

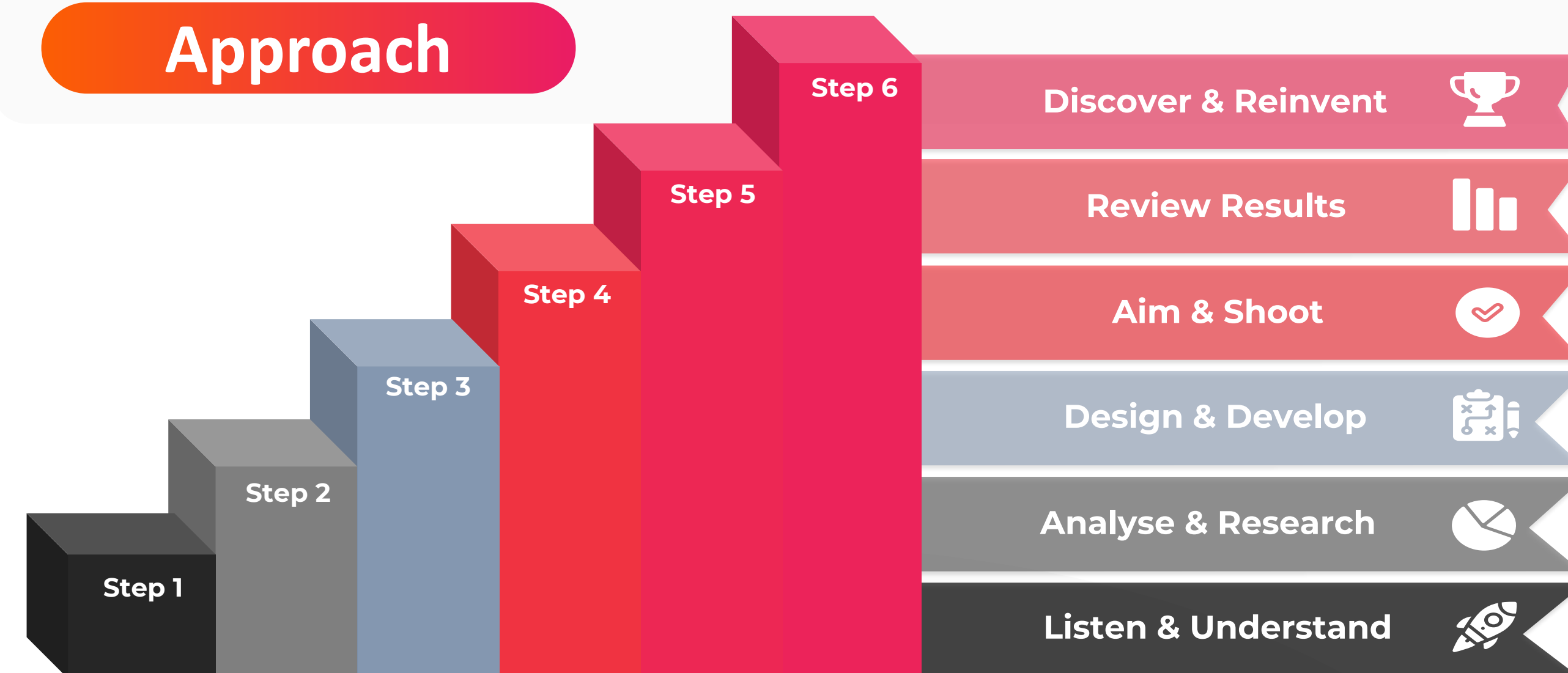
Brief History

Trizone Healthcare Consultants was founded in Vadodara, Gujarat, and has quickly emerged as a leading agency in healthcare marketing and branding. They aim to transform healthcare marketing through innovative, ethical, and effective solutions.

