PART 1
ONLINE COURSE REPORT

PRESENTED BY,
LAKSHMY MANOJ KUMAR
(0189)

<u>About the course</u>

- The fundamentals of digital marketing is a 40 hour online course. It has 26 modules. Each module has bite sized videos lessons. At the end of each lesson you get to do a short exercise to test the knowledge gained from that particular lesson. After you complete all the lessons in the module, an end of module test will be there.
- The full course covers all the main areas for promoting a business online from the very basics of getting online, social media, search engine optimization, e-commerce, Analytics plus advertising options such as video, Pay Per Click and display network advertising.
- The course start with the basics followed by:

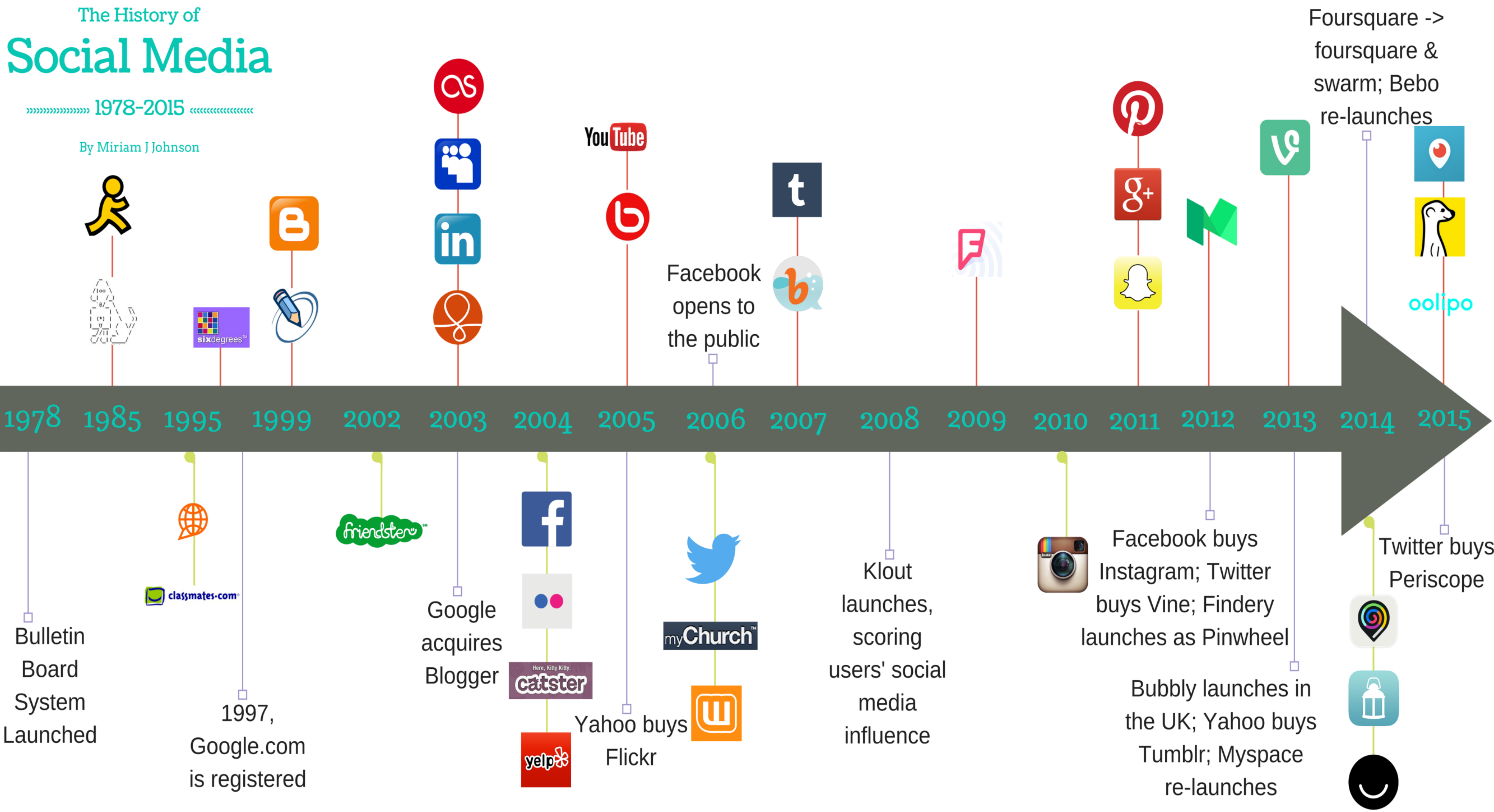
  - SEO – learn what gets you higher rankings in search engine results
  - SEM – learn how to pick longer-tail, less competitive keywords to target, and focus on the bid amount as well as the relevance of your ad to your business
  - Content marketing – focus on answering the questions that your customer really wants answered
  - Social media – focus on engaging with your customers to let them know more about your business and how you could improve your product or service
  - Use analytics to assess, test, and then improve your online marketing efforts. Get familiar with Google Analytics

WHAT IS DIGITAL MARKETING?

