

SUMMER TRAINING PRESENTATION

DIGITAL MARKETING STRATEGY & EXECUTION

**PRESENTED BY
AYUSHI TANDON**

NanoHealth

EXECUTIVE SUMMARY

This presentation focuses on the
Digital Marketing Strategy and Execution for NanoCare Healthcare Pvt. Ltd
popularly known as 'NanoHealth'

ABOUT THE ORGANIZATION



NanoCare Healthcare Pvt. Ltd. popularly known as 'NanoHealth' is a pioneer and an award-winning chronic disease management solution



Winners of the prestigious Hult Prize, 2014



Touched more than 70000+ lives



Leading transformation in healthcare system, changing from reactive to fragmented to progressive and continuous



Managing chronic conditions like diabetes, thyroid, cholesterol, hypertension etc. through their robust technology and health coaching

TECHNOLOGY

- The digital solution is made on the the unique technology of the recommendation engine and uses the blockchain infrastructure.
- The solution has multiple care pathways designed for every health and lifestyle condition
- The recommendation engine, based on the health condition recommends the next step of activity and connects with various stakeholders



BUSINESS MODELS



- B2C business model
- Their primary focus is corporate health management and public health via digital health platform
- They focus on providing home healthcare services.
- Platform features- Trend assessment, Health monitoring, personalized alerts/ recommendations.



- B2B business model
- Focuses on providing Digital Healthcare Solution for Clinics and Hospital.
- Platform Features- Role based data access, EHR+PHR data, Health Analytics, clinical recommendation engine etc.
- Allows healthcare providers to manage relationship with their patients beyond the premises of clinics.

NanoHealth

- B2B business model
- Primary focus on managing public health programs at large scale in partnership with government and Ngo's.
- managing chronic diseases such as diabetes, hypertension, cholestrol, thyroid etc.
- Platform features- proactive recommendations, tele-consultation, diagnostics & pharmacy, EHR etc.



ABOUT THE PROJECT

Project Name- Digital Marketing Strategy and Execution

This project mainly focuses on the effort to best improve the digital marketing strategies for the organization.

OBJECTIVES OF THE PROJECT

Primary Objective- To create a social media marketing plan for NanoCare Healthcare Pvt. Ltd. by incorporating analysis of all of its social media platforms.

Secondary Objective- To execute the social media marketing plan more effectively.

i) Gain a better understanding of digital marketing using various tools.

