

SUMMER TRAINING REPORT

As Marketing Intern

At Heal Health Connect, Delhi NCR

(08th April-30th June 2020)

EVOLVING HEALTHCARE START-UP ECOSYSTEM

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Under The Guidance Of

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MBA Pharmaceutical Management

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Jaipur

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“This wouldn't have been possible without remembering people supporting and motivating. There is obviously no exception.”

I would like to extend my sincere and heartfelt gratitude to the everyone who has supported me in this project right from the very beginning of the study. I would not have made headway in the project without their support and motivation,

First of all, I am indebted ineffably to our Director, Dr. S.D Gupta, and the Chairman, Dr. Pankaj Gupta, University IIHMR, Jaipur.

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I would like to express my sincere gratitude for my corporate mentor Ms. Chhavi Auplish.

I also want to thank my faculty mentor Dr. Saurabh Kumar Banarjee, Associate professor and Dean, IIHMR University.

I am profoundly grateful to all of them for providing their precious time, support and constant motivation, without which this project could not have been completed.

With a deep sense of reverence, I also acknowledge my gratitude to respondents for saving their precious time, helping them and providing the relevant information.

Last but not least, heartfelt thanks to all my teachers for having groomed me and my classmates who helped me direct or indirect to complete this project.

Ref – HHC20-21-07

Date:18-07-2020

To Whomever it May
Concern,

This is to certify that Ms. Garima Chaudhary, a student of IIHMR University, Jaipur has successfully completed three months (01st April 2020-30th June 2020) of summer training programme as 'Healthcare Marketing intern' at **HEAL Health Connect Solutions Pvt. Ltd.**

During this period of her training programme with us, she was found to be dedicated, hardworking, enthusiastic and inquisitive.

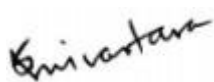
We wish her every success in life.

For HEAL Health Connect

Solutions Dr Swadeep

Srivastava

Founder & CEO

A handwritten signature in black ink, appearing to read "Swadeep Srivastava", is written over the printed name.

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Executive Summary

The Project assigned was “**EVOLVING HEALTHCARE START-UP ECOSYSTEM IN INDIA** with objectives being:

1. To study and collect information about Healthcare startups in India.
2. To explore the challenges and startup market in future course of action.
3. To understand 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 HC sector.

The project was carried out in 3 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 final stage was Organisational development. In this stage, I made several PowerPoint Presentations, did various editing and compilation of document work, drafted the questions to be asked in the webinar conducted by the organisation (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.

Key Findings:

- India ranks 145th among 195 countries in terms of HC quality and accessibility. The IHC 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 HC 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's pharmaceutical industry contributes approximately 60 percent of manufacturing to MSMEs in an annual turnover of roughly \$9 billion ('60,000 crores), and is an essential part of mainly formulated products, and to a greater extent to the intermediate API sector.
- Corona Virus Disease (COVID- 19), is an infectious disease caused by SARS-CoV-2 virus. It is a spectrum disease, spanning barely from symptomatic infection to critical illness. First case of COVID-19 was reported in 30th January 2020 in Kerala. From that day till today the nation has seen many changes in the policies and has put the leaders to meet challenges of their lifetime. It is very empirical to analyse and learn from the pandemic so as to effectively and efficiently use the learnt strategies in the future to reduce all kinds of losses caused by the global crisis.

COMPANY PROFILE

HEAL Health Connect Solutions' is a Public Relations & Communications company with profound understanding of the HC ecosystem which makes it stand out in terms of execution with precision.

HHCS devises out-of-box strategies by delving deep into the demographics and psychographics of the potential audiences that best fits into their requirement bill, using their preferred channels of communication smartly.

It brings along the expertise of working across the HC delivery value chain – whether it is product or service. Have expertise of working across the HC delivery value chain – be it product or service.

BUSINESS BELIEFS

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

INTRODUCTION

Brief Profile of the Indian Healthcare and Startup sector

Indian Healthcare Sector (IHS) is comprised of hospitals, medical tools, clinical trials, outsourcing, telemedicine, medical tourism, health insurance, and medical devices. The sector is growing at a huge tempo as both government and private sector are expanding its exposure and outlay facilities.

Occurrence of diseases due to lifestyle , growing solicitation for accessible HC delivery systems due to rising HC costs, advances in technology, the advent of telemedicine, exponential stimulation of health insurance, and government initiatives such as e-health along with tax benefits and incentives are driving India's HC market.

- By 2020, India is anticipated to rank among the top three health-care markets in terms of growth.
- By 2020, the IT HC industry is projected to rise 1.5-fold from the present \$1 billion.
- By 2022, the market for diagnostics is expected to grow by 20.4 per cent to reach \$32 billion from \$5 billion in 2012.
- The in-patient market is expected to grow at 13 per cent Compound Annual Growth Rate CAGR during 2015-20.
- By 2020, the Indian telemedicine market is projected to rise at 20 per cent to \$32 million from \$15 million

Under the automatic greenfield project route 100% FDI is allowed. Under the government path, up to 100 % FDI is permitted for investments in brownfield projects.

- 370 per cent-Health spending rise (2000-2014)
- 45.06% — Growth in overall investment in start-ups in HC.
- 40% -Sharing of hospital beds (Pvt)
- 22.9 per cent-CAGR (2015-20) industry

- India 's hospital sector, which accounts for 80 per cent of the overall HC market, is experiencing a huge demand from both foreign and domestic investors. It is estimated that the hospital industry will hit \$132 billion by 2023 from \$61.8 billion in 2017; rising at a CAGR of 16-17%.
- The Indian Medical Tourism market is expected to grow from \$3billion to \$7-8billion by 2020.
- India's diagnostics industry is reportedly worth \$4 bn. The organized sector 's share in this segment is close to 25 per cent (15 per cent in laboratories and 10 per cent in radiology).
- Primary treatment is currently estimated at \$13 trillion. In this case the proportion of the organized sector is practically negligible.

Expansion Drivers

- By 2022 life expectancy would reach 70 years, thus more health services required.
- Insurance coverage- 20 per cent covered by Indians; projected to increase with increasing incomes, urbanization.
- In addition, the advent of telemedicine and government initiatives such as e-health, coupled with tax benefits and incentives, are driving the Indian health care market.
- Medical infrastructure- To spend more than \$200 billion on medical infrastructure by 2024

Challenges faced by HC sector :

- The HC 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 and awareness
- The need for quicker diagnosis and treatment all contributed to building up the system burden.
- Poor product logistics
- Imbalance and shortage in certain specialist classes like neurosurgeons, psychiatrists.
- Very poor availability in Tier 2 and 3 cities.

These gaps have led to a rise in consumer-driven HC startups and it appears to be an obvious solution to India's complex HC problem.

Today the HC 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 'HC Ecosystem.'

Discovery, care delivery, specialty care, digitization, diagnostic tools, monitoring and e-commerce are the startup categories in the room. Innovation in HC is happening faster than most people realize.

Some of these startups are listed below:

1. **General Healthcare Startups**

General Healthtech Startups in India includes :

➤ **Telemedicine Startups**

Heading towards telehealth and telemedicine platforms as patients and providers turn to remote visits to stay connected to social distances. Telemedicine with the help of applications or web-based video clips, conversations and voice guidance, startups essentially help patients get doctor consultations virtually.

Such companies are primarily focused on addressing the shortage of qualified doctors in Indian cities of Tier 2 and Tier 3.

India might save up to 10 billion dollars in 2025, by deploying telemedicine instead of in-person doctor consultations, according to the McKinsey report. Practo, mfine, Lybrate, and Docsapp are main telemedicine startups in India.

➤ **Online Pharmacy Startups**

These startups are ecommerce websites that only comply with drugs & pharmacy. This category also has players like 1MG, Pharmeasy, Netmeds, MyraMed and SastaSr.

As per 2018 Research and Markets report, India currently has over 850K independent pharmacy retail stores but they are able to justify only 60% of the total demand. That reflects India's enormous underused business potential for epharmacy startups. The study predicts the online pharmacy room is ought to expand by more than 20 per cent at a CAGR to hit the \$3 billion mark by 2024.

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 epharmacy 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. It has also contributed to the increase of aggregators of health advisory content like MyUpchar and CureJoy, including personal health monitoring applications such as Maya, which help women monitor periods and pregnancy.

➤ **Fitness And Wellness Startups**

In addition to providing health-related awareness, India had seen an increase in the no. of start-ups in fitness and nutrition such as Fitternity, Cure.fit, HealthifyMe, GoQii, HealthKart along with mental health and wellness start-ups such as Yourdost and InnerHour.

They both follow a dissimilar approach – Cure.fit handles the whole fitness system while GoQii is fitted with a tracking app and dedicated remote trainers – the common aim is to get people to work out, eat better and be healthy.

➤ **Home HC Startups**

One of the greatest setbacks in India's conventional HC framework lacks adequate and critical care for many sufferers, particularly those excluding metro and Tier 1 cities. Many health technology startups are resolving this by providing HC services to patient's homes.

Indeed, Home HC division of India has grown from basic assessments to senior citizen's treatment, cancer support, doctor appointments at their residence , collection and recording of clinical tests, physiotherapy workshops, home nursing and more.

Few startups operating in this space include Healthians (by cricketer Yuvraj Singh), CallHealth,Portea Medical and HC At Home.

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

India is known to have the second greatest geriatric population on the globe having 87.6 Mn people above the age of 60. Second, the stressful urban lifestyle has also attributed in the hike in home HC.