- Digital marketing refers to any marketing initiative that leverages online media and the internet through connected devices such as mobile phones, home computers, or the Internet of Things (IoT). Common digital marketing initiatives center around distributing a brand message through search engines, social media, applications, email, and websites.

- Digital marketing often focuses on reaching a customer with increasingly conversion-oriented messages across multiple channels as they move down the sales funnel. Ideally, marketing teams will be able to track the role each of these messages / channels played in reaching their ultimate goal.

- Digital marketing is on the rise – surpassing spend on traditional marketing for the first time ever in 2019. This is because consumers are increasingly present on online channels.



The History of
Social Media
1978-2015
By Miriam J Johnson
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2015
Bulletin Board System Launched
1997, Google.com is registered
Google acquires Blogger
Yahoo buys Flickr
Facebook opens to the public
Klout launches, scoring users' social media influence
Facebook buys Instagram; Twitter buys Vine; Findery launches as Pinwheel
Bubbly launches in the UK; Yahoo buys Tumblr; Myspace re-launches
Foursquare -> foursquare & swarm; Bebo re-launches
Twitter buys Periscope
sixdegrees
classmates.com
friendster
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myChurch
catster
yelp
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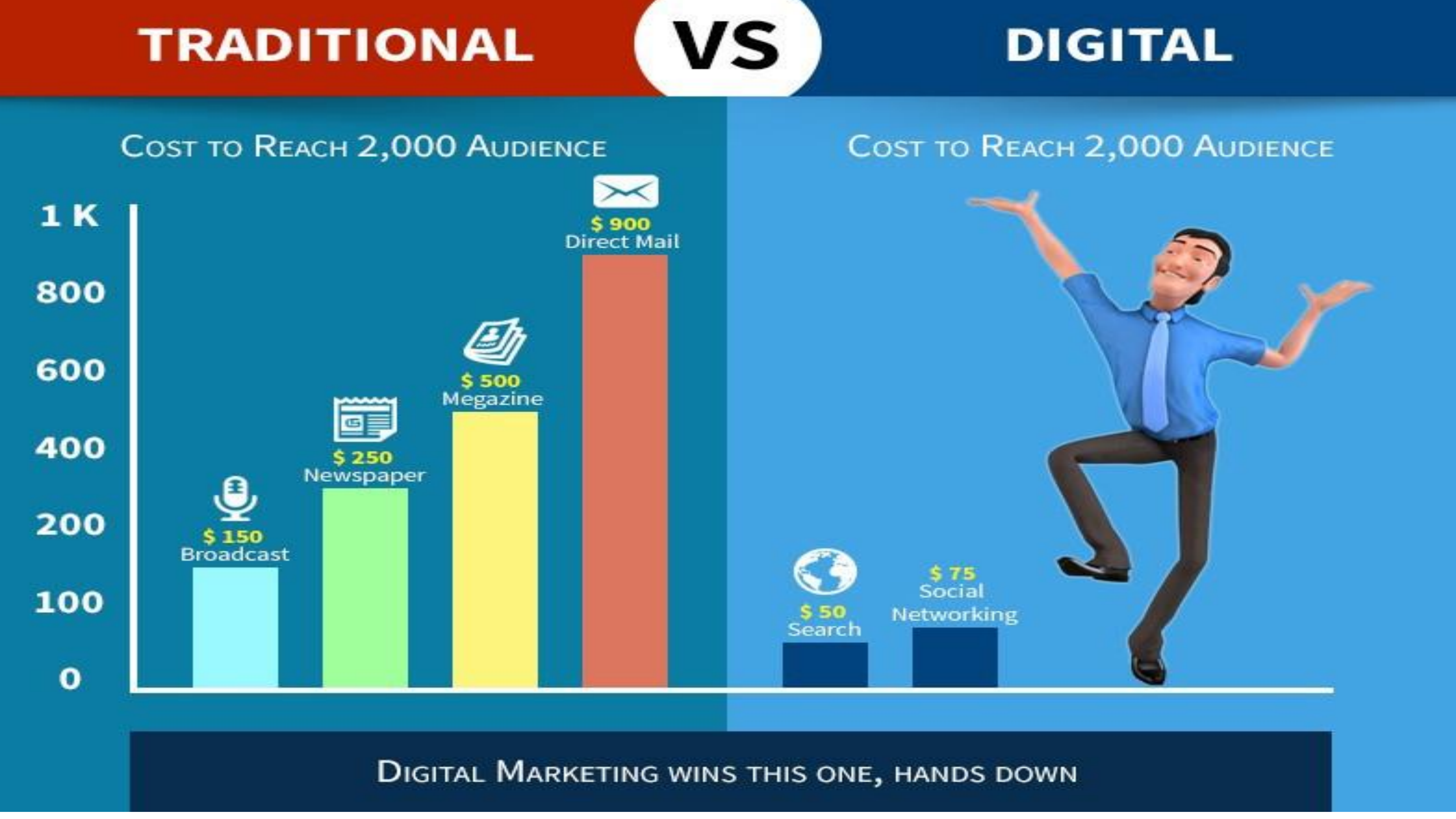
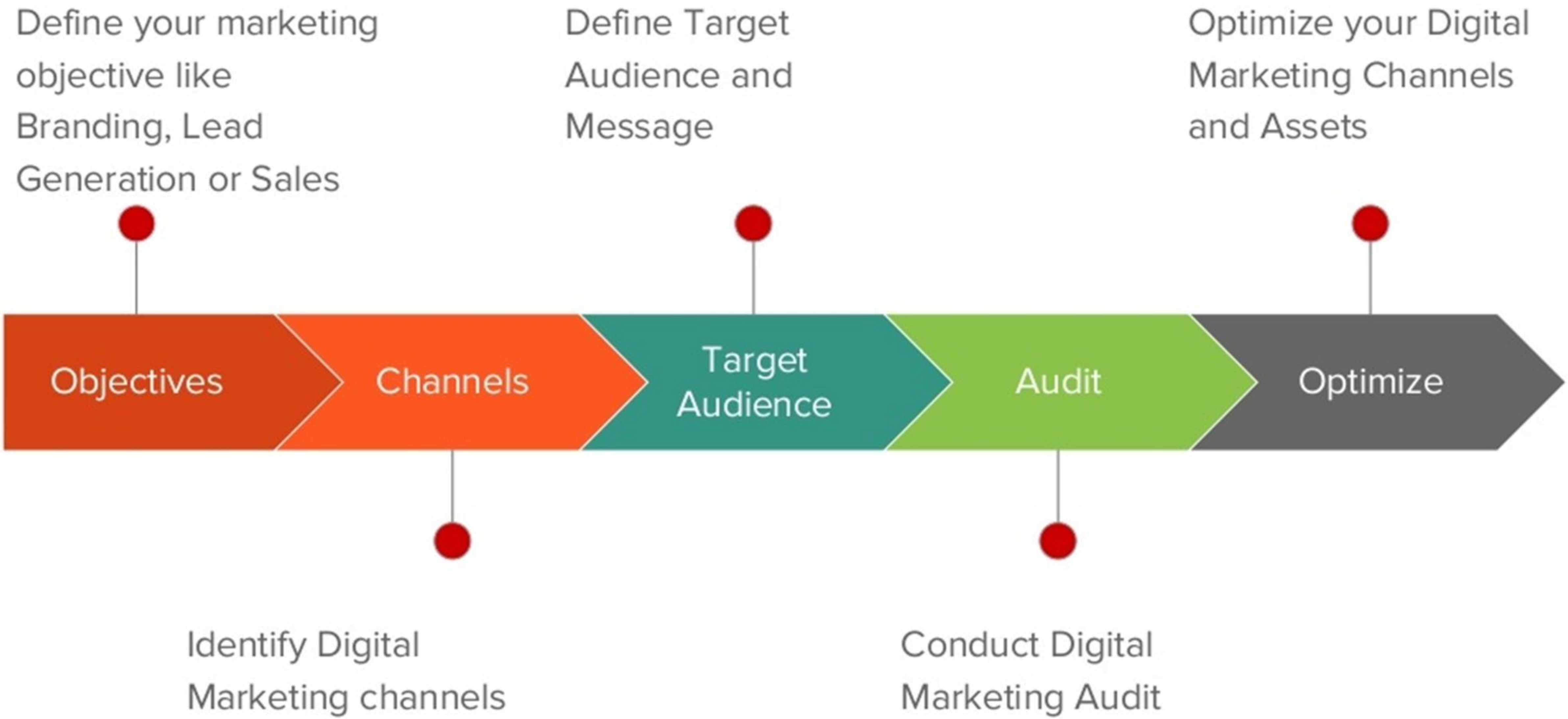

