

PART 1

SUMMER TRAINING REPORT AT HEAL HEALTH CONNECT



A REPORT BY

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MBA PHARMACEUTICAL MANAGEMENT

(2019-2021)



**INDIAN INSTITUTE OF HEALTH MANAGEMENT AND RESEARCH,
JAIPUR**

ACKNOWLEDGEMENT

I take this opportunity with pride and enormous gratitude to thank those who have contributed to the successful completion of this endeavor.

First and foremost, let me thank the **ALMIGHTY GOD**, whose grace has been with as at each step of this work.

I express my sincere gratitude to **DR. ARPITA BHASAK**, My faculty mentor, **DR. SWADEEP SRIVASTAV**, CEO Heal Health Connect Solutions & **Ms. CHAAVI AUPLISH**, my corporate mentor, for giving me this opportunity learn and develop professionally.

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Finally, I thank and acknowledge my parents and friends for their love, prayers and constant support for the successful completion of my internship.

LAKSHMY MANOJ KUMAR

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TOPIC FOR THE PROJECT

***“EVOLVING HEALTHCARE START-UP
ECOSYSTEM IN INDIA”***

EXECUTIVE SUMMARY

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 healthtech 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: Healthy Samwaad). Actively did tweets for webinar that took place.

Key Findings:

- India ranks 145th among 195 countries in terms of healthcare quality and accessibility. The Indian healthcare sector is projected to cross Rs 19.57 lakh crore (US \$ 280 billion) by 2020, and India Brand Equity Foundation (IBEF) is also projecting that by 2022 the Indian healthcare market would grow and be estimated at \$372 billion, which is triple. (8.6 Million Rs). India's government plans to boost spending on health care by 2022 to three per cent of the Gross Domestic Product (GDP).
- In the Union budget 2014-15, the Government of India introduced 10,000 Crore Startup Fund to boost the technology ecosystem in India.
- In the year 2018, India had 4,892 healthtech startups which raised the amount of \$504 Mn during FY 14-18.
- India pharma industry about 60 per cent of the manufacturing is contributed by MSME's within an annual turnover of approximately \$9 billion (`60,000 crores) which is an integral part of predominantly formulations and to an extent API industry more so for intermediates.

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.

BUSINESS BELIEFS OF HEAL HEALTH

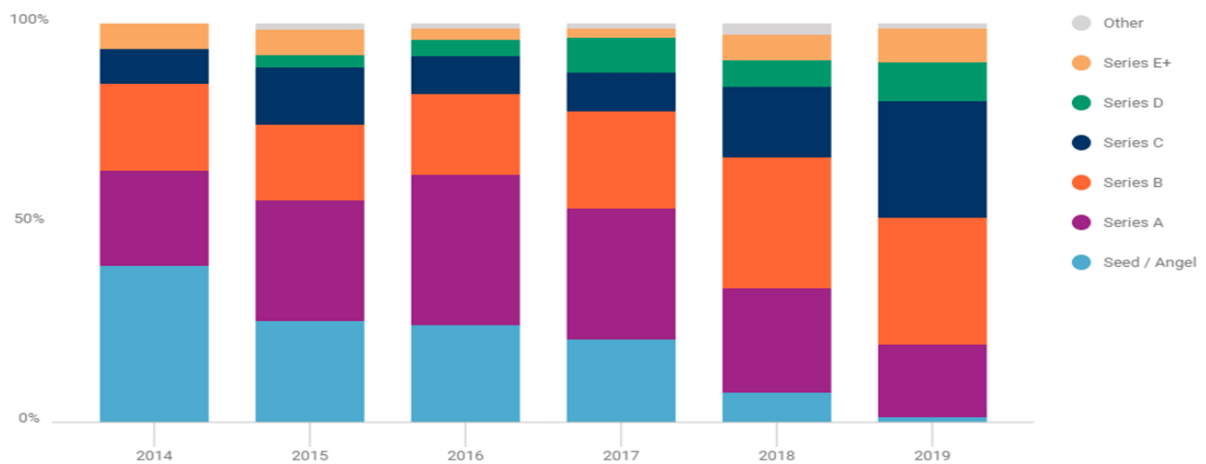
PR & Media Advocacy, Strategy Content, Influencer Marketing, Integrated Campaigns, Credentialing Solutions, Advocacy, Professional Development Programs, Medico Marketing, Knowledge Support.

A VIEW ON HEALTHCARE START UP SECTOR IN INDIA

The healthcare sector in India is largely unorganized and unequally distributed. Documentation and history of medicine remain largely inexistent. Higher patient-to-doctor ratio, differences in the care rate, lack of medical education, the need for quicker diagnosis and treatment all contributed to building up the system burden. This gap has led to a rise in consumer-driven

healthcare startups and it appears to be an obvious solution to India's complex healthcare problem.

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.