➤ **Diagnostics Startups**

People in India are suffering with several ailments but without its detection they lose their precious lives. This is also a huge problem that chronic illnesses are left undiagnosed. The startups working in the ecosystem of medical diagnostics, the main target has been to develop medical devices, software for diagnostic centres, Artificial Intelligence and Machine Learning tools to help in detection of illnesses, and facilities for remote or on-site diagnostic services.

In India, testing companies such as Qure.ai, SigTuple and NIRAMAI Medical Analytix.

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

In the HC industry, AI 's commercial use is estimated to rise at a CAGR of fifty-two per cent between 2018 and 2025 in \$36.1 billion by 2025. The technology centric approach has attempted to win traction amongst the enablers of startup ecosystems.

➤ **Medical Devices Startups**

Medtech companies are allocating end-to-end medical needs and demands of Indian customers.

The Indian medical devices industry is valued at \$5.2 billion, making it the 4th -largest medical devices segment 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 analysers and digital imaging devices.

In 2018, Funding of \$9.5 Billion were raised by people who build medical device startups the country.

Some of India's startups for medical devices are Wrig Nanosystems, LabsAdvisor, Forus, Bagmo etc.

➤ **Biotech R&D Startups**

Biotech research is patient centric. Biotechnology department of the Indian government has forecast the Indian biotechnology segment will reach Hundred billion dollars by FY 25. The biotech industry in India accounted for Two per cent of global market share in 2017 and it was the 3rd largest to be listed in the Asian Pacific region.

New biotechnology startups come up annually. Biotech start-ups are risky companies that is distinct from a traditional tech start-up. The biotech company typically takes years of intensive testing and cash-burning before its first product is released on the market.

Few examples are- MitraBiotech, CANscript, Pandorum Technologies etc.

➤ **Healthcare IT/Data Startups**

Lot of HC relies on data from patients as well as doctors. That's where HC IT companies with their software offerings are making an enormous difference in accessibility, medical insurances and care.

Startups such as Innovacer, HealthPlix, Pharamarack, Attune, CareStack, Live Health, and Practo are work in the same ecosystem to gather & process data from different sources, and to organize it for their business.

NASSCOM valued India's IT industry at 167 billion dollars in 2k18 and expected it will grow at an 8 per cent annual rate.

If the rate of growth remains same, it is expected to require India another 25 years to succeed in the 1 Trillion-dollar 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 usage of living organisms including bacteria, yeast, and mammals.

Bio Pharma is the domain of biotech sector that deals with the development and manufacture of medicines derived from organic processes. 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 'bio' prefix literally denotes the process of drug development. The biopharmaceutical industry in India includes startups that specialize in protein therapy, such as antibiotics focused Bugworks Laboratories, Vyome Therapeutics, and PlasmaGen Biosciences.

The Biopharma industry is a decent chunk of the general pharmaceutical market in India. In 2018, gross annual sales for biopharma was 275 billion dollars, representing about 25 per cent of the entire pharmaceutical industry.

➤ Genomics Startups

The Genomics field involves companies that focus on advances in genome science, DNA studies and gene editing. Startups working in this ecosystem are Mapmygenome, Genebox and MedGenome. Though gene editing is about to change the landscape of food , medicine, and wellbeing worldwide, Indian startups are concentrating on genetic engineering for disease identification, diagnosis, and non-invasive treatments.

Healthtech Startups To Look Out for in 2019

HC Startups	Funding Received (USD Million)
Cure.Fit	174.6
Practo	124
Lybrate	11.43
Portea	46.5
Netmeds	50
Healthkart	12
Medgenome	24
1 mg	22
DocsApp	8.4
Forus Health	13.4
Innovaccer	51
MyUpchar	5.3
Mitra Biotech	74.5
PlasmaGen Biosciences	25
SigTuple	24.8

2. WOMEN HC STARTUPS

With passing time women's HC 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 focussing 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, ILove9Months
- 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 entrepreneurship that offers health and livelihood opportunities for vulnerable women worldwide with standards of care with product offerings for a women's reproductive health life-cycle. (Ayzh)
- For **Menstrual pad and cups 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 are **Period Tracking apps, Fertility Tracker apps, Pregnancy Tracker, Birth Control Apps**.
The use of mobile apps for period tracking is gaining popularity among young urban women in the region. Such apps are designed to help women keep track of their menstrual cycles, fertility times, thereby helping them schedule pregnancy or

contraception, respectively. Those using the apps say, it helps them prepare early as they receive alerts a day or two before their menstrual cycle begins.

Example- Clue, M Calendar, Flo, Period Tracker, P-Log, Pink Pad, LoveCycles, Lunacycle, Nyra etc.

- There were several startups for **Breast cancer screening** (Niramai), **Female Urination Device** - Women Pee Funnel For Dirty Toilets. (Peebuddy).

3. COVID-19 STARTUPS

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 sanitisation, 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.

Brief Profile of the Indian Pharmaceutical MSME's

MSME sector has played a key growth engine. It is the cornerstone of pharmaceutical manufacturing as it has capitalized on the cost advantage of supplying high-quality drugs not just for other major Indian firms but also for leading multinationals. We have been able to reach out to every little nook and corner on the marketing side to make drugs available to all. In the future, sectors of micro-sized enterprises should not merely look to pursue government but should rather look for partnerships to develop. The industry needs to exploit its best practices and compete together for global opportunities, fulfilling the quality control structures and regulatory standards. It needs to concentrate on research and development of complex generics, and partnerships are here, and joint ventures will play an important role in making it competitive. There is also a pressing need to tread the digital path for market penetration by holding on to social media. There are modern tools for managing the cost of capital that can contribute to faster decision taking. Indian pharmaceutical industry has proved its ability not only in India but also internationally.

Identified MSME's were Research-based pharmaceutical company, Active Pharmaceutical Ingredient (API) & Intermediates manufacturing, outsourcing for global pharmaceutical & chemical industries, Supply of APIs, Finished Formulations and Specialty Molecules, Manufacturers & Exporters of Pharmaceutical Machinery, Cosmetic Machinery & Equipment, View to cater to stringent quality requirements of pharmaceutical manufactures in their respective Injectables divisions, manufactures of Primary Packaging, Trader and Service Provider of Health Supplement, Cough Formula, Health Supplement Capsule, Manufacturer of Pharmaceutical Chemicals and Food Processing Machinery etc.

Few Examples- Cloris HC & Beauty Pvt Ltd, Maas Pharma Chemicals, Accure Labs Pvt. Ltd., Harrisons Pharma Machinery Private Limited, Harrisons Pharma Machinery Private Limited, Zentic Pharmaceuticals, Vital laboratories private limited, Prism Pharma Machinery, Gem Pharma Machineries, Granules India Limited, Lasa Supergenerics, Andhra Organics Limited, Bajaj HC Ltd, Bangalore Antibiotics & Biological Pvt Ltd. etc.

OBJECTIVES

1. To study and collect information about Healthcare startups in India.
2. To explore the challenges and startup market in future course of action.
3. To understand 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.

Research Design: Descriptive type research design

Sampling Design: Qualitative research approaches were taken.

Sample Area: PAN India.

Sample Population: 870 Respondents.

ANALYSIS OF THE STUDY

The HC sector in India has always proved itself to be booming and is amongst its swiftest - growing sectors. With the amalgamation of technology and HC in India, the sector is ought to create new milestones.

There's a great potential in HC sector contributing along with technology it will transform itself and embark upon it's positive impact.

By 2022, the HC market will potentially have a worth of 370 billion dollars, promising returns up to 35-40%, according to several investors. Health technologies might be a plot twister, given the fact that India has a great distance to travel when it comes to using technology to provide health-related facilities. It is expected that 40 Million job opportunities will flourish by 2030.

There are approximately 2,975 startups in India which are health centric. The primary focus of most startups is to enhance accessibility to HC services.

Tech such as machine-learning, nanotech, IoT, AI, robotics, 3D printing as just a few examples that have applications in the HC industry.

The healthcare startups in India belong to the various classes of pharmacy, home HC, diagnostics, biotech, etc. The pharmacy and residential HC sectors are examples to know the impact of the infusion of technology.

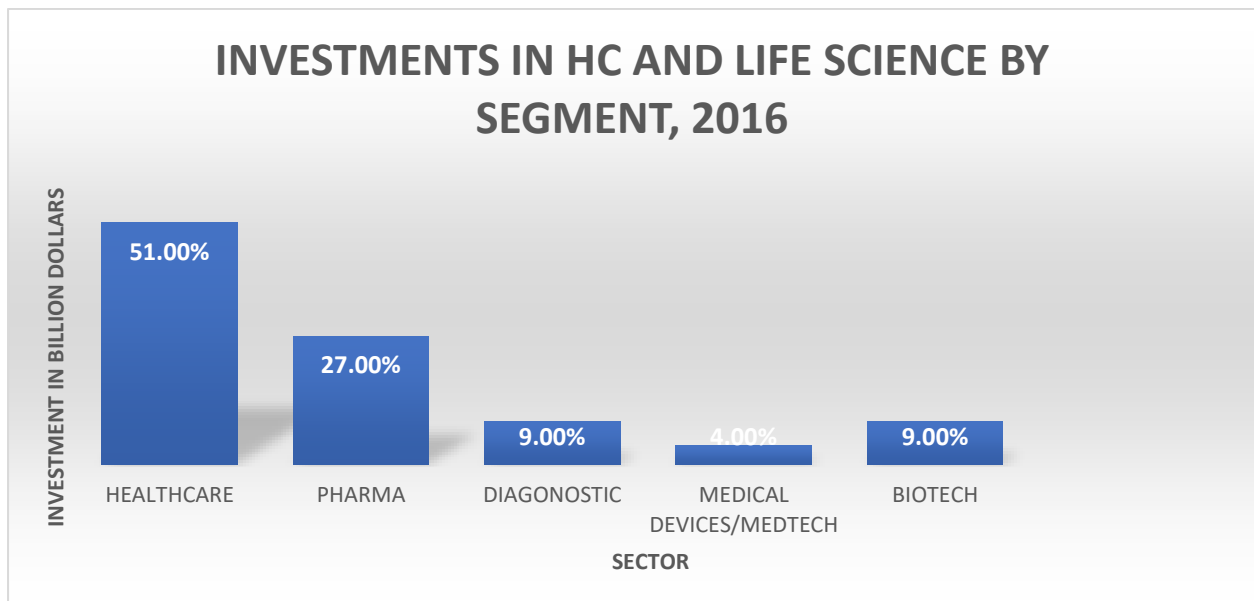
The rise of HC startups in India shows that we will soon see the utilization of genomics, biotech, and robotics in hospitals and clinics to extend the efficiency of health-related services. Artificial intelligence are often wont to detect diseases with absolute accuracy while apps that monitor your vitals and movements can help increase the general 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 signalling. With the main target on functionality, there's a risk of security and privacy being ignored. The digital transmission of private health information are often dangerous. This is why the sector of health-tech must be imbued with greater responsibility. Also, how safe is technology within 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 higher HC and are accepting of it. Technology might finally be able to address the issues plaguing the Indian HC industry like quality, reach efficient capital utilization, scalability, affordability, etc. This also shows the huge potential for health-tech startups in India, who can because the bridge that connects needs and needs.