TRADITIONAL
VS
DIGITAL
Cost to Reach 2,000 Audience
Cost to Reach 2,000 Audience
1 K
800
600
400
200
100
0
$ 150
Broadcast
$ 250
Newspaper
$ 500
Megazine
$ 900
Direct Mail
$ 50
Search
$ 75
Social
Networking
Digital Marketing wins this one, hands down



Getting Started with Digital Marketing

Content Marketing

Search Engine Optimization

Email Marketing

DIGITAL MARKETING CHANNELS

AVAILABLE ON THE INTERNET

Social Media Marketing

Analytics

Conversion Rate Optimization

Referral Marketing

Establish business as an authority through interesting content & offers.
Domain AD, Multi product ads/ Carousel ad, Offer ad, Video ad, Lead ad, Branded content, Canvas ad, Dynamic ad

Display ad, overlay ad, non-skippable video ad, skippable video ads, Bumper ads, Sponsored cards

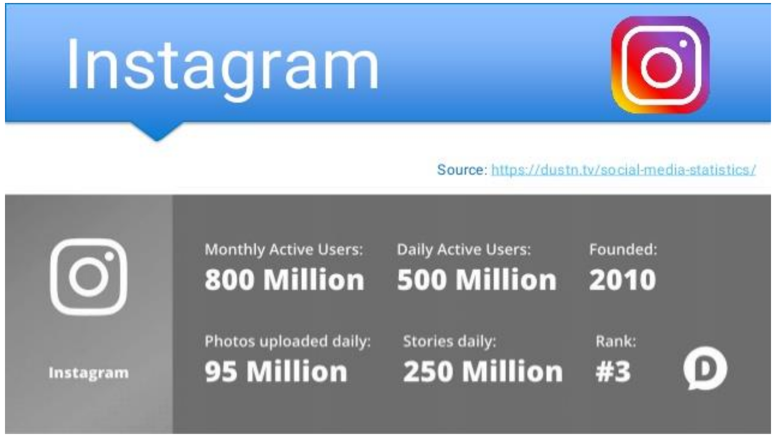
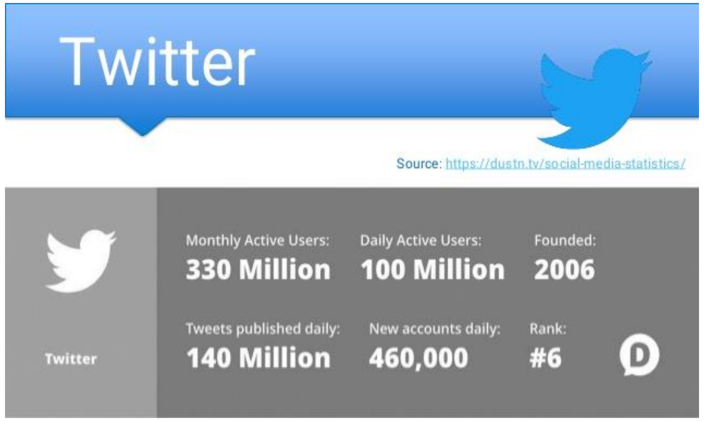
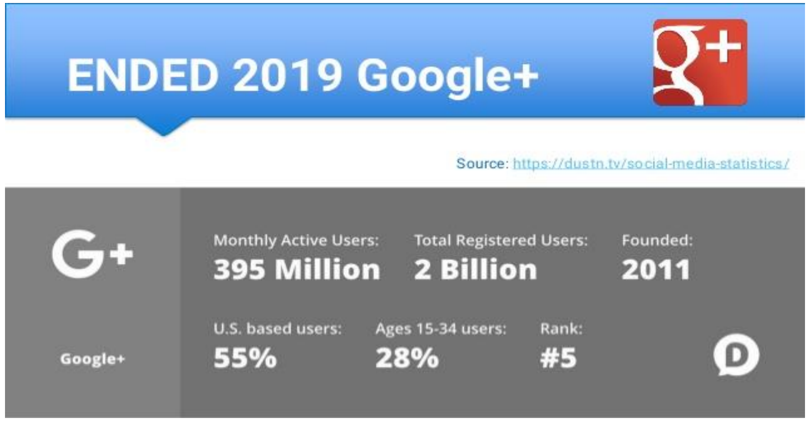


