

NEED OF NATURAL IMMUNIT BOOSTERS

Presented By-
Trapti Gupta
MBA,PM-11
IIHMR University, Jaipur.



Objective

The objective of the study is to –

- Asses the needs of immunity booster in people
 - To understand the best way to boost immune system.
-
- ✓ Duration: 2 months (29/04/2020 – 30/06/2020)
 - ✓ Sample size: 140 (30 General physician and 110 General population of different age group ranges from 18 to 80)
 - ✓ Study Area: Pan India.

Introduction

One of Nature's most fascinating invention is immune system.

A condition of being able to resist a particular disease is called immunity.

Immunity is the capability of multicellular organisms to resist harmful microorganisms from entering their cells.

The Importance Of Healthy Immune System

The immune system is responsible for fighting foreign invaders in the body, like pathogenic bacteria and viruses, and also destroy cells within the body when they become cancerous.

Poor nutrition results in increased infections, slow healing from injury and infections, and increases susceptibility to symptoms and complications from immune system dysfunction.

Studies shows that immune function often decreases with age, and recent research suggests this decrease is also related to nutrition and may be slowed or even stopped by maintaining healthy nutrition.

Role Of Immunity Boosters

- To boost immunity means intake or consumption of certain food that provides additional benefits to the body.
- To boost immunity its important to take the right kind of foods or supplements in the right quantities.
- There are mainly 4 type of immunity boosters available in market-
 - ✓ Natural immunity booster
 - ✓ Allopathic immunity booster
 - ✓ Ayurvedic immunity booster
 - ✓ Homeopathic immunity booster

About McW Healthcare



They are currently manufacturing for many large corporates from India for their domestic as well as export requirements.

They have their strong presence not only right across India but in many parts of the world through their products, people, trade partners and associates.

They have even formulated a highly effective natural extract-based product for quick recovery from Thrombocytopenia. A big boon to patients suffering from Dengue.

TCYTE



Ext. Papaya Leaf (*Carica papaya*)...1200mg

Ext. Madhukarni Leaf (*Centella asiatica*).....400mg

Ext. Aloe vera (*Aloe vera*).....200mg

Ext. Anwla (*Phyllanthus embica*)....200mg

Ext. Haritaki (*Terminallia chebula*)...100mg

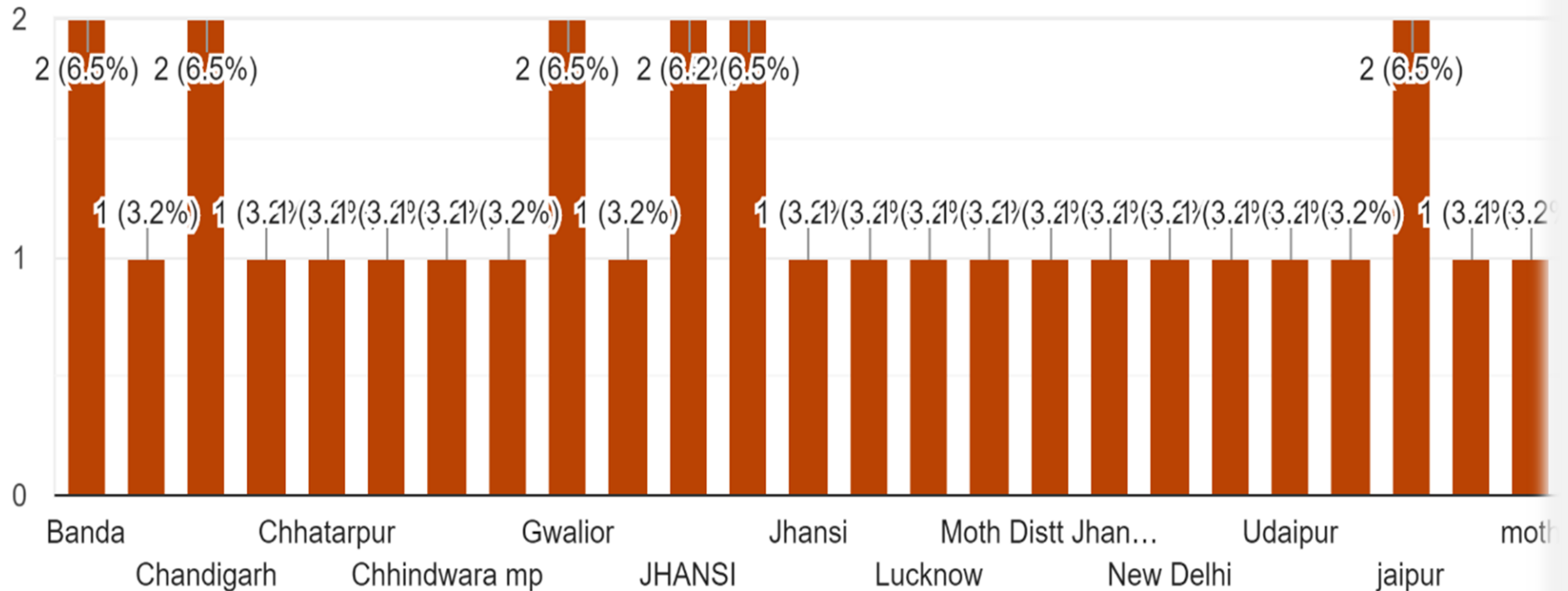
Ext. Gilloy (*Tinospora cordifolia*)...100mg

Ext. Danamethi (*Trigonella foenum-graceum*)

Data Interpretation (Doctors)

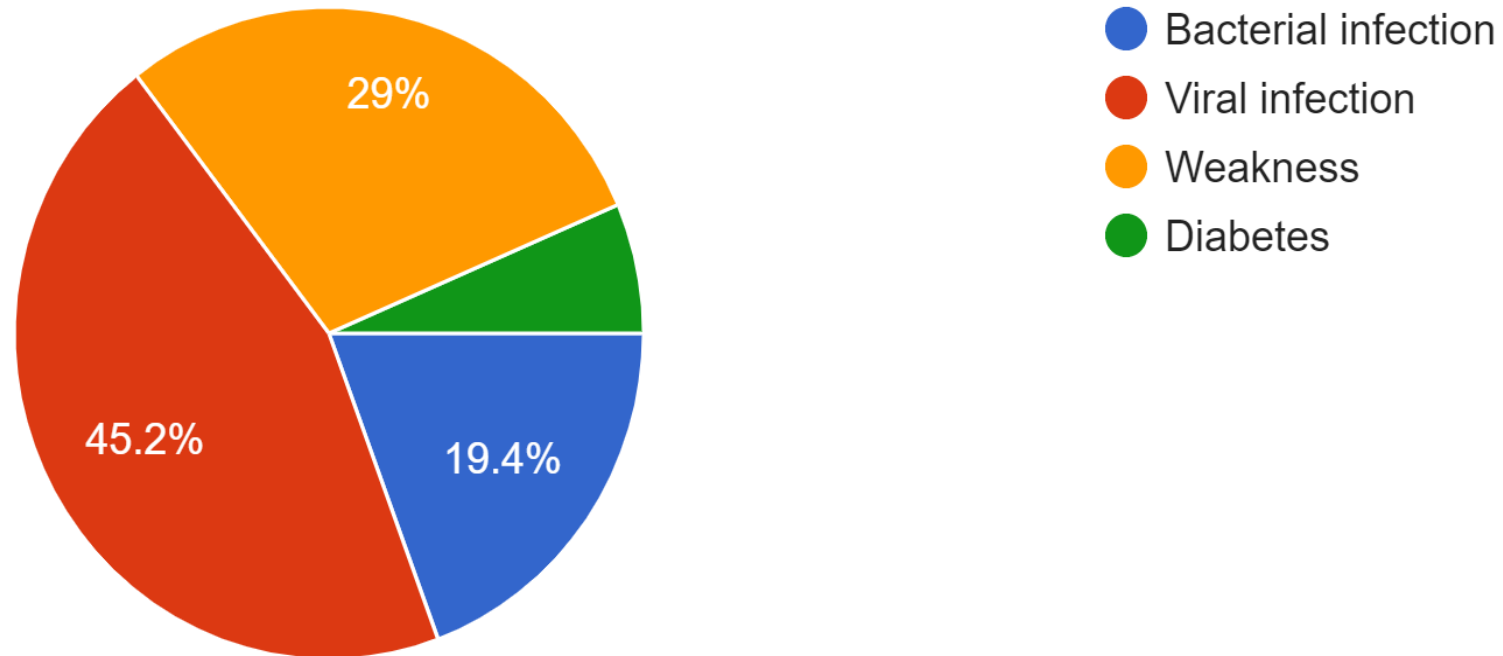
City

31 responses



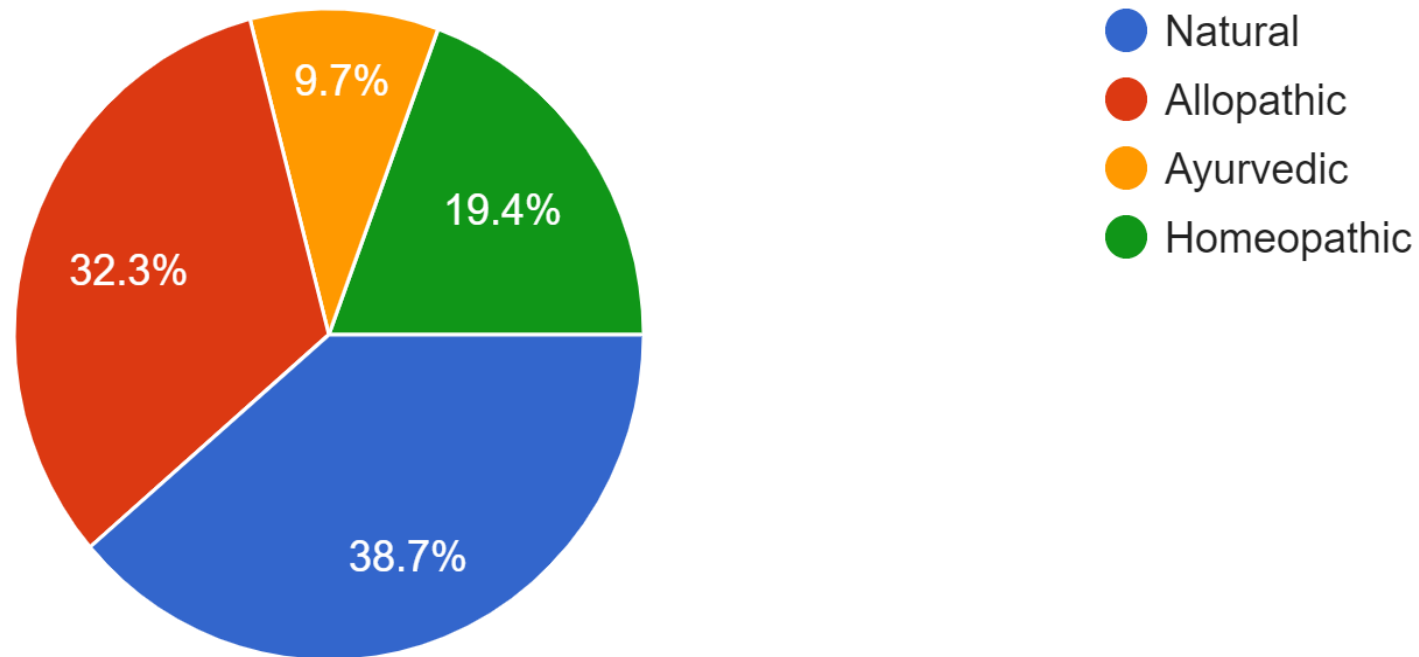
1. According to you what are the symptoms of compromised immune system?