GROWTH OF HEALTHCARE START UPS FROM 2014-2019 IN INDIA

Discovery, care delivery, specialty care, digitization, diagnostic tools, monitoring and e-commerce are the startup categories in the room. Some of these startups are listed below:

1. 1. General Healthcare Startups

General Healthtech Startups in India includes:

❖ **Telemedicine Startups**

With an increase in the incidence of lifestyle diseases and rising healthcare costs, there's immense pressure on the traditional healthcare system. Innovative technologies are allowing health organizations to enhance the access and reduce the burden on hospitals through real-time consultation with doctors through smartphones, tablets, laptops or PCs. India could save up to \$ 10 billion in 2025, by using telemedicine instead of in-person doctor consultations, according to the Mckinsey report. Startups such as Practo,

DocPrime, mFine, CallHealth and Lybrate were operating telemedicine services in India under a regulatory grey area. The clarity in the regulations around telemedicine will not only help these startups address the spread of coronavirus, while also improving access to healthcare among the rural class.

❖ **Online Pharmacy Startups**

Online pharmacy startups are redefining the way prescription medicines are being purchased by consumers and in the process, they have expanded the reach of healthcare in the country. Healthcare, while a critical pillar of any economy, is a highly competitive and regulated sector. The healthcare market is dominated by three main segments – pharmaceutical companies, hospitals and pharmacies. Among these, the pharmacy segment has witnessed a strong traction, with a large number of startups entering this domain, fueled by strong investor interest. This is being powered through internet reach and the proliferation of smartphones. Like ecommerce, the online pharmacy market also has the presence of a sizeable number of players. 1MG, Pharomeasy, Netmeds, MyraMed and SastaSr are the key players in the market & studies predicts the online pharmacy room will expand by more than 20 per cent at a CAGR to hit the \$3 billion mark by 2024. Online pharmacy startups primarily follow two business models – Pure play marketplace or inventory-led. These sites sell not only medicines but also many other products and services in the healthcare market.

Marquee investors including Sequoia Capital, Kae Capital, Eight Roads Ventures India, and Nandan Nilekani-backed Fundamentum Advisors have been able to draw attention from the e-pharmacy space.

❖ **Personal Health Management Startups**

Due to increased understanding of health issues as well as wellness practices, Indians are becoming more and more health conscious. This has also contributed to the rise of aggregators of health advisory content such as MyUpchar and CureJoy, along with personal health monitoring apps such as Pregbuddy and Maya, which help women monitor periods and pregnancy.

❖ **Fitness and Wellness Startups**

‘Fit India Movement’ to encourage Indians to dedicate some time to sports and fitness activities. Positive initiatives as they are, it is not enough. And the Indian startup ecosystem knows that. Hence entrepreneurs are making the health and fitness sector more vibrant and innovative, helping more people follow a healthy lifestyle. Cure fit, Healthify, Fitmein are some strong and leading initiative startup that hold as the backbone of this industry.

❖ **Home Healthcare Startups**

One of the biggest pitfalls in India's traditional healthcare system is the lack of adequate and critical care for many patients , particularly those outside of the metro and Tier 1 cities. Many healthtech startups are solving this by bringing healthcare services to the homes of patients.

Indeed, India's home healthcare segment has grown from basic assessments to elderly treatment, oncology or cancer support, doctor appointments at home, collection and recording of clinical tests, physiotherapy sessions, home nursing and more. Some startups operating in this space include Gurugram-based Healthians backed by cricketer Yuvraj Singh; CallHealth,Portea Medical and Healthcare At Home .

The IBEF has estimated that by next year the home healthcare sector will hit US\$ 6.21 Bn.

India is said to have the second largest geriatric population (above 60 years of age) in the world with 87.6 Mn people above the age of 60. Second, the busy urban lifestyle has also contributed to the rise in home healthcare.

❖ **Diagnostics Startups**

While access to healthcare may be a problem, another big issue is that the time taken for disease diagnosis, especially for chronic illnesses. Among startups working within the field of medical diagnostics, the main target has been to develop medical devices, software for diagnostic centres, AI and ML tools to help in discovery of illnesses, and facilities for remote or on-site diagnostic services.

In India, testing companies include the likes of Qure.ai, SigTuple and NIRAMAI Medical Analytix.

In India, testing companies include the likes of Qure.ai, SigTuple and NIRAMAI Medical Analytix. These et al. use deeptech to allow reports of radiology, medical imaging and pathology accompanied by a faster and easier diagnosis.

On the healthcare industry, AI 's commercial use is expected to grow at a CAGR of fifty-two percent between 2018 and 2025 in \$36.1 billion by 2025. AI forms a critical aspect of diagnosis because it removes the burden on India to get a lower patient ratio doctor. This tech-centered approach has gained traction amongst the enablers of startup ecosystems.

