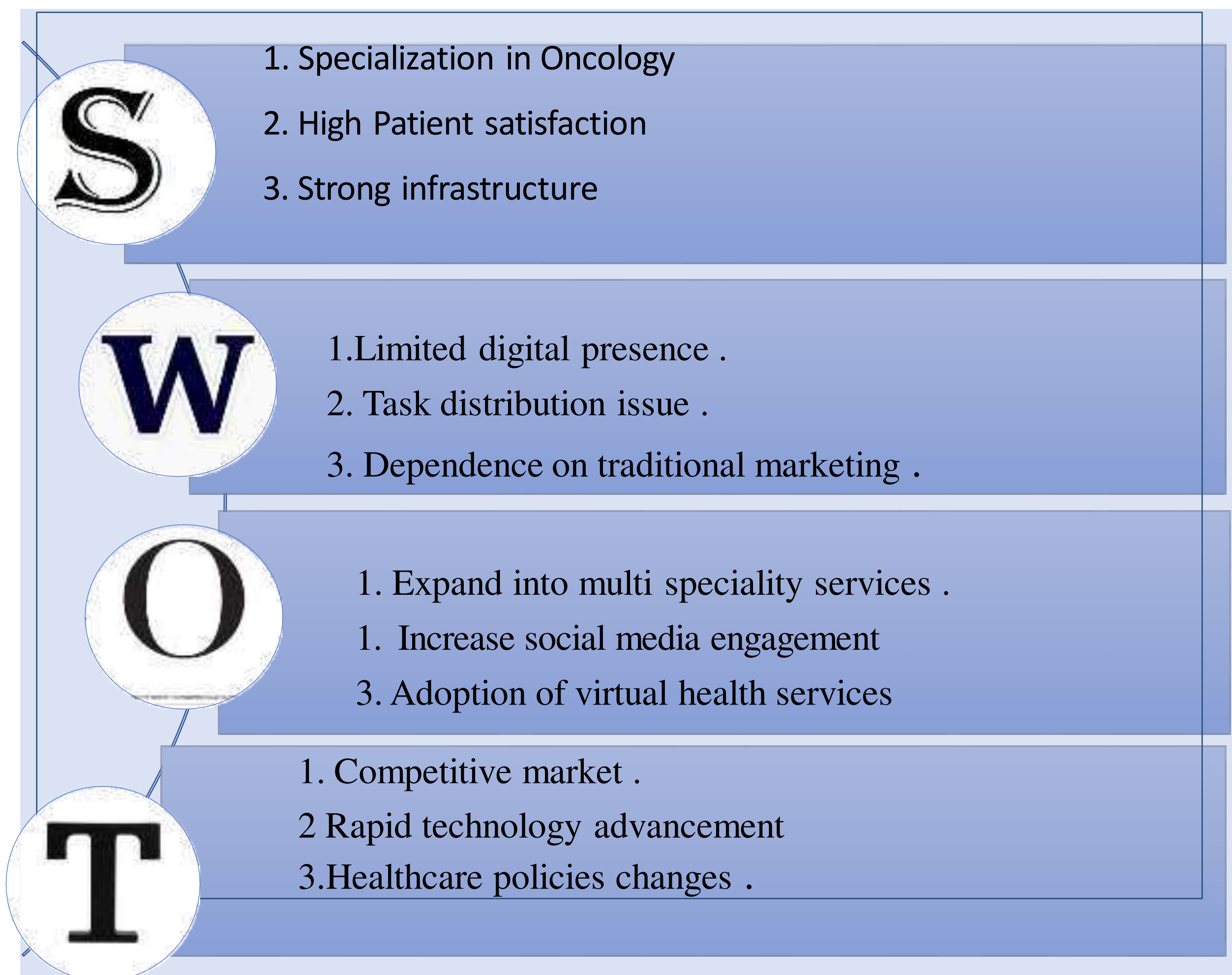
OVERVIEW OF HCG PROJECT



- Performing a competitor analysis of BIMS and Pulse Plus Hospital against HCG Hospital to benchmark services and identify areas for improvement.
- Developing promotional campaigns for various health awareness events such as World Tobacco Day and Doctors' Day..
- Designing content and strategies for multiple digital platforms, including Facebook, Instagram, LinkedIn, and YouTube..
- Utilizing tools like SEMRUSH and Uber suggest for keyword research and analytics to optimize digital marketing efforts, Aligning marketing efforts across multiple locations, enhancing PR activities, and preparing for major event.