31 responses



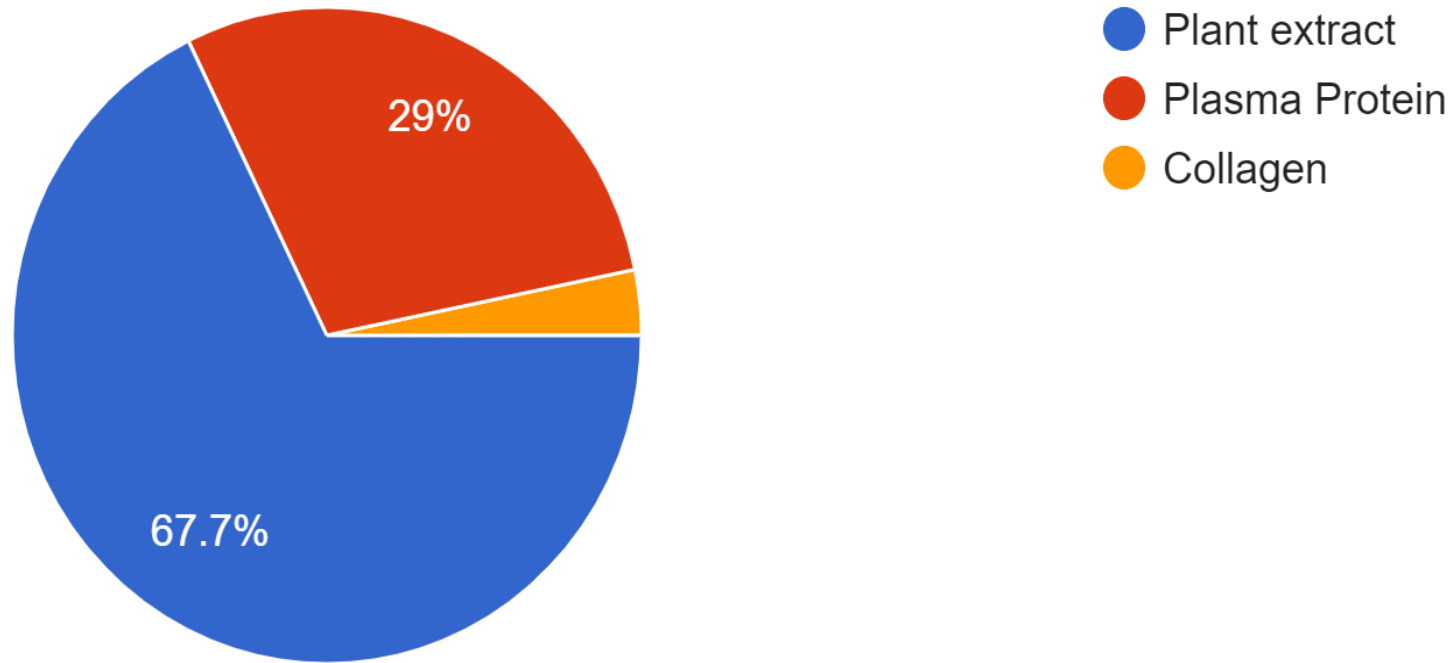
2. What type of Immunity booster do you prescribe to patient?

31 responses



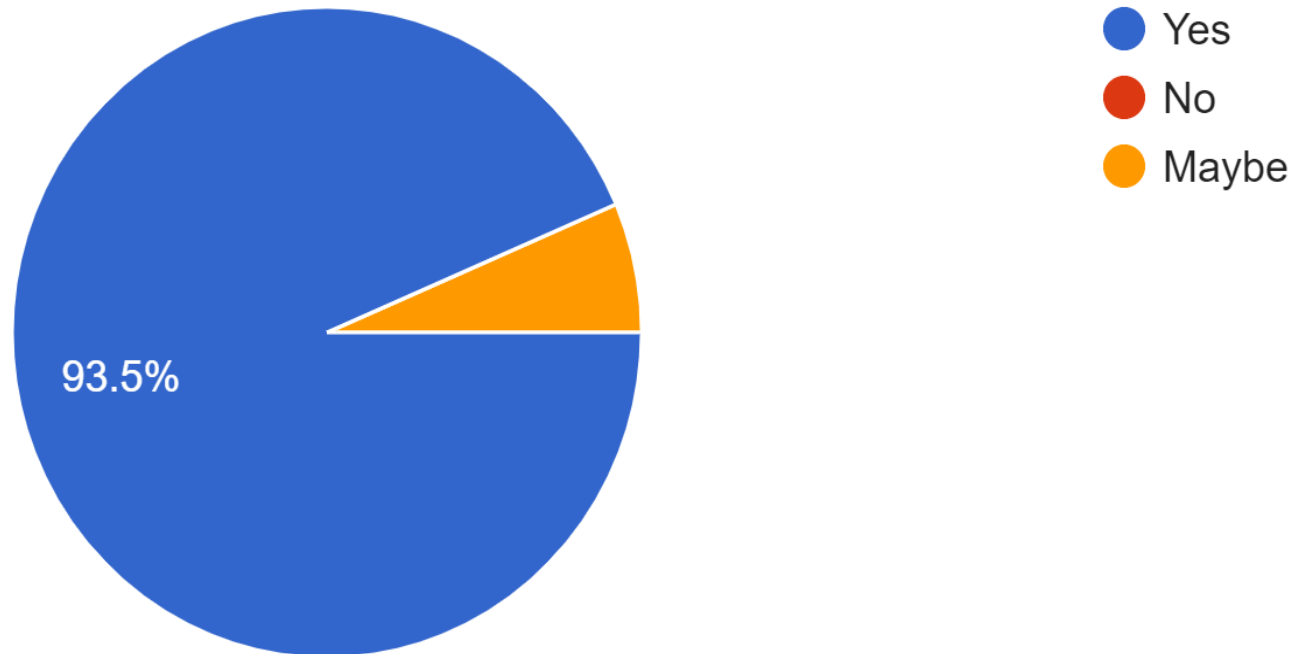
3. What type of natural immunity booster are more use full?

31 responses



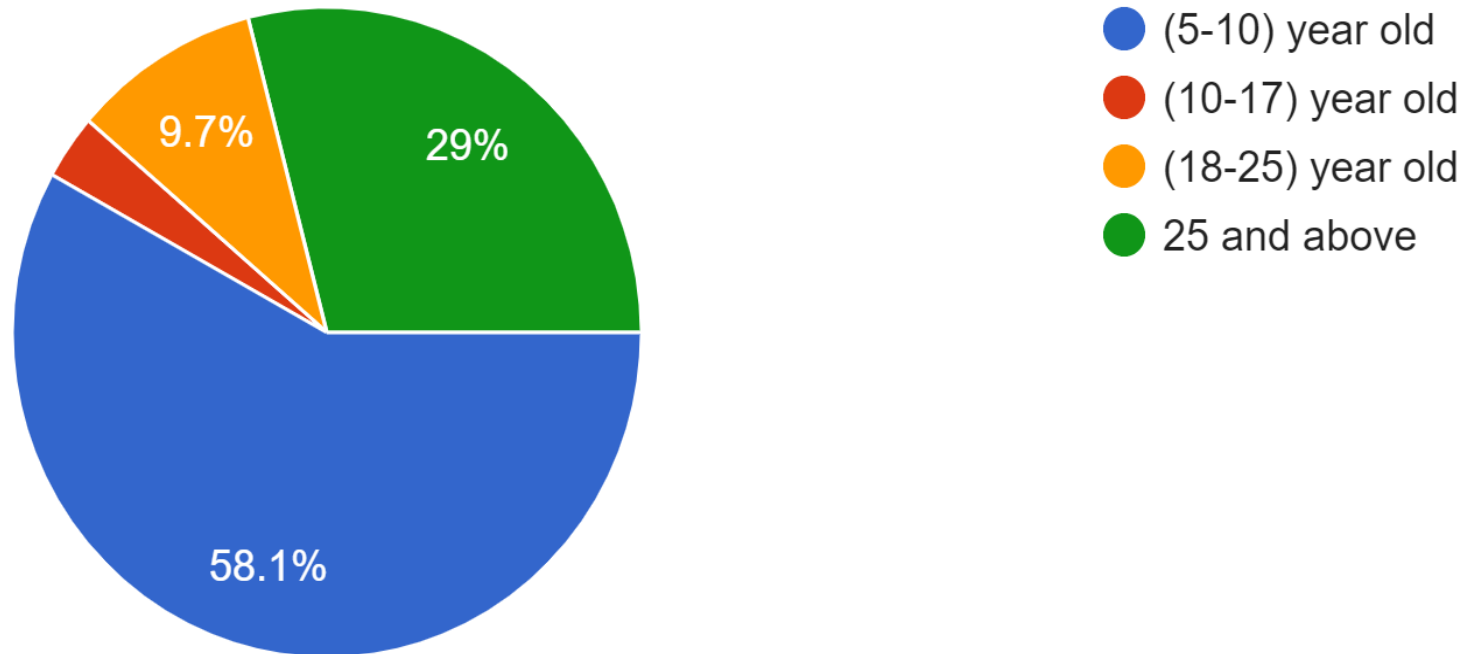
4. Do you think natural immunity booster helpful to fight against viral infection?

