

SUMMER INTERNSHIP PROGRAM
at
TRIZONE HEALTHCARE CONSULTANTS

06TH OF MAY 2024 – 05TH OF JULY 2024

A REPORT BY

Deepanshi Gupta

Master Of Business Administration

Pharmaceutical Management

2023-2025

Under the Mentorship of

Dr. Sudhinder Singh Chowhan
Associate professor





HEALTHCARE
CONSULTANTS

Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Deepanshi Gupta**, a student from IIHMR University, Jaipur, MBA Pharmaceutical Management Batch 2023-25, has completed her internship programme (online) with **Trizone Healthcare Consultants LLP** from May 6th to July 5th 2024.

She demonstrated a positive attitude and enthusiasm towards learning new things.

We are confident that she will excel in all her future endeavours.

Cheers,

Krutika Mayavanshi.

**Senior Human Resources Executive
Trizone Healthcare LLP**

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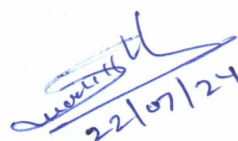
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IIHMR UNIVERSITY FACULTY MENTOR APPROVAL

This is to certify that Ms. DEEPANSHI GUPTA of the academic year 2023-25 of SCHOOL OF PHARMACEUTICAL MANAGEMENT has prepared a poster with respect to her summer internship held during May-July 2024.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 22/07/2024


22/07/24

(Signature of Faculty Mentor)

Dr. Sudhinder Singh Chowhan

Associate Professor at IIHMR University

ABOUT TRIZONE:

Trizone Healthcare Consultants' approach enables us to deliver universal roadmaps for healthcare providers that create disruption, deliver solutions, deliver results, and define the future of the healthcare ecosystem. We exist to solve the biggest challenges of large and small healthcare providers today.

VISION

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, and 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

STRENGTH

- 20+ years of experience in healthcare marketing
- Offers high-value healthcare consulting with specialized knowledge.

WEAKNESS

- Smaller staff and budget limit project scope and marketing.
- Heavy reliance on few clients

OPPORTUNITY

- Growing Demand for Content
- Marketing Expanding Digital Marketing

THREATS

- Intense Competition
- Regulatory Changes
- Customers preferences

SURAT DIABETIC FOOT AND ULCER CLINIC (PROJECT)

Dr. Ashutosh Shah, a well-known plastic surgeon in Surat, Gujarat, has been practicing since 2004. He is a board-certified cosmetic plastic surgeon registered with the Medical Council of India and a member of the Diabetic Foot Society of India (DFSI). His motto is to heal ulcers in a short span of time, keep it healed for a long without recurrence.

Problems faced by the clinic:

- 1) Brand Awareness
- 2) Patient Footfall
- 3) Product Awareness

LEARNINGS:

I developed professionalism, time management, and active listening skills during my internship. I learned the importance of timely work submission and gained insights into the healthcare market and consulting practices

CHALLENGES:

- Meetings often didn't follow the schedule, making time management difficult.
- Lack of communication with HR complicated managing responsibilities as an online intern.

THEORETICAL:

- Essential methodologies and frameworks for a strong conceptual base.
- Enhances strategic thinking with a broad perspective on industry trends.

PRACTICAL

- Direct engagement with real problems enhances skills and adaptability.
- Builds connections and allows rapid improvement through immediate feedback.

SUGGESTIONS

Expand the mentor team to improve intern management. With one mentor for all, especially online, communication and support were challenging. Hiring more mentors or focusing on offline interns could enhance guidance and interactions.



DIABETIC FOOT ULCER



Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Surat Diabetic foot and ulcer clinic

Name of the Student: Deepanshi Gupta

Roll no: 0494

Stream: MBA Pharmaceutical Management

Week no: 01

From 6th May to 11th May

Activity Done	In the first week of the summer internship program, we had an introductory session where we learned about the company's operations, vision, mission, culture, founders, and history. We gained insights into marketing, the company's customers, services, market strategies, and competitors. The co-founder gave a detailed presentation on branding, covering brand formation, recognition, strategy, and sustainability. The company identified three major issues faced by healthcare organizations: branding, patient footfall, and revenue generation. This week, we were also introduced to our projects.
Linking theory (Classroom learning) with practice at your organization	NA
Gaps identified on the working area.	There are no such gaps in the working area
Suggestions for improvement	No, all processes and performances are currently meeting expectations.
Plan for the next week	The plan for the next week was to work on the project introduced during the first week. We delved into the details of our assigned projects. I was allocated the project on Surat Diabetic Foot Ulcer and Care.

Signature of the Student: Deepanshi Gupta

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Surat Diabetic foot and ulcer clinic

Name of the Student: Deepanshi Gupta

Roll no: 0494

Stream: MBA Pharmaceutical Management

Week no: 02

From: 13th May to 18th May

Activity Done	In the session, we discussed the different projects available. After understanding each project, we assigned them to other groups. I was allotted the Surat Diabetic Foot Care project. Once the projects were assigned, we clearly explained each group's tasks. We also gave instructions on how to carry out these tasks to ensure everyone knew what to do. I researched their websites and worked on improving their social media presence. This included creating engaging content for their audience, scheduling posts at the best times, interacting with followers, using popular hashtags, and analyzing data to increase their visibility.
Linking theory (Classroom learning) with practice at your organization	Through secondary research, we explored how theoretical concepts from classroom learning can be applied practically within our organization. Eoring the Surat Diabetic website through research, including analyzing their existing data, and observing their videos on Instagram, Facebook, and LinkedIn platforms.
Gaps identified on the working area.	There are no such gaps in the working area
Suggestions for improvement	No, all processes and performances are currently meeting expectations.
Plan for the next week	Next week, we will focus on enhancing their website.

Signature of the Student: Deepanshi Gupta

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Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Surat Diabetic foot and ulcer clinic

Name of the Student: Deepanshi Gupta

Roll no:0494

Stream: MBA Pharmaceutical Management

Week no: 03

From 20th May to 25th May

Activity Done	After comparing it with competitors' websites to identify strengths and weaknesses, we will implement enhancements to make the website more user-friendly, engaging, and aligned with its goals. This could involve updating the design, enhancing navigation, introducing new features, and optimizing content to improve visitor attraction and retention. We conducted extensive research to gather insights and recommendations for their websites
Linking theory (Classroom learning) with practice at your organization	Market research
Gaps identified on the working area.	The meetings suffered from poor time management
Suggestions for improvement	The suggestion is that meetings should start promptly at their scheduled times to improve punctuality and efficiency.
Plan for the next week	In the following week, we executed our plan by implementing the identified improvements for the website.