1. INVESTMENTS IN HEALTHCARE AND LIFE SCIENCE BY SEGMENT, 2016

SOURCE: Indiaincgroup



The graph represents segmentation of investments (billion dollars) in HC and life science by segments.

With the highest investment done in HC sector which is 51% followed by 27 % in Pharmaceutical sector. 9 % investment is made in Diagnostic and Biotech sector. With the lowest investment being made 4 % in Medical device and medtech sector.

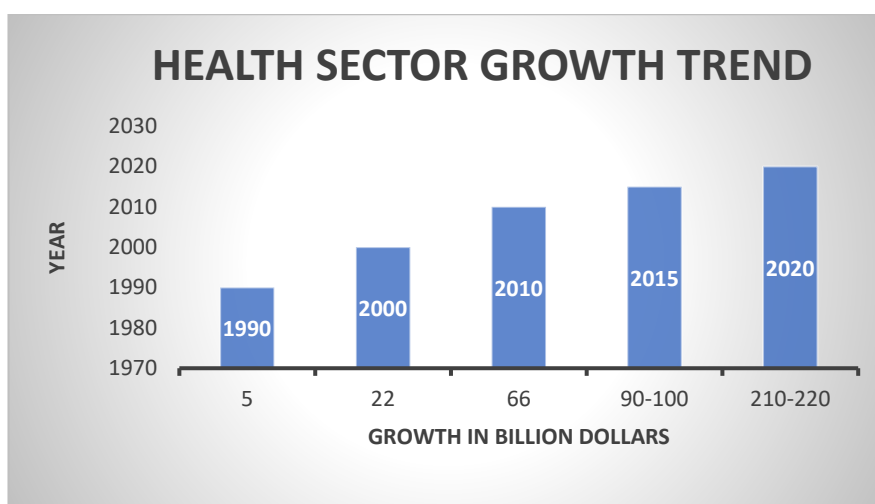
The Indian HC sector is expanding and emerging as a profitable site for foreign investments and is gradually becoming investment centre in regards of higher economic growth, cheap labour, opportunities in untouched sectors which is promoting startup culture in healthcare.

Combined with recent government-friendly policies, these factors are also responsible for attracting domestic investments from private equity (PE), venture funds, and HC players.

The market has raised approximately 63.9 billion dollars from VC and PE businesses in the last five years. Furthermore, the sector experienced a cumulative increase of \$4.75 billion in foreign direct investment (FDI) during 2012–16.

2. HEALTH SECTOR GROWTH TREND

SOURCE: HC In India: Key Trends, Challenges And Innovation Landscape.



The graph represents the trends of growth in HC sector.

It shows that how immensely we have progressed since 1990 with just 5 billion dollars and in 2020 with 210-220 billion dollars.

The contributing reasons being- High-Quality HC, Rising Income and HC Expenditure, Public Awareness of Health, Governmental Factors, Medical Tourism etc.

13% CAGR moves to 18% CAGR in Health Sector Growth Trend.

Improved technology use has allowed HC programs to reach millions with increased organizational effectiveness. The creative business models and competitive landscape have paved the way for cost-effective delivery of quality HC services.

Telemedicine, in particular, has improved accessibility of HC services in rural areas through the development of a network of quality health service providers.

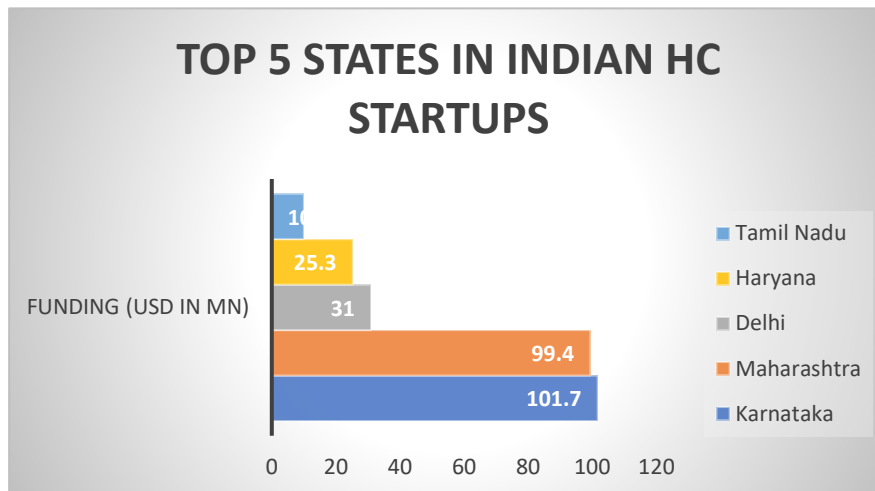
The current trends of the rising aging population are also a significant contributing factor to increased HC spending and development in India's private HC sector.

When income levels rise, more and more customers are actively seeking access to affordable HC facilities. In addition, ease of access to medical insurance has also made a significant contribution to the quality of HC and related facilities.

A change from communicable diseases to lifestyle disorders is taking place in the modern HC system. The urbanization of today and the issues associated with modern living have replaced conventional health conditions with lifestyle disorders, which have further intensified demand for advanced HC services. This has raised awareness of the younger generation about personal safety and hygiene, as well as precautionary treatments. Both of these have resulted in better outpatient procedures, leading to increased hospitalization.

3. TOP 5 STATES IN INDIAN HC STARTUPS

SOURCE: Dr. Hempel Digital Health Network, 2018



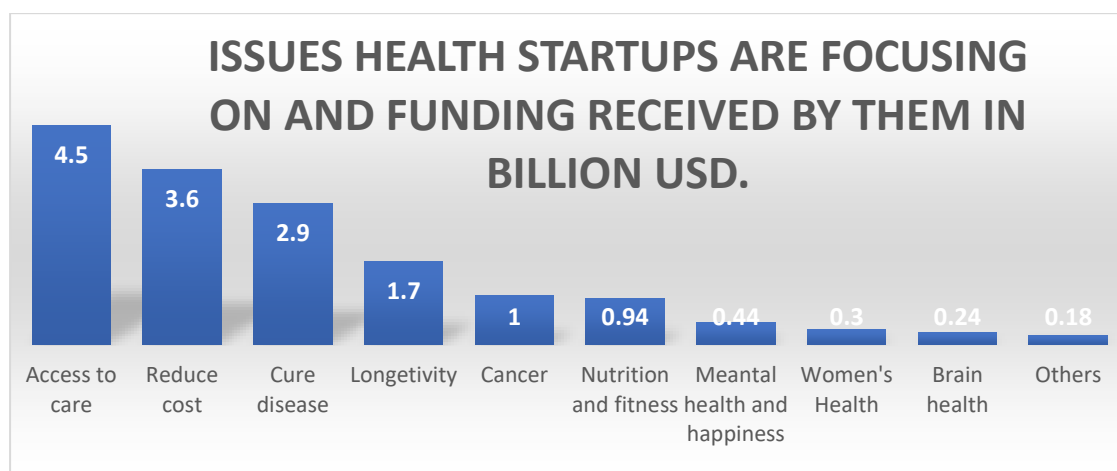
The graph represents Top 5 states of Indian HC Startups.

Mostly these are the Tier 1 Cities of the country including Bangalore, Mumbai, Pune, Delhi and Chennai.

Bangalore is the hub for several industries including HC startups in India.

Bangalore (Karnataka) startups has received the highest funding (101.7 Billion dollars) Followed by 99.4 Million USD in Maharashtra, 31 Million USD by Delhi, 25.3 Million USD by Haryana and 10 Million USD by Tamil Nadu.

4. ISSUES HEALTH STARTUPS ARE FOCUSING ON AND FUNDING RECEIVED BY THEM IN BILLION USD. SOURCE: Startup health, Statistical charts, Oct 8, 2019.



The issues which focus on health startups and provide funding are:

Most important is Access to care (4.5 Billion USD) Access to affordable, high-quality physical, social and mental health services is critical. Providers need to deliver quality services, be on hand to treat emergencies, and be fairly close to emergencies.