31 responses



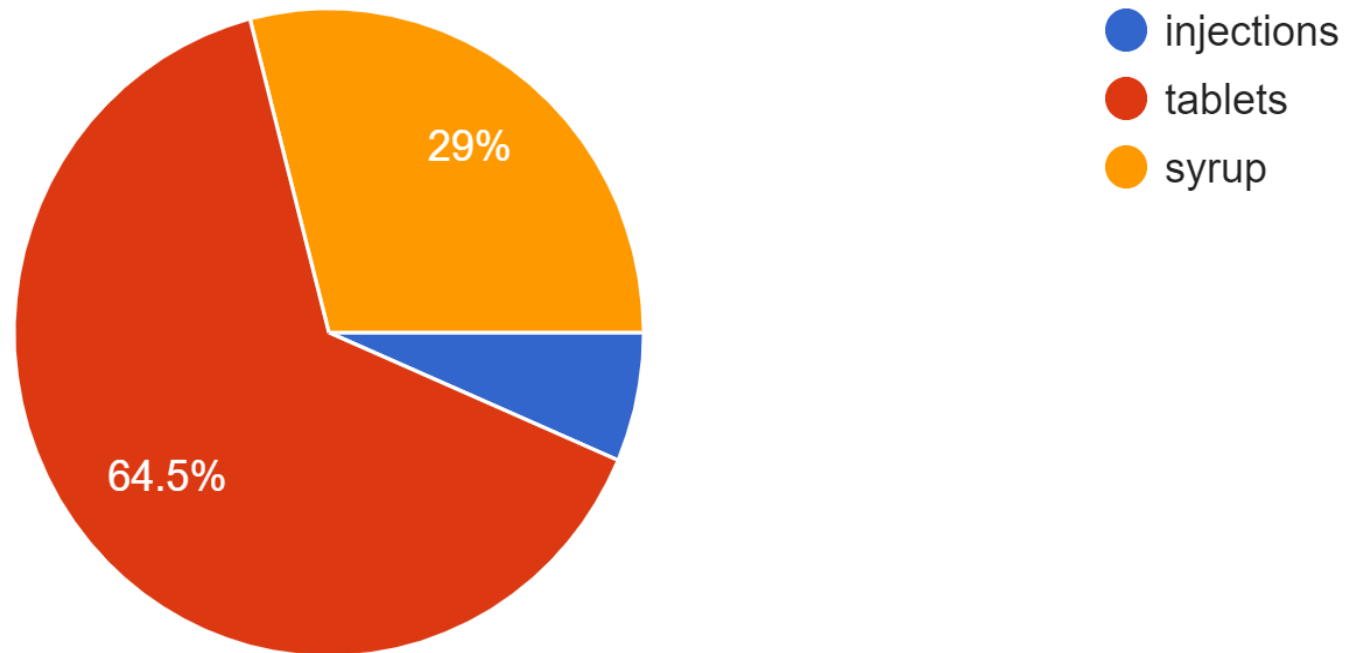
5. What kind of population are at more risk of viral infection?

31 responses



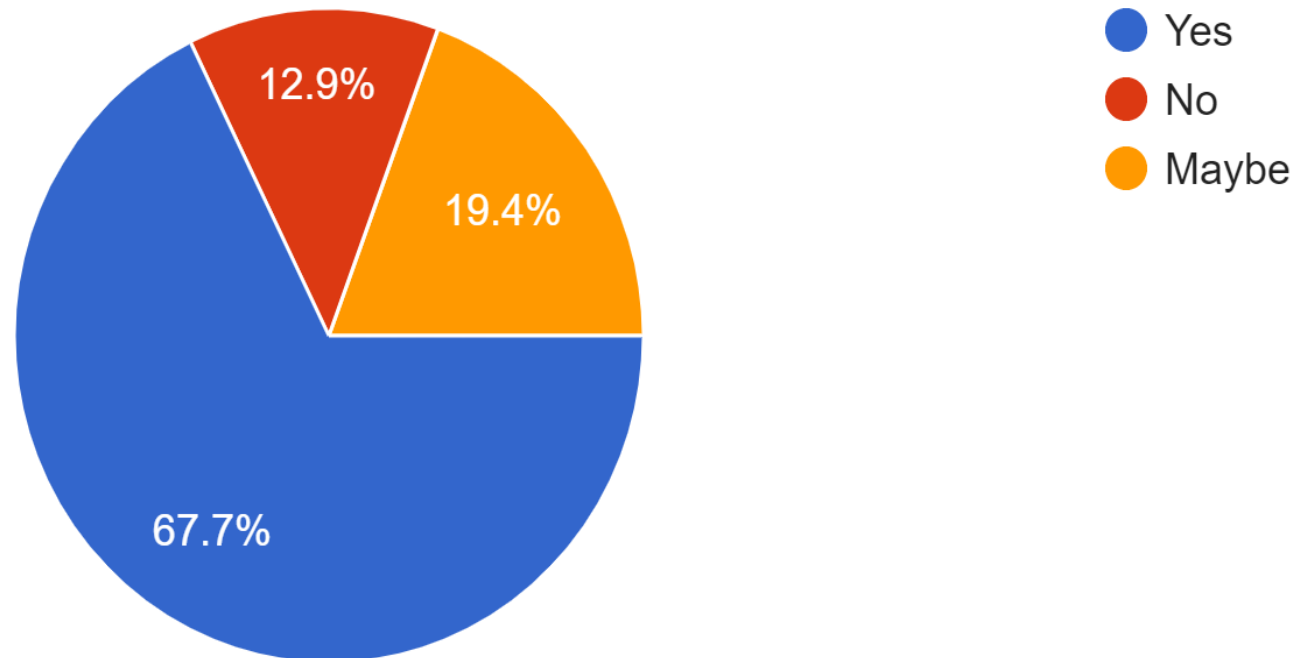
6. Which doses form are more preferred by patient ?

31 responses



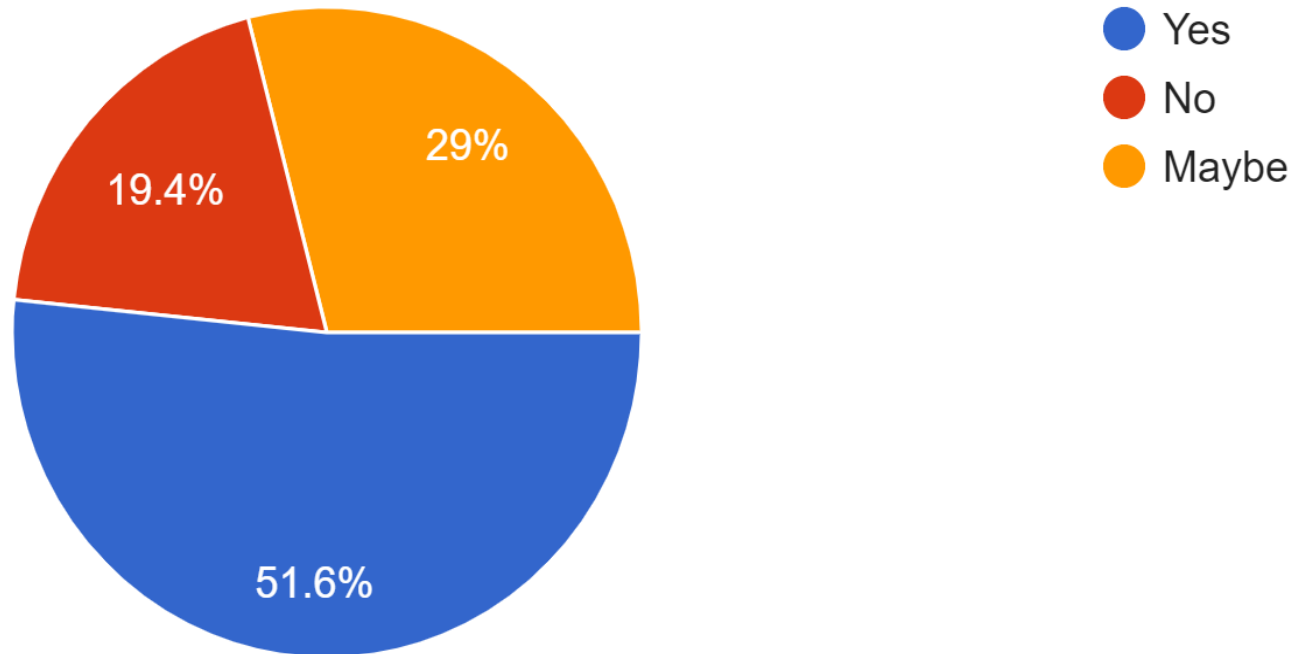
7. Do you prescribe immune boosters as a supplement?

31 responses



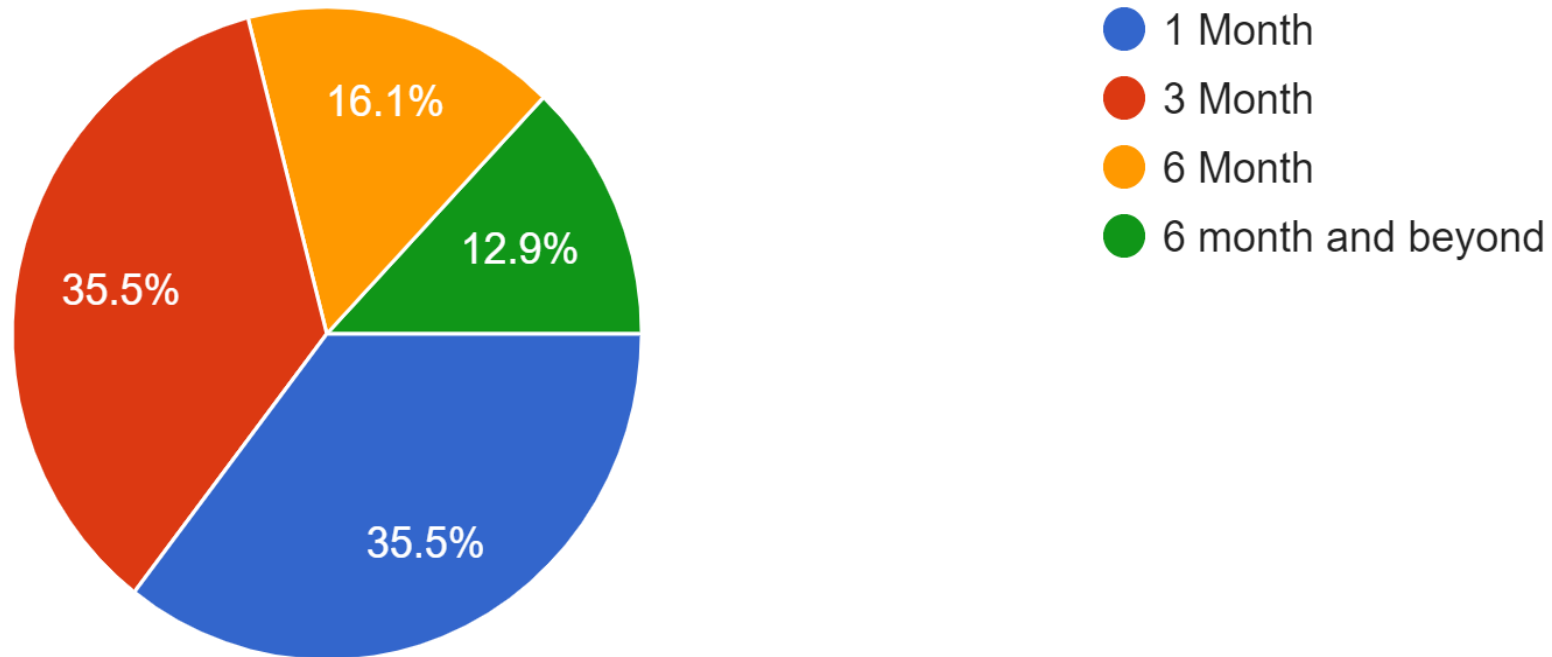
8. Do you recommend regular usage of immunity boosters?