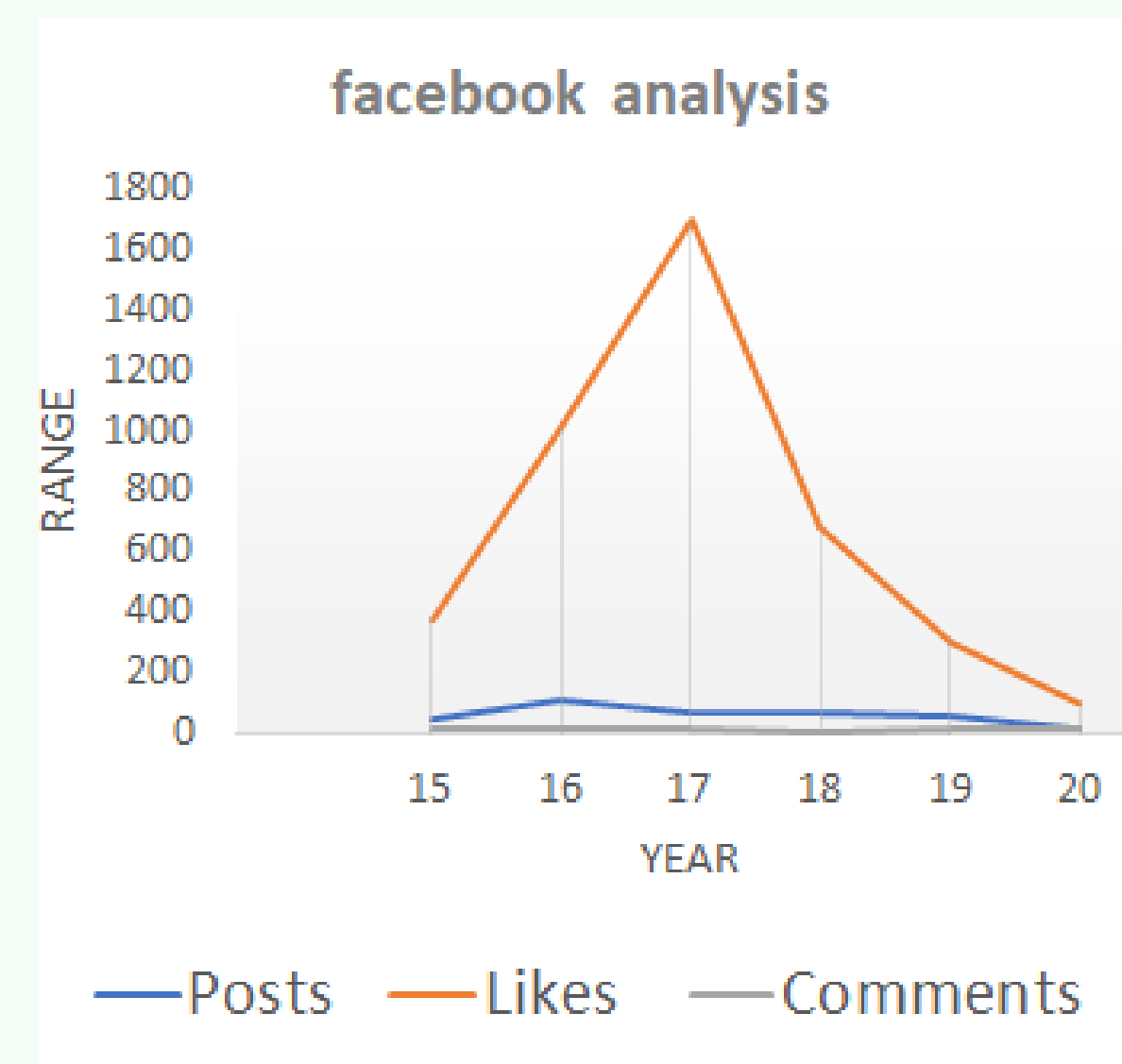
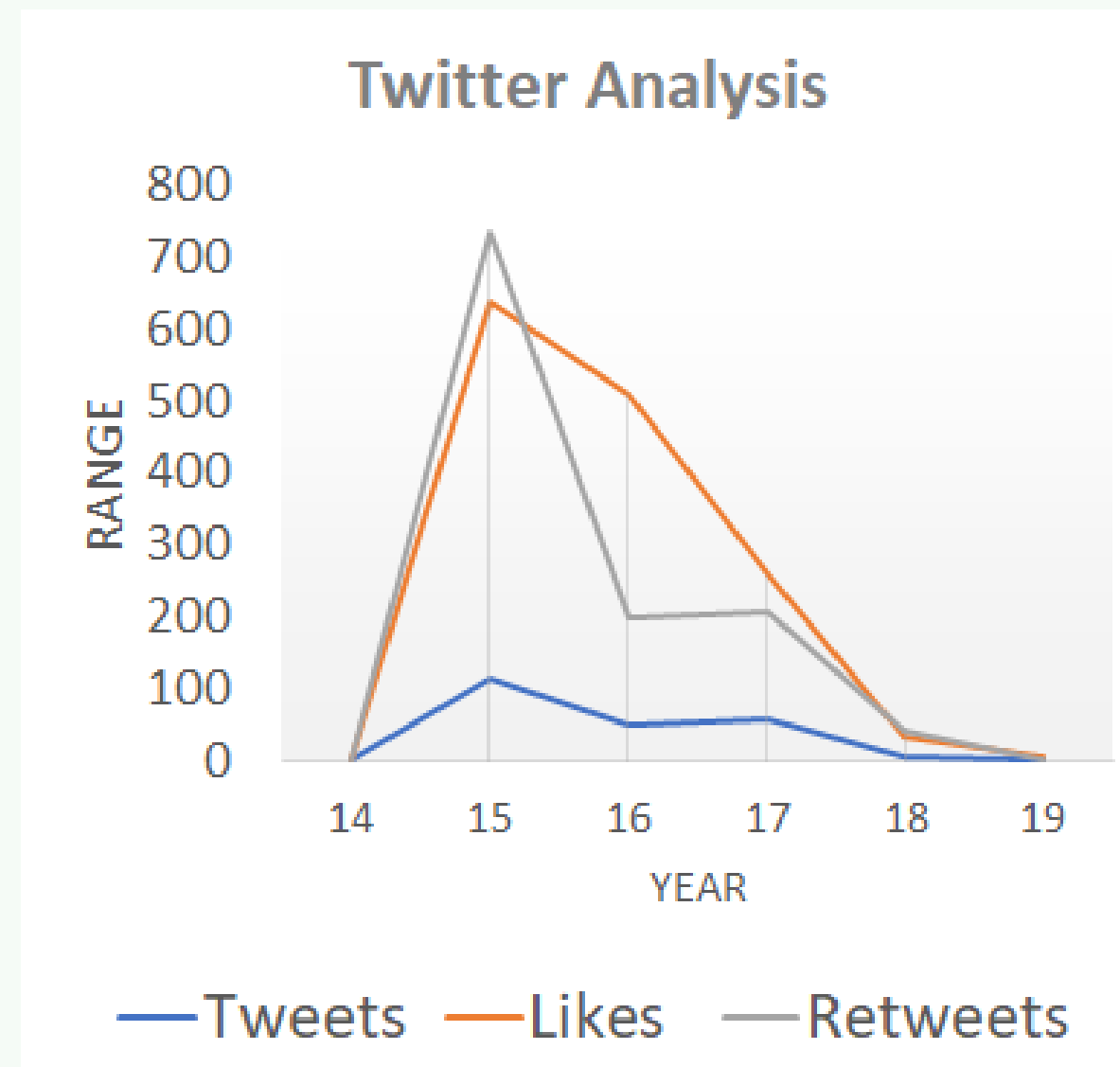
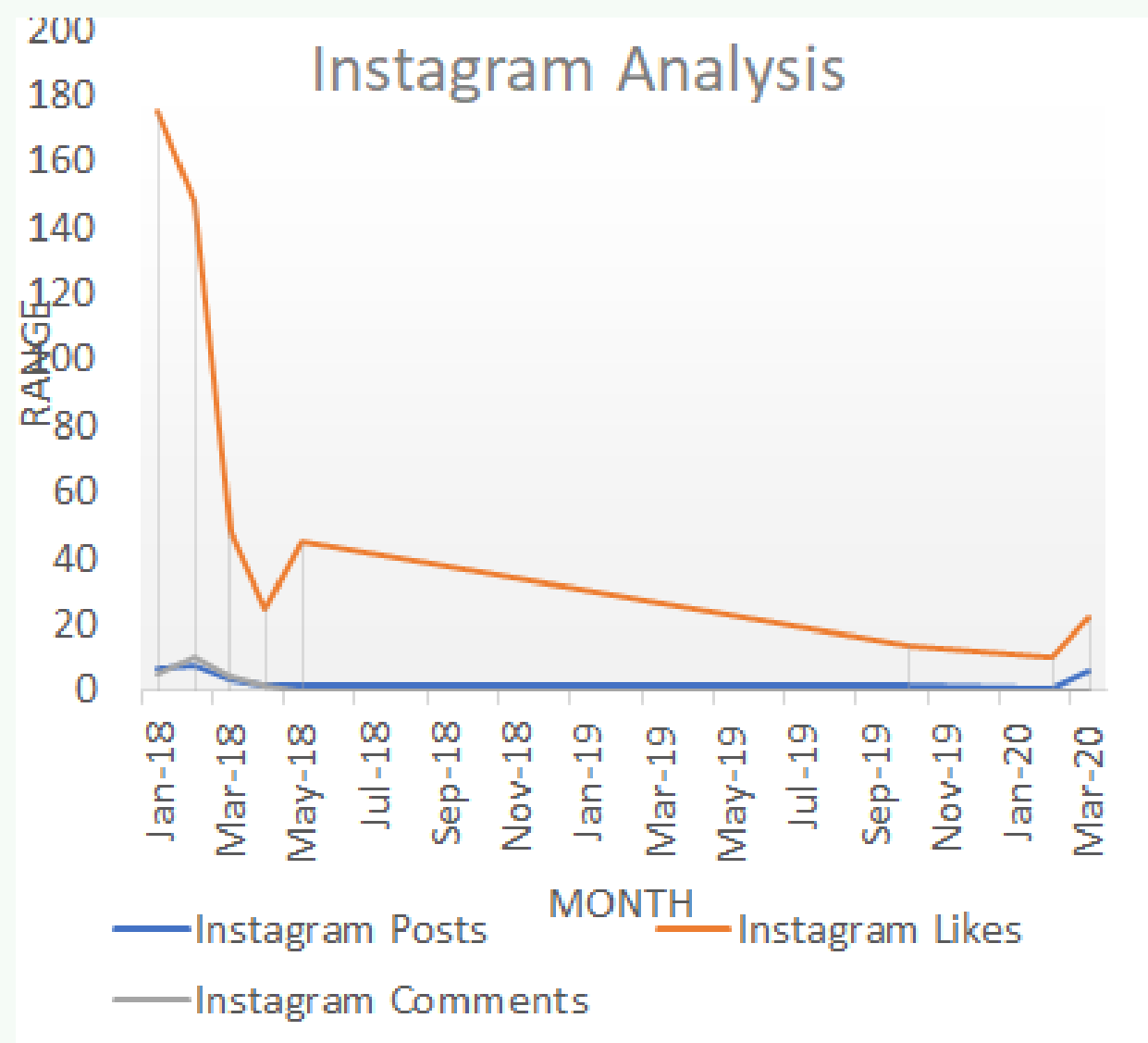
ii) Help in designing strategies for effectively marketing of their services on various digital platforms