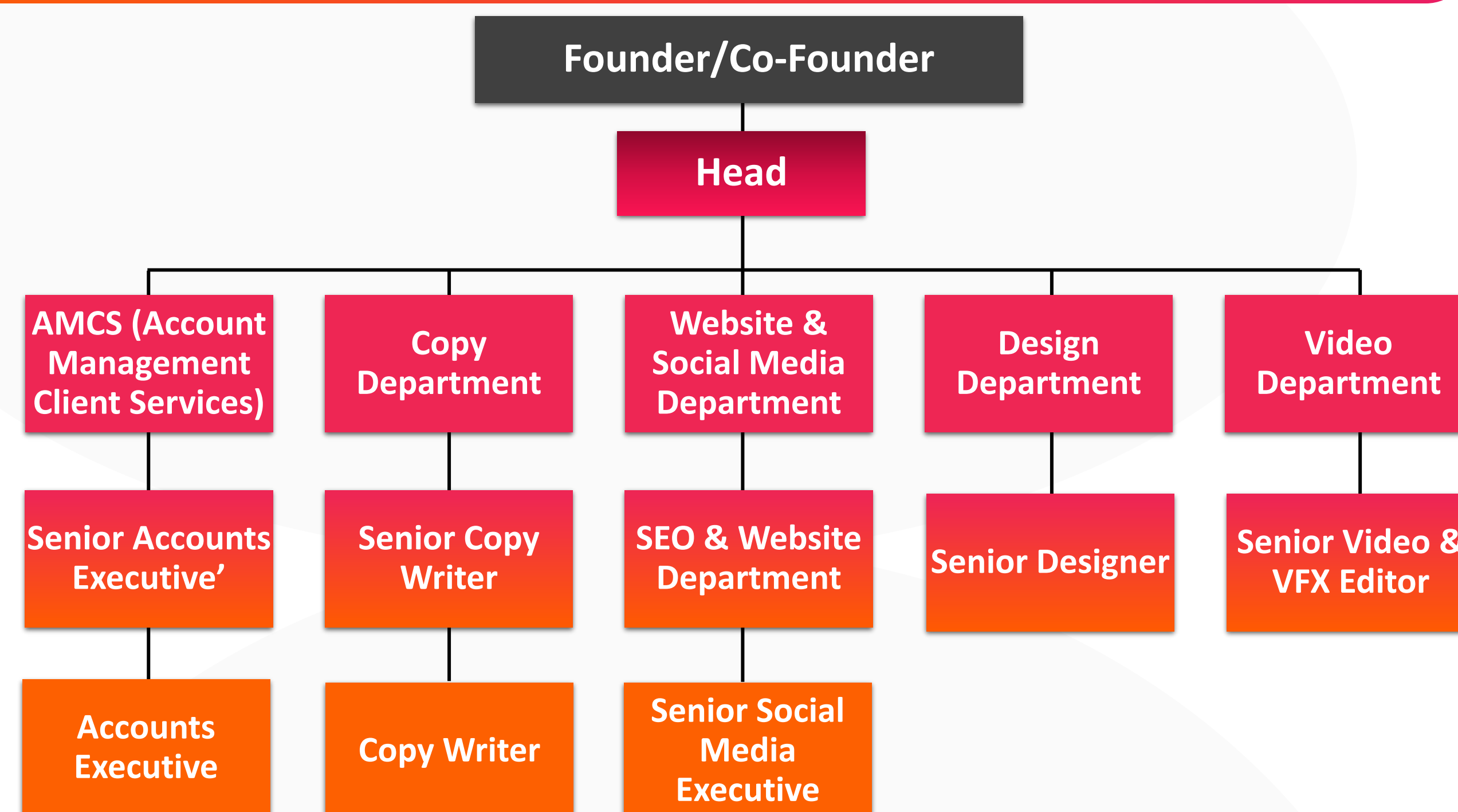
Vision: To be the preferred consulting partner for healthcare organizations across India, recognized for our dedication to excellence and a customer-centric approach.

Mission: To enable healthcare providers to achieve sustainable growth and build strong, trustworthy brands through innovative and ethical marketing solutions.