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Reporting Format

(Weekly)

Name of the Organization: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Surat Diabetic Foot and Ulcer Clinic

Name of the Student: Deepanshi Gupta

Roll no: 0494

Stream: MBA Pharmaceutical Management

Week no: 04

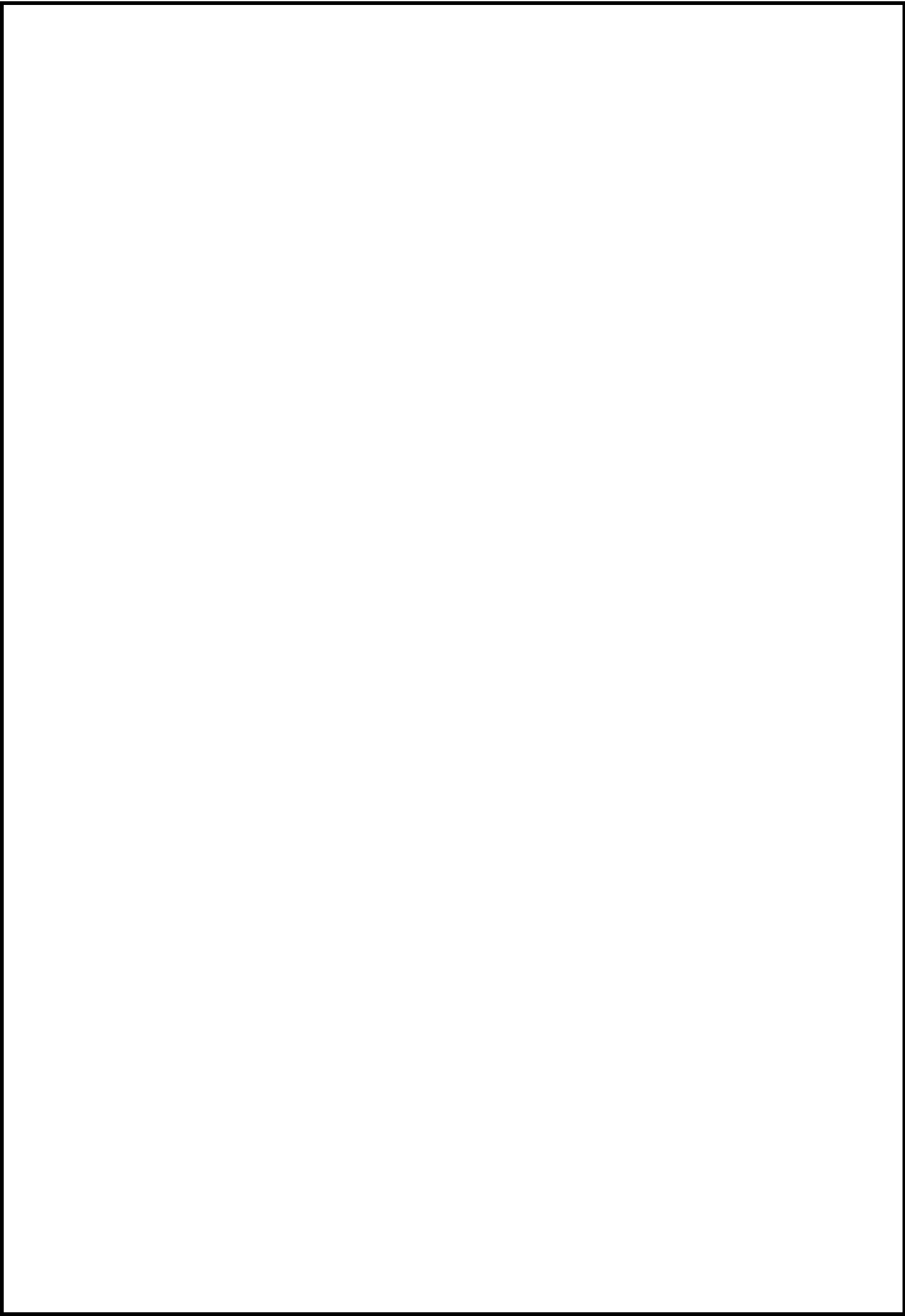
From: 27th May to 1st June

Activity Done	We put our plan into action by implementing the improvements we identified for the website. We focused on enhancing its design, usability, and overall appeal to ensure it stands out against competitors. This included refining the layout, optimizing the user experience, and updating content to better engage visitors. In addition to the website updates, we created a comprehensive content strategy for social media. We brainstormed and developed engaging ideas for posts and videos tailored for platforms such as Facebook, Instagram, and YouTube. The goal was to boost brand awareness, attract more followers, and increase interaction with our audience. This included planning a mix of informative, entertaining, and promotional content to keep our social media presence dynamic and appealing.
Linking theory (Classroom learning) with practice at your organisation	Digital Marketing
Gaps identified on the working area.	They should notify us about the meetings.
Suggestions for improvement	They should notify us about meetings at least a day in advance.
Plan for the next week	We will be assigned with the new project for the upcoming weeks

Signature of the Student: Deepanshi Gupta

Approved by the IIHMR University's Mentor

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Reporting Format (Weekly)

Name of the Organization: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Khushhi IVF

Name of the Student: Deepanshi Gupta

Roll no: 0494

Stream: MBA Pharmaceutical Management

Week no: 05

From 3rd June to 8th June

Activity Done	We were assigned a new project focused on Khushhi IVF. During this time, we conducted secondary research to gather comprehensive information about the company. As part of our research, we performed a SWOT analysis to evaluate Khushhi IVF's strengths, weaknesses, opportunities, and threats. This analysis provided valuable insights into the company's competitive position and potential areas for growth and improvement.
Linking theory (Classroom learning) with practice at your organisation	Secondary Research
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	To develop a strategy to enhance the company's brand awareness

Signature of the Student: Deepanshi Gupta

Approved by the IIHMR University's Mentor

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Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Khushhi IVF