METHODOLOGY

- Initially started with the analysis of all social media platforms of NanoHealth.
- Analysis was done based on the following criteria:
 - i) Analysis of the platform from the beginning
 - ii) What strategies can be used to improve the page
 - iii) What went wrong
 - iv) What are the things that were rightly done
 - v) What topics worked well for the page

PAGE PERFORMANCES

- The performance of Instagram, Facebook and Twitter pages of NanoHealth was measured on the basis of no. of posts, likes and comments.
- This was primarily done to understand where the page ranked for each platform in terms of the previous criteria.





COMMON PAGE IMPROVEMENT STRATEGIES FOR THE PLATFORMS

- Usage of keywords & hashtags
- Engaging with audience
- Brief captions
- Regular posting schedule
- Boost posts and create ads
- Usage of insights and analytics to understand the engagement
- Content posting timings
- Creating fresh content and understanding the market trends

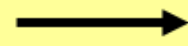
- i) basic strategy plan
- ii) ways to create/ generate content for different platforms
- iii) posting schedule
- iv) measurement metrics

Basic Strategy Layout

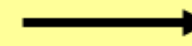
Strategy					
2 core content channels Fb, Insta, Twitter, LinkedIn	➤➤➤	Batching Content for platforms In advance Batching like tasks together eg: creating 2 or more rough blogs ideas at once	➤➤➤	Republishing content in diff. form Eg: Convert long form content	
				↓	
				Blog	
				↓	
				Summarise blog to a newsletter	
				↓	
				Extract core concept to form instagram post	
				↓	
				Convert quotables from blog to tweets	

Content Creation

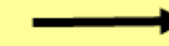
Type keyword in any search engine (Quora, Google etc)



See the most frequently asked questions around the key word



Long form of content with the idea i.e video, blog etc



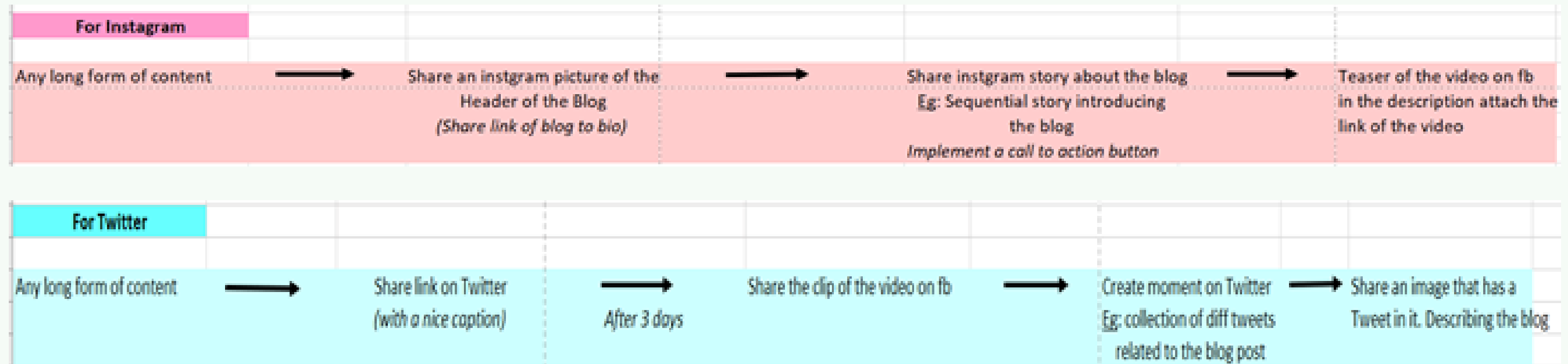
Convert long content to small contents i.e tweet, post, story etc