❖ **Medical Devices Startups**

Medtech companies are addressing end-to - end medical needs of Indian customers, from making a doctor's appointment to assessing preeclampsia at an early stage. While biotechnology is about using biological and technological advances to repair health and well-being, people have used technology to diagnose diseases themselves for years, The Indian medical devices industry is valued at \$5.2 billion, making it the fourth-largest medical devices market in Asia, including for Early detection of breast cancer, Smart infusion pumps used for intravenous administration of medications, eye care tools, wearable devices, diabetes treatment and management, diabetic goods, BP measurement, blood sample analyzers and digital imaging devices.

Some of India's startups for medical devices include UE Lifesciences, Forus Wellness, BeatO, Wellthy Therapeutics and vTitans, ten3 T etc.

❖ **Biotech R&D Startups**

If diagnosis based on AI is about solving big problems for large parts of the global population, biotech research is focused on the patient. Biotechnology department of the Indian government has forecast the Indian biotechnology sector will reach \$100 billion by 2025. India's biotech industry held 2 percent of global market share in 2017 and was the third largest in the Asia-Pacific region to be pegged.

Startups like MitraBiotech have developed biotech solutions such as CANscript that allow doctors to choose the most suitable combination of drugs for a patient. CANscript measures a tumor sample against various combinations of drugs in a controlled setting close to the real-life microenvironment of human tumour.

Pandorum Technologies is another Bengaluru-based company focusing on tissue engineering and regenerative medicine. The company's flagship product, human liver tissue printed in 3D, can be used for drug metabolism and disease modeling in medical research. Binny Bansal, Indian Angel Network, and other Angel investors endorse Pandorum.

❖ **Healthcare IT/Data Startups**

Between April 2000 and June 2019, the country's hospital and diagnostic centres attracted Foreign Direct Investment (FDI) worth \$6.34 billion, according to data by DIPP. A lot of healthcare relies on data from patients, doctors, as well as medical, anthropological and sociological research. This is where healthcare IT companies with their SaaS offerings are making an enormous difference in access, insurance and care. Startups such as Innovacer, HealthPlix, Pharamarack, Attune, CareStack, Live Health, and Practo are working in this space to gather and process data from different sources, and to organize it for their models.

NASSCOM pegged India's IT industry at \$167 billion in 2018 and predicted that it will rise at an annual rate of 8 percent.

At this rate of growth, it's expected to require India another 25 years to succeed in the \$1 Tn value.

❖ **Biopharma Startups**

Biopharma is the biotech field that deals with the development, manufacture and production of drugs derived from biological processes. Because of the chemical process used to manufacture allopathic medicines, biopharmaceuticals are developed using living organisms such as bacteria, yeast, and mammals.

Biopharma is that the field within biotech which deals with manufacture and production of medicine that are manufactured from organic process. Biopharma drugs are manufactured using living organisms such as bacteria, yeast and mammalian cells instead of the chemical process used to make allopathic drugs.

The prefix 'bio' essentially denotes the method of drug production. The biopharma sector in India includes startups like antibiotics focused Bugworks Research, Vyome Therapeutics, and PlasmaGen Biosciences which specialises in protein therapy.

The Biopharma industry in India makes up an honest chunk of the general pharma market. The total annual revenue for biopharma touched \$275 Bn in 2018, accounting for quite 25% of the entire pharmaceutical market.

❖ **Genomics Startups**

The Genomics sector involve startups focusing on innovation in the field of genome research, DNA studies and gene editing. Some startups operating in this ecosystem include Mapmygenome, Genebox and MedGenome. While gene editing is about to transform the face of food , medicine, and wellness around the world, Indian startups concentrate on genetic engineering for detection of illness, diagnosis, and non-invasive treatments.

2. WOMEN HEALTHCARE STARTUPS

With passing time women's healthcare sector emerged with several innovations. The main aim of WHCS is to Monitor Health, track all overall health activities and are women driven. In the last decade or so, a few startups have hiked up in India focusing on women's health.

Few are listed below:

- ❖ Pregnancy related (Gynecology/Obstetrics practice) or to find online platform to search for gynecologists, hospitals, diagnostic services and treatment packages for pregnant

women to select hospitals based on reviews provided by new mothers on quality of care experiences at the maternity hospital. Example- Pregbuddy. Together for her, Ela Women, Dost Buddy, DocN Me, Maatritva, I Love 9 Months

- ❖ A few were startups were of Portable uterine contraction monitoring device which is affordable, easy to use and LaborConnect, Intelligent Labor monitoring tool which helps staff nurses to make timely interventions to prevent complications during intrapartum period. Example- Janitri Innovation.
- ❖ Other startup with Educating and Raising Awareness among poor communities on wellness and provide life changing preventive health products and services to their doorsteps. They are enabling health ownership by building healthy communities. Example- Maya.
- ❖ Social venture providing health & livelihood solutions to impoverished women globally with standards of care with product offerings for a women's reproductive health life-cycle. (Ayzh)
- ❖ For Menstruation related, Startups manufactured and distributed Menstrual Cups, Organic Sanitary Pads, Panty Liners, Intimate Cleanser, Intimate Hygiene (Natural Intimate Cleansing Wipes, Natural Feminine Intimate Wash for women), Sweat Pads. Example- Azah, Sanfe, Heyday, Boondh, Nau, Carmesi, Saathi, Trucup etc.
- ❖ There were several startups for Breast cancer screening (Niramai), Female Urination Device - Women Pee Funnel For Dirty Toilets. (Peebuddy)

3. COVID 19 START UPS

While the COVID-19 epidemic continues to spread across the globe, more strict prevention measures are being placed in place. From social isolation, to office, school

and daycare closures, to shelter-in-place orders, families, our country and the world are coming together to fight this pandemic.