Photo ads, video ads, carousel ads, story ads

SOCIAL MEDIA PLATFORMS



can accelerate your brand message and content
Optimize to showcase your brand's personality.
Keep hashtag use to a minimally attract customers
Add images to tweets to increase retweets.



enabling brands to build relationships with prospects, customers, and other businesses.
Similar to other networks, you can share information and images, promote yourself as an individual, social network

businesses to easily interact with customers by using tools to automate, sort, and quickly respond to messages

JAN 2019

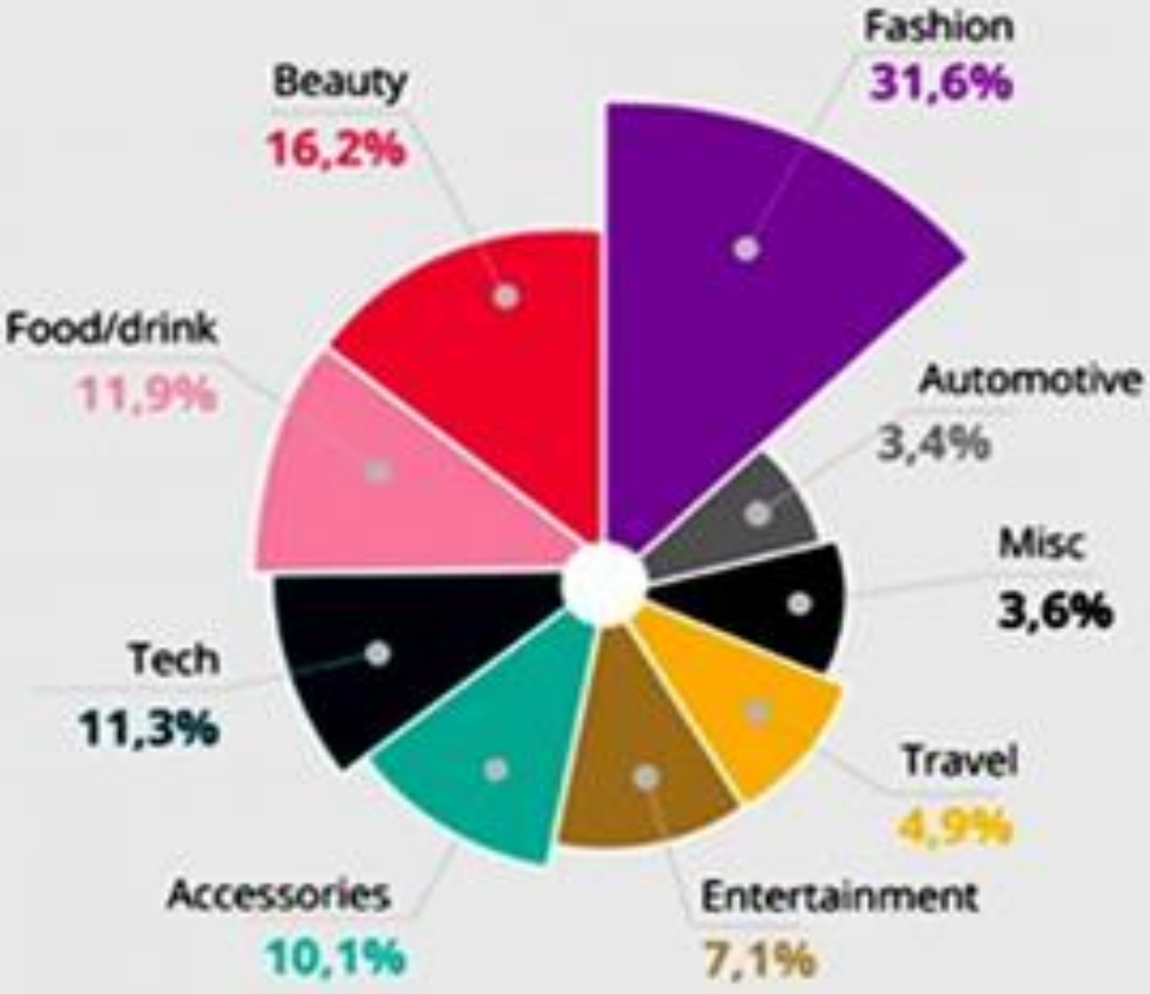
DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