Steps for Content Creation

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Brand	Describe post idea		Idea given by	Status on approval		Designing				Post Schedule				CAPTION	
2			Criteria			Content	Graphic	Person responsible	Person responsible	Status	Schedule date & time	Posted date & time	Website	Facebook	LinkedIn	
33	NanoHealth	what does the word Coronavirus symbolize		Ayushi	Approved		representation of the idea in the form of an image showing what various letters of CORONAVIRUS symbolize.	Satya	Ayushi	POSTED	25 April	27 April	Not applicable	What does coronavirus symbolize? Here's what you can do to avoid transmission of the disease! #covid19 #stayhome #homequarantine #staysafe #nanohealth #digitalhealth #socialdistancing #pandemic #newnormal #mask #prevention #helpthedoctors #coronasafetytips #goodhygiene #covidindia #washhands	What does coronavirus symbolize? Here's what you can do to avoid transmission of the disease! #covid19 #stayhome #homequarantine #staysafe #nanohealth #digitalhealth #socialdistancing #pandemic #newnormal #mask #prevention #helpthedoctors #coronasafetytips #goodhygiene #covidindia #washhands	What does coronavirus symbolize? Here's what you can do to avoid transmission of the disease! #covid19 #stayhome #homequarantine #staysafe #nanohealth #digitalhealth #socialdistancing #pandemic #newnormal #mask #prevention #helpthedoctors #coronasafetytips #goodhygiene #covidindia #washhands
34	NanoHealth	DIY homemade facemask		Ayushi	Approved	https://drive.google.com/file/d/1u8hg8w5NA5dlwFaQRK46jKlpZyWt_gXf/view?usp=sharing	tutorial on how to make facemask at home			content completed d	6th may	7th may	Not applicable	Fight the pandemic at the convenience of your home. Get creative and make your own face mask and protect yourself and others! Stay Safe!	Fight the pandemic at the convenience of your home. Get creative and make your own face mask and protect yourself and others! Stay Safe!	Fight the pandemic at the convenience of your home. Get creative and make your own face mask and protect yourself and others! Stay Safe!
35	NH Circle	Webinar poster: Engage with your patients			Approved					posted	24th april	25th april				
36	NH Circle	Webinar: Answer to your digital transformation			Approved		poster for the webinar			posted	19th April	20th April		Join us for the webinar as we discuss various ways #technology can help simplifying operations and boost the revenue of #hospitals and healthcare professionals by bringing in digital transformation in the healthcare systems. Tune in on 21st April, 2020 at 11 AM. Click on the link below to register. Prior registration is mandatory. #digitizinghealthcare #nanohc	Join us for the webinar as we discuss various ways #technology can help simplifying operations and boost the revenue of #hospitals and healthcare professionals by bringing in digital transformation in the healthcare systems. Tune in on 21st April, 2020 at 11 AM. Click on the link below to register. Prior registration is mandatory. #digitizinghealthcare #nanohc	Join us for the webinar as we discuss various ways #technology can help simplifying operations and boost the revenue of #hospitals and healthcare professionals by bringing in digital transformation in the healthcare systems. Tune in on 21st April, 2020 at 11 AM. Click on the link below to register. Prior registration is mandatory. #digitizinghealthcare #nanohc

Schedule Sheet

Strategy was created both Content Creation and Content Generation for each social media platform separately. Since content is key for the success for each platform.



With the help of these strategies posts and content was created depending on the platform, business model and their respective audience. I had also written a series of blogs and articles for the company which has been published on their website.

Link- https://www.nhcircle.com/blog_Telehealth.html

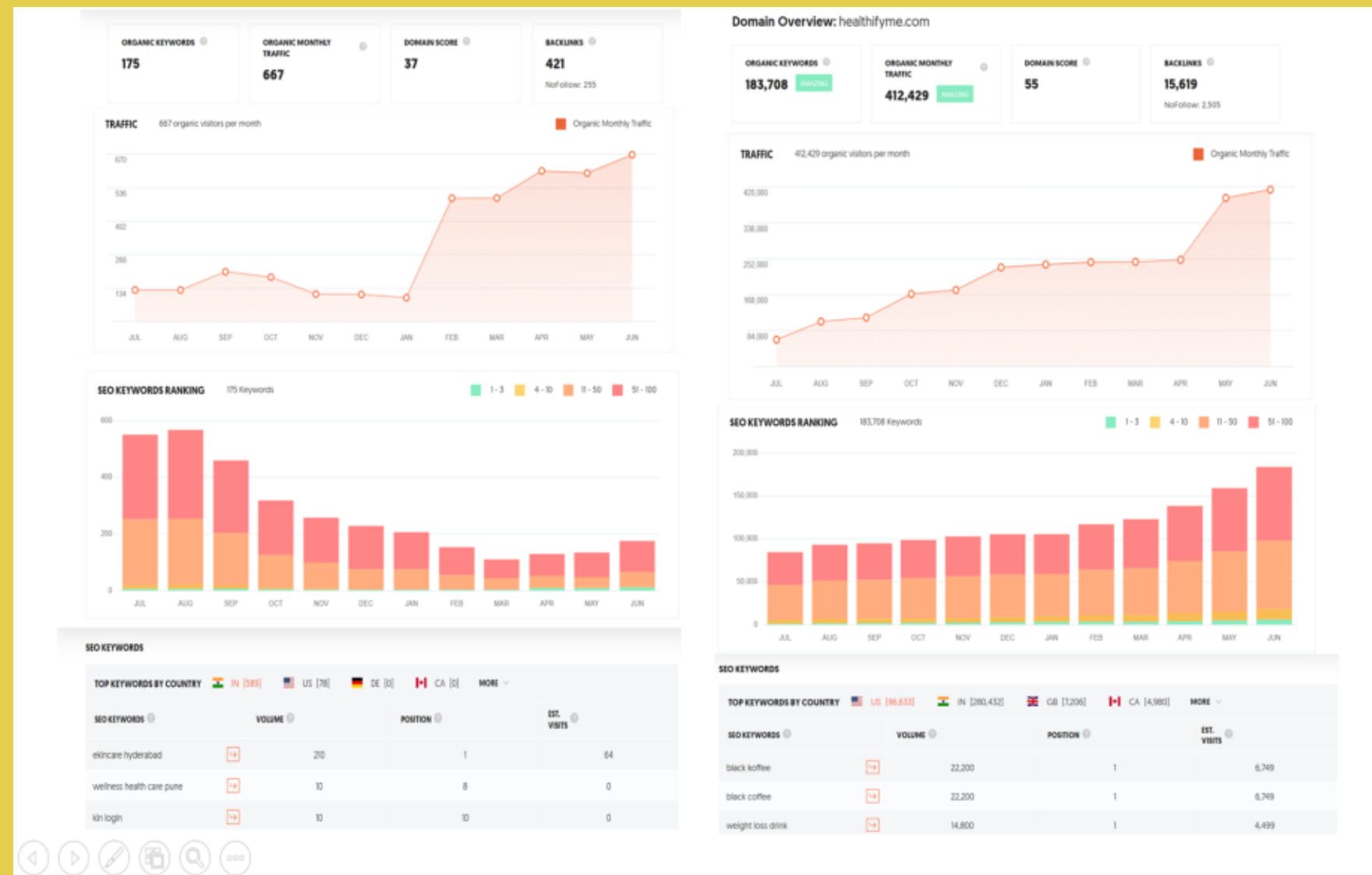
COMPETITOR ANALYSIS

On the basis of NanoHealth's various Business models a competitor analysis was carried out to redefine the marketing strategy as well as to understand if we are at par with the Industry/ Market trends.

