

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 including strategy consulting, marketing, advertising and communication design, content writing, social media marketing etc.
- Trizone follows six different approach : Listen and Understand, Analyse and Research, Design and Develop, Aim and Shoot, Review Results & Discover and Reinvent.

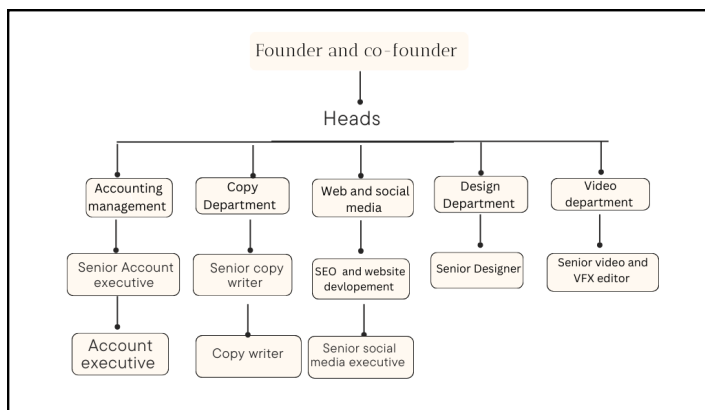
Vison

To be the leading healthcare marketing consultancy firm, transforming healthcare businesses through innovative and effective **360 degree marketing solutions** that increase brand visibility, drive growth, engagement and turn patients into brand ambassadors for our clients.

Mission

To establish ethical & right marketing practices in the healthcare industry and to be the **trusted partner for healthcare providers**, by providing comprehensive and innovative marketing solutions for healthcare providers, promoting their brand, services, and expertise to reach the right audience and drive growth.

Organisational Structure

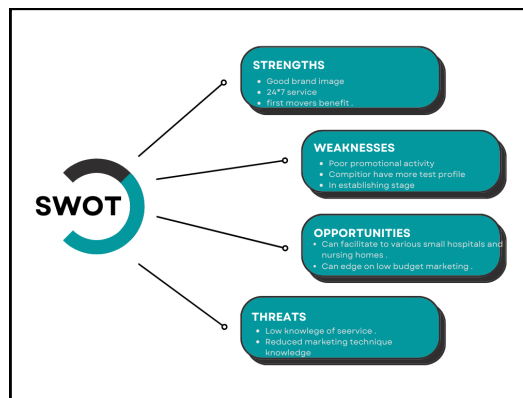


A concise overview of my project

- Conducted a secondary market research for the firm examining market demands and problems such as budget issues , most preferred methods of marketing etc.
- Performed a survey to analyze and find the target audience and their pressing issues .
- Based on the research findings planned out the marketing campaign for the firm on the most pressing issues .
- utilized the insights to plan out various marketing content such as social media posts and website blogs .
- the project aimed for establishing rudimentary elements for the firm such as website , social media presence and building brand awareness and also developing a marketing campaign for the same .

Learnings and outcomes

Swot Analysis

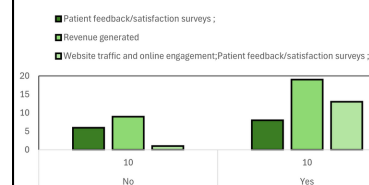



Learnings and outcomes

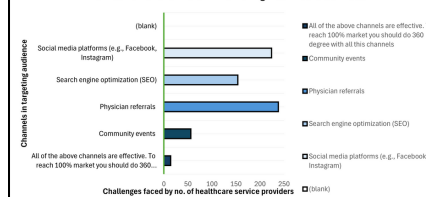
Most common issues for which reached out to agencies



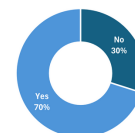
Effectiveness of Marketing Budgets in Healthcare ROI



Distribution of channels in Promoting Healthcare Services



Healthcare agencies dedicated marketing budget



challenges

- Language barrier was also one of the challenge that I faced.
- Obtaining comprehensive and reliable information about competitors' strategies, pricing, and offerings proved to be a challenging task during my internship

Usefulness

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

Suggestion

- In comparison to effectively drive growth and engagement.
- The Design Department needs to be more open to the ideas of others their competitors, they should focus on designing more creative content

Theoretical knowledge and practical exeposure

- Focuses on understanding concepts, principles, and theories through studying.
- Theoretical knowledge provides a foundation for understanding.
- Involves hands-on experience and direct engagement with real-world scenarios.
- while practical exposure enhances skills and offers a deeper understanding of how theoretical knowledge is applied in practice.