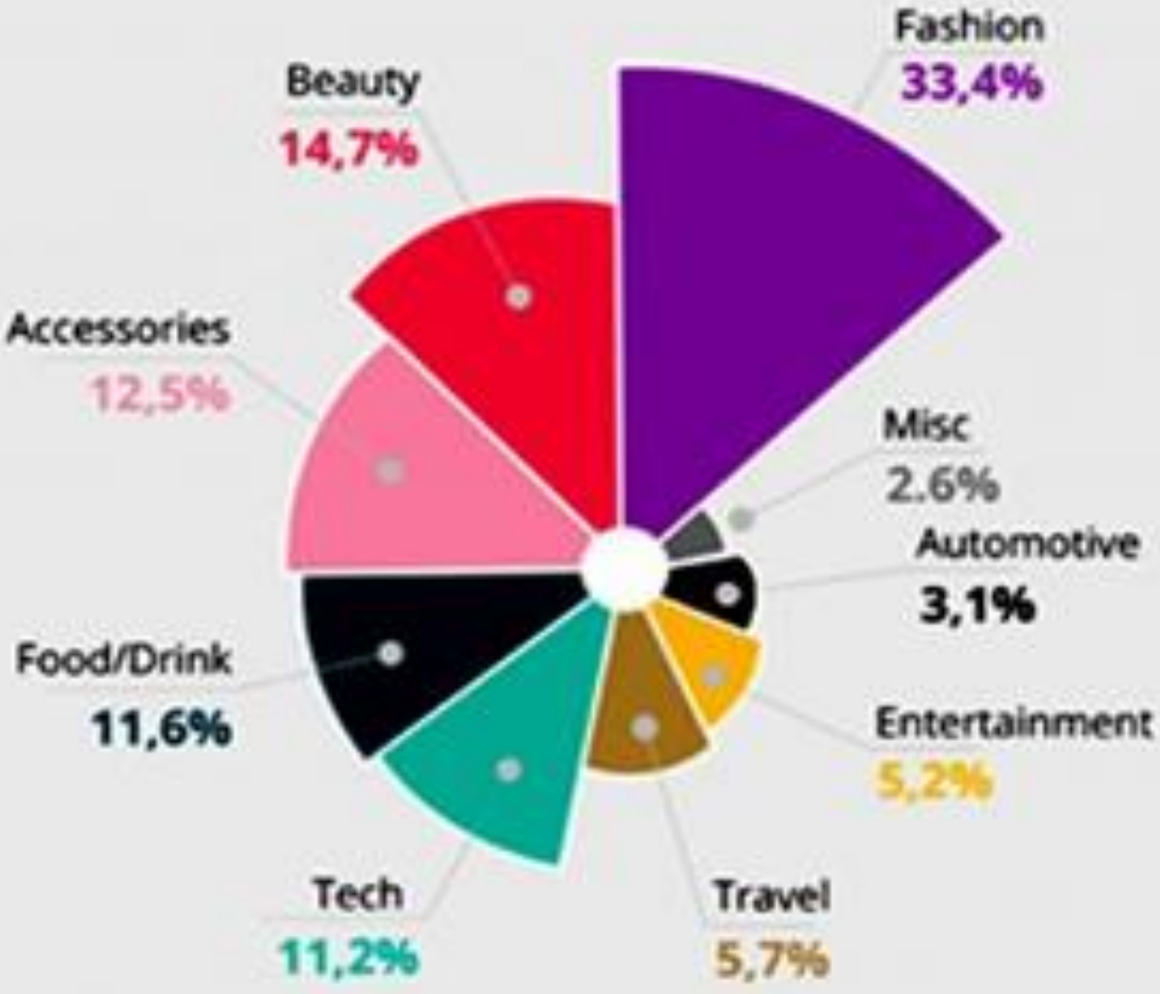
TOTAL POPULATION	UNIQUE MOBILE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SOCIAL MEDIA USERS
7.676 BILLION	5.112 BILLION	4.388 BILLION	3.484 BILLION	3.256 BILLION
URBANISATION: 56%	PENETRATION: 67%	PENETRATION: 57%	PENETRATION: 45%	PENETRATION: 42%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