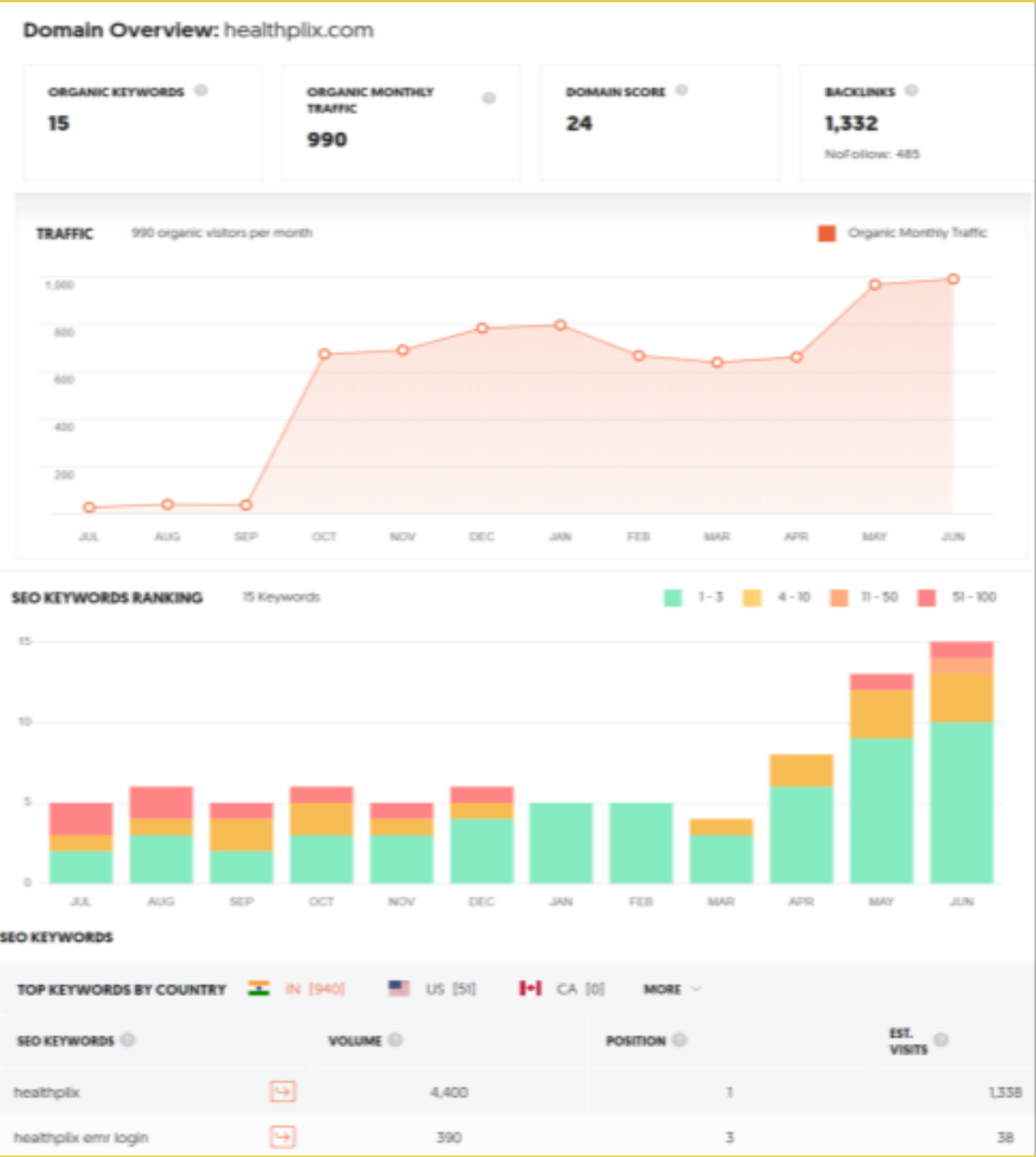
- Competitor Analysis was done on the basis of the following aspects

i) No. of organic keywords used ii) Monthly Traffic iii) Domain Score iv) Backlinks v) SEO keywords & volume