The resilience and dedication of the startup community to do what's needed to help curb the spread. Companies are using their software to ensure our communities' health and safety, and are endorsing COVID-19 solutions.

Funding sources for startups battling COVID-19 are open.

Startups are practicing crowd management, geofencing, fake news detection, offering personal protective equipments, testing equipment, logistics, large area sanitization, AI Technology for contactless entry, movement tracking, critical care equipment etc.

Few examples of such starts - Aerobiosys Innovations Pvt. Ltd, Centre for Cellular and Molecular Platforms (C-CAMP), Turtle Shell Technologies Pvt. Ltd. Dozee health, My Labs Discovery Solutions Pvt Ltd etc.

Analysis of the study

The healthcare sector in India has always been booming and is one of its fastest-growing sectors. With the amalgamation of technology and healthcare in India, the sector is poised to create new milestones. The way technology has helped transform the other sectors of the country like education and finance, it is proof enough for its potential to positively impact this sector as well.

By 2022, the healthcare market will potentially have a worth of \$370 billion, promising returns up to 35-40%, according to several investors. Health-tech is a game-changer, despite the fact that India has a long way to go when it comes to using technology to impart health-related services. It is expected to generate 40 million jobs by 2030.

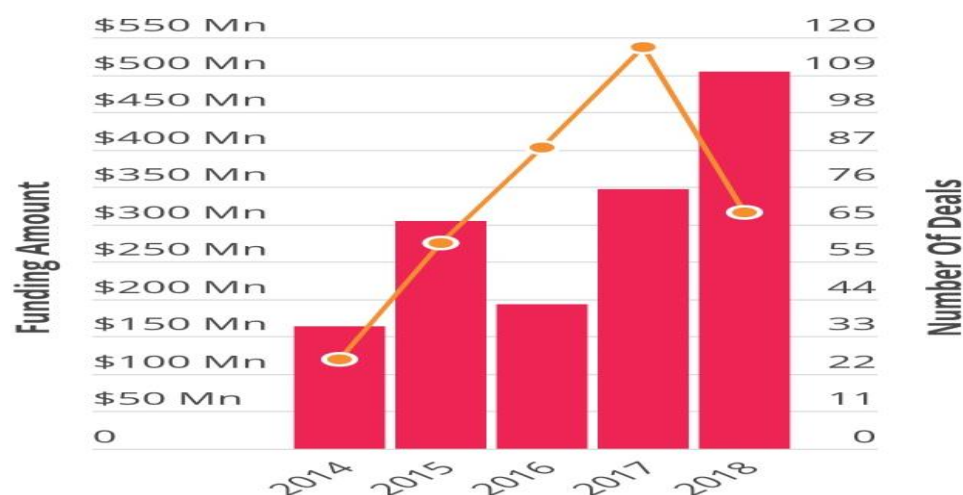
There are about 2,975 startups in India that focus on health-tech. Some of the popular ones are PharmEasy, CureFit, Practo, MedLife, CallHealth, etc. The primary focus of most startups is to improve access to healthcare facilities. Technologies like machine-learning, nanotech, IoT, AI, robotics, 3D printing as just a few examples that have applications in the healthcare industry.

The health-tech startups in India belong to the broad categories of pharmacy, home healthcare, diagnostics, biotech, etc. Let's take the pharmacy and home healthcare sectors as examples to understand the impact of the infusion of technology.

The rise of health-care startups in India shows that we can soon see the use of genomics, biotech, and robotics in hospitals and clinics to increase the efficiency of health-related services. Artificial intelligence can be used to detect diseases with absolute accuracy while apps that monitor your vitals and movements can help increase the overall wellness of the country.

There are also some red flags that need to be kept in mind when we talk about what the growth of health-tech in India is signaling. With the focus on functionality, there is a risk of security and privacy being ignored. The digital transmission of personal health information can be dangerous. This is why the field of health-tech needs to be imbued with greater responsibility. Also, how safe is technology in the health field without established protocols, quality-assurance and legislation.

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. This also shows the massive potential for health-tech startups in India, who can as the bridge that connects needs and wants.