Posts & Engagement by Industry



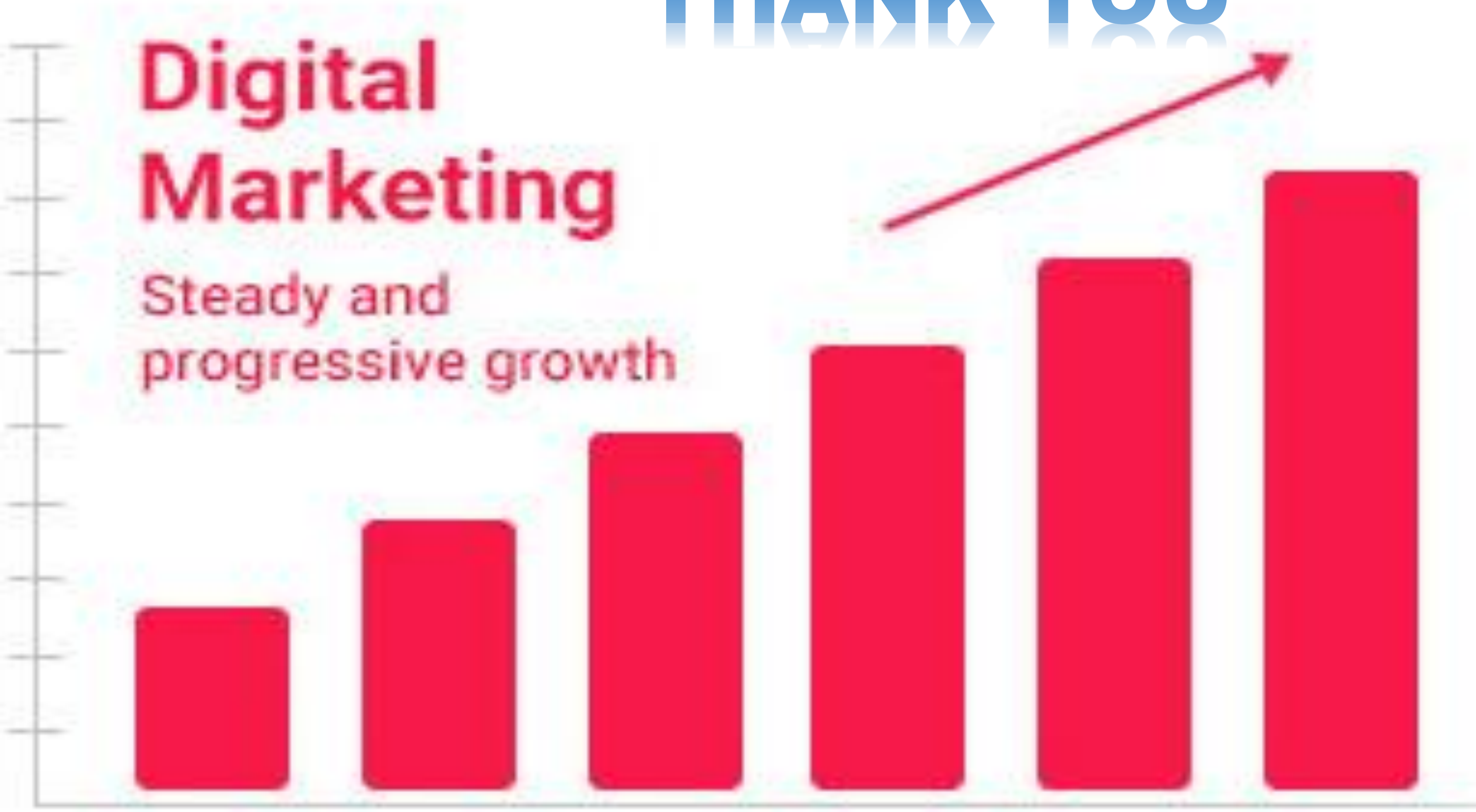
Posts by Industry



Engagement by Industry

Image: Buzzoole

THANK YOU



PART 2
SUMMER INTERNSHIP REPORT

PRESENTED BY,

LAKSHMY MANOJ KUMAR

(0189)

PROJECT TITLE: EVOLVING HEALTHCARE START-UP ECOSYSTEM IN INDIA

ORGANISATION WORKED WITH: HEAL HEALTH CONNECT

DURATION: 3 MONTHS

ORGANISATION MENTOR: DR. SWADEEP SHRIVASTAV & MS CHHAVI AUPLISH

FACULTY MENTOR: DR ARPITA BHASAK

COMPANY PROFILE

- HEAL Foundation is a not for profit organization registered under Indian Trust Act. As a trust, the organization aim to engage key stakeholders of the healthcare industry in India with the mission of:
- Nudging masses towards healthier practices by spreading awareness around relevant health issues
- Engaging and empowering stakeholders through capacity building so that they can guide the country towards better health practices
- Associating with medical bodies, associations, organizations and policy makers to help design policies which can improve health status of the country
- The organization believe that by changing health seeking behavior of all individuals and making health a priority for everyone, India’s disease burden will decline and our health status shall improve leading to country’s growth at all levels.