Name of the Student: Deepanshi Gupta

Roll no:0494

Stream: MBA Pharmaceutical Management

Week no: 06

From:10th June to 15th June

Activity Done	After completing our research, we were tasked with developing a strategy to enhance the company's brand awareness. Based on our previous research, we generated ideas and built a strategy to enhance brand awareness, focusing on identifying the target audience and effective engagement methods.
Linking theory (Classroom learning) with practice at your organisation	Integrated Marketing Communications and Strategic Planning
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	To work on this topic for one more week

Signature of the Student

Approved by the IIHMR University's Mentor

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Reporting Format (Weekly)

Name of the Organization: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Khushhi IVF

Name of the Student: Deepanshi Gupta

Roll no:0494

Stream: MBA Pharmaceutical Management

Week no: 07

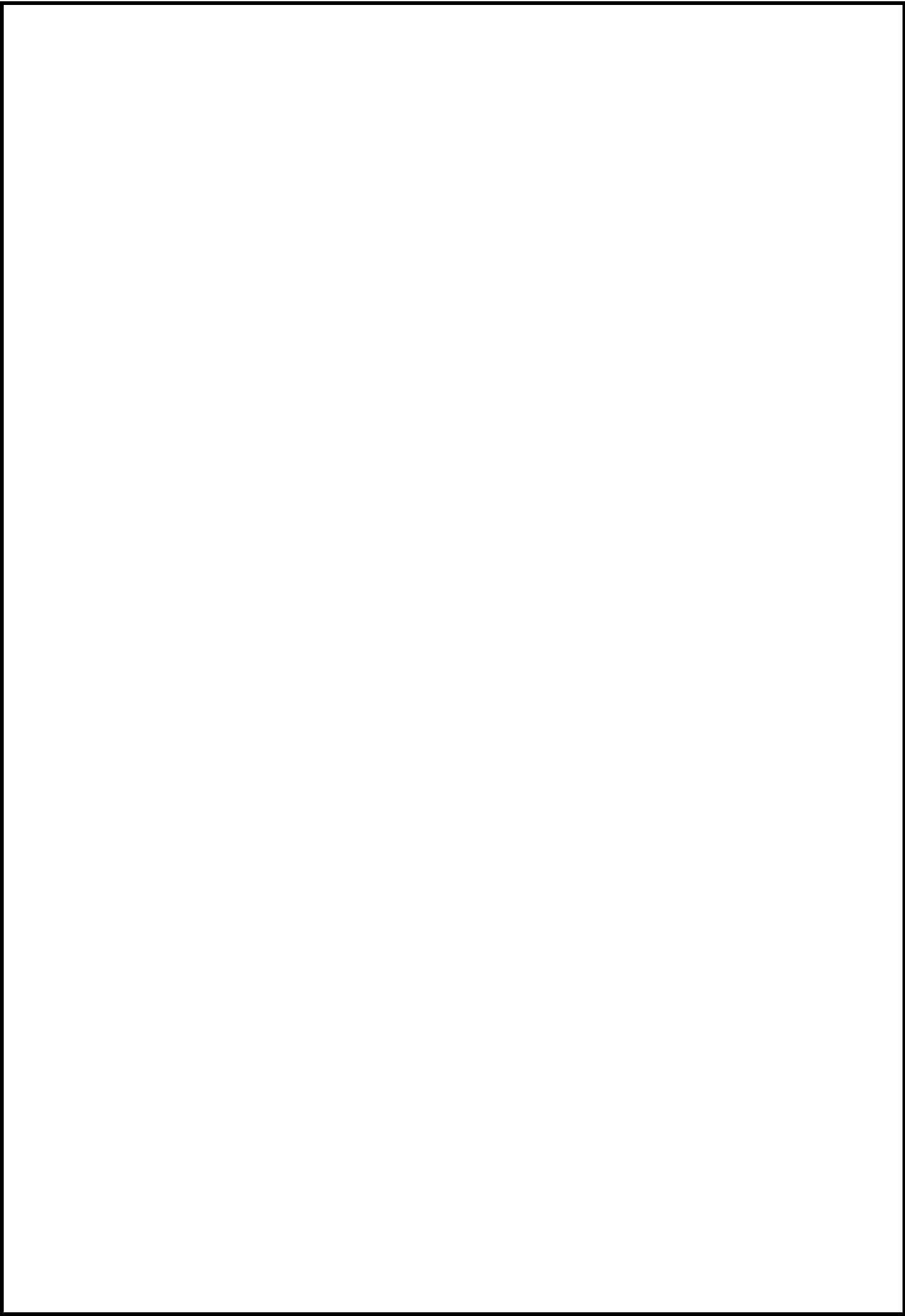
From: 17TH June to 22nd June

Activity Done	We developed a strategic plan by thoroughly analyzing our competitors' operations. This included studying their products, services, pricing strategies, and customer engagement. We identified key areas for our development, such as improving product offerings and optimizing pricing models. Additionally, we examined the communication channels our competitors use, including social media, email marketing, and advertising strategies. Using these insights, we formulated strategies to strengthen our market position, adopting best practices, innovating where competitors fall short, and leveraging effective communication channels to better engage with our target audience. This comprehensive approach aims to enhance our competitiveness and drive sustainable growth.
Linking theory (Classroom learning) with practice at your organisation	Integrated Marketing Communications and Strategic Planning
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	Back to the first project Surat diabetic foot and ulcer clinic

Signature of the Student: Deepanshi Gupta

Approved by the IIHMR University's Mentor

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Reporting Format (Weekly)

Name of the Organization: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Surat Diabetic Foot and ulcer clinic