LEARNING & VALUE ADDITIONS

SWOT ANALYSIS



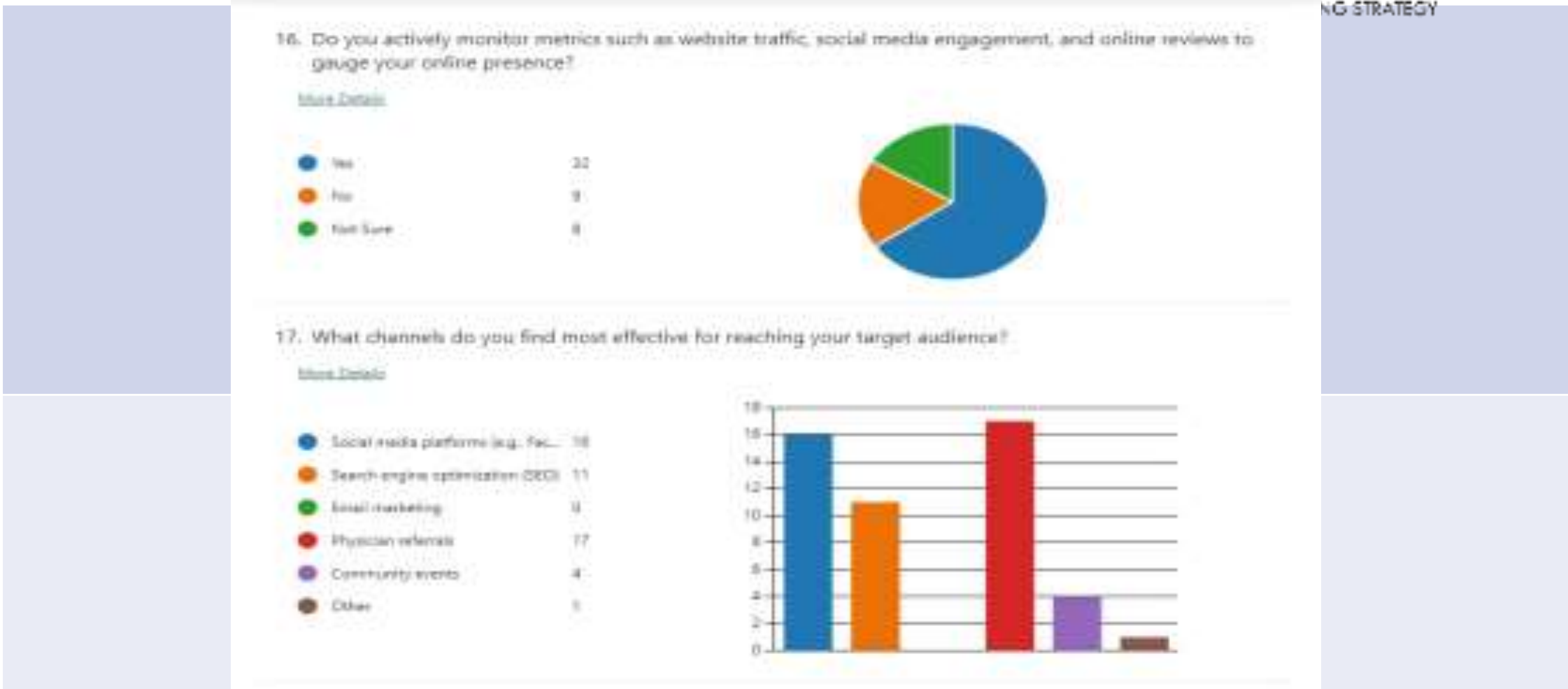
Our Services

Revolutionizing Healthcare Marketing with Tailored Strategies

A pioneering brand under HMS Advisors Pvt Ltd, specialising in healthcare marketing and strategic consultancy. With over two decades of unmatched expertise, we are dedicated to transforming healthcare businesses by enhancing brand visibility, optimising patient engagement, and significantly boosting revenue.



HMS Consultancy Project



Market Research and Competitor Analysis: Conducted in-depth keyword research using SEMRUSH and Uber suggest, Analyzed competitor strategies to benchmark HMS Consultancy's efforts and identify areas for improvement. This included examining the digital marketing approaches of other healthcare consulting firms. Designed and developed content for the HMS Consultancy website, focusing on the services page, Created promotional content for social media platforms.

Enhanced digital marketing skills and understanding of SEO strategies : Improved content development and campaign management abilities. Improved HMS Consultancy's online presence and engagement. Developed and executed a "Myth busting Series" on YouTube, Planned and implemented digital marketing campaigns for key events like World Tobacco Day.

HCG AND HMS CONTENT CREATIONS



CHALLENGES

- There was a need for more frequent brainstorming sessions to enhance creativity and develop innovative marketing strategies.
- There were inconsistencies in task distribution and role clarity within the team, which led to confusion and reduced efficiency in project execution.

USEFULNESS

- Skill development and practical experience.
- Industry insights and exposure.
- Networking for future opportunities.
- Enhanced resume and career prospects.