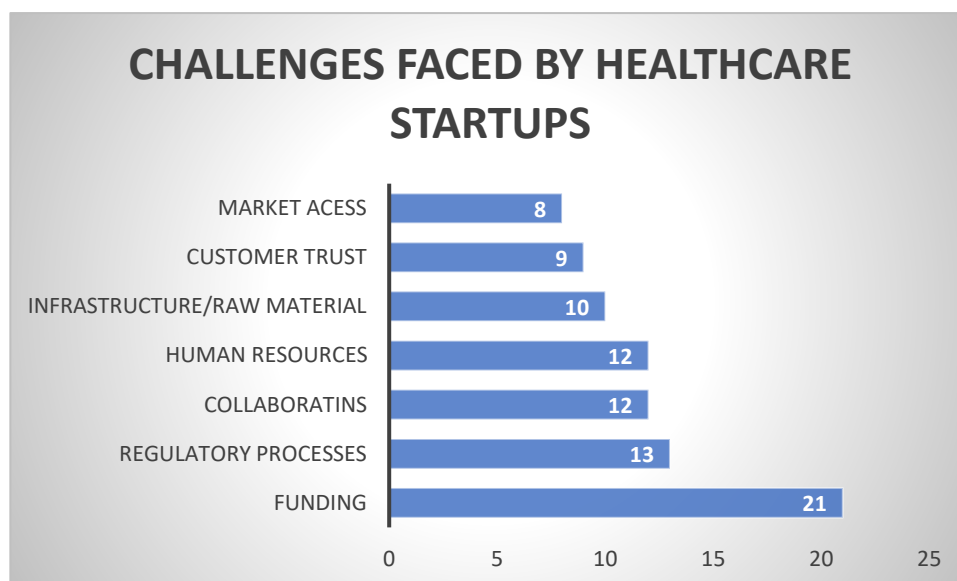
Reduced cost (3.6 Billion USD) leads to low financial burden on economically weaker section of society. These startups provide low cost products and services being affordable, available and accessible.

To overcome disease burden, startups focus to Cure and manage diseases and improve Longevity of patients. Other factors include Cancer, Nutrition & fitness, Mental health and happiness, Women's health, Brain health and others.

Due to the focus of startups on these factors and health needs, there would be no delays in obtaining timely treatment, receive preventive services, avoid financial pressures and preventable hospitalizations.

5. CHALLENGES FACED BY HEALTHCARE STARTUPS

SOURCE: NewsBuz, HC Startups have finger on the pulse (Economic Times, Feb 26, 2019)



The graph represents Challenges faced by HC startups.

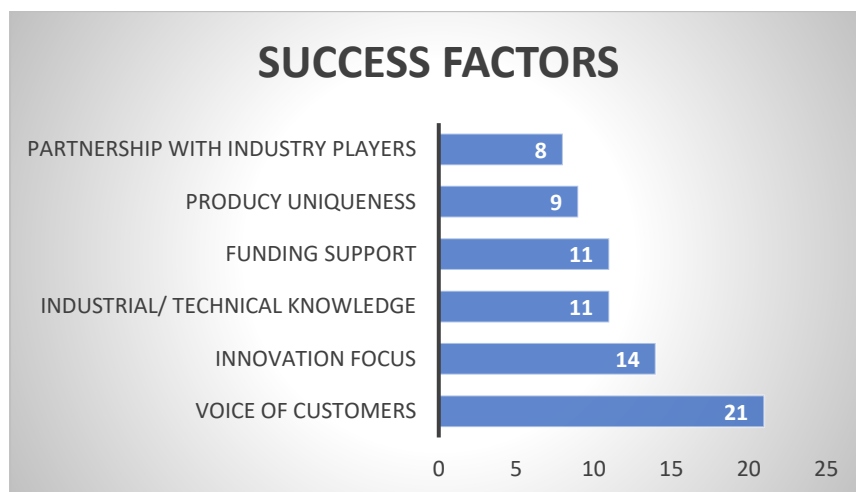
- Slow Growth – Startups needs patience to reach the break even point and to tackle the ups and downs.
- Regulatory issues- Due to safety issues concerns raise over misuse of technology.

- **Complex Industries-** HC industries does not gives enough freedom. General association of the HC industries is with the government leviees a lot of rules and regulations. Not so clear policies create confusion.
- **Hard to acquire doctors-** The calculated doctor per patient ratio is really low and it gets worse in rural areas. So it becomes difficult to acquire doctors.
- **ROI-** The growth of the sector is slow which makes it hard to earn money, thus monetisation plan would be trial and error. Return of investment is difficult to earn at the start.
- **Less HC mentors-** They need the best HC and pharmaceutical experts on their board.

Fundraising, recognizing regulatory frameworks and partnering with larger rivals. These are the main challenges faced by Indian HC start-ups. Followed by market access, gaining customer trust, infrastructure and raw materials and human resource.

6. SUCCESS FACTORS

SOURCE: NewsBuz, HC Startups have finger on the pulse (Economic Times, Feb 26, 2019)

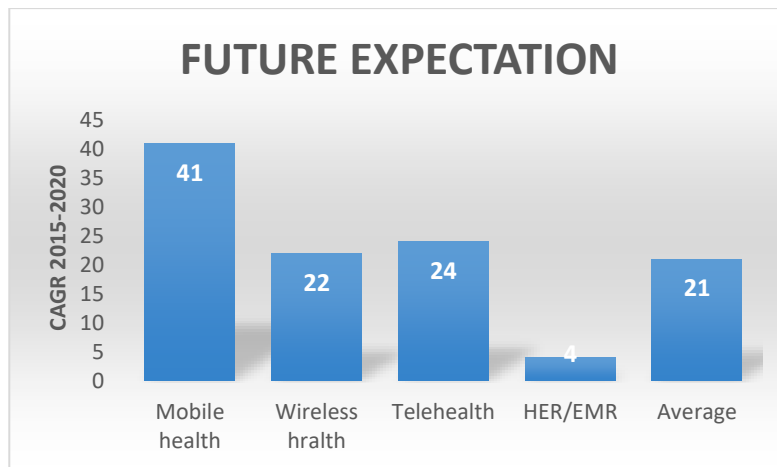


The challenges can be converted into the success factors.

The voice of customers 21% are considered to be the most prominent. Innovation is the key 14%, the idea which inspires the people to invest their resources into. Industrial and technical knowledge along with funding are 11% the key drivers for success. Followed by product uniqueness, holds its unique selling proposition and last but not the least 8%, the partnership with industry players.

7. FUTURE EXPECTATION

SOURCE: Byteant



Future expectation with startups include:

41% of Mobile health (MH) which is a rapidly expanding area in the digital health industry which promotes, allocates and intervenes that smartphone technologies such as tablets and wearables.

Mobile health technology allows health officials in government to expand their scope into remote or deprived areas. Although mhealth refers to all mobile devices capable of transmitting data, mobile phones are the most common mhealth distribution channel at the moment.

24% Telehealth, Telemedicine /Telehealth has long been seen as the most promising alternative to numerous health-care access issues. The scope ranges from resolving the unavailability of super-specialized doctors outside big cities to reducing low doctor-patient ratios in rural areas, to providing convenient treatment for cash-rich but time-limited urban residents.

22% Wireless health, Indian HC is slowly digitizing and the need to build and deploy sophisticated information systems is growing. However, HC companies have yet to fully explore the wireless technology that is changing numerous business areas today to help quality maintenance and maximize performance. Lastly with 21% Average and 4% for HER/ERM.

8. IMPACT OF COVID-19 ON STARTUPS

The NASSCOM survey found that among sectors, agritech and fintech startups are the hardest hit when it comes to funding, while healthtech is emerging as the only sector experiencing a more favorable funding environment.

9. HC MOBILE APP DEVELOPMENT IN PARTICULAR, EXISTS TO TRANSFORM HC.

- HC is taken to remote areas
- Physicians and medical personnel support
- Immediate access to health care
- Emergence of new business models and opportunities
- Accurate documentation and False Diagnosis elimination
- Reduction of Health and Bills costs
- Simple bill payment.
- Personal Monitoring of Health

INTREPRETATION

- These start-ups will serve for a much-needed helper to support about 70 percent of the farming population with minimal to no accessibility to hospitals or clinics.
- Phone and internet networks are also one of the ways via technology and telemedicine innovation to deal with India's inadequate HC facilities. That might cause improved diagnosis by making medical records accessible on cloud systems for physicians.
- The startup market struggles to rope inside the right investors and arrange for sufficient financing, which could be partially attributed to the sector 's slow pace of growth. Introducing a replacement product within the business with just a few prevailing business models takes between 10 and 15 years to fit.
- India's public spending on the HC sector comprises of just one .4 per cent of the GDP and is amongst rock bottom within the world.
- Stakeholders in the private market will play a significant role in the growth and development of HC start-ups by investing in a diversified-risk opportunity that could enable entrepreneurs to deliver medical innovation and produce higher returns.
- Future expectations include Telemedicine, the web of Medical Things and Remote Patient Monitoring, Cloud Computing, AV/VR/MR in HC, AI (AI) in HC, Mobile Health, Chatbots, Predictive Analytics, Blockchain, 5G in HC etc.

- The change isn't constant and it's extremely hard to imagine what quite "miracles" we'll see with rapidly evolving technology in 10-30 years. Among all others, the HC sector is that the most vital, and positively requires only the creative and state-of-the-art solutions.

CONCLUSION

The HC sector is flourishing rapidly within the Indian prospect, both in terms of revenue and increasing market share. The \$100 billion Indian HC industry is predicted to grow to \$280 billion by 23 per cent by 2023. This emerging segment has given rise to several growing HC startups in India. They cater to varied HC segments, book appointments, sell medicine online, and operate as a commercialized unit of venture.

While technology in India today has affected almost every aspect of lifestyle within the urban context, There's an extended thanks to go until India can reach the Western world's technologically sophisticated cities as it joins the Startup Era. There has been huge progress in the past decade in logistics, 18 e-commerce and online consumer services, but one area that's lagging behind considerably is HC.