Approach



Organization Structure



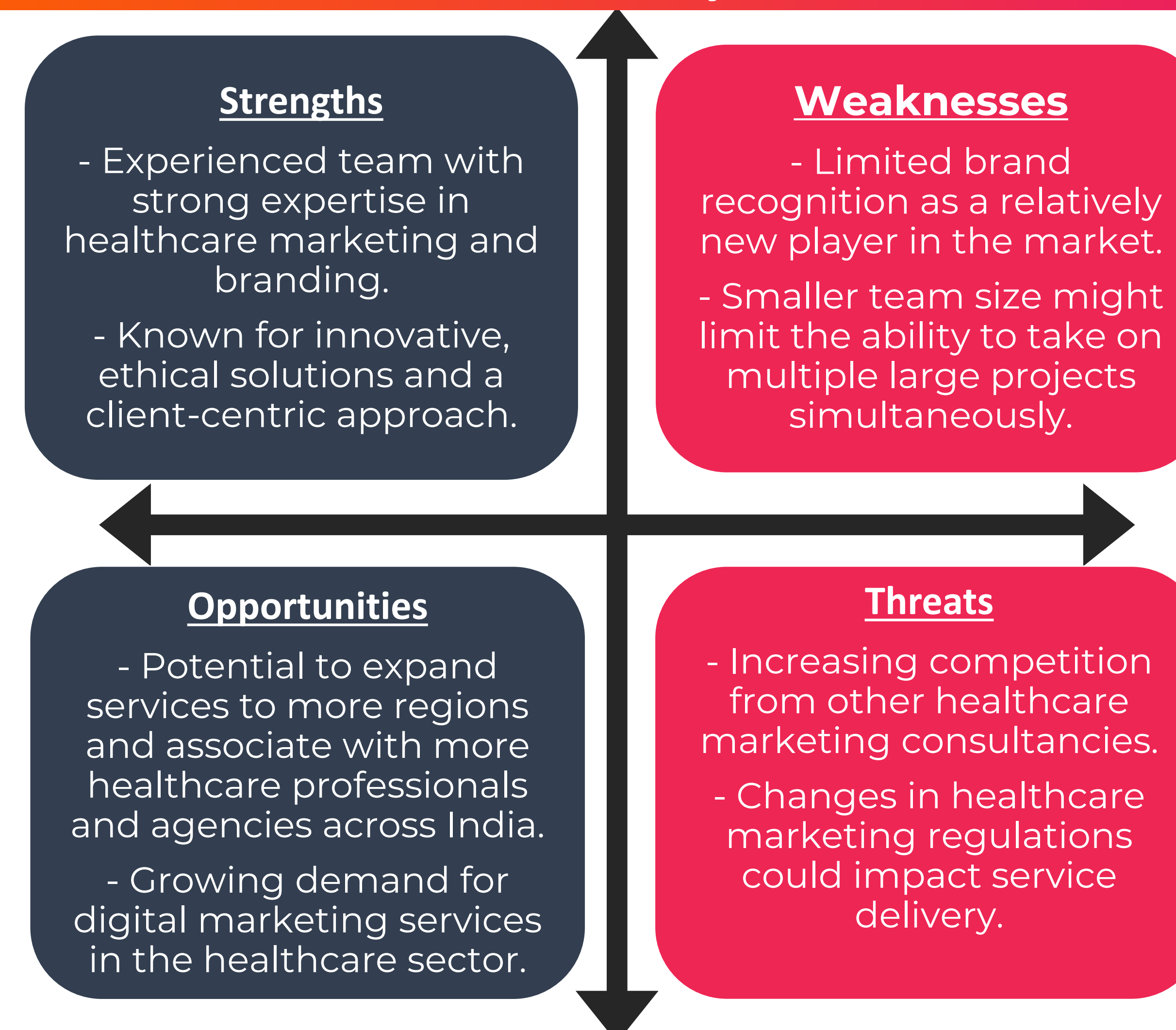
Exponential Learning

- Theoretical Learning:** Comprehensive understanding of healthcare marketing concepts, research methodologies, and SEO principles, SWOT analysis and market research techniques in class
- Practical Exposure:** Conducted competitor analysis, Created SEO-optimized content for websites, Demonstrated tangible results and impact

Usefulness of Internship

- Gained practical experience in healthcare marketing.
- Improved skills in data analysis, SEO, and content creation.
- Enhanced communication and client engagement abilities.
- Developed project management and problem-solving skills.

SWOT Analysis



Challenges faced during Internship

- Communication and Coordination:** Bridging the gap between online and offline team members was challenging, often leading to misunderstandings and delays. Organizing daily meetings were necessary to ensure effective teamwork.
- Specialized Knowledge:** There was a need for more in-depth understanding of healthcare-specific marketing strategies, requiring targeted training to enhance the relevance and effectiveness of marketing efforts.
- Advanced Analytics:** Leveraging advanced analytics tools was initially challenging but crucial for driving marketing decisions and optimizing campaigns.

Learnings During Internship

- Conducted research using social media, website analytics, Google Trends, Google Reviews, and social media presence.
- Performed data analysis and trend analysis for OPD, IPD, doctor-wise, department-wise, therapy-wise, month-wise, and year-wise metrics using Excel.
- Created a social media calendar for daily posting.
- Developed content for social media posts.
- Developed website content using ChatGPT.
- Conducted keyword research using tools like Ubersuggest and Answer the Public.
- Learned SEO techniques using tools like Ubersuggest, Google Tags, and Google Ads.
- Engaged with clients to understand their needs and enhance their marketing strategies.