31 responses



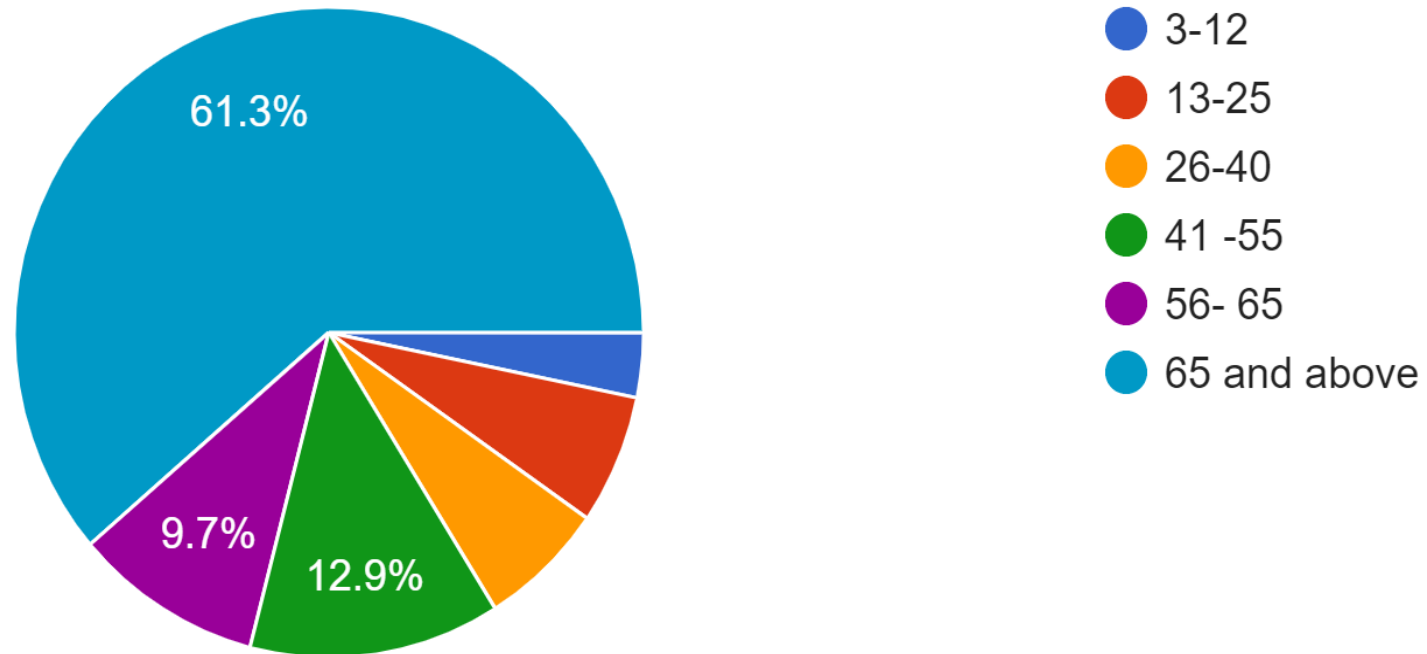
9. How often do you recommend your patients to take immunity boosters ?

31 responses



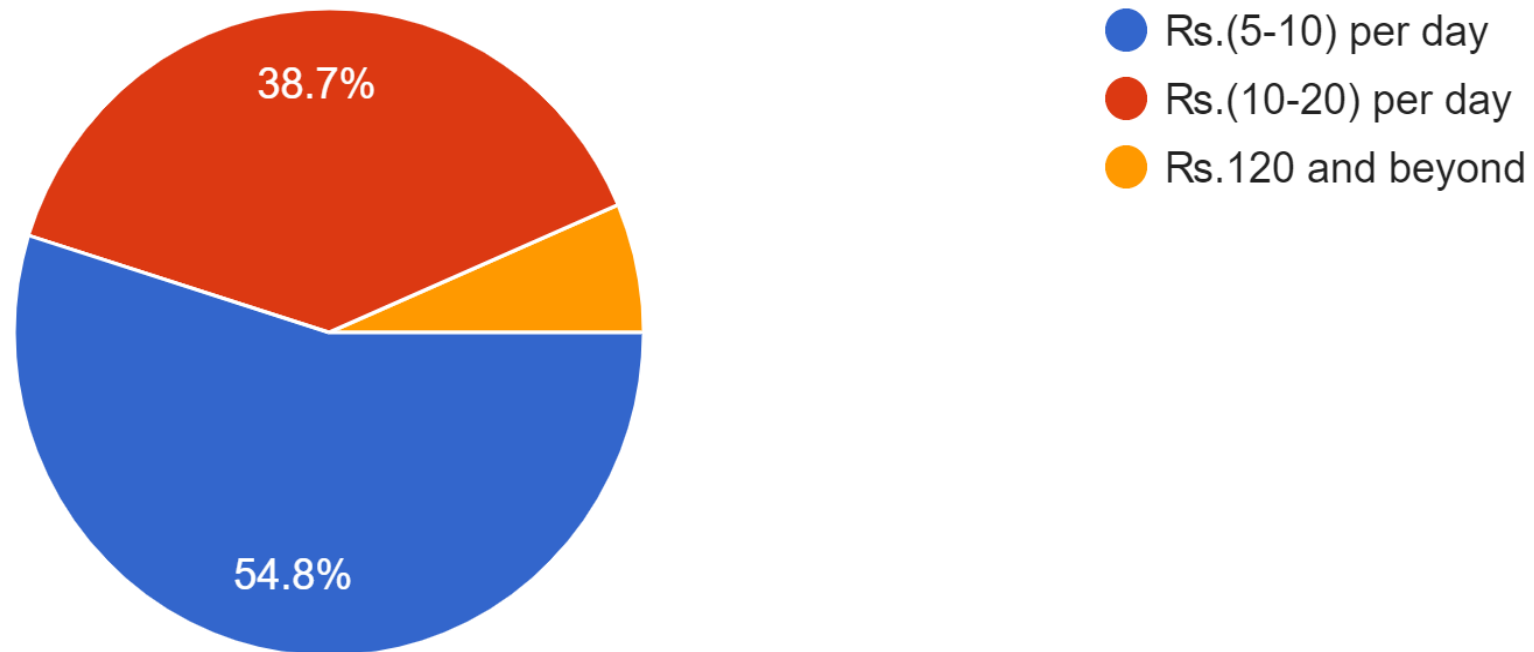
10. According to you which age bracket should take immunity boosters on a regular basis

31 responses



12. How much do you think patient can afford for immunity booster ?

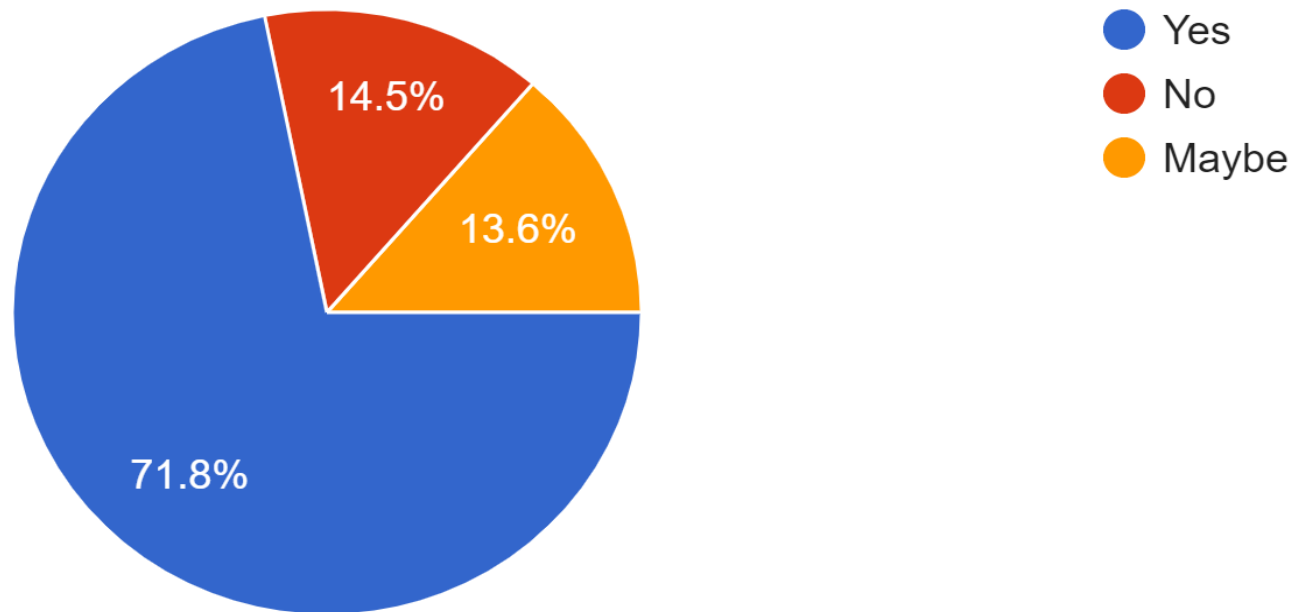
31 responses



DATA INTERPITAION (Patients)