INVESTMENTS MADE IN HEALTHCARE STARTUPS

INTREPRETATION

- 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. This could result in better diagnosis by doctors making the history of patients available on cloud platforms.
- 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.
- India's public spending on the healthcare sector comprises of only 1.4 per cent of the GDP and is amongst the lowest in the world.
- Private sector stakeholders could play a crucial hand in the growth and development of healthcare start-ups, by investing in high-risk which could enable entrepreneurs to bring medical advancements and generate higher returns.

CONCLUSION

The healthcare sector is growing rapidly in the Indian landscape, both in terms of revenue and increasing market share. The Indian Healthcare industry pegged at \$100 billion is expected to grow by 23% by 2023 to \$280 billion. 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 4.0, machine intelligence has impacted all major industries from agriculture, to recruitment, to entertainment, transport, and a lot more.

Due to the lack of expert healthcare professionals, the healthcare industry offers a huge opportunity for AI to enable faster and efficient healthcare delivery. Most startups in India are focused on improving access to healthcare and critical care.

Healthcare industry in India is said to be one of the fastest growing sectors backed by India's rising income, health awareness, and access to insurance, but also due to the increase in lifestyle and stress-related diseases. The IBEF has estimated the Indian healthcare market to be valued at \$372Bn by 2022.

PART 2

Summer Training Report

By

LAKSHMY MANOJ KUMAR

(Roll No-0189)

MBA (Pharmaceutical Management)



INDIAN INSTITUTE OF HEALTH MANAGEMENT AND RESEARCH,

INDIAN INSTITUTE OF HEALTH MANAGEMENT AND RESEARCH,
JAIPUR

Report on Online Course

Fundamentals of Digital Marketing

Platform for the Course: Fundamental of digital marketing by google

Duration of the Course: 40 hrs

Start Date: 3 MAY 2020

End Date: 18 MAY 2020

ACKNOWLEDGEMENT

The online report defines and signifies the sheer mannerism in which numerous interacted tasks are performed by an individual composed of all requirement assignment. Each assignment bearing their own importance and providing contribution which is nothing short of being invaluable.

Google has provided me an opportunity to learn and gain deep knowledge in Digital marketing. I begin with the proceedings and support of my mentor Dr Arpita Bhasak for her valuable support in the preparation of the online course.

Last but not the least, I wish to remember with the deep sense of gratitude the encouragement provided to me by my faculties, friends and batch mates.

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COURSE DESCRIPTION

Marketing excellence is a prerequisite for success in any business, from startups to the world's most established enterprises, yet the art and science of marketing is constantly evolving. This course helped me in understanding the essential principles and practices of marketing in the digital economy.

In this business and management course, I gained an understanding of how the digital economy works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing.

The fixed and mobile Internet and related technologies exert a profound influence on how business and social institutions evolve, how they are challenged—and sometimes, even displaced. Companies that were non-existent a few short years ago, including Facebook, LinkedIn, and Uber, have dramatically changed how we interact, communicate and get from point A to B.

OBJECTIVE OF THE COURSE

- How to leverage new models in business and e-commerce to increase profitability.
- Successful Social media and digital marketing techniques.
- Real-world application of digital marketing and e-commerce methods.
- How to market yourself and your products more effectively and efficiently.

COURSE CONTENT

1. What is Digital Marketing?

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Email showcasing, pay-per-click publicizing, online networking promoting and, in any event, blogging are on the whole incredible instances of computerized advertising they help acquaint individ. Digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tonesuals with your organization and persuade them to purchase.

2. Digital Marketing Assets

Nearly anything can be an advanced promoting resource. It basically should be an advertising apparatus you utilize on the web. That being stated, numerous individuals don't understand what number of computerized promoting resources they have available to them. Here are only a couple of models:

- Your website
- Logos, symbols, abbreviations, and so forth
- Video content (video promotions, item demos, and so on)
- Pictures (infographics, item shots, organization photographs, and so

forth)

- Online items or instruments (SaaS, adding machines, intelligent substance, and so forth)
- Audit

As you can most likely envision, this rundown just starts to expose what's underneath. Most advanced showcasing resources will can be categorized as one of these classes, however cunning advertisers are continually thinking of better approaches to arrive at clients on the web.

3. Digital Marketing Strategies

The rundown of advanced advertising methodologies is likewise continually developing, however here are a portion of the techniques most organizations are utilizing:

Pay-Per-Click Advertising

Pay-per-click (PPC) publicizing is really a wide term that covers any kind of computerized showcasing where you pay for each client who taps on a promotion. For instance, Google AdWords is a type of PPC publicizing called "paid inquiry promoting" (which we'll go over in a second). Facebook Ads are another type of PPC promoting called "paid online life publicizing" (once more, we'll get into that in a matter of seconds). Paid pursuit publicizing is probably the most ideal approaches to target potential clients who are effectively looking for an item or administration like yours.

Website streamlining (SEO)-

In the event that you would prefer not to pay to appear in the SERPs, you can likewise utilize site design improvement (SEO) to attempt to rank pages or blog entries on your website naturally.