Name of the Student: Deepanshi Gupta

Roll no:0494

Stream: MBA Pharmaceutical Management

Week no: 08

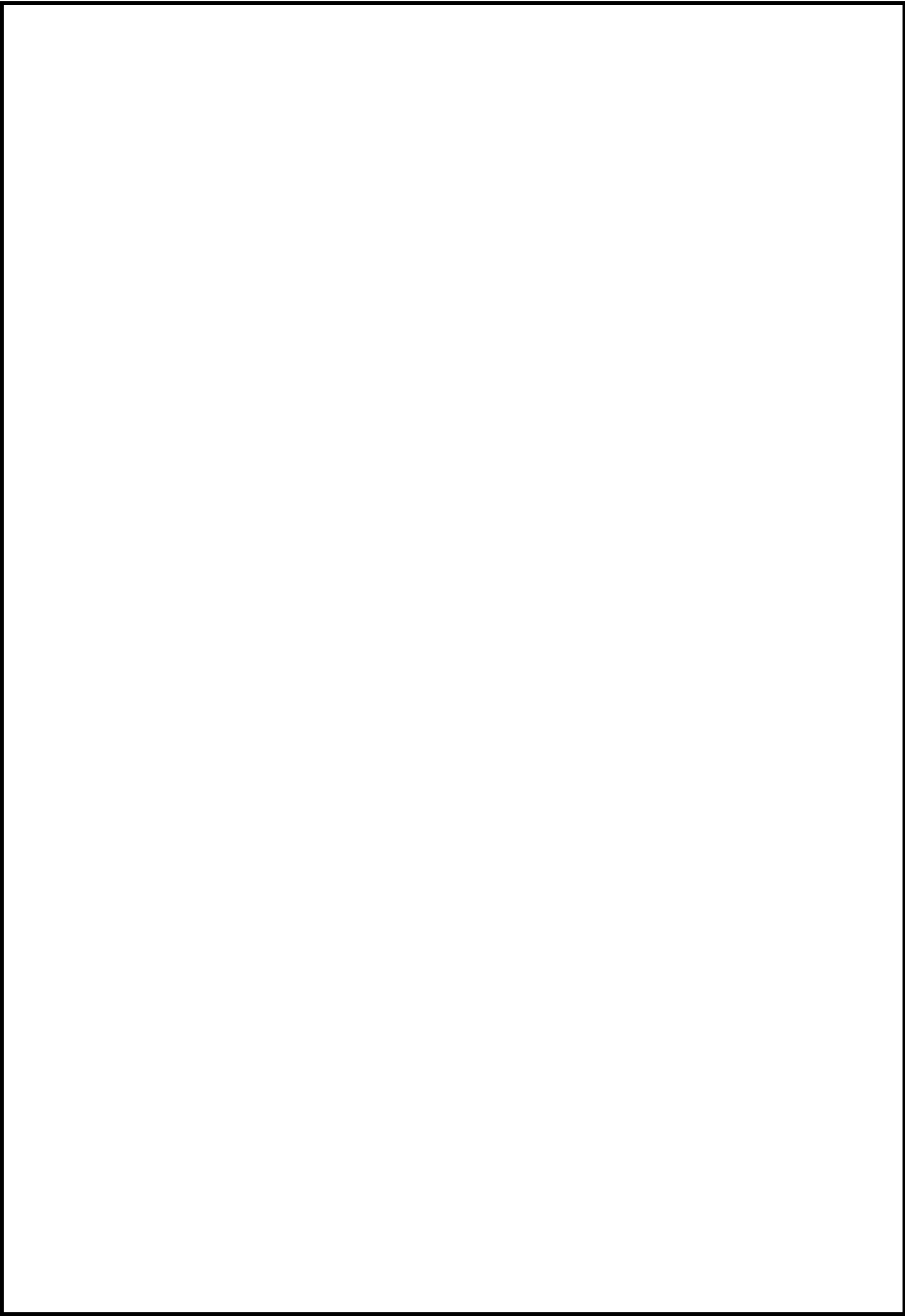
From 24TH June to 3rd July

Activity Done	We monitored their YouTube channel closely and compiled detailed information in an Excel spreadsheet. We recorded which diseases had dedicated videos already produced and identified those for which videos had not yet been created. This categorization helped us assess their content coverage comprehensively and plan future video production strategies accordingly.
Linking theory (Classroom learning) with practice at your organization	Product life cycle management
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	NA

Signature of the Student: Deepanshi Gupta

Approved by the IIHMR University's Mentor

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Compiled Reporting Format

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Surat Diabetic foot and ulcer clinic

Name of the Student: Deepanshi Gupta

Roll no:0494

Stream: MBA Pharmaceutical Management

Activity Done	Competitors study, Content Marketing, social media marketing, strategy building, SEO, Google business, Target and segmentation, Content mix, Uber keywords
Linking theory (Classroom learning) with practice at your organization	SWOT, Secondary Research, content mix, Organizational behaviour
Gaps identified in the working area.	Time Management, there was micro-management, The main gap identified by our mentor at Trizone Healthcare Consultants was that individual practitioners are unable to effectively market their own clinics.
Suggestions for improvement	If the mentorship for offline students, which includes hands-on experience, cannot be provided as efficiently to online students, then the intake for online students should be reduced, or the option for offline internships should be discontinued. Additionally, there were issues with scheduling.

Signature of the Student: Deepanshi Gupta

Approved by the IIHMR University's Mentor

Report should be maximum of 10-12 page

INTRODUCTION

During my two-month internship as a market research intern at Trizone Healthcare Consultants, I gained substantial knowledge and hands-on experience. I worked on two key projects, the first being for the Surat Diabetic Foot Care and Ulcer Hospital. Initially, I conducted an in-depth analysis of their website to understand diabetic foot ulcers, including their causes, prevention, and treatment options. This research included a detailed examination of the services provided by the hospital, such as specialized dressing, wound culture, PRP/PRF therapy, VAC/NPWT, and MLS laser treatments.

In the initial phase, my focus was on understanding the hospital's online presence. I analyzed their website and social media platforms to assess their current brand awareness and portfolio. This involved a comprehensive review of their content on various social media channels. My role was to identify gaps and opportunities for improvement in their online presence. We worked on enhancing their website's user experience and provided strategic ideas for social media posts to increase engagement and reach.

For about five weeks, our team concentrated on boosting the hospital's brand awareness. We suggested corrections to their website and proposed a content strategy for their social media platforms. Additionally, we conducted a competitive analysis to understand the hospital's position in the market and identify areas for improvement. This phase involved continuous monitoring and adjustments to ensure the strategies were effective.

After the initial project, I was assigned to work on Khushhi IVF for two weeks. This project involved market research to identify the target audience and develop a market strategy to increase brand awareness. Similar to the first project, I conducted a thorough analysis of their online presence and suggested improvements. This experience broadened my understanding of market research and strategy development in the healthcare sector.

Upon completing the Khushhi IVF project, I returned to the Surat Diabetic Foot Care and Ulcer Hospital project. This time, the focus was on their YouTube content. I reviewed the types of content available, analyzed the services covered in their videos, and developed an Excel sheet to organize and track content ideas. Additionally, I generated new ideas for their social media posts to ensure a consistent and engaging online presence.