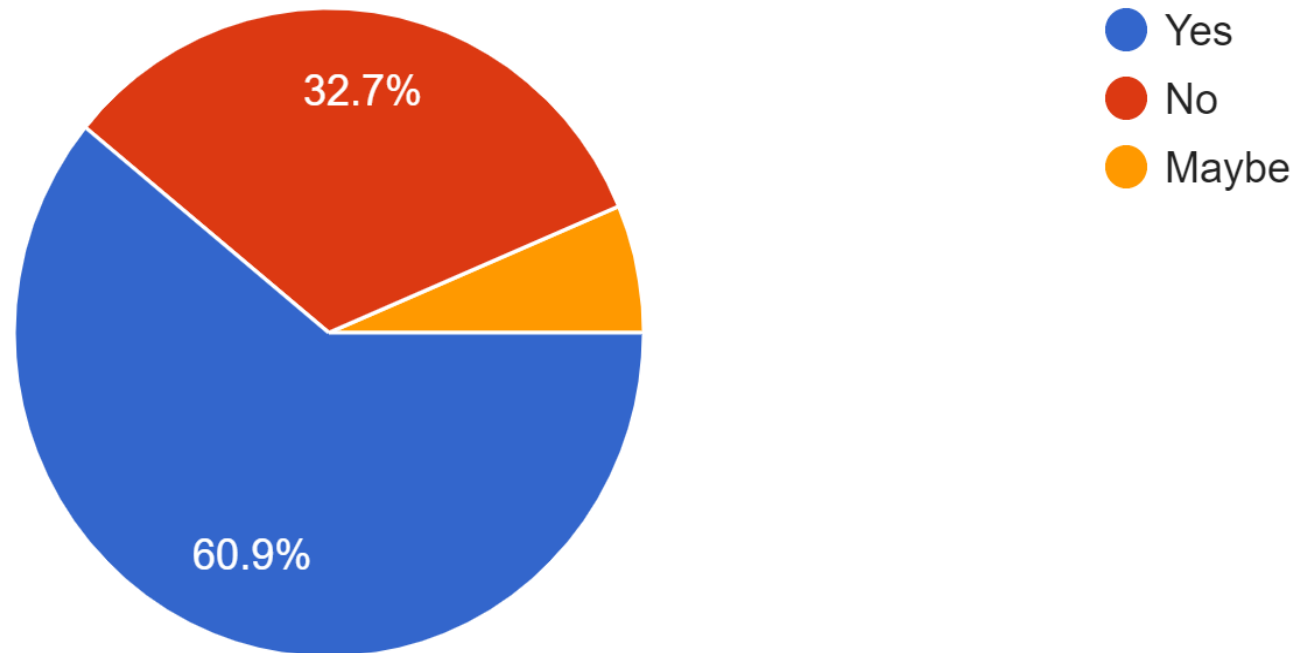
The ability of an organism to resist a particular infection or toxin by the action of specific antibodies or sensitized white blood cells. Do you know about it?

110 responses



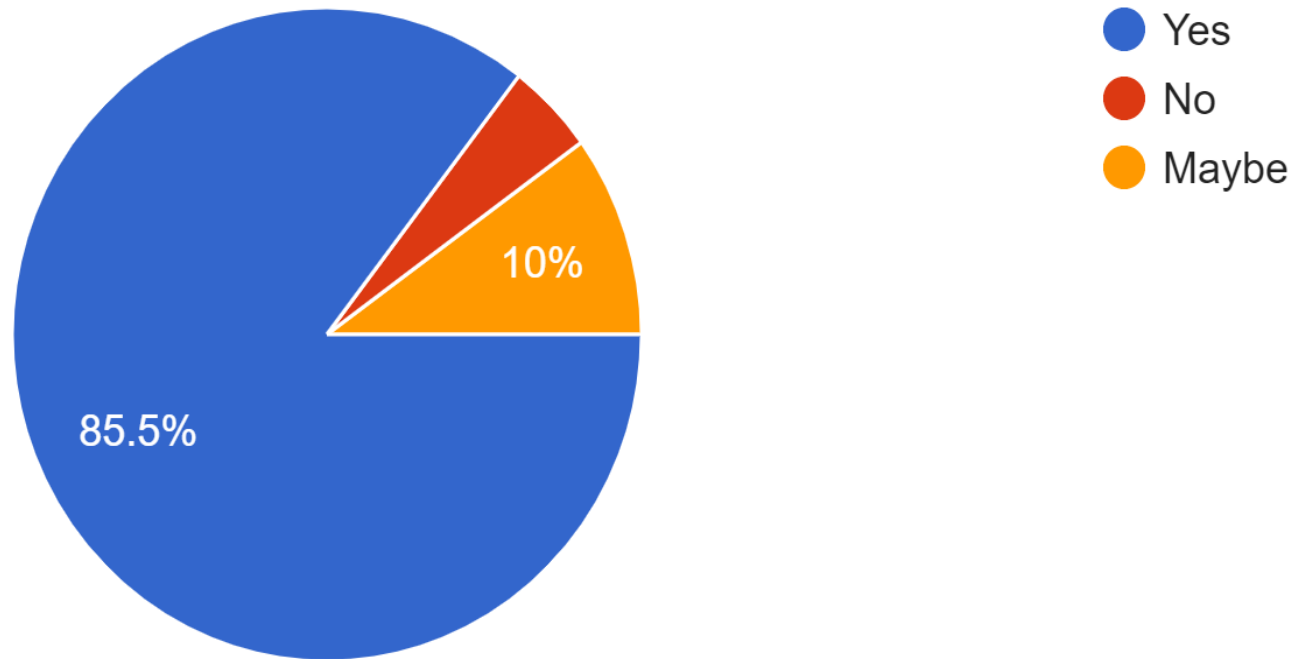
2. Do you use any product to improve your immunity?

110 responses



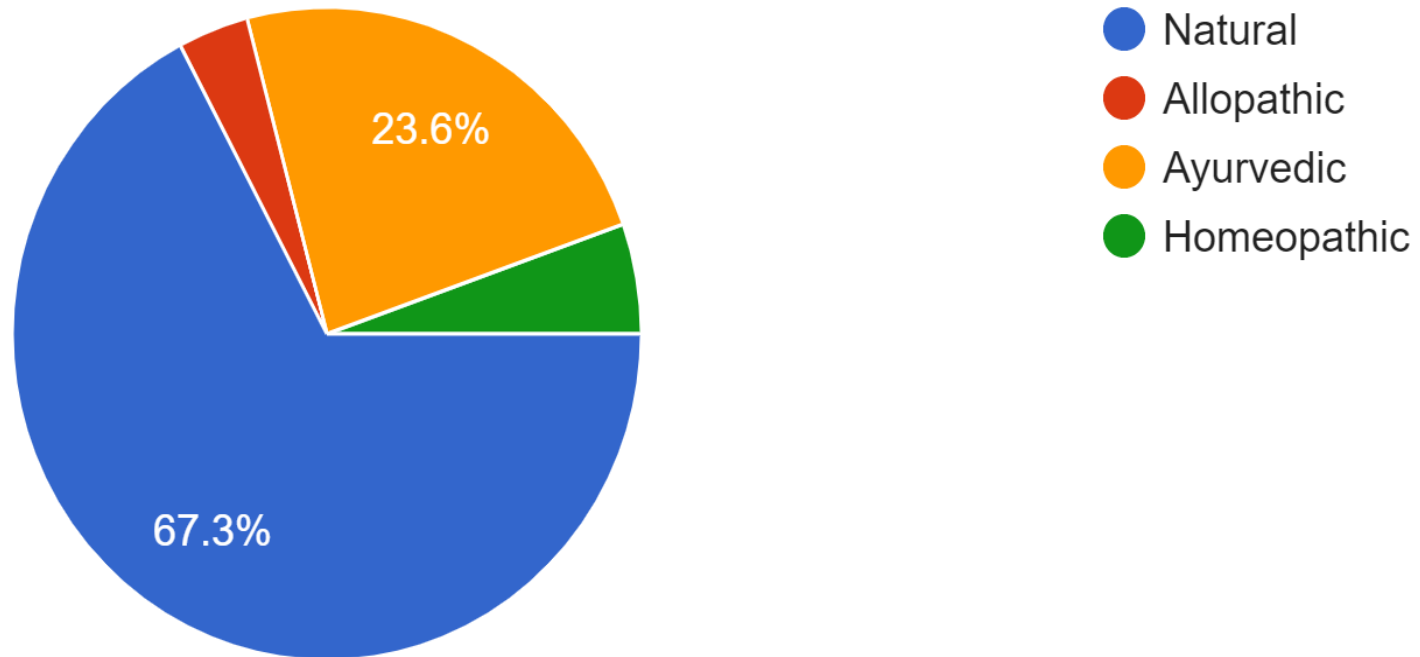
3. Post Covid-19 do you believe to take immunity booster?