- PR & Media Advocacy, Strategy Content, Influencer Marketing, Integrated Campaigns, Credentialing Solutions, Advocacy, Professional Development Programs, Medico Marketing, Knowledge Support are the business beliefs of Health Health Foundation.

PROJECT OVERVIEW

My project mainly focused on **“EVOLVING HEALTHCARE START-UP ECOSYSTEM IN INDIA”** with objectives being:

1. To study and collect information about healthcare startups in India such as General health startups, Women healthcare startups, COVID-19 startups and also to explore the market and future course of action

2.To understand Food and Nutrition MSME’s, Healthcare small and mid-size pharma companies, mid-size manufacturing company for pharma- machines & ingredient/ formulation manufacturers, pharma & nutraceuticals ingredient company / API company, equipment manufacturers/ packaging company related to healthcare sector

The project was carried out in 4 stages:

• First stage was carried out by secondary research in which I went across various article about health-tech startups.

• The second stage consisted of data collection to build a robust database which connects in this ecosystem of the Startups and MSME’s followed by identifying their respective value market and funding providing to them.

• The third stage was Organizational development. In this stage, I made several PowerPoint Presentations, drafted the questions to be asked in the webinar conducted by the organization (Women in the lockdown: coping strategies, E-health summit: How to love a crisis, spiritual values and mental health in the time of pandemic,COVID-19 Heroes- The frontline and home health care workers, During and post lockdown Do’s and Don’ts, How to avoid stigma and discrimination during COVID-19, Immunity Booster Conclave and Life post lockdown: Heal-Thy Samwaad). Actively did tweets for webinar that took place.

ANALYSIS OF THE STUDY

- Today the Healthcare Start-up Ecosystem is considered to be ranked No. 3 in terms of emerging new start-ups taking birth & endeavoring to play an important role in India's Healthcare Ecosystem.
- By 2022, the healthcare market will potentially have a worth of $370 billion, promising returns up to 35-40%, according to several investors.
- There are about 2,975 startups in India that focus on health-tech. Some of the popular ones are PharmEasy, CureFit, Practo, MedLife, CallHealth, etc. The primary focus of most startups is to improve access to healthcare facilities. Technologies like machine-learning, nanotech, IoT, AI, robotics, 3D printing as just a few examples that have applications in the healthcare industry.
- The exponential growth of health-tech startups in India shows that Indians are in dire need of better healthcare and are accepting of it. Technology might finally be able to address the issues plaguing the Indian healthcare industry like quality, reach efficient capital utilization, scalability, affordability, etc.

INTERPRETATION OF THE STUDY

- These startups can act as a much needed facilitator to help approximately 70% of the rural population with limited or no access to hospitals or clinics.
- Mobile and internet platforms can be one of the means to address India's deficient healthcare facilities, via innovation in technology and telemedicine.
- The startup domain is struggling to rope in the right investors and arrange for adequate funding, which could largely be attributed to the slow pace of growth in the sector. It takes anywhere between 10 to 15 years to introduce a new product in the market with very few prevalent business models to compare with.

CONCLUSION

- The healthcare sector is growing rapidly in the Indian landscape, both in terms of revenue and increasing market share.
- This growing market has given rise to many emerging healthtech startups in India. They cater to various healthcare segments, book appointments, sell medicine online, and operate as a commercialized unit of venture.
- While technology has touched nearly every aspect of lifestyle in the urban context in India today, there’s a long way to go before India can match up to the technologically-advanced cities in the Western world, as it enters the Age of Startups.
- There’s been great progress in the past decade in logistics, ecommerce and online consumer services, but one area that’s lagging behind considerably is healthcare. While there are a number of healthtech startups in the Indian ecosystem, the scope of these startups is usually very narrow.
- With technologies such as artificial intelligence (AI) and Internet of Things (IoT) ushering in Industry machine intelligence has impacted a major hold in the healthcare startup industry in India.


Thank You