ABOUT TRIZONE HEALTHCARE CONSULTANTS

Trizone Healthcare Consultants is a leading healthcare marketing consultancy firm focused on transforming healthcare businesses through comprehensive and innovative marketing solutions. Founded by Akhil Dave, an alumnus of IIM Lucknow with over 20 years of experience in healthcare branding, marketing, and strategy, Trizone Healthcare is dedicated to providing data-driven, customized strategies to its clients.

The consultancy offers a wide range of services including strategy consulting, branding, advertising, content writing, website development, digital marketing, and social media marketing. They specialize in creating tailored solutions that enhance brand visibility, increase patient footfall, and drive growth. Their unique approach involves a six-step framework: Listen & Understand, Analyze & Research, Design & Develop, Aim & Shoot, Review Results, and Discover & Reinvent. This method ensures that their strategies are not only effective but also adaptable to changing market dynamics.

Trizone Healthcare Consultants is a premier healthcare marketing consultancy firm with a clear vision and mission aimed at transforming healthcare businesses. Their **vision** is to be the leading healthcare marketing consultancy, delivering innovative and effective 360-degree marketing solutions that enhance brand visibility, drive growth, and engage patients, turning them into brand ambassadors for their clients. Their **mission** is to establish ethical and effective marketing practices in the healthcare industry, serving as a trusted partner for healthcare providers. They provide comprehensive and innovative marketing solutions that promote healthcare brands, services, and expertise to reach the right audience and drive growth.

Trizone Healthcare is known for its ethical marketing practices and its ability to deliver significant results by understanding the specific needs of each client. They work closely with healthcare providers to improve their marketing efforts, ensuring a positive return on investment and transforming patients into brand ambassadors. Their expertise extends to both large healthcare institutions and smaller clinics, helping them overcome common marketing challenges and achieve their business goals.

As a market research intern at Trizone Healthcare Consultants, my goal is to study the healthcare market carefully. I gather important information about how the pharmaceutical industry works. This helps Trizone Healthcare create new healthcare solutions and stay ahead of the competition. I am dedicated to helping Trizone Healthcare succeed by focusing on quality, professionalism, and smart strategies. My aim is to support the company's growth and enhance its reputation as a top healthcare consulting firm.

What is Diabetic Foot Ulcer?

Diabetic foot ulcers are among the most common complications of patients who have diabetes mellitus which is not well controlled. It is usually the result of poor glycemic control, underlying neuropathy, peripheral vascular disease, or poor foot care. It is also one of the common cause for osteomyelitis of the foot and amputation of lower extremities. These ulcers are usually in the areas of the foot which encounters repetitive trauma and pressure sensations. Staphylococcus is the common infective organism. The disease is typically chronic, and an interprofessional approach will have the best outcome. The combined involvement of podiatrist, endocrinologist, primary care physician, vascular surgeon, and an infectious disease specialist is extremely beneficial. It is a commonly encountered scenario in both outpatient settings and inpatients.

Diabetic foot ulcers are responsible for more admissions than any other diabetic complication. Today, diabetes is the leading cause of non-traumatic amputations in the US. Overall, about 5% of patients with diabetes mellitus develop foot ulcers and 1% end up with an amputation.

Educating the patient about the complication and the need for proper medical care will reduce the risk of complications and good compliance. (<https://www.ncbi.nlm.nih.gov/books/NBK537328/>)

SURAT DIABETIC FOOT CARE AND ULCER

Surat Diabetic Foot Care and Ulcer, I spent time thoroughly examining their website and exploring their activity on social media platforms. I studied how they organize and present information about their services, treatments, and patient care on their website. This included looking at the layout, content clarity, and user experience to see how they engage visitors and potential patients online.

On their social media channels, I analysed the types of posts they shared. This included educational content such as health tips related to diabetic foot care, insights into various treatments they offer, success stories from patients, and updates about any new services or events. By studying these posts, I gained an understanding of how Surat Diabetic Foot Care and Ulcer communicates with their audience, builds trust, and promotes their expertise in diabetic foot care and ulcer treatments.

This initial analysis was crucial as it provided me with insights into their current digital presence and helped me identify potential areas for improvement or new strategies to enhance their online engagement and outreach efforts.

They have a growing presence on various social media platforms. On Instagram, they have garnered 173 followers who stay updated with their latest posts and updates. Their LinkedIn profile has attracted 211 followers, likely including professionals interested in their services and industry insights. Additionally, their YouTube channel has a substantial following with 645 subscribers who watch their videos for information and updates on diabetic foot care and ulcer treatments.



SECONDARY RESEARCH

I focused on secondary research to gather comprehensive information on the market landscape. This involved studying industry trends to understand the latest developments and innovations in diabetic foot care. I analyzed competitor activities to see how other organizations in the same field position themselves, what services they offer, and how they engage with their audience. This analysis provided insights into the strengths and weaknesses of competitors, highlighting areas where Surat Diabetic Foot Care and Ulcer could stand out.

Additionally, I researched patient needs and preferences by examining patient reviews, forums, and other feedback sources. This helped me identify what patients are looking for in diabetic foot care services, their common concerns, and the types of information they seek. By understanding these patient needs, I could suggest content and services that would better meet the expectations of potential patients.

TARGET AND SEGMENTATION

TARGETING:

Diabetic patients are particularly susceptible to this foot ulcer, as their impaired wound healing and blood clotting complications make it difficult for these wounds to heal effectively. Diabetic foot is defined as the foot of diabetic patients with ulceration, infection, and/or destruction of the deep tissues, associated with neurological abnormalities and various degrees of peripheral vascular disease in the lower limb.

(<https://www.ijurgery.com/index.php/isj/article/view/2137>)

WHAT TARGET MARKET IS DOING?