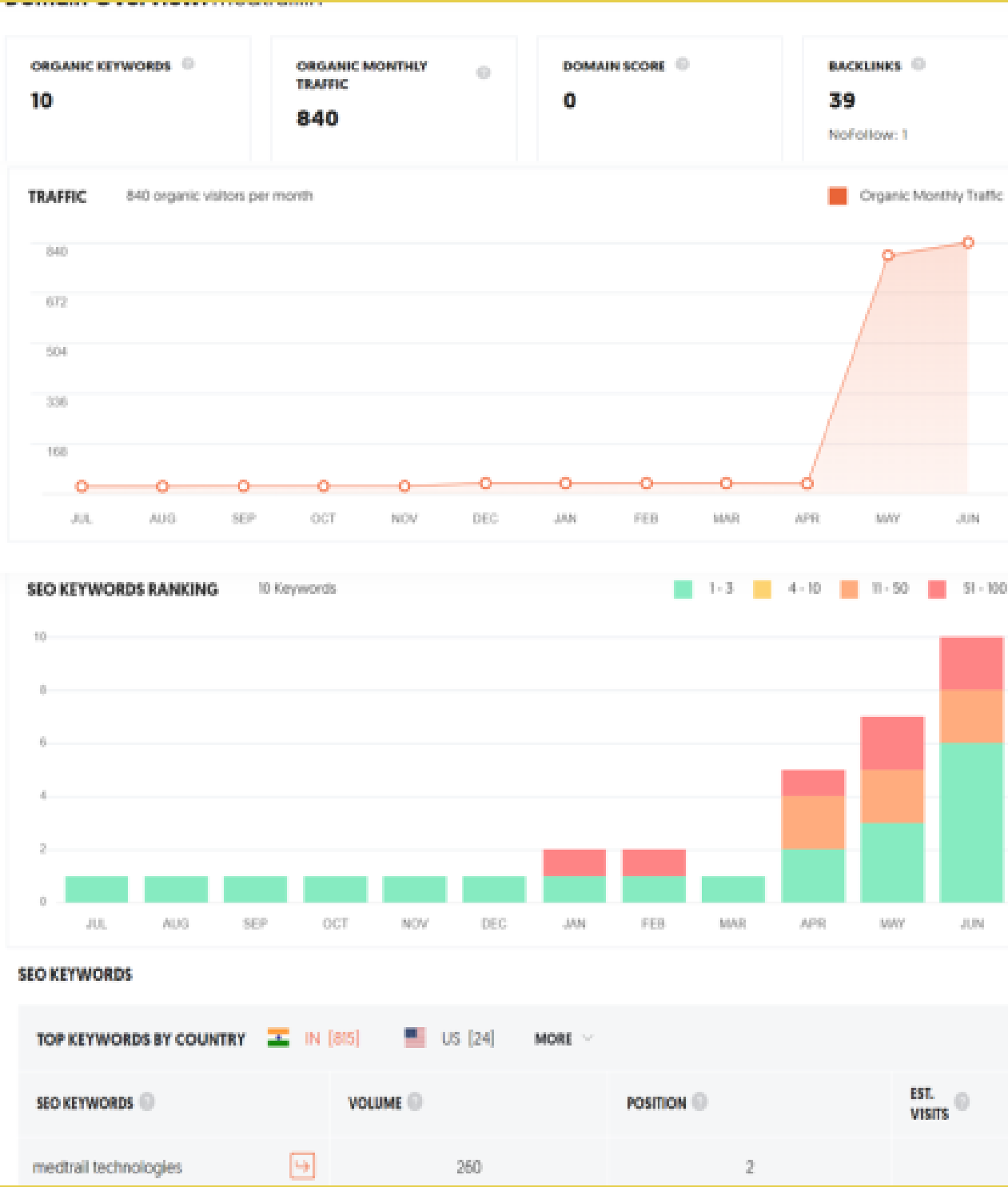
NHAssurance competitors-



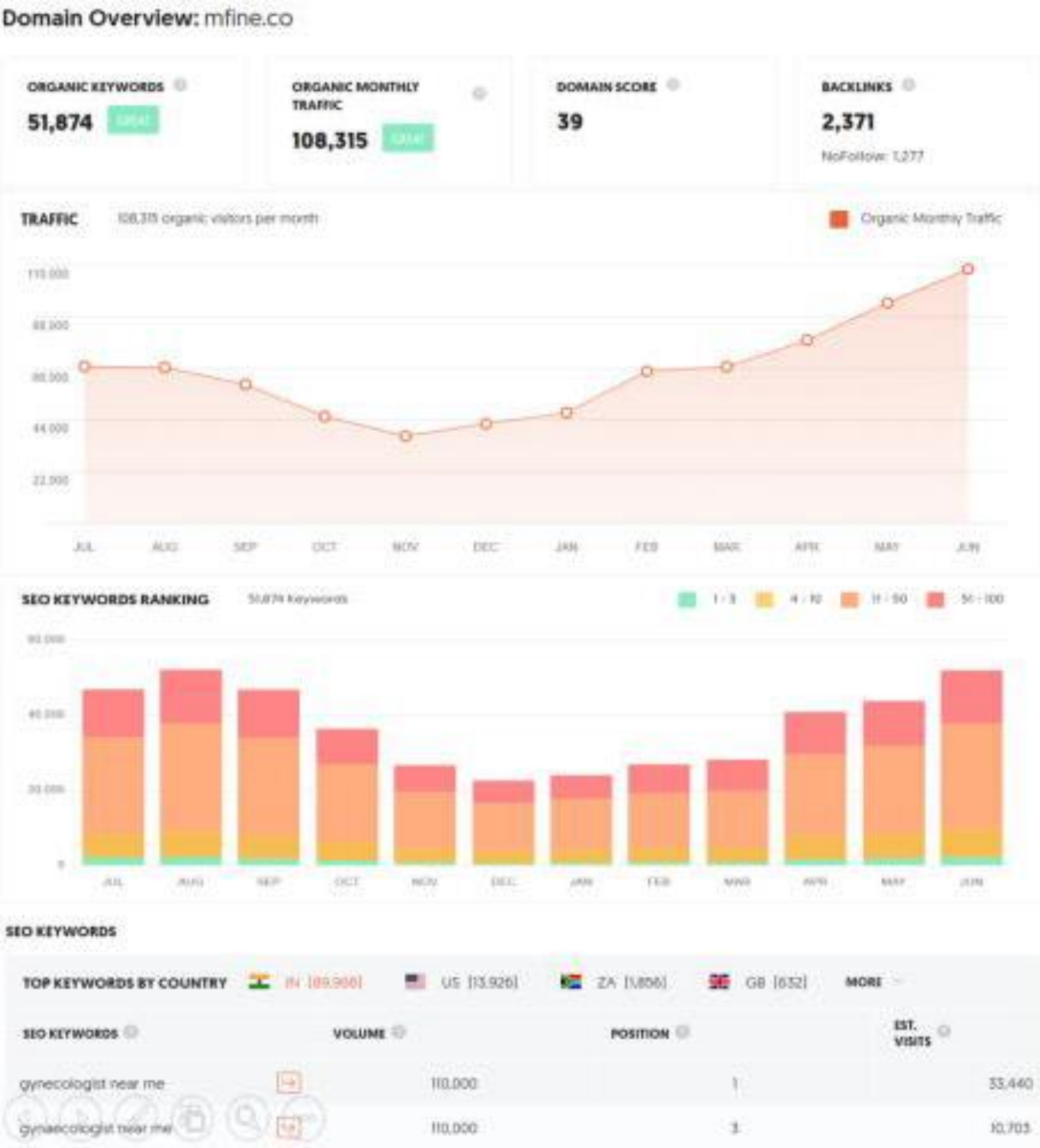
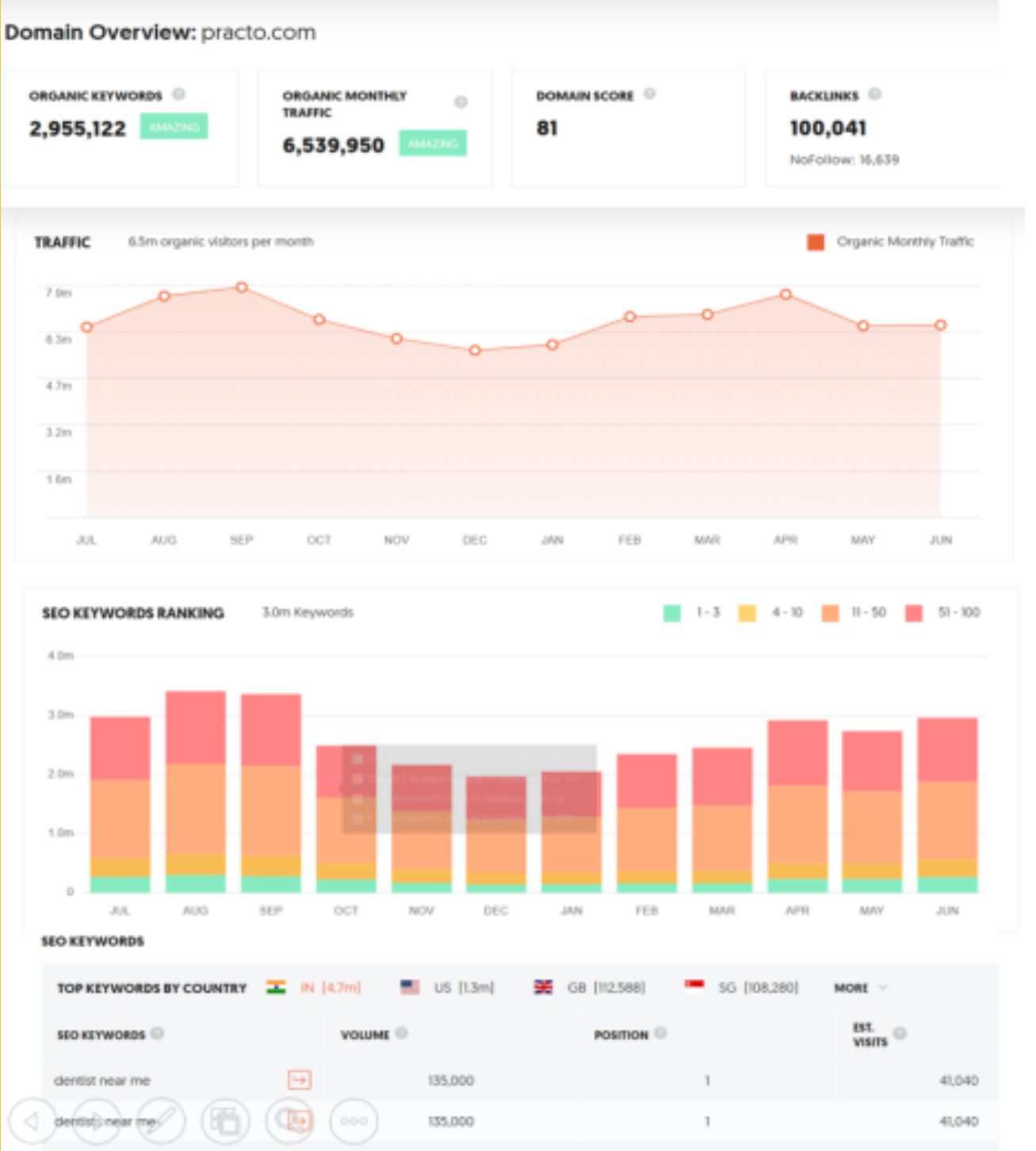
NH+Circle competitors- HealthPlix