While there are variety of HC startups within the Indian ecosystem, the scope of those startups is typical. Machine intelligence has affected all major industries from agriculture to education, entertainment, transportation, and much more with innovations such as AI and IoT launch Industry 4.0.

Most of the country's startups strive to enhance accessibility to HC and critical care. HC industry in India is reported to be one of the fastest growing sectors backed by India 's rising employment, health knowledge, and access to insurance, but also by the rise in lifestyle and stress-related illnesses.

Limitations of the Study:

- Due to pandemic I did not receive any exposure towards field. If the situation were normal, I would be exposed to real life experience.

Suggestions:

- Assess risks at every stage.
- Collaborations and Joint Ventures.
- Participate in global opportunities

- Meet quality management system and regulatory expectations.
- Focus on R&D, Complex generics, API & Intermediaries formulations so that we reduce our dependency on China.
- Focus on Customisation, Digitalisation, Prioritisation by maximising the available HR for Market Penetration.
- Improve level of competency and compliance.
- Continuous technical, digital skill development and upgradation.
- Bridge the gap between Academia and Industry.
- Need for immediate robust business continuity plan in case of pandemics it is difficult to comprehend the path forward.

Annexure:

- <https://www.ibef.org/industry/HC-india.aspx>
- <https://www.investindia.gov.in/sector/HC>
- <https://industrywired.com/how-indias-healthtech-startups-are-reshaping-the-HC-industry/>
- <https://nistads.res.in/allhtml/Structure%20and%20Performance%20of%20Small%20and%20Medium%20scale%20Pharmaceutical%20Firms.html>
- <http://www.pharmabiz.com/ArticleDetails.aspx?aid=119221&sid=11>
- <https://indiaincgroup.com/indian-HC-emerging-investment-magnet/>
- <https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/HC-startups-have-finger-on-the-pulse/articleshow/68162918.cms>
- <https://archive.indiaspend.com/cover-story/indias-great-HC-challenge-and-opportunity-46858>
- <https://www.statista.com/chart/19584/health-startup-issues/>
- <https://tech.economictimes.indiatimes.com/news/startups/key-challenges-that-life-sciences-and-HC-startups-face-in-india/68161365>
- <https://www.statista.com/chart/19584/health-startup-issues/>
- <https://www.expresscomputer.in/features/how-these-healthtech-startups-are-upgrading-HC-in-india/18824/>
- <https://indiaincgroup.com/indian-HC-emerging-investment-magnet/>
- <https://cigp.com/insights/the-indian-HC-market-growth-potential-and-m-a-private-investments-implications>
- <https://www.pwc.in/assets/pdfs/publications/2014/india-HC-market-potential-opportunities-for-market-entry.pdf>
- <https://www.expressHC.in/blogs/guest-blogs-HC/investments-in-indian-HC/415438/>
- <https://www.investindia.gov.in/sector/HC>
- <https://www.livemint.com/Politics/lz9De8e3TUkru2KTFJsIBN/The-changing-pattern-of-HC-in-India.html>
- https://niti.gov.in/planningcommission.gov.in/docs/reports/genrep/bkrap2020/26_bg2020.pdf

REPORT- FUNDAMENTALS OF DIGITAL MARKETING

- **Submitted by-** Garima Chaudhary
- **Name of the Course:** Fundamentals of digital Marketing
- **Objectives of the Course**
 - Building business strategies online.
 - How search engines can improve their website rankings.
 - To understand the online performance through analytics tools.
- **Duration of the course:** 40 Hours
- **No. of Modules:** 26
- **Certification:** Provided.

- **Learning Methodology used in the course**
 - There were video lectures in the below mentioned 26 modules.
 - After every video were set of questions which I had to answer and after the completion of every module were over all topic assessment and after completion of all the 26 modules, I had to give overall course assessment.

- **Key Learnings from the Course**
 - How to take business online
 - Searching Keywords
 - Website designing and alignment
 - Advertising
 - Social media marketing
 - Content marketing
 - Email marketing
 - Web analytics and taking decisions
 - How to expand business (domestically and internationally).

- **Course Contents and Description:**

WHAT IS DIGITAL MARKETING?

Digital marketing is the umbrella word used to sell goods or services using digital technology, especially on the Internet, but also includes smart phones, display ads, and other such digital media.

BENEFITS OF DIGITAL MARKETING

- Saving time and effort
- Flexibility
- Real time Analysis
- Impactful
- Economical

1. The online opportunity.

Doing online business offers many excellent opportunities which can really benefit the company in new and exciting ways. Once the business is online, we can tap the opportunities. Doing business

online provides many benefits such as reaching out to potential customers and establishing stronger connections with already existing customers. Also, we can sell locally or globally (or both) and use state-of-the-art analytics to find out what our customers really want and need.

The world today is a global one, with almost half of the world 's population online. It makes sense for a company to tap into digital, with so many people using the internet. What resources exist and how a website, videos or social media will help us achieve our goals is up to us.

When it comes to using digital resources there are many choices and technology is still evolving. Websites and social media can be used for targeting current and future clients. You can use these channels to get your messages to as many people as possible. Using emails and apps, you can choose who gets which message and when. So, when someone wants to reward regular customers or gather feedback, an app or an email will do the job. A map could help new customers find their salon/café whatever they are search from.

2. Your first steps in online success

Now that we're online, the time has come to get in the clients we want. We should analyse how we can better help them find us, using some tried and tested online marketing tools like search engines, other websites, social media, email.

For SEM, the client charges for winning an auction. They then bid on a web site for advertising space, and anyone who wins has their search ad seen. Keyword tagging inside the content will increase the likelihood of your website appearing higher in search engine rankings. This is called Search Engine Optimization (SEO) and is a simple way to attract more potential users. Nonetheless, neither free marketing space nor custom website design is supported.

3. Build your web presence

There are lots of ways to find yourself online, from websites to local listings, mobile apps to social media. If a website suits our needs better, we'll need to have a clear understanding of how they work. More importantly, having best practices under our belt in design and usability will help us build a website that tells our story well and enables our clients to find what they need.

Because profile on social media is a fast, easy and inexpensive way to create an online presence. It provides customer engagement. Then we can look at longer-term investments like building a mobile app that could help clients find out more information and place orders.

When we need to launch a website, we need to get what is called hosting space and consider what web servers are doing, and how domain names on our website are using them. Every server has an IP address, or domain of the Internet protocol. It is composed of a series of numbers that any computer that has internet access will find. Each website has its own domain name. This is all after the internet. Or a part of the World Wide Web. Now we have to use a browser such as Google Chrome. This locates and retrieves information about the website, and then displays it.

To locate business online, the best idea is to name the business in the domain name of the website. On our website we can combine our business goals with what our visitors want by identifying their needs and thinking like them. We can also tell our story online. Visitors to the website should be able to navigate and interact with the site easily – that's called usability which would we provided by strong content and simple navigation.

4. Plan your online business strategy

An online business plan will improve our prospects for digital growth, helping us identify specific goals, concentrate our online activity and know how to track progress. It will differentiate the company from the competition and will inspire consumers at any point in their experience. Comprehending how customers browse the web is an important factor in ensuring your online efforts are rewarded when taking up a business online. Create the best possible online experience for customers by understanding how to make the most of the moments when they interact with a brand. When marketing online business, it 's crucial to use the available data and metrics to determine how your online activities are going. The KPIs need to be selected should be Specific, Measurable, Attainable, Relevant, Time bound.

5. Get started with search

Search engines make finding what you're searching for simple by clicking a button. Search engines index the Internet to help searchers interact with just what they are searching for. It makes them an excellent marketing tool. Search engines allow individuals to search for the product or service they want, at the exact time they want it. We can also help businesses attract those consumers who are most interested in what they are selling. The balance of these advantages is what makes ads so important to most companies in search engines – it can appear precisely when potential consumers are looking for what those firms sell. Search engines examine, categorize and place all the World Wide Web pages in a logical order when you're looking for something. Understanding how this can benefit your business.

The use of specific picture labels allows search engines to pick them up when people do appropriate searches. It can be counterproductive to use generic file names, such as image3.jpg, as they are unlikely to appear in a specific search. In the same way, using accurate page titles can also help websites appear in relevant search results. Lastly, using the kinds of keywords that interested people might be searching for.

When a person types on a search engine in a word or expression, a list of results with links to web pages and other search related material may appear. Organic search results are the main list of results displayed by the search engine. Usually, they are the main focus on the results page. There is no cost to enterprises appearing in the organic results. The results of paid search ads are targeted at people who are already seeking a particular type of product or service. This means our marketing will be seen by people who are already very likely to make a visit to his shop. While they contain the same content as the results of organic searches, the paid ad results have a different position on the page. Moreover, people are usually made aware that these are advertisements or paid results, so users are aware that they are clicking on an ad and there is no trickery involved.

When it comes to your website, the more information you have, the better. Google Search Console can help to figure out if the keywords he's using on his website are helping it appear in the search results for the kinds of searches his customers are making. It can also inform him whether being in such tests converts from potential customers into visits to his website.

Google Search Console can recommend better page titles, but it can't recommend more effective content to use or show the type of people who usually search for businesses. Google Search Console presents information for the person to review, and in some cases like mobile usability will give specific recommendations on how to fix issues.

6. Get discovered with search

Those appear to show up on the top and side of the screen. Starting beneath the paid advertisements, the main list shows unpaid results that the search engines believe to be relevant to the search phrase.

These results are called 'organic results' and this is where our website will appear once we're not using paid search advertising.