Objectives & Methodology

1. Conducted Competitor Research.

- Method:** Comprehensive analysis of competitors' online presence and performance across multiple platforms.
- Tools Used:** Online reviews, competitor websites, social media analysis, and Advanced Excel for data analysis.

2. Analyzed Data on Doctor's Performance and Revenue Trends.

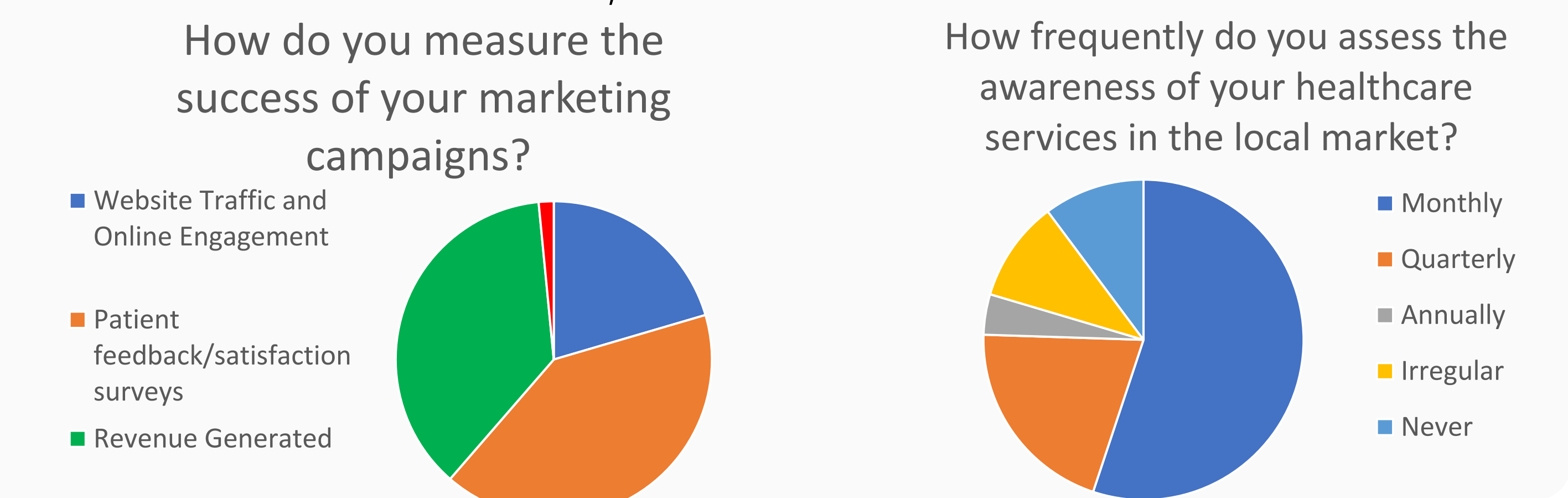
- Method:** Visual and trend analysis using Advanced Excel to evaluate doctors' performance and revenue trends.
- Tools Used:** Microsoft Excel

3. Enhanced Analytical Skills and Improved Brand Awareness through AI and SEO Training.

- Method:** Training sessions on AI applications for market analytics and advanced SEO techniques.
- Tools Used:** AI models (e.g., ChatGPT), Ubersuggest, Answer the Public, Google Trends, Google Tag Manager, Google Analytics.

4. Developed Content for Websites.

- Method:** Creation of website content using AI tools, focusing on SEO optimization.
- Tools Used:** ChatGPT, SEO Tools.



5. Created a Social Media Strategy and Calendar.

- Method:** Development of a detailed social media content calendar for consistent posting across various platforms.
- Tools Used:** Social media platforms like Instagram, YouTube, and Facebook.

6. Facilitated Client Engagement and New Business Development.

- Method:** Engagement with clients to explore new business opportunities and develop strategic interaction plans.
- Tools Used:** Brainstorming sessions, strategic planning.

7. Finalized Content and SEO for Websites

- Method:** Completion of content and SEO strategies to enhance website visibility and compliance.
- Tools Used:** SEO Audit Tools, AI for content development.

Suggestions to organisation

- Enhance Communication and Coordination
- Expand Training in Healthcare Marketing
- Broaden Digital Marketing Strategy