The target market for a specific product/service

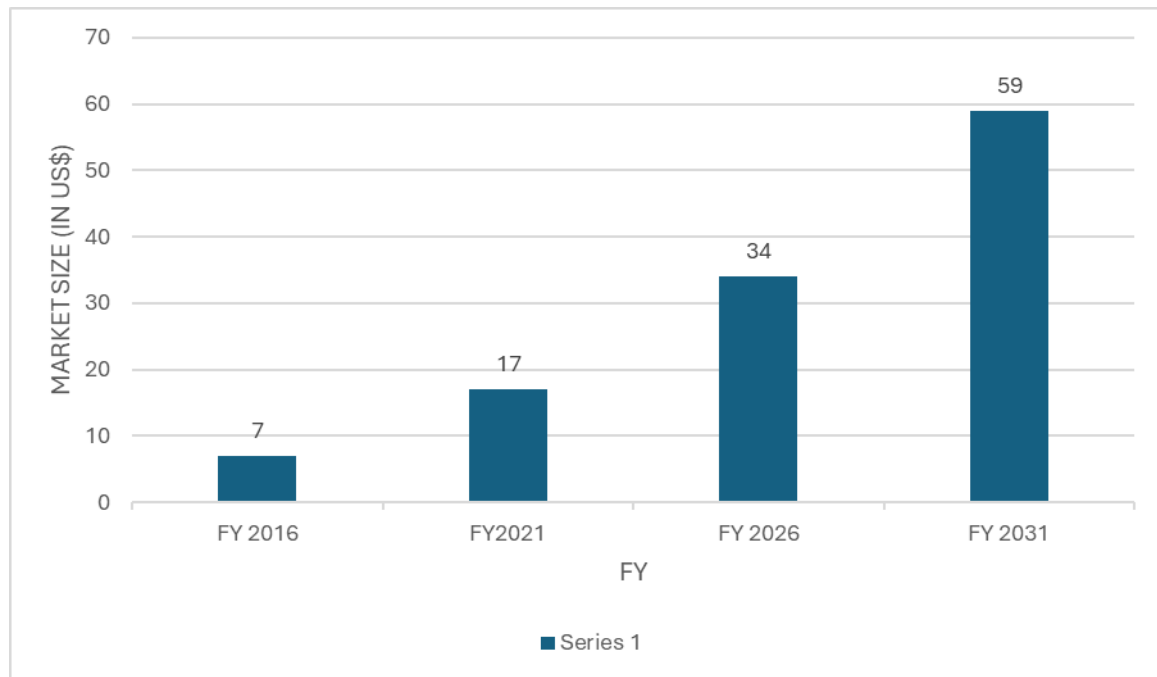
- In India, the numbers of diabetic foot patients are increasing in both urban and rural settings, with 85% of amputations preceded by foot ulcers.
- Almost 75% of these amputations are performed on neuropathic feet with secondary infection, which is potentially preventable. In India, neuropathic lesions account for 80% of foot ulcers, with neuroischemic making up the remaining 20%.
- The prevalence of the peripheral arterial disease is 3.2% in diabetic patients aged <50 years, but it increases to 33% in those aged >80 years, with the increase being associated with both age and the duration of diabetes.
- **In India, approximately 100,000 legs are amputated every year, and the numbers are increasing.**

Questionnaire on diabetic foot provided to healthcare professionals

Questionnaire on diabetic foot provided to healthcare professionals

1. Are you running an independent diabetic foot clinic?
2. Which techniques do you use in the management of diabetic foot?
3. What patient activities do you use for diabetic foot education? (footcare education camp, diabetic foot prevention camp, counselling program)
4. How can patients be made aware of DFC? (visual aids, infographics, animations)
5. What outreach program can be started in your diabetic foot-care clinic (pamphlets, videos or audio-visual aid)?
6. How many diabetic foot cases do you see in a week?
7. What is the prevalence of diabetic footcare in your area?
8. What is the clinical cure rate for diabetic foot ulcers?
9. At what stage of foot ulcer do patients mostly become aware?
10. Can you provide the number of amputations you perform in a month (approximately)?

Market research reports



Market Size (in US\$) vs financial year

<https://www.statista.com/statistics/1359258/india-diabetes-and-pre-diabetes-care-market-size/#:~:text=In%20financial%20year%202021%2C%20the,about%2017%20billion%20U.S.%20dollars.>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7364422/>

2) General trends

- Market research publication
- Industry report
- News article

SEGMENTATION:

Breaking down the market for diabetic foot ulcer care in Surat means splitting up the people who need treatment based on things like their age, how bad their condition is, whether they can easily get medical help, what kind of treatment they like, and how much money they have. This helps doctors, businesses, and people making decisions about healthcare to make plans that fit the different needs of diabetic patients in Surat.

In 2024, the population of Surat is 8,331,000, characterized by diverse demographics including various age groups, socioeconomic statuses, genders, and residential areas. (<https://surat.nic.in/demography/>)

CONTENT MIX

Content marketing mix can be described as the right blend of different content types (blogs, videos, case studies, webinars, podcasts, ebooks, infographics, and so on) to attract, engage, convert and retain your ideal customers. (<https://databox.com/perfect-content-marketing-mix>)

AWARENESS:

Awareness can be provided by the

Public Awareness Campaign:

- Social media
- Newspapers
- Posters
- Community events

Health Education Programs conducted in

- School
- Colleges
- Workplace
- Community centres

Seminars And Webinars

- Healthcare Professionals

Digital Resources

- Online websites
- Videos
- Social media platforms

Screening Programs

- Free screening
- Low-cost screening

Existing Diabetic Management Programs

- Diabetic clinics

BLOG POSTS:

To create informative blog posts covering various aspects of foot ulcer prevention and treatment. This includes discussing the appearance of foot ulcers, identifying symptoms, emphasizing the importance of addressing wounds that won't heal, and exploring the relationship between diabetes and foot ulcers. These articles can serve as valuable resources to educate our audience and promote proactive healthcare practices. (<https://www.footandwound.com/blog>)

VIDEOS

To produce informative videos on foot ulcers stemming from diabetes. These could take the form of animated explanations, illustrating the effects of diabetes on the feet, or real-life testimonials from individuals who have successfully undergone treatment. It's crucial that these videos use simple language to ensure they're accessible to everyone, effectively conveying the message about the importance of diabetes management and foot care.

(<https://www.youtube.com/watch?v=QeViOIyNtA0>

https://www.youtube.com/watch?v=DmVxX8rmD_U

<https://www.youtube.com/watch?v=GA5h3-TNuYA>)

INFOGRAPHICS

We should create comprehensive data representations about diabetic foot ulcers for patients. This should include information on how these ulcers develop due to diabetes, preventive measures to avoid them, available treatments, daily foot care routines, potential side effects, and the overall impact of diabetic foot ulcers on health. Additionally, it's essential to provide guidance on managing diabetes effectively to prevent complications like foot ulcers from occurring.