110 responses



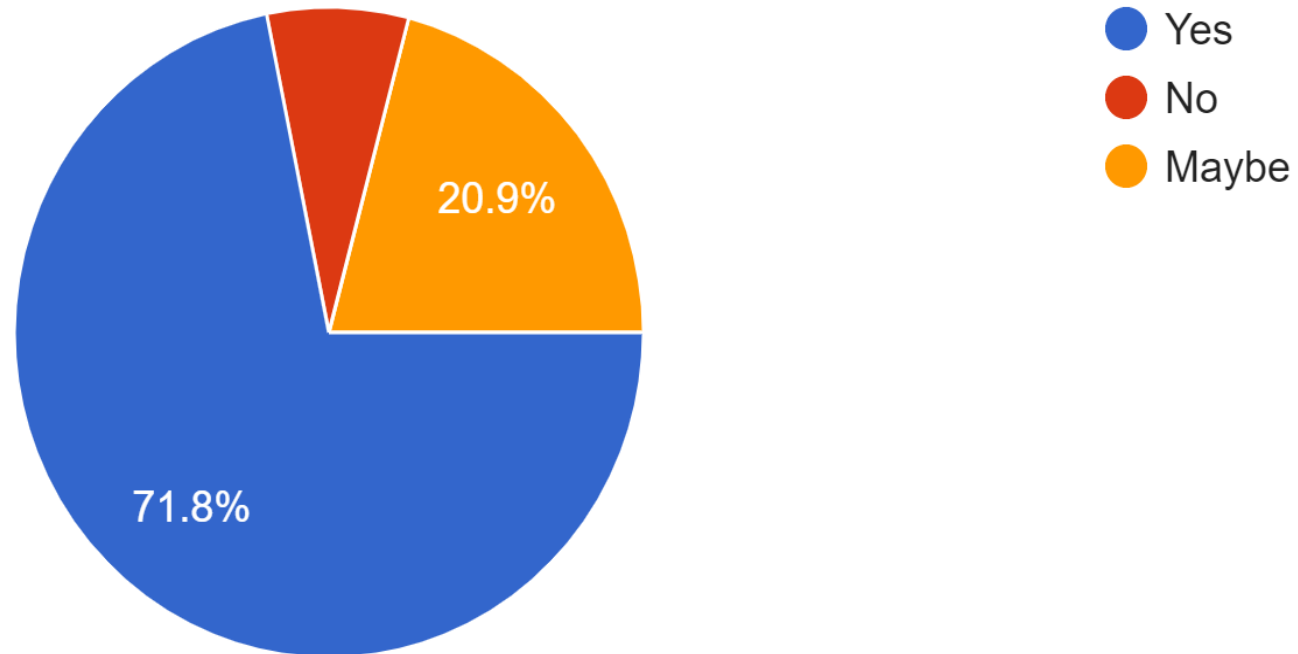
4. If yes, what kind of product you use?

110 responses



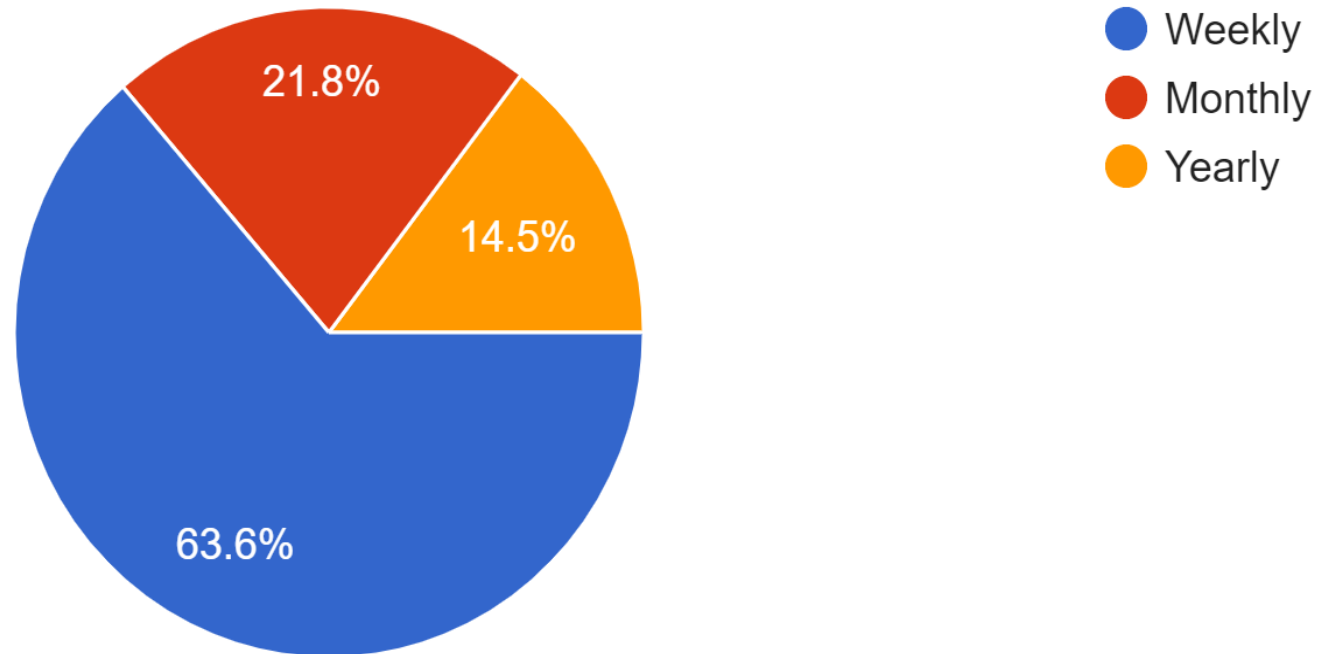
5. Are immunity booster easily available in market?

110 responses



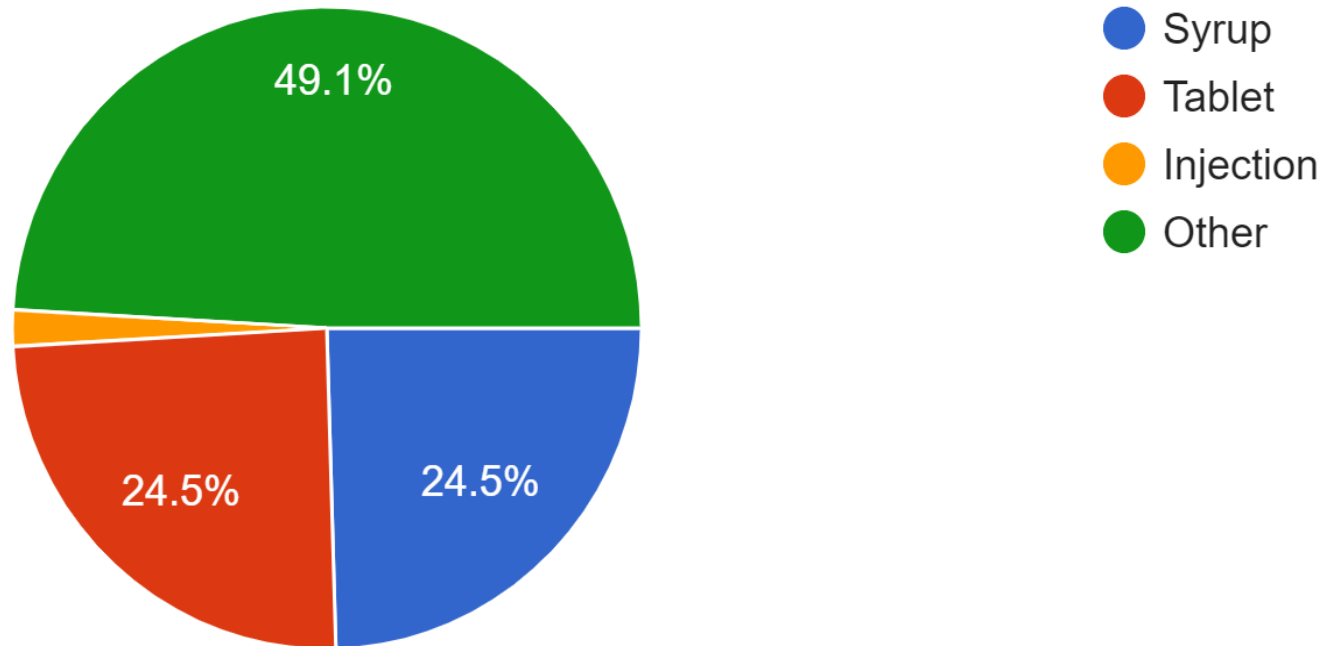
6. How often do you use immunity booster?

110 responses



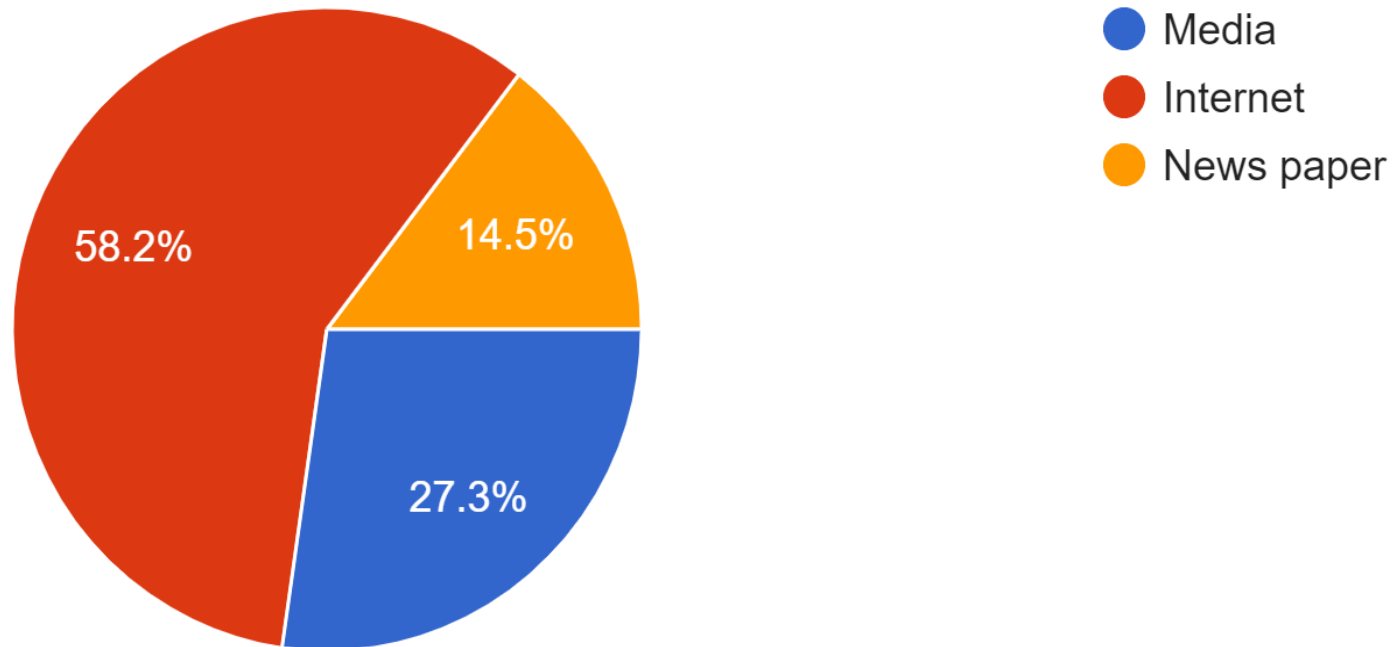
7. Which doses form do you prefer mostly ?