You don't need to pay legitimately for each snap, yet getting a page to rank for the most part takes a considerable amount of time and exertion.

Paid Social Media Advertising

Most web based life stages like Facebook, Instagram, Twitter, LinkedIn, Pinterest and Snapchat will permit you to run promotions on their webpage. Paid online networking publicizing is extraordinary for building mindfulness with crowds that probably won't know that your business, item or administration exists.

Online life Marketing Like SEO, online life promoting is the free, natural approach to utilize web-based life stages like Facebook or Twitter to showcase your business. What's more, much the same as SEO, naturally advertising your business via web-based networking media takes significantly additional time and exertion, yet over the long haul, it can convey a lot less expensive outcomes.

Content Marketing

Content showcasing is another genuinely wide advanced advertising term. Content showcasing covers any computerized advertising exertion that utilizes content resources (blog entries, infographics, eBooks, recordings, and so on) to fabricate brand mindfulness or drive snaps, leads or deals.

Email Marketing

Email showcasing is the most seasoned type of web based promoting it's despite everything going solid. Most advanced advertisers use email showcasing to publicize exceptional arrangements, feature content (frequently as a major aspect of substance showcasing) or advance an occasion.

4. How can blogging help in Content marketing

The three significant periods of substance showcasing are — arranging, creation, and advancement. You plunking down to assemble the blogging schedule for a month is pretty much equivalent to content promoting arranging stage. With each blog entry thought, you have an objective — what you need to accomplish through that specific blog entry and an arrangement

— how you will accomplish the objective otherwise known as what to write in the post. In case you're not doing this movement, there is a decent possibility your posts won't help you to accomplish your greater objectives.

At the point when you begin composing the blog entry, you do a touch of exploration on the theme or thought, at that point make a diagram first and afterward you set off to compose the blog entry, alter it and distribute it. It is equivalent to the substance creation stage. exploring, laying out, composing, altering and distributing are the centre strides of the substance creation process. With each blog entry you compose, you'll have the option to refine every one of the means and in time, you'll be acing it. Blogging doesn't stop with distributing what you've composed. Getting guests to peruse, share and advance is the following significant advance. The greater part of the bloggers disregard this progression or fizzle at one or the other outcomes in the unexpected passing of their blog. Specialists suggest that in the event that you invest 40% of your energy recorded as a hard copy the blog entry, at that point you have to invest 60% of your time in advancing it. With regards to advancement, you have a lot of alternatives - online networking showcasing and promoting, site design improvement and advertising, email promoting and so on.

5. Search Engine Optimization and Search Engine Marketing.

Website improvement, famously known as SEO is the most looked for after and the most troublesome expertise to ace. Google is tweaking its positioning calculation 200 times each year which causes the professionals to remain alert as the strategies that worked before could get futile at the moment Google pushes an update. At the point when you compose your blog entry, you would've done catchphrase examination to pick the correct watchword to centre and contender exploration to recognize what sort of substance your rivals have distributed. Those two stages are the beginning of a decent SEO process. While composing the blog entry, you'll be utilizing the 'target watchword' in the correct zones to improve the positioning prospects of that article. Likewise, you'll be utilizing it in the URL and grapple messages. It is the 'on page enhancement' some portion of SEO. When distributing the post, you'll be connecting with influencers to advance your blog. You'll utilize social channels to advance it. You'll likewise consider strategies like utilizing PR inclusion or remarketing or posting the blog entry interface in

the networks or utilizing social bookmarking and so on. Those means are a piece of the 'third party referencing' segment of the SEO.

Nutritional Bloggers:

This is a kind of paid promotion. There are several patients who without reading the reviews of any kind of site such a Quora or any other site do not usually go for buying the medicine. In that case we can pay some nutrition bloggers or any content makers to review our product high so that the popularity of the product increases.

Search Engine Marketing:

In the event that you truly need to exceed expectations at blogging, you can't simply depend on the natural traffic. As it would require a long time to get the natural traffic to your new blog entries, you can use Google Adwords and Bing Ads to increase moment footing. Since you'll be concentrating on examination or mindfulness catchphrases for advertisements, it won't cost you much. Likewise, you don't need to concentrate just on Adwords or Bing Ads, you can attempt to test second level and third level players like 7Search, AOL search and so on. What's more, in the event that you decided to utilize this strategy, you'll be figuring out how to make promotion battles, composing adverts, estimating and upgrading the advertisements which mean, you'll be acing web index showcasing otherwise known as PPC publicizing.

6. Social Media Marketing

Social is a basic part to prevail with regards to blogging and in prior occasions blogging is considered as a web-based life movement in light of the fact that your blog entries can inspire remarks, likes, and offers from the persuaders. To use online life to drive associations, you have to get familiar with the perfect opportunity to post on social medias and to create web-based life posts that get likes and offers. At the point when you do it, you'll be learning and acing internet-based life advertising.

7. Social Media Advertising

It's a known factor that Facebook wouldn't like to you get quite a bit of free likes and shares and the natural reach for the posts are reducing continuously. Running fruitful online networking advertisements have become a urgent part to prevail as a blogger. Numerous bloggers have

neglected to perceive this change and adjust to it and it has cost them, denying a significant number of their perusers and the offers from them. This opens up the way to learn and ace online networking publicizing.

Social Media Postings:

Facebook clearly has its own place toward the beginning of this area. However, internet based life is far beyond just Facebook and you have to exploit that. Internet based life clients are developing constantly and are as of now at 2.6 billion as per Statista. The principal thing that you can do via web-based networking media insufficiently basic. On the off chance that you have another item that you need individuals to think about, make a post about it. Discussion about the highlights of your new item, how it can help individuals or improve their lives. To put it plainly, make them amped up for it. Something else you can do is to make an incredible hashtag. What we mean by this is your hashtag ought to be remarkable and stands apart from the rest.

Individuals, or to be progressively careful, likely clients, will have the option to discover data that is identified with your item utilizing the hashtag. Fuel the fervor further by including some off camera content about your item. This can be photographs, posts, or recordings indicating some fascinating stuff that you didn't at first show to general society. Additionally, you can utilize online networking challenges, surveys and giveaways to siphon up the association among you and your devotees. This is a fun and simple approach to draw in with the crowd and in the end, acquire fans all the while. In actuality, as indicated by a review, a straightforward Facebook challenge can surrender you to 34% new devotees. That is on a normal for every battle.

Something very similar should be possible with Twitter, Instagram and YouTube also.

Instagram:

Instagram has more than 400 million dynamic clients and its visual center is ideal for advancing items. Half of those clients are on Instagram consistently. There are a few different ways to utilize Instagram to advance your store. You can share dazzling pictures of your items, share a stop movement video of one of your items in real life, run a challenge, or connect with persuasive Instagram accounts and request that they share your item.

YouTube:

YouTube has gotten one of the world's biggest web search tools for finding new substance. Furthermore, YouTube recordings can likewise rank in conventional web crawlers like Google. This presents an enormous traffic opportunity. You don't have to make a viral video to get results on YouTube. You can in any case advance your items with fascinating or accommodating recordings. Numerous individuals may as of now be searching for your items or brand on YouTube. By making a marked channel, with your own recordings, you can control the story.

8. E-Mail Marketing

Rundown constructing and blogging go connected at the hip and any effective blogger (or the ones who need to turn into a fruitful blogger) will concentrate on it. Likewise, as a feature of adapting the blog, bloggers use email to help their income age plans. Keeping the perusers refreshed with the most recent blog entries through week by week bulletins, drawing in perusers with email just substance and advancing items and administrations through messages are not many of the email strategies ordinarily utilized by the bloggers. Also, those strategies are the most significant parts of email advertising. At the point when you fabricate, oversee and draw in your email show, you are likewise on the way to acing email showcasing. It supposedly is the most inclining structure Digital promoting. Email inboxes are progressively smoothed out, and potential clients have just demonstrated enthusiasm for your item by giving you their email address. The patients who are as of now our patients additionally may have given their E-sends then all the new discharges or data about the item can be given through Emails. This makes mindfulness about the item. There is no compelling reason to invest all your energy composing and sending messages. Make it simple on yourself by setting up an assortment of robotized email battles that are intended to expand your income. There are many such choices which are present, for example:

- Emailing new supporters and offering them an impetus to shop.
- Emailing new clients, a post-deal email to upsell and enchant.
- Emailing guests who deserted their truck and reminding them to complete their buy.

9. Marketing Automation

Most wise bloggers computerize their advertising. At the point when another blog entry is distributed, it is consequently posted on their online networking profiles, submitted to ping servers and added to the sitemap. Likewise, they fragment and show applicable substance and promotions to their perusers dependent on the wellspring of the visit. With email mechanization, they can tag, portion and advance important substance and offers. All these are a piece of the promoting computerization range of abilities and blogging can assist you with learning it adequately.

10. Website Planning and Creation

Making and Planning your site is a basic route with WordPress it's amazing and simple stage. Begin in minutes with word press and make changes to your webpage in seconds. Register a one of a kind .com .net, .organization, or .me space for your site which can assist you with identifying your business on web and begin utilizing it in proficient manner. after certain endeavors in ad you can get some online nearness in only not many advances. You can plan additionally your current site in WordPress and tweaked your site in a couple of simple advances.