EBOOK

We can make the eBook available in different languages so that everyone can understand it. It will cover everything you need to know about diabetes and foot ulcers in a clear and easy-to-understand way. This way, more people can learn about how to prevent and deal with foot ulcers caused by diabetes, no matter what language they speak.(<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9791571/>)

For example:

1. What Are Diabetic Foot Ulcers?
2. Prevention Strategies
3. Treatment Options
4. Daily Foot care Routine
5. Managing Side effects and Complications
6. Quality of Life

SOCIAL MEDIA POSTS

We can engage healthcare professionals active on social media platforms to promote and educate people about diabetic foot ulcers, providing valuable insights into prevention and management. With platforms like Instagram, Facebook, Twitter, and more, there are ample opportunities for outreach. By creating dedicated pages and collaborating with healthcare experts, we can maintain consistency and share relevant posts through engaging visuals such as photos and videos. This proactive approach ensures that crucial information reaches a broader audience, fostering greater awareness and understanding of diabetic foot ulcers.

PODCAST AND WEBINARS

We can organize podcasts featuring healthcare professionals discussing diabetic foot ulcers in-depth, offering valuable insights and answering questions freely. Additionally, we should conduct webinars in various settings such as schools, colleges, workplaces, and community centres to educate people of all ages about diabetic foot ulcers. These interactive sessions will raise awareness and provide essential knowledge about prevention, treatment, and management strategies for diabetic foot ulcers, ensuring that everyone is equipped with the information they need to stay healthy. Additionally, incorporating recorded patient testimonials or informative presentations can enrich these educational efforts further.

CASE STUDIES:

Sharing success stories that illustrate how diabetic foot ulcers occur and how they've been effectively treated can be incredibly inspiring and educational. These stories not only shed light on the challenges individuals face but also offer hope and practical insights for others dealing with similar issues. By highlighting real-life experiences, we can provide valuable lessons and encourage proactive management of diabetic foot ulcers.

For example, we could feature stories of individuals who successfully managed their diabetes and implemented preventive measures to avoid foot ulcers. These stories could also showcase the journey of patients who received timely medical intervention and comprehensive wound care, leading to successful healing and improved quality of life.

Additionally, it's essential to include details about the treatment modalities used, such as advanced wound care techniques, surgical interventions, or innovative therapies like hyperbaric oxygen therapy. By showcasing the effectiveness of these treatments and the dedication of healthcare professionals, we can instill confidence in individuals facing diabetic foot ulcers and motivate them to seek timely medical care.

Moreover, these success stories can emphasize the importance of ongoing foot care and adherence to treatment plans to prevent the recurrence of foot ulcers. By sharing practical tips and strategies for maintaining foot health, we can empower individuals to take control of their condition and minimize the risk of complications.

Overall, incorporating success stories into educational materials and awareness campaigns can serve as powerful tools for inspiring hope, raising awareness, and promoting proactive management of diabetic foot ulcers.

SWOT ANALYSIS

STRENGTH • Skilled professionals • Availability of advanced facilities • Affordable • Good visibility through website • Customer satisfaction (good customer review)	WEAKNESS • Less customer acquisitions. • Less visibility on youtube and other sites. • Limited access • Preventive care focus
OPPORTUNITY • Large market size • Omnichannel approach • Partnership and collaboration • Community outreach	THREAT • Multiple competitors from Surat as well as different cities • Diabetic complications • Patients negligence.

SEARCH ENGINE OPTIMIZATION

Google review-5.0 rating (199 reviews)

Just dial -4.9 rating (202 review)

Competitors rating

Dr. Ankur Patel -4.6 rating (91 reviews)

Dr. Mayur Lekhadia-4.8 rating (154 reviews)

Vaghani hospital and maternity home-4.8 rating (238 reviews)

Customer Persona for Diabetic Footcare Services (Surat)

Name: Meena Patel

Age: 58

Occupation: Homemaker

Location: Surat, Gujarat, India

Demographics:

- Married with two adult children.
- Middle-income household
- Lives in an urban area

Goals:

- Maintain good health and prevent complications from diabetes.
- Live independently for as long as possible.
- Reduce the risk of foot ulcers and amputations.

Needs:

- Regular diabetic foot checkups and screenings.
- Education on proper foot care practices for diabetics.
- Access to appropriate footwear and orthotics.

- Affordable and accessible diabetic foot care services.

Challenges:

- Limited knowledge about diabetic foot care.
- Fear of developing foot ulcers or requiring amputation.
- Difficulty managing diabetes alongside other health conditions.
- Cost of diabetic foot care services.
- Lack of time for regular appointments.

Behaviors:

- Relies on family for transportation and appointment reminders.
- Seeks information about diabetes and foot care from family, friends, and healthcare providers.
- Prefers to receive healthcare services locally (in Surat).
- Values recommendations from trusted sources (e.g., doctors, family).
- Uses the internet occasionally for basic information searches.

Values:

- Family and tradition
- Taking care of her health
- Maintaining independence
- Finding affordable healthcare solutions

Why She Might Choose This Service:

- Local and convenient location (Surat)
- Focus on preventative care to avoid complications.
- Affordable pricing options
- Culturally sensitive and understanding of her needs.
- Positive word-of-mouth recommendations from others

Note: This is a general persona to represent a potential customer for diabetic footcare services in Surat. Specific details may vary depending on the individual.

COMPETITORS: -

Here's a breakdown of potential competitors for Surat Diabetic Footcare in Surat, Gujarat, India:

1. Direct Competitors:

- Hospitals and Clinics with Diabetic Care Departments: These facilities often have podiatrists or endocrinologists on staff who can provide diabetic foot care services. They may offer a wider range of medical services beyond foot care.

Ex: - Vaghani hospital and maternity home

Max hospital

- Other Podiatrists or Podiatric Clinics: These specialists focus on foot and ankle health and can provide diabetic foot care services. This could be a good option for patients seeking specialized podiatric care.

Ex: - Dr. Ankur Patel

2. Indirect Competitors:

- Diabetic Shoe Stores: These stores specialize in footwear designed for diabetic feet. While they don't directly provide foot care services, they cater to the same target audience and could be seen as a competitor for patient attention.

Ex: -Dr. Footcure (footwear brand)

- Online Resources: Websites and apps offering information on diabetic foot care could be seen as indirect competitors. They might educate potential patients and reduce their dependence on professional services.

Competitive Advantage for Surat Diabetic Footcare:

Here are some potential advantages Surat Diabetic Footcare could leverage against these competitors:

- **Focus on Prevention:** Surat Diabetic Footcare's focus on preventative care could set them apart from competitors who might primarily address existing foot problems.
- **Local Expertise:** Understanding the specific needs and challenges of diabetic patients in Surat could be an advantage.
- **Personalized Care:** A smaller, local practice might be able to offer more personalized attention compared to larger hospitals or clinics.
- **Cost-Effectiveness:** Surat Diabetic Footcare might offer competitive pricing compared to larger healthcare providers.