110 responses



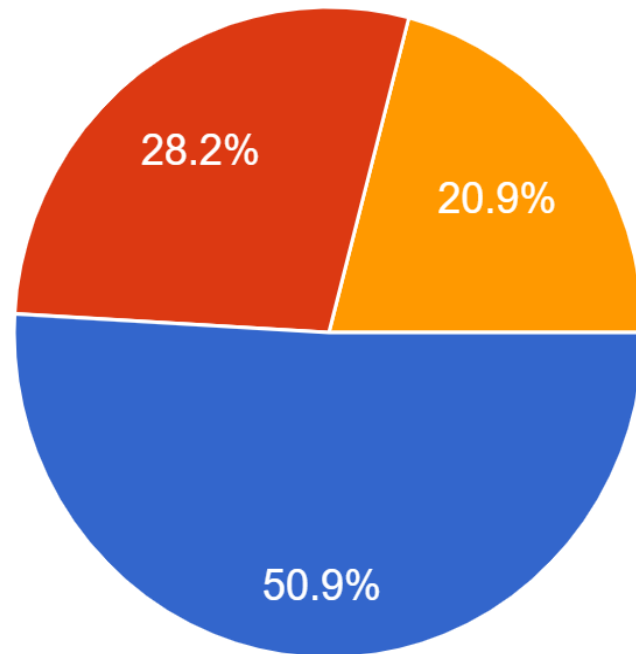
8. What influence you to take immunity booster?

110 responses



10. At what price do you use immunity booster?

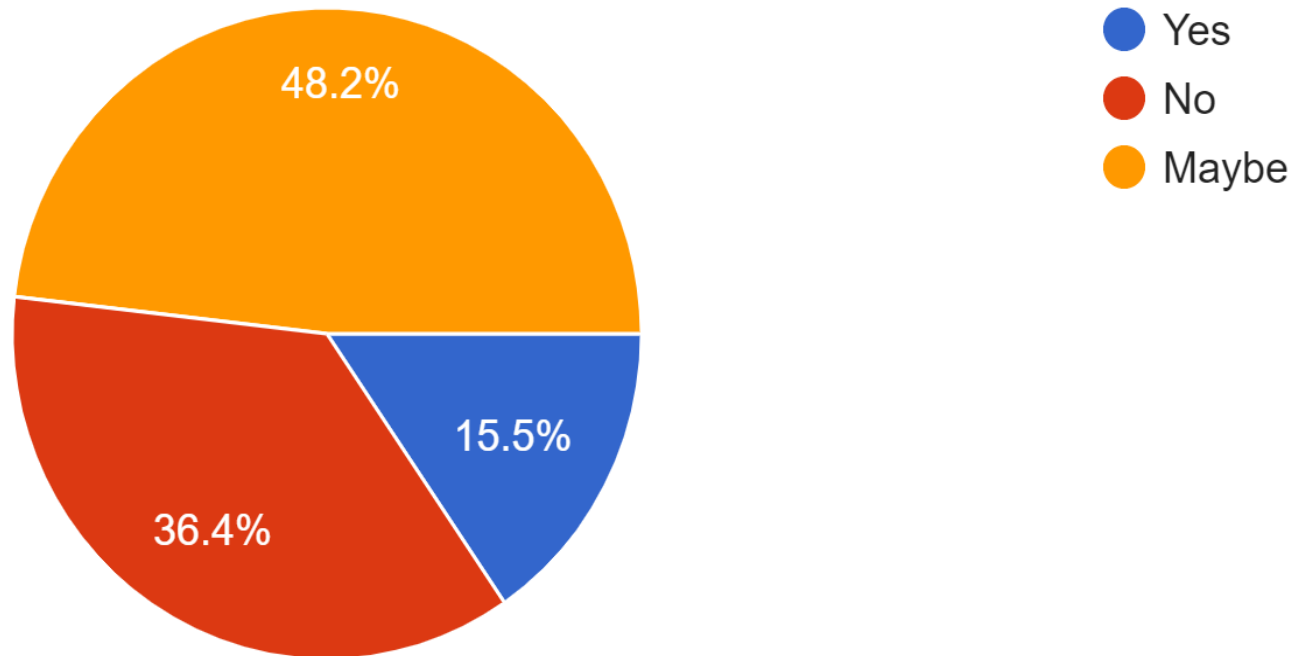
110 responses



- Rs. (5-10) per day
- Rs. (10-20) per day
- Rs.20 per day and beyond

11. Do you think immunity boosters have any side effects?

110 responses



Result

The survey was conducted in pan India during April 2020 to July 2020. these include 140 respondents in which 30 are General physicians and 110 are patient in which 80 patients are (15-40) age group and 30 are (40 and above) age group.

This survey form filled by different age group doctors (23-71) age group and patients (15-40 and above) age group.45.2% doctors have above 15 year experience though 22.6% have 10-15 year of experience.

The immune system protects the body against disease or other potentially damaging foreign bodies. 45.2% doctors suggest that main symptom of compromised immunity is viral infection while 19.4% suggest that it is because of bacterial infection.29% says weakness is main symptom of compromised immune system.

According to the survey 38.7% doctors recommend Natural immunity booster and almost same ratio of doctors believes in ayurvedic. The 67.7% of doctors and 67.3% of patient agree that natural immunity boosters are more helpful also 93.5% of doctors says that natural immunity boosters are helpful to fight with viral infection. 58.1% of doctors confirm that (5-10) year old has more risk of viral infection.

According to the Doctors (64.5%) and patient most suitable form of doses is tablets. Immunity boosters are prescribed by the 67.7% of doctors as a supplement and 51.6% of the doctors recommend it for regular uses. Most of the Doctors says that immunity boosters should be use one month to 3 month according to the patient condition and above 65 age group it should be consume on daily basis (according to 61.3% of doctors). Vitamin D, Vitamin C, and probiotics,

Herbal ingredients are mostly preferred in immunity boosters. Patient (50.9%) and doctors (54.8%) agree that per day cost of immunity booster is Rs. (5-10) per day.

71.8% of the population knows about the immune system and 60.9% use products to improve their immunity. Also 85.5% of the population believe to take immunity boosters post covid-19. According to 71.8% of population easily able to get immunity boosters in market. 63.6% population weekly use the immunity boosters. Internet plays a very important role to aware the population about the immunity.

58.2% of the population influence by internet to take immunity booster. 36.4% of population confirmed that immunity boosters have no side effects.

Digital Marketing

Presented By- Trapti Gupta

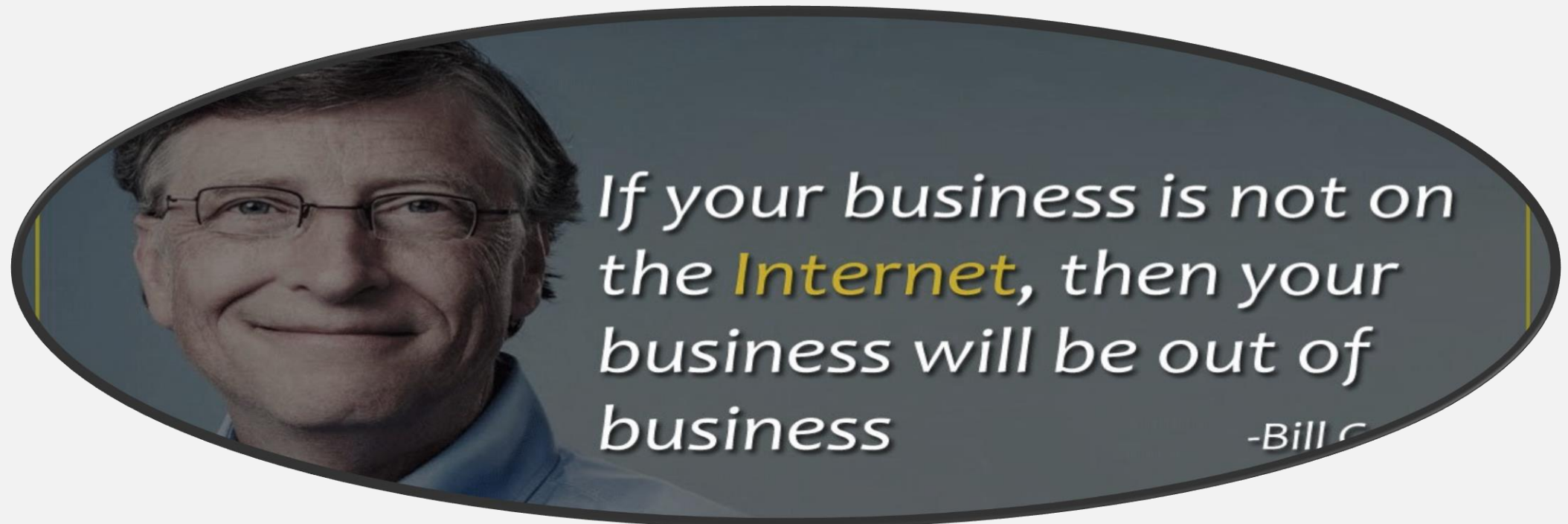
MBA,PM-11

IIHMR University, Jaipur.



What Is Digital Marketing?

Digital Marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.