MEDTRAIL



NanoHealth competitors

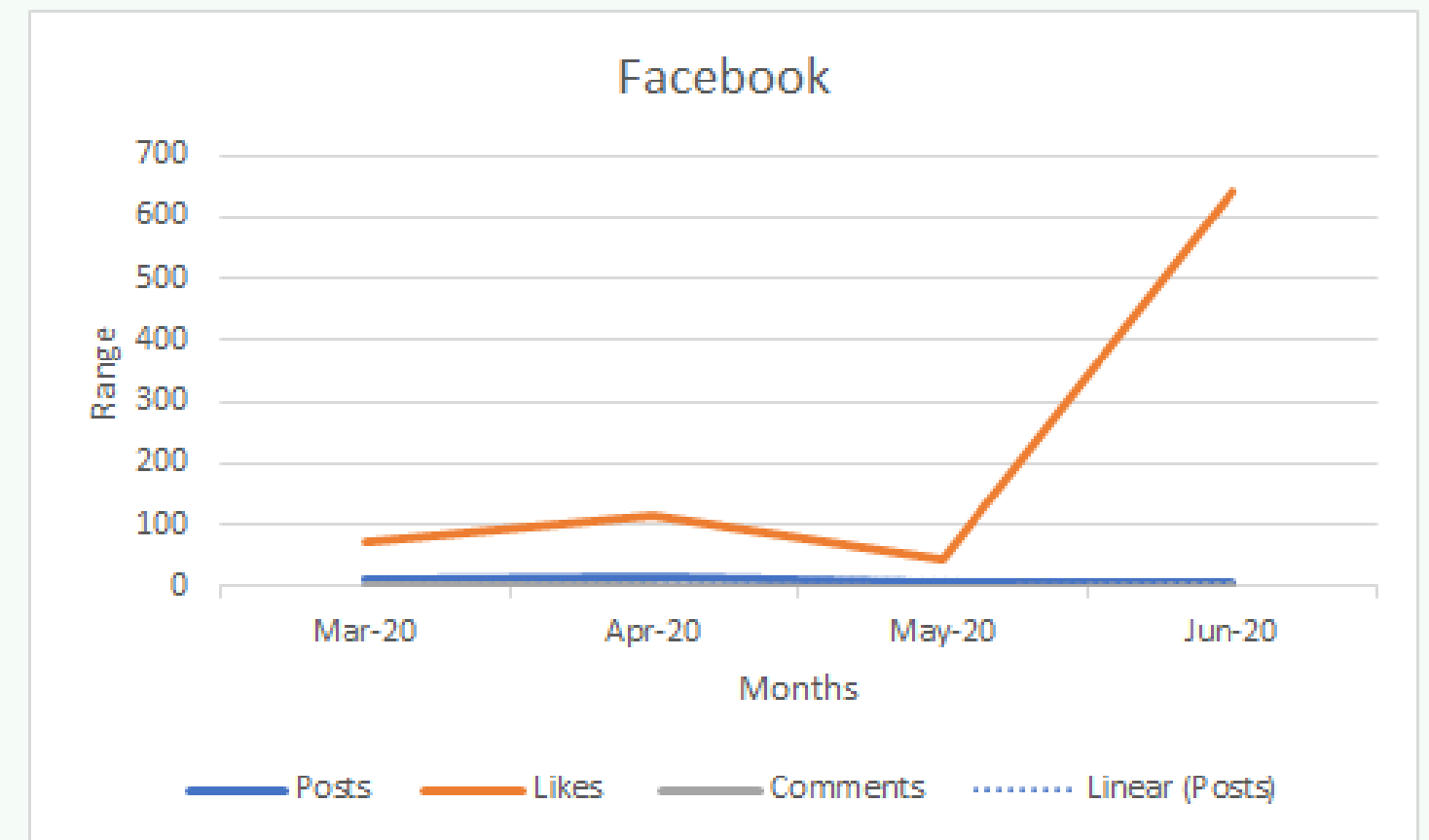
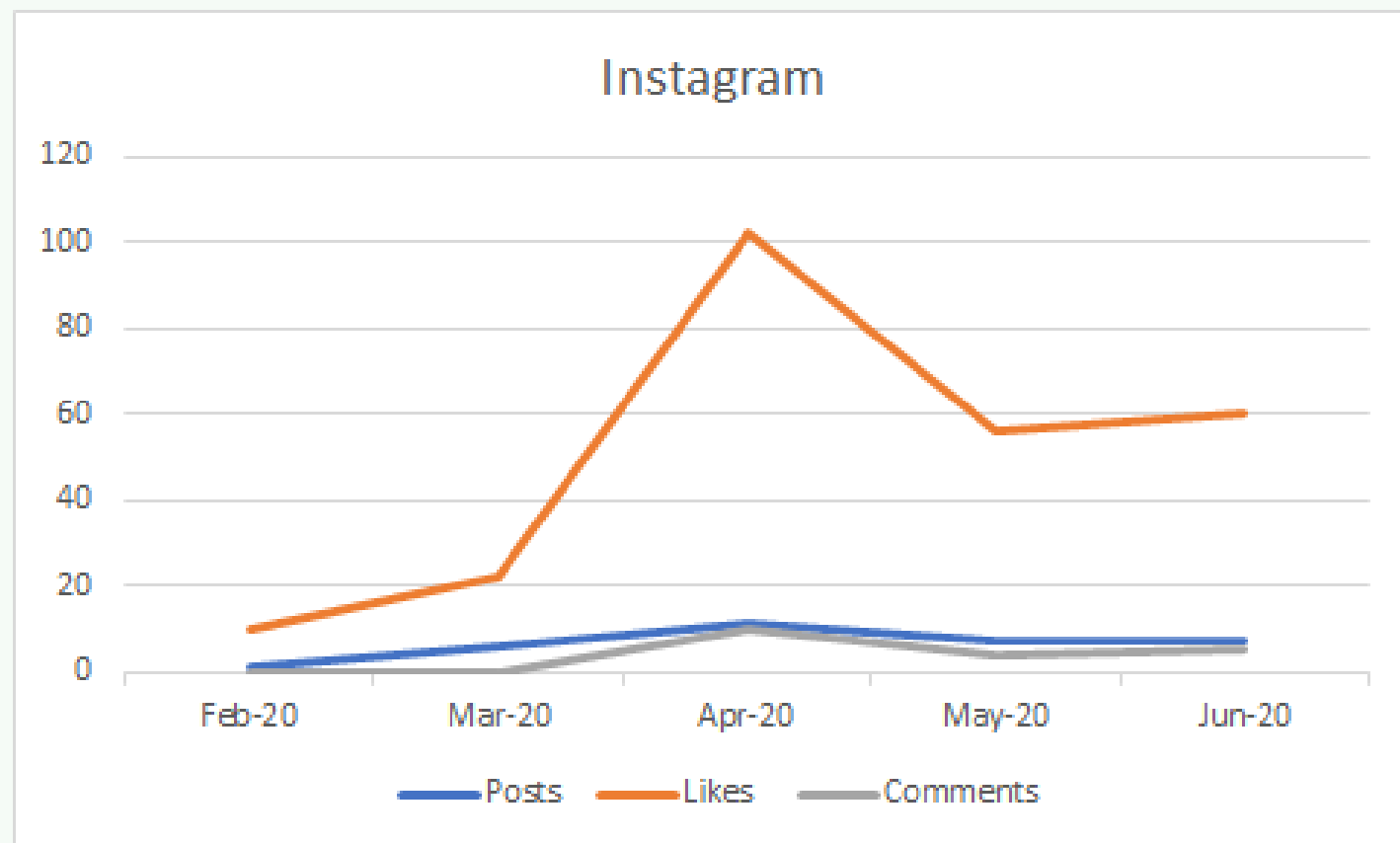


RECOMMENDATIONS/ BEST PRACTICES

- Usage of analytic tools and insights
- Use of organic keywords
- SEO
- Competitor Analysis
- Boosting posts/ paid ads
- Audience engagement
- Keeping a track of Market trends
- Content Measurement Metrics
- Effective Content Generation Techniques
- Creating Curated Content
- Joining/ Building Communities
- Following the schedule and keeping it up to date.

RESULT ANALYSIS

Using the best practices for each platform and strategies developed a result analysis was done for 2 core content platforms chosen by the company to know how the performance of page has improved



Not only has the performance of the pages improved, there also an increment in active users by 52% over the past 2-2.5 months on Instagram. And slight increment of Active users on the facebook page as well.

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ONLINE COURSE PRESENTATION

DIGITAL ANALYTICS FOR MARKETING PROFESSIONALS

**PRESENTED BY:
AYUSHI TANDON**



INTRODUCTION

- We have seen that the world