There are four measures to build a strategy for the SEO. Firstly, should do some keyword research and consider related topics. That way we'll know what people are searching for. Next, should see where the thing appears in the search results for those keywords. If there are gaps where keywords aren't bringing traffic to site, We should plan ways to fix these gaps and improve SEO performance.

SEO work is never over – search engines are evolving, and so are trends. That means that over time we should refine our keywords and don't assume that if something works, we can keep doing the same thing for ever. Instead, stay tuned to how search engines work, and how they change. Get inspiration from other websites and don't forget to get feedback from your customers.

No organization will award you top positions on organic search. If someone does offer you this, then it's probably a scam.

The collection of keywords is the foundation of efficient optimisation of search engines. SEO 's long tail signifies longer keyword phrases which are very unique to everything you sell. They have a small level of search, which means there is less competition, and it is more likely to be applicable to the requests of a customer. Setting and reviewing practical organic traffic goals with metrics that matter will help improve the SEO strategy. Analytics tools are a perfect way to get details on how content works, who visits the platform and becomes a client, and what content they engage with. It will give us most of this information but won't tell whether customers enjoys the particular product bought from the store.

7. Make search work for you

Rightly designing web pages means more users are able to access the site more easily. There are several ways to do this, and you'll save time and money by selecting the most successful methods.

The search engine uses the title and meta description to produce the actual search query, so they will appear on the search results page. A relevant meta description is just two short sentences summing up the article. By thinking about off-site optimisation, we can boost our search exposure across the web; that is, by using what happens on other websites to support ours.

Social networking is a fantastic way to boost exposure, but search engines do not understand the amount of likes or followers that an account has, so the search rankings will not be improved. We should avoid creating artificial links to his website.

Various countries need different marketing strategies, and optimisation of the international search engine is no different. The best practice of the search engine is to create separate pages for each language on your website that you wish to help. Doing this will help ensure that our website is correctly indexed by search engines. We should also avoid different languages on the same page Because the search engine can't decide which language the content is in. Often the use of an automatic translator is seen as spam, so we can stop that too. Language annotations are useful because they help the search engines serve the right content to the right user in a given region.

8. Be noticed with search ads

Search Engine Marketing (SEM) can open up a world of opportunities for promoting our product or service. By targeting specifically people who are interested in our website, we can use online advertising to connect directly with future customers.

Traditional advertising is broadcasting a message to the world at large. But search engine marketing is aimed at a very specific group of people – those who are actively looking for your products and services. When an enquiry engine returns results, a number of them are paid advertisements, and a few of them are "organic" results. The results are shown in the main list on the page. Paid advertisements are those that appear at the top and/or the right side of the page. This is where our results are going to appear if we decide to pay for an ad.

When advertisers compete to point out ads on an equivalent search results page, search engines use an auction to work out which ads appear and in what order. But there's more to consider than just the price. When you're advertising on a search engine, the 'quality' of our advert heading is all-important. It needs to be very aligned to the keywords you're targeting.

When we start a new Search Engine Marketing (SEM) campaign, it is important to understand what makes the keyword "good" We need to think about relevance, traffic and competition when choosing the keywords. If we take a look at any search engine results page, it's full of text that we can make our business advertisements jump out in this jumble of words – attract more traffic with advertisements that catch the searcher's eye, write headlines that make a connection, write a transparent, compelling call to action.

Ads need to stand out from the crowd. The best option works because the headline is similar to what the customer would be searching for and there's a clear and compelling call to action.

9. Improve your search campaigns

The Search Engine Marketing (SEM) world is full of opportunities, but we'll have to master research tools and keyword selection first to benefit. From there, our search strategies can be enhanced and tailored to ensure that we get full value for what we spend. To succeed as an advertiser, we need to create adverts that help searchers find what people are looking for – and when we do, search engines may reward us. This way, grouping keywords and advertisements ensures we can display advertising which are important to what consumers are searching for. For those advertisements, we can run different campaigns and keep track of them separately.

Search engines, such as Google and Bing, provide resources that take the guesswork out of finding the right keywords, which can help potential customers find us online. If we choose 'negative keywords' to avoid people seeing ad when they search using those keywords. Identifying negative keywords means when people see ad it's because it's relevant to what they are looking for.

Marketing by search engines (SEM) is nice to help us pick different searches to activate our ads. But search engines often show our ads for keywords that are slightly different from the ones we're targeting. The solution: keyword match types.

Keywords by changing them from 'broad match' to 'phrase match' and 'exact match' means we'll probably see a drop in traffic but the traffic quality we get will increase. That's because if our commercial appears to a consumer, it's likely to be applicable to what the consumer is searching for and more likely to get traffic for more niche business, and therefore paying customers.

One of the easiest ways to evaluate how well our search engine marketing works is to monitor conversions or acts you would like visitors to take on the website. We can post the code on the

confirmation page of the enquiry. If we put the conversion tracking code on the page that appears when a request has been submitted by a customer, we will know when a customer has actually sent a request. The data does not overlap with people who have accessed the enquiries page but have opted not to submit an enquiry. When we install the application, we are going to receive reports telling us how many conversions we have.

10. Get noticed locally

Although we have a physical location, we 're going to need to leverage local online marketing to attract clients. Ensure that we are accessible by establishing a listing in local directories for people close to our store, participating in mobile marketing and developing a local search presence. People are used to using their phones these days when they're out and are about to quickly get stuff.

Some of the easiest ways to communicate online with clients is to get included in the local directories.

At a minimum, we need to include a business name, address, telephone number and opening hours to have a listing in a local directory. We can also add other optional information such as photos of our products, depending on the listing site we're using.

11. Help people nearby find you online

Reaching consumers who are physically close to a shop is a fairly simple job, thanks to search engines, online directories and social networks. Learn some methods by gaining knowledge of nearby advertising, mobile advertising and greater to take benefit of this unique possibility to draw new customers.

Local advertising is a nice, inexpensive (sometimes even free) way to communicate with close-knit customers. There are a variety of different ways we can reach local customers. We can set up our ad campaigns to only bid if our shop is within 10 miles from the customer doing the hunt. We can also set it up to bid only during the hours available. Take advantage of ways that complement each other through mobile and local means to communicate with customers closest to us.

GPS is a wonderful feature we should be using. We may send sales updates when customers are near the store, or simply use maps to guide them to it, depending on the functionality of the device we are using. The app can also help us remember events in our shop, send personalized vouchers or let consumer book an appointment, but without GPS technology all of this can work.

If we want to increase the chance of local customers finding our business, For the content to be geared to local searches, we need to focus on relevant content that identifies her our location. Once search engines recognise the relevance of the content of the posts to local searchers, Our shop would have a better chance of featuring on local results.

12. Get noticed with social media

Everybody is on social media, so it makes sense to have our firm there as well. Using common social media networks to understand why we need to be there, enter the right social networking sites and develop our influence by interacting with our networks.

The social media is everywhere, and everyday people are interacting with it. Social media is all about connecting with our customers; it can help clients get to know us and our company by starting a conversation with people. Posting keeps the discussion going daily, but we have to make sure that we don't overwhelm shares with our followers. Naming and shaming competitors as well as deleting

all negative posts could badly reflect upon us and put off followers. We could say the same about posting too often on the personal posts of followers.

New social media sites pop up constantly. It is important that a post's tone matches the Network's purpose. A professional post would be best positioned on LinkedIn, which is designed for professional networking. Instagram, a network designed for photo sharing, is able to share professional-looking photos in multiple places. The post announcing some event would be well positioned on Facebook where we could set up an event for customers to RSVP to.

Social networking will help us increase our business profile and expand our client base with new clients by having followers to share our content with their mates. Although it's crucial for the company to budget, it's unlikely that social media can help.

Tools for financial planning would help support this goal which can be found online. We wouldn't be able to control our flow of stock via social media, although we could host flash sales online to clear some old stock. Generally joining a social network begins with an account opening and a profile development process. Most profiles of social networks need similar information including company definition, image and contact details. For Twitter, a membership fee and detailed business information (such as number of employees in a company) isn't needed. On LinkedIn, which is more focused on business structures and provides Premium (paid for) accounts, this kind of information may be needed.

13. Deep dive into social media

A structured social media plan and strategy will save you time and money a great deal. Get to know what social content works best, why social media can be a valuable addition to your plan, and how to evaluate progress so that potential social marketing can be optimised. When we start interacting with social media, you can soon learn that it helps organize yourself. It would also help to put together a realistic strategy on how you want to invest in social media.

The first thing we need to do is create a social media plan. This will help us define our strategy, plan how we will engage with social media in the coming months and identify how we will measure our results. Then, we can create profiles on the social media sites that best suited for our business and set up a social media management tool to keep track of activity on those sites. Finally, we can prepare posts that will automatically be posted in advance to coincide with key events in our plan.

If we want to target different publics online, social media advertisement is a great choice. There are lots of different types of Facebook users we could aim our ads at. As we are going for global reach, we don't need to limit our ads to a local audience. Globally, advertisement is much more likely to attract potential clients than just remaining within the home country. Combining a global reach with more appropriately targeted advertising means we can use our budget wisely, concentrating on people who have the biggest potential to turn into customers.

Knowing how successful our social media activities are is invaluable to your company by gathering data from the networks themselves, making the most of social networking and monitoring tools, what social visitors are doing on our website.

Social media analytics can help businesses gain knowledge about how customers interact with their products and services and how they have accessed them. The knowledge gained through these tools can help us find out what we are doing right, and which campaigns are the most effective at driving traffic to the shop's website. We will also be able to pinpoint what isn't working and use this information to continually refine and improve her social media strategy.