UBER KEYWORD:

In market research, "uber keywords" refer to highly relevant, top-tier keywords that significantly impact search engine optimization (SEO) and content strategy. These keywords are often identified through comprehensive analysis and tools, reflecting the most searched and competitive terms in a given industry. By integrating Uber keywords into website content and marketing materials, businesses can enhance their visibility and attract a targeted audience. For the Surat Diabetic Foot Care Ulcer website, utilizing Uber keywords ensured the content aligned with what potential clients were searching for, thereby improving the site's search engine rankings and engagement.

GOOGLE BUSINESS:

Using a Google Business website offers several advantages for market research and online presence. It provides a user-friendly platform for creating and managing a business website, which is crucial for local SEO and enhancing visibility in search results. This tool is especially beneficial for small businesses and local services, as it integrates seamlessly with Google My Business, allowing for easy updates to business information, hours, and posts. For the Surat Diabetic Foot Care Ulcer project, leveraging a Google Business website helped ensure accurate information was readily accessible to patients and optimized for local searches, thereby attracting more foot traffic and improving overall engagement.

SECOND PROJECT

KHUSHHI IVF:

Social Media Analysis

We began our research by diving into various social media platforms such as Facebook, Instagram, Twitter, and LinkedIn. These platforms offer a wealth of user data that can be instrumental in understanding customer behavior and preferences. Our social media analysis included the following steps:

- **Audience Engagement:** We observed and examined user interactions with information about in vitro fertilization treatments. This involved keeping tabs on competitors' and prominent fertility-related influencers' posts' likes, comments, shares, and overall engagement rates.
- **Sentiment Analysis:** We assessed public opinion of IVF services by looking at user reviews and comments. This assisted us in identifying typical issues, queries, and encouraging comments that we might use or include into our marketing plan.
- **Content Performance:** We investigated the kinds of content that attracted the highest levels of interaction. Knowing what the audience responded to—be it educational videos, patient testimonials, or educational articles—helped us customize our content approach for Khushhi IVF.

- **Influencer Collaboration:** We were able to think about possible collaborations after identifying important influencers in the IVF and fertility sector. Influencers have the power to boost our message and reach a more diverse yet focused audience.

SEO Secondary Research

To enhance Khushhi IVF's online presence, we conducted in-depth SEO secondary research. This involved:

- **Keyword analysis:** To find highly ranked terms and phrases associated with in vitro fertilization procedures, we employed tools such as Ahrefs, Google Keyword Planner, and SEMrush. To make sure that our material might rank highly in search results, our objective was to identify keywords with significant search volumes but little competition.
- **Competition Analysis:** We determined the advantages and disadvantages of the leading IVF rivals by looking through their websites. This involved examining their backlink profiles, article quality, and keyword strategy. Knowing what worked for them gave us important information to improve our strategy.
- **Content Optimization:** Equipped with keyword data, we concentrated on making fresh, keyword-rich material for the Khushhi IVF website as well as optimizing already-existing content. This comprised service descriptions, blog entries, and landing pages—all aimed at raising search engine ranks and drawing in natural search traffic.
- **Technical SEO:** We made sure the website was optimized in terms of its technical features, including its speed, mobile friendliness, and appropriate indexing. Enhancing user experience and making sure search engines can efficiently crawl and rank the website depend heavily on technical

Secondary Research

In addition to primary research through social media and SEO, we conducted secondary research to gather broader industry insights. This involved:

- **Industry Reports:** Reviewing reports from reputable sources such as market research firms and industry publications provided us with data on market trends, growth projections, and emerging technologies in the IVF space.
- **Academic Studies:** We explored academic articles and clinical studies related to IVF treatments. This not only enriched our understanding of the medical aspects but also helped us identify potential content topics that could educate and engage our audience.
- **Customer Surveys:** Although secondary, analyzing existing customer surveys and feedback from similar services offered valuable insights into patient experiences, preferences, and pain points.

Integrating Insights into Strategy

Combining insights from social media analysis, SEO research, and secondary sources allowed us to develop a robust marketing strategy for Khushhi IVF. Key components of our strategy included:

- **Content Strategy:** Creating and sharing informative, engaging, and optimized content that addressed common questions and concerns about IVF treatments. This included blog posts, FAQs, patient success stories, and educational videos.
- **Social Media Campaigns:** Designing targeted social media campaigns to raise awareness, engage potential clients, and drive traffic to the Khushhi IVF website. Leveraging influencer partnerships and user-generated content further amplified our reach.
- **SEO Implementation:** Continuously optimizing the website for SEO to improve rankings for relevant keywords, attract organic traffic, and convert visitors into patients.

- **Performance Tracking:** Regularly monitoring and analyzing the performance of our strategies using analytics tools. This allowed us to make data-driven adjustments and continually improve our approach.

For Khushhi IVF, we developed a comprehensive marketing strategy leveraging secondary research, SEO, and diverse communication channels. We conducted thorough secondary research to understand market trends and competitor strategies and used SEO analysis to identify high-traffic, low-competition keywords. Our content strategy focuses on creating educational articles, patient stories, and engaging visual content to build trust and inform potential clients. On-page and off-page SEO optimization ensures improved search engine visibility. We utilize social media platforms for targeted ads and engaging posts, while email marketing with regular newsletters and drip campaigns nurtures leads and keeps clients informed. This integrated approach aims to enhance Khushhi IVF's online presence and attract more patients.

CONCLUSION

In conclusion, the marketing strategies for both the Surat Diabetic Foot Care Ulcer and Khushhi IVF projects are meticulously crafted to enhance their online presence, engage their target audiences, and drive conversions. For Surat Diabetic, the focus on leveraging uber keywords and utilizing a Google Business website has optimized local search visibility and accessibility, ensuring that potential clients can easily find and trust the service. For Khushhi IVF, a combination of thorough secondary research, strategic SEO, and

diverse communication channels, including social media and email marketing, has been employed. This approach ensures comprehensive coverage, from educating and engaging potential clients to nurturing leads and fostering a supportive community. Together, these strategies position both entities as leaders in their respective fields, driving growth and improving patient engagement and outcomes.