Benefits Of Digital Marketing



- Time & Effort Saving
- Instant Feedback
- Flexibility
- Real Time Analysis
- Impactful

Objective

Reach the right audience

Engage with your audience

Motivate your audience to take your action

Maximize return on investment (ROI)

Digital Marketing Tools

Sprout Social

Offerpop

Nanigans

Google Analytics

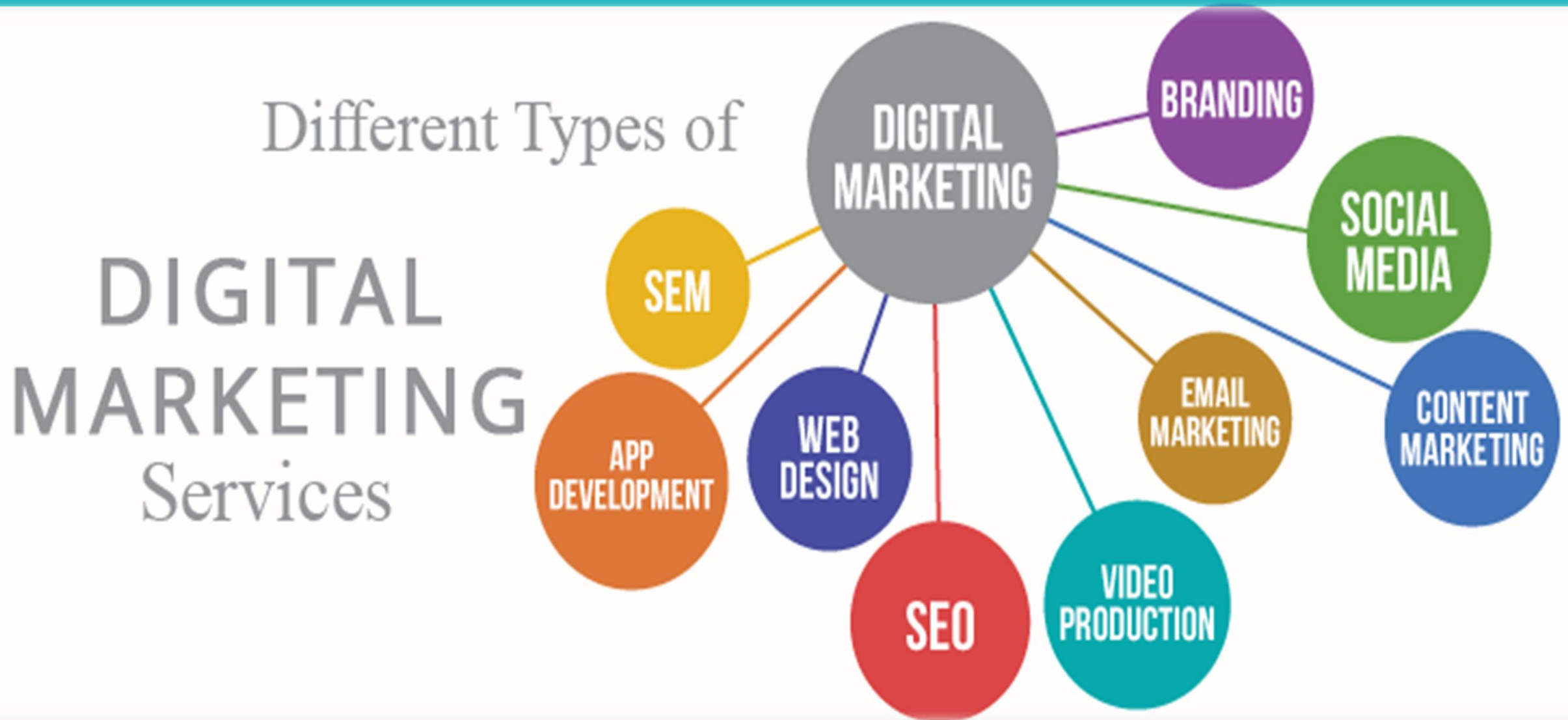
Google Ads

Emma

Marketo

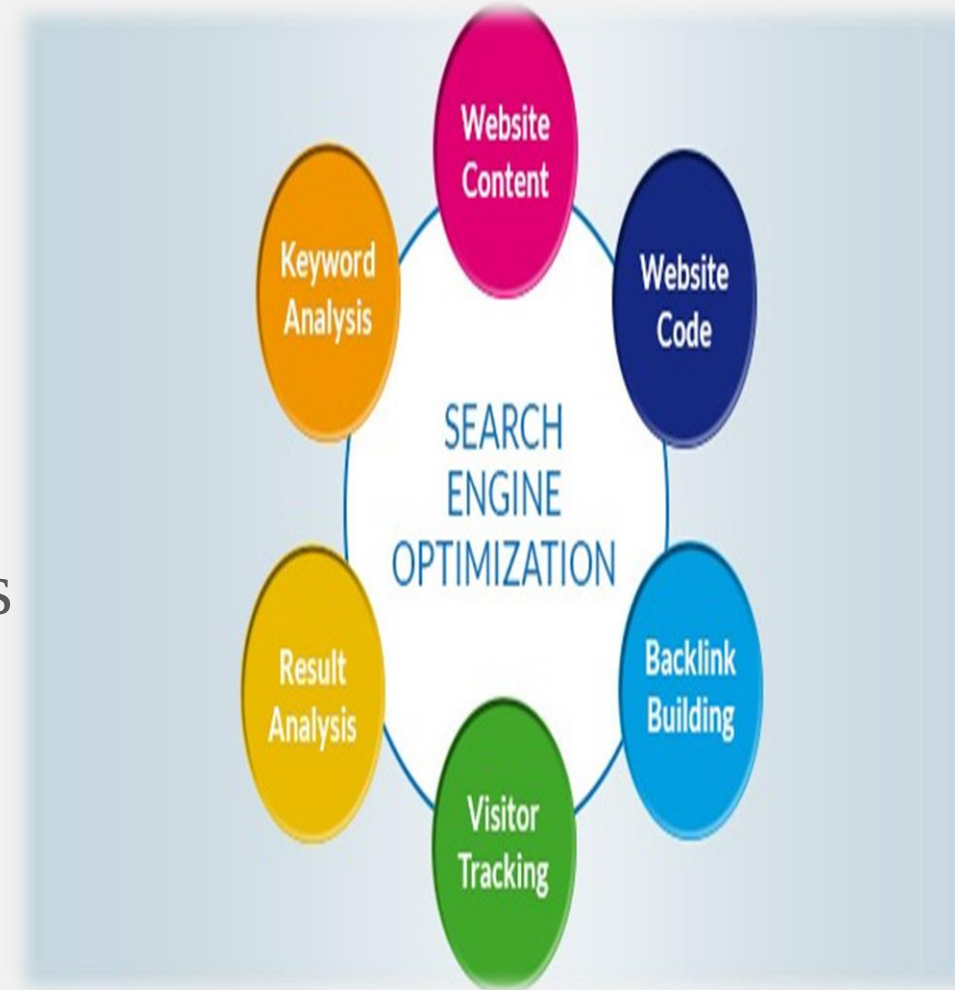
AdRoll

Digital Marketing Consist Of



What Is SEO?

Whenever you enter a query in a search engine and hit 'enter' you get a list of web results that contain that query term. Users normally tend to visit websites that are at the top of this list as they perceive those to be more relevant to the query. If you have ever wondered why some of these websites rank better than the others, then you must know that it is because of a powerful web marketing technique called Search Engine Optimization (SEO).



Optimization

The image is a screenshot of a Google search results page for the query "search engine optimization". The search bar at the top shows the query and indicates "About 30,800,000 results (0.16 seconds)". To the right of the search bar is a "Search" button and a link to "Advanced search".

The results are divided into two main sections: "Organic Search" (green background) and "Paid Search, AdWords" (blue background). The "Paid Search, AdWords" section is prominently displayed in the center, with the text "Paid Search, AdWords" overlaid in large yellow letters. This section contains several advertisements for SEO services, including "Search Optimization (SEO)", "Search Optimization \$325M", "Website Optimization", "Top Rated SEO Firm", and "Mesa SEO Company".

The "Organic Search" section is located below the paid search results and contains several organic search results, including a Wikipedia entry for "Search engine optimization", a Webmaster Tools Help article, and a news article about "Search Engine Optimization".

Search engine optimization - Wikipedia, the free encyclopedia
Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ...
SEO - Search engine optimization methods - SEO Copywriting - Backlink
en.wikipedia.org/wiki/Search_engine_optimization - Cached - Similar

Search Engine Optimization (SEO) - Webmaster Tools Help
Oct 9, 2010 ... SEO is an acronym for "search engine optimization" or "search engine optimizer." Deciding to hire an SEO is a big decision that can ...
www.google.com/support/webmasters/bin/answer.py?hl... - Cached - Similar

Search Engine Optimization - The Ultimate Guide to SEO
Web.com Search Agency in India is a search engine marketing company that provides search engine optimization and SEO link building, PPC management, ...
www.submitawebsite.com/ - Cached - Similar

News for search engine optimization

Paid Search, AdWords

Search Optimization (SEO)
500+ Clients, 2.7 Billion in Rev. 2500% Avg. Increase in Leads/Sales
seop.com/SEO-Management

Search Optimization \$325M
Want Top Website Rank? Professional Certified Co. Free Initial Report!
ebrandz.com is rated ★★★★★
ebrandz.com

Website Optimization
Page One Position. \$199 Per Year Not Pay Per Click. No Max Keywords
www.sitesolutions.com

Top Rated SEO Firm
1 (877) 707 7538
Expert Search Engine Optimization Request Your Free Evaluation Today!
fathomseo.com/Free-WIA

Mesa SEO Company
Is Your Site Climbing in Search? Search Engine Optimization Experts
crexendo.com/Mesa-SEO

PPC (Pay Per Click)

What is PPC (pay-per-click) marketing? Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website, rather than “earning” those clicks organically.



Advantage Of PPC

Benefits of Pay Per Click

Advertising for your business



-  **Results are instant**
-  **High Flexibility**
-  **Set your Budget**
-  **Pay when someone clicks**
-  **Target your PPC ad**

What Is SMM?

Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool.

The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.



Advantage & Disadvantage Of SMM

ADVANTAGE

- Reaching a large scale audience
- Easily accessible
- Personalization of content
- Valuable insight
- Educational purpose
- Social awareness
- Building business goodwill
- Organic content marketing
- Using paid media
- Drives traffic to your website
- Evaluation of your social media performance
- Social Media groups

DISADVANTAGE

- Cyberbullying
- Hacking
- Negative feedback
- Security issues
- Spending a lot of time on social campaigning
- Addiction
- Cause of death
- Waiting for effective results

What Is Content Writing?

Website content writer or web content writer is a person who specializes in providing relevant content for websites.

Every website has a specific target audience and requires a different type and level of content.



Benefits of Online Marketing over Offline Marketing

- High return on investment (ROI) through Online Marketing.
- Target only most interesting audience, pay only.
- You can start without spending, with small amount.
- Advertising your products on specific hours, time or day bases.
- Fully Controlled as per your location, budget and time.

CONCLUSION

The study started with the aim to analyze the different issues related to the digital marketing.

Based on the discussion it has been found that in case of the digital marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach with the customers.

The study has also revealed that in order to utilize the digital marketing in an effective way, the companies are required to design an effective platform. With the example of Pinterest the effectiveness of a social media platform has been discussed. The current trends in the digital marketing have also been discussed in the study.



**THANK
YOU**

An illustration featuring two hands holding a bright orange banner with the words 'THANK YOU' in white, bold, sans-serif capital letters. The hands are positioned at the bottom corners of the banner, with the fingers wrapped around black vertical poles. The arms of the hands are clad in dark grey or black suit sleeves, each with three white buttons visible at the cuff. The background is a solid light blue. At the very top of the image, there is a horizontal bar with a dark grey upper section and a thin orange line separating it from the blue background.