Social media can be a powerful tool, but it's also been known to cause some issues for businesses. We should not bore people to tears, put your posts on autopilot and spread our self too thin. Social media's major benefit is being able to speak directly to clients and communicate with them in a timely and relevant manner. We have opportunities to resolve customer complaint by offering an apology or to replace the product for free, thus showing her customers how important they are to her business.

14. Discover the possibilities of mobile

Web surfing on-the-go is very much part of everyday life-which is why it is important for companies to adopt a mobile presence. The discrepancies between web sites and mobile phones, and what kind of mobile marketing is appropriate for your targets.

People today have so many different ways of getting to the Internet. We are using laptops, smartphones, tablets and even smartwatches now.

Mobile marketing continues to evolve; accept it and your company stays well ahead of the curve. When people are looking for companies, they are quite likely to search on a mobile device. Search engines adapt to this new approach and companies do need to adapt. People use both mobile websites and mobile apps to interact with businesses. Mobile-friendly websites are now a must, and a mobile app will also help many companies.

The best choices here will be a qualified software developer or a self-service tool. It's easier to employ a skilled app developer than you think and there are plenty of options available to build one yourself online using a self-service platform. It will be very difficult to repurpose an old device with little technical expertise, or to build one from scratch.

15. Make mobile work for you

For mobile video consumption rising, incorporating mobile into the advertisement strategy makes sense. Understanding the available options and tools and choosing the right keywords and ad formats will set you up to be successful in your first mobile marketing campaign.

As people are spending more and more time on their cell phones, businesses are growing their mobile ads to attract new consumers. People are more likely to search for short keywords than for lengthy phrases when using mobile. By choosing the right keywords you are much more likely to bring people to your website. When people type on a mobile device, they're usually using a touchpad keyboard, which is slower to use than a desktop. So, make sure you keep your keywords short, snappy and easy to type with thumbs!

You will get your company right in front of potential customers by running mobile search ads while they are looking for the goods or services that you sell. Google Keyword Planner is the right tool to use here. It can tell you which search terms are most popular on mobile devices. Broader analytics will offer comprehensive insights into how users locate and engage with a site but will not aid defining keywords for the search. Hootsuite is a social media app that helps you to manage from one location all of your social media profiles.

Whether you're concentrating on sales driving or brand building, mobile is more critical than ever. This is why a show ad approach which does not involve mobile phones is incomplete. Choosing an ad can't be a 'one size fits all' exercise. The design that you have selected works for this app, but for another app such as a laptop it may be much too small or not catching enough eye. Note, designs

can appear differently depending on which system they are displaying. Good mobile ads even on the smallest smartphone screen need to be readable and clear and should contain a clear call for action.

As a company owner, you want to make your brand available to people who use their mobile devices on social media. We can target the right audience for his social media campaign by using parameters such as age, location and interests. This means our ads will be seen by those most likely to need our help. Hair colour, marital status, job title and internet speed, whilst fascinating, aren't relevant to the hunt for people with plumbing issues.

Mobile video consumption is on the rise, which means companies should follow the trend toward video advertising. Most people prefer to watch short and snappy videos, but if we can present our material in a really engaging way, we could probably hold the viewer's attention for longer. It all depends on the needs of our customers, so before we shoot the video, do some research into what will appeal to them most. Remember, video doesn't have to be expensive.

16. Get started with content marketing

Content marketing is a great way to build quality and gain the traffic on sites. With so many online businesses and brands, content marketing is a valuable instrument to help you stand out.

Making sure you say the right thing, to the right people, and when it comes to content marketing, connecting with them at the right time is crucial. We first need to find out who our audience is, then segment this audience into groups before creating content targeted to them. Finally, we need to publish our content and promote it to our defined audience segments.

Content is far more than just screen text. From entertaining GIFs to blog posts, whitepapers and full-length videos, it's critical to understand which content format can most impact our audience.

If the aim is to engage with both existing customers and new customers, then a competition is a great way to grab people's attention and engage them with the brand. When it comes to writing for the web, there are key considerations to keep in mind which will help make online reading as enjoyable as possible. We should remember to focus on our target audience and find a consistent style and tone of voice. We should always aim for quality writing over quantity and remember to open each blog post with an engaging hook.

Once we've created content, knowing how to distribute and promote it online is key to getting the reaction that we want.

We need to check all the channels that are available and decide what content to create based on the needs of our audience. Once we have this information, we could consider building a content calendar to help her stay organised. Then, we can begin creating and publishing it, before promoting the content across online channels.

Knowing how well our content performs once it's published online will help you understand your audience, as well as provide you with insights as to how to improve campaigns in the future.

17. Connect through email

To stay in touch with customers, Email marketing is a great way. From establishing a contacts list to learning how to create emails that really stand out. Sending newsletters and special offers via email to customers can play a key part in building and strengthening relationships with your customers in your overall marketing plan. Developing a contact list, targeting interested audiences, building customer relationships.

We can use email marketing to tell customers about products and promotions, and even to send out discount vouchers and special offers. If we know some of our customers' product preferences, we can send out emails with content tailored for them. Email marketing won't let customers contact each other over email, and they're often sent from a 'no reply' address, so customers wouldn't be able to reply to them with problems or queries. A dedicated customer service email address would be better for that. Most email marketing software systems will direct us through the entire email campaign setting up process. We can monitor how recipients interact with our emails in order to personalise the content.

Email marketing services can automatically personalise emails by including the customer's name, but they're not smart enough to write the whole email for us – yet! Some email marketing services are free of cost, but some do. Our email marketing campaigns will change, but the goal remains the same. We want to craft attention-grabbing emails that encourage action. With a few tips, we can market your business like a pro. The best way to get their attention is by using the name of the customer and an interesting question or compelling comment. It is brief and snappy too.

Using lots of pound symbols and exclamation marks can come off as unprofessional and salesy, and lots of email providers will filter such emails straight into the spam folder automatically. When running an email campaign, there's a lot to handle – we should use those tactics to set ourselves up for success. Use the A / B testing to boost communication, build appropriate campaign landing pages, evaluate your email campaign performance.

Analytics will give us the open rates (how many of her marketing emails are opened by customers) and clickthrough rates (how many customers have clicked links within her emails). Analytics can't tell us how frequently our emails were moved straight into the trash by a potential customer. We can use web analytics to find out more about how customers interact with our site. Knowing whether our email campaigns are successful will help us take the right actions when it comes time to improving them. The clickthrough rate looks at the number of times someone has clicked on a link and gone through to your website – it doesn't tell us the cause for a lower or higher rate.

18. Advertise on other websites

We will be able to maximize our online visibility by incorporating a mix of both display and search engine advertising. Display advertising enables companies to use their advertisements to target different groups of people on particular websites. Marketing of search engines and advertisement displays can both help us find customers and develop the business, but they do work differently.

Our search ad would only show up when people are searching for keywords on a search engine. This is known as search engine marketing (SEM). Search ads are text based so they're an ideal way to put content in front of people already interested in a particular topic. When an individual is moving away from a search engine, search ads cannot target them anymore. It is where advertisements to view join. The best sites on which to advertise are the ones where the target audience is likely to visit. That way, we know the ads will be seen by people who are likely to be interested in his site.

19. Deep dive into display advertising

It is important to first understand how advertising networks connect companies that want to advertise, with websites with ad space to sell, to make display ads successful. Then we can leverage the power of retargeting strategies to stay top-of-the-mind and genuinely push future customers down the sales funnel. We should design your advertisement campaigns on displays right from the start to help you achieve your goals. Make a major first impression, pushing consumers into the sales

funnel, turning interested people into paying consumers. The text-based advert is quite basic but could contain subscription information about the film podcasts. The second video ad might appeal to film fans, but the video itself is too big and takes up the whole of the ad space. The third, illustrated advert is more general. Through engaging graphics, it could show Colin's wide range of podcasts and even some of the benefits for subscribers. The advert could also include a testimonial to support the benefits. Ad networks link broad numbers of websites with people who want to publicize advertisement space on them. Ad networks such as Google Display Network or Yahoo are a great, cost-effective way for Colin to get the attention of individual websites. Ad networks locate ad spaces on websites and figure out payment, so it's not going to be important. Also, we can tweet and post the link to his video on Facebook profile. This approach, however, can be time consuming and he can not be sure that video will appear on the most relevant sites. It's probably better for him to use a dedicated service, and spend his time growing his business.

Retargeting helps you to market your website to groups of people based on the items that they did when they visited. Retargeting ads are a way of bringing potential customers back to a site. A tailored ad that asks someone to return wouldn't be relevant for people who are searching with the keywords 'TV podcasts' because they've not actually visited his website yet. This is the same for film forum users from other sites. These two audiences would need to be targeted using a different advert. However, website homepage visitors, 'almost' subscribers and those who download the e-catalogue are all aware of the website and can be retargeted to draw them back.

20. Make the most of video

Video is a lively and common part of the experiences online. Connecting with clients through this versatile medium can open up valuable marketing opportunities for advertising and content. As technology has advanced, online video's popularity has soared. Now, it is a powerful marketing tool. YouTube, social media networking, online advertising and content on video websites are all great ways to reach target audiences through online video. Online video is an ideal option to reach your target audience. People all over the world like the movement, energy and messages that can be contained so concisely in videos. One minute of video is worth 1.8 million words according to analysts! They're a great way to reach out to the world. Videos can go viral, while being targeted to reach a broad audience at the same time. As access to fast internet connections continues to expand, the online video's popularity will only continue to rise – making video marketing an ideal way to showcase your company.

Businesses of every size can use videos to promote their products and services. Emails, YouTube channels and ads on other cooking websites are great ways to get people excited about what you have to share, and gain exposure to new fans or customers. Email is also one of the fastest and most direct ways of communicating new products and services, and by embedding video in an email that we can increase the interaction rate of the user. Posting videos to specific YouTube channels is a great way to share content, as this audience is always looking for videos related to cooking. If we are not ready just yet to post our own videos, we could always advertise on the channels and pages of other people.