SUGGESTION

- HCG Hospital:** Enhance Digital and Offline Marketing Efforts: Increase investment in digital marketing to improve online presence and patient engagement, and complement these efforts with offline marketing strategies such as community events and health camps to strengthen brand visibility and patient trust..
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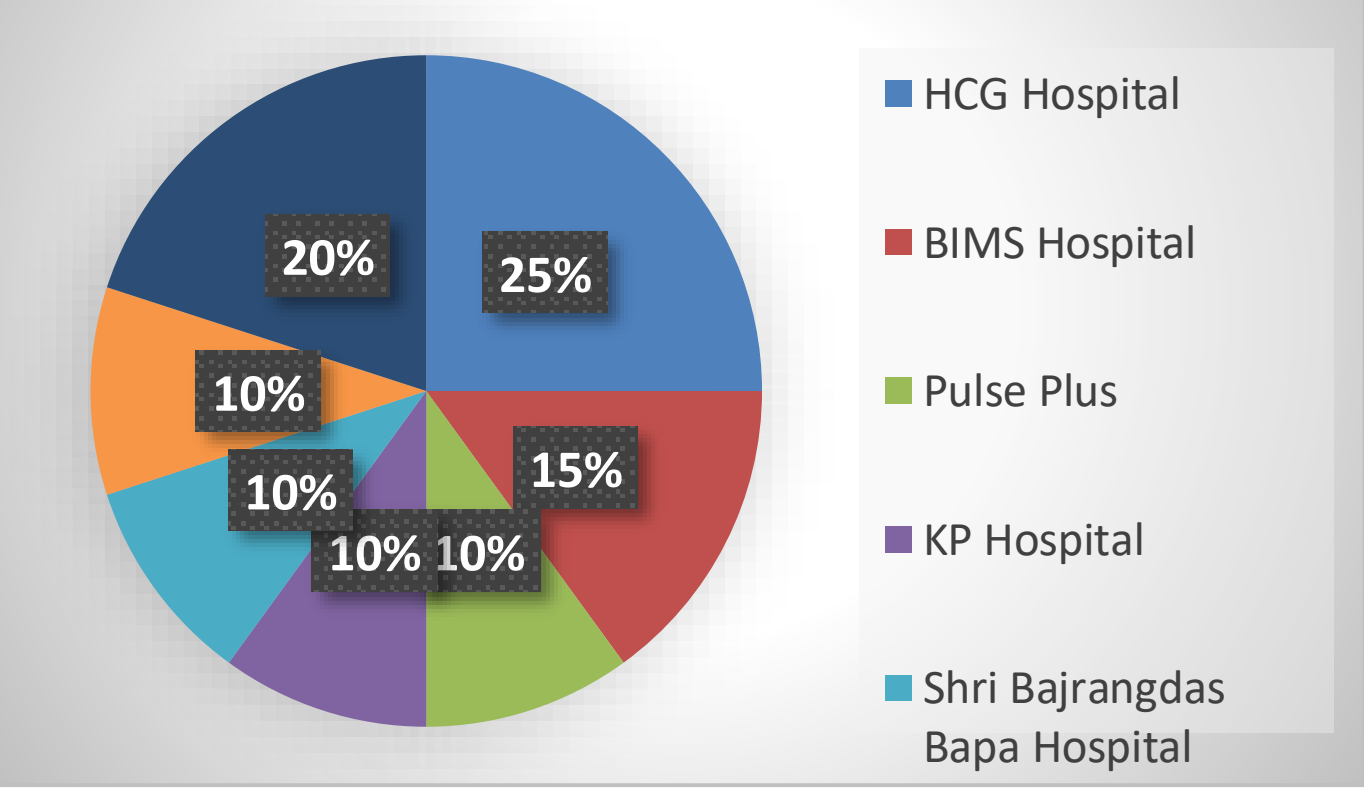
THEORETICAL KNOWLEDGE

- Principles of SEO and keyword research..
- Studying digital marketing tools.
- Creating engaging content strategies.
- Creating comprehensive marketing strategies.
- Conducting keyword research to optimize website content.
- Using SEMRUSH and Uber suggest for keyword research.
- Developing content for the website and social media.
- Implementing campaigns for events like World Tobacco Day.

PRACTICAL EXPOSURE



Market Share



SR NO	ASPECT	HCG Hospital	BIMS Hospital	PULSE PLUS Hospital
1.	Facilities	95 bedded	80 bedded	70 bedded
2.	Expertise	111 doctors	32 doctors	32 doctors
3.	Google Rating	4.8 (8200 reviews)	4.8 (3900 reviews)	4.9 (992 reviews)
4.	Surgical Procedures	High (due to advanced equipment)	High (advanced robotic surgeries)	Moderate
5.	Doctors	111	32	32
6.	LinkedIn presence	no	yes	172
7.	YouTube subscribers	2.3k	555	27
8.	Consultation	₹500 - ₹800	₹400 - ₹700	450 - ₹750
9.	Market Share	45%	30%	25%
10.	Established year	2015	2019	2018