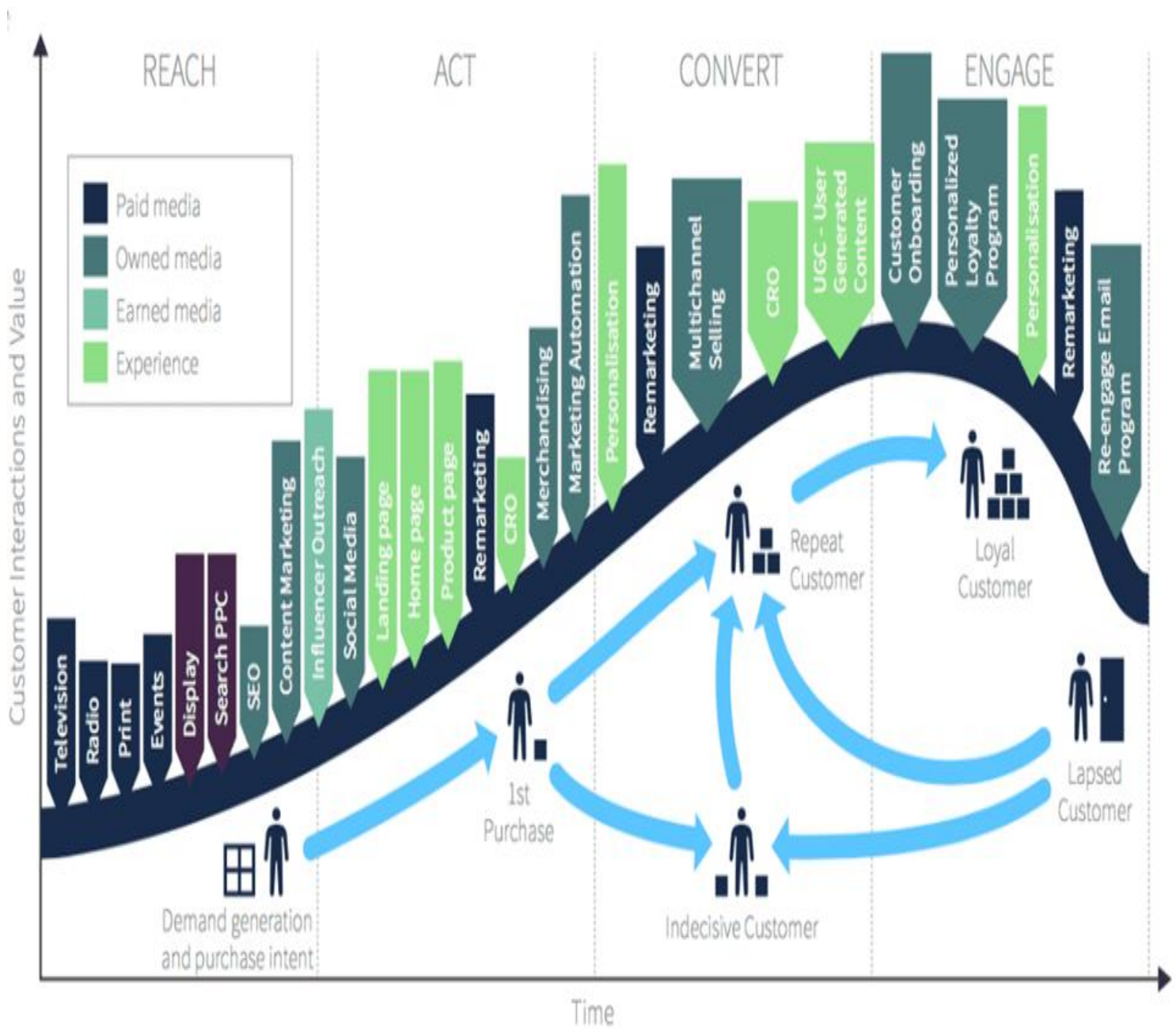
11. Info Graphics

In straightforward manner we can make an image and we can clarify own words that are called data illustrations. Internet based life is better stages for utilizing information realistic for ad and method of utilizing it best option of each guest those are might want to incline toward web based shopping and should utilized all these person to person communication channels to discover their ideal stage for their requirement. Whenever we take a shot at Social Media we required alluring illustrations to get a consideration of their crowd since data designs is very slanting via web-based networking media to advance your image via web-based networking media.

12. Lead Generation

It is the procedure by which an association finds arranged customers for its thing commitments. Possibilities can come as names and addresses, names and phone numbers, email areas and fax numbers. at whatever point we do promoting for business on premise of primary goal we centre number of leads and what number of clients we are getting every day. lead age is the idea in that

we have convert an outsider in our client. We as a whole here Doing advertising to get a few leads from customers after close the lead convert them clients.



A STRUCTURAL OVERVIEW OF HOW DIGITAL WORLD WORKS

CONCLUSION

The group of potential customers that are found online is a much larger group of people than you are likely to be able to attract locally. Using digital marketing, we can reach an enormous audience in a way that is both cost-effective and measurable. This course helped in making me understand the key tools and strategies required to handle a digital media platform. Also,

- The ability to interact with your prospects and learn exactly what they are looking for
- The ability to reach a global marketplace
- To save money and reach more customers for less money than traditional marketing methods
- Get to know your audience and allow them to know you personally which can help to create brand loyalty.
- To track responses to your marketing efforts immediately