It is more critical than ever to have an online video presence for your label. By planning ahead, you can shoot several videos at a time – with less effort, fewer resources and a smaller budget. Using mobile phones to film your videos and editing with the software that comes with your computer operating system can help keep costs down. Remember, storyboarding your video content is an essential step to make sure you get the audio script, graphics, movement and angles right before you start.

(Planning the video release schedule, storing the video content, choosing a location and source props, finding a video crew and filming videos, then uploading videos.)

Whether you upload videos to your website, video sharing sites or social media, There are many ways to post your video content online and to support it. Organise videos on your website, share videos via social media and email marketing. Posting on a number of sites and encouraging sharing is a very effective way of making videos more popular. When uploading your video use a suitable title, set of search terms and description. These will make sure people find your video. And when posting on social media, always use a relevant hashtag. And finally, you should encourage people to do something when they've watched your video – for example, ask them to share your video or visit your website.

Advertising on video sharing sites is one of the many successful ways in which our online population can expand. When we create our keywords, we need to think like our customer. Being specific is often better as it means your content will be more relevant to the search and increase the likelihood of someone visiting our site. Be sure ad gives viewers a reason to visit website and remember, we want them to keep coming back for more.

Analytics can give insights into the people who watch videos and how they engage with content. With this information at hand, we can improve videos and grow our audience.

Quick videos usually perform best. Through keeping them short, we can increase the probability that people will play our videos and watch them to the end. Statistics show that after one minute, 45% of viewers will stop watching. Also, checking comments can be a useful way to find out why people aren't watching the video through to the end.

21. Get started with analytics

Web analytics can provide a world of information when it comes to understanding web users. By clearly outlining your business goals, we can then utilise analytics data to help us refine and improve our website and meet our objectives. Web analytics can answer questions about what people are doing – and not doing – on our website.

Metrics are measurable, numerical data like time spent on site or pages viewed. Conversions are data on how many users have completed a desired action on your site, Dimensions are groups of user data that can be used to generate a report, such as their device type or location.

One of the biggest benefits of going online is that digital marketing is extremely measurable. Throughout the entire customer journey, web analytics provides insight on where your website visitors are coming from, what they're doing and how we can get more of them to "convert" on our site.

Used properly, web analytics tools can give you valuable information to help us meet our objectives. We can do this by setting up our web analytics tool to track the specific goals that we care about.

When it comes to analytics, it's important to focus on the information that has the most impact on her business.

We should focus less on the number of visits to the site or the amount of time people spend on it. It's also not hugely important how many pages people look at on average. Instead, we should be

monitoring specific goals. Such information is much more valuable as it gives feedback on the new elements to our business.

22. Find success with analytics

Analytics tools provide loads of data, but they don't always give easy answers. Dive a little deeper into web analytics, and we'll soon be able to measure organic search analytics, understanding SEM data and master segmentation techniques. Web analytics is great for measuring all kinds of traffic to our site, including traffic from organic search results. But we can do much more than just count up our website visitors.

Analytics can tell a lot of interesting information about her organic search performance. However, it won't tell explicitly whether site's content is relevant to keywords. To understand that, we can look at information such as how long visitors spend on site, or the bounce rate, to see whether site is giving customers the information they are looking for.

When it comes to SEM, we're paying real money for every click that brings visitors to our website. We can use web analytics to make sure we're getting the most out of our investment. We can use analytics data to see which of the SEM investments are working and which aren't. The key is not just to track the number of clicks on an ad, but more importantly the conversion rate.

Analytics tools provide loads of data, but they don't always give easy answers. Things are happening differently for different groups; we can use a simple technique called segmentation. We can get lots of data through segmentation, such as the devices used to access the website, and what country and city they're accessing from. The number of clicks on a page is broad information that can still be segmented. We can make improvements and keep on monitoring the results.

23. Turn data into insights

Knowing how to turn digital data into actionable insights can improve your online campaign results and help you meet your goals. Collecting and analysing data can offer many benefits to online businesses. To take advantage of these benefits, it's important to understand the types of data available to us as well as the best way to gather it. Analytics tools allow us to collect and review data in real time, enabling us to gain valuable insights by analysing this information. Data in itself doesn't reach more customers, but understanding it could help us create a plan, or revise an approach, resulting in reaching more customers. One of the benefits of working in the digital world is the amount of data and information available. This data can help you continuously improve what you do, allowing you to meet your goals.

The data cycle is an effective process to make the most of data. The four main stages of a data cycle are as follows:

Plan - Start by identifying the goals , Do - Then, begin collecting the relevant data, Check - Once you have that review data, Act - Lastly, take action to test the hypothesis.

Actionable insights give you tangible actions to take away and can be used to improve our website or online campaigns. Focusing attention on the platforms that are working will help increase success. Sometimes having so much data at your disposal can seem a little overwhelming. Using spreadsheets gives you a way to manage this information and make the most of the data provided. The correct graph clearly shows a high open rate at the outset, which slowly drops off throughout. Graphs are a great way to quickly notice trends in data.

Once you've gathered and analysed your data, the next step is to present it in a way that will resonate with your audience.

The bar graph clearly shows data and the growth experienced. Pie charts are better for illustrating percentages, rather than growth or trends. The heat map can show location data. The table may have too much data to be clear and concise.

24. Build your online shop

the world of e-commerce helps us to effectively sell products online. From the tools needed to build online shop from scratch, to payment methods and managing orders. Whether we're a traditional retailer, a service business, a wholesaler or even an Internet start-up, there are many ways we can use e-commerce to reach more customers and increase sales.

A good way to start selling products online is to allow visitors to pay for their purchases via the website, using an online money transfer provider such as PayPal. Getting feedback on blogs about products or forums is great but isn't directly linked to getting sales.

If we decide to sell products and services online, many tools and solutions are available to help by handling online payments and managing orders.

25. Sell more online

Once our online shop is set up, it's time to ensure everything is optimised correctly so that customers have the smoothest user experience possible. Each touchpoint is an important communication opportunity between us and our customers: from signing in and browsing to checking out and receiving promotions about sales. Once we've taken our first steps into e-commerce, our next job is to improve the shopping experience. From getting more people to use our online shopping basket to streamlining the checkout process, there are lots of ways to improve our site for shoppers.

If people access a lot, introduce responsive design to improve customers' browsing experience. Adding a search feature will help people search for and quickly locate specific products. Improving product pages could be the answer if lots of people visit but don't buy from her shop. Finally, customer accounts can simplify the check-out process, helping people complete their purchases more easily.

If we have an e-commerce store, we can probably offer a number of different products. Sometimes it can be difficult for customers to find the best match for their needs. Product promotion and merchandising can help by promoting products and specials, predicting products your customers might like, showcasing products visitors might not normally see. After shoppers have interacted with our website, product retargeting campaigns can help us get them back by showing them related ads across the web.

26. Expand internationally

Before launching products or services to an international audience, it's important to validate your new markets, know the difference between translation and localisation and ensure we have the technical infrastructure to manage it all. Once you have a solid set-up, consider advertising across borders so that our marketing messages are seen by the right people, wherever they are.

Digital marketing gives you easy and instant access to a global marketplace – and this makes expanding your business to other countries an attractive possibility.

To identify the best markets for business is by using helpful business tools like web analytics, trend reports and geographic data. This can help narrow down which markets have most demand. Later on use translation services to adapt website for foreign customers.

Bringing your business to new markets in other countries has never been easier, thanks to the simplicity and availability of global advertising. Understanding which markets have the best potential will be the key to success. Google Market Finder would show that there is high search traffic, Google Keyword Planner is a useful tool for looking at the volume of search ads., Google Analytics can help keep track of things like who's looking at his website and what pages they look at most and adapt his strategy as needed.

To expand globally, we need to communicate in other languages and provide support to customers wherever they are. Localisation is where we adapt content to suit the culture. It might also include changing things like currency, addresses and cultural references to bring the content in line with the local market. When we're expanding into a new market, we should definitely have a solid marketing plan in place. Fortunately, there are loads of online advertising options that can help spread the news about your business such as search advertising, display advertising, advertising on social networks.

Expanding into new markets is exciting – but it isn't just about marketing. We need the right technical infrastructure, a strong supply chain and compliance with laws and regulations. It can be done by making your business accessible to new customers, managing the supply chain, possible legal and regulatory implications.

Before we can work out whether or not expanding, we would achieve the growth we want, there are a number of things we should check, including: Customs duties or tariffs, taxes, Exchange rates, Product safety requirements, Whether we need insurance cover, The government website would be a good starting point for finding these things out.

When it comes to expanding our business globally, don't assume that our website processes are 'one size fits all'. We need to check off our list to make sure that the following things are international-friendly: site itself, the e-commerce system and the payment process.

payment system can be used and accounts for different currencies and taxes. Paypal and Worldpay are two systems that have an international focus.

We know enough about culture and the music scene to tailor his products to the customers. The site works from an international point of view. We need to run through the process a visitor would have when they access his site. Automated translation services can give people an idea of meaning but won't translate the content as well as a native speaker would.

We might have all our systems in place to accept international orders. But we need to know if we can deliver your products accurately and on time, about customer service and support, amount of preparation to handle refunds and exchanges across borders? We can do this by checking the shipping process and the time and costs involved before he starts selling records to customers. Shipping across borders can be complicated and more costly. Not all shipping companies support international shipping, and many require specific labels to ship, so we will need to do research. We will also want to make sure customers have a way to contact us from abroad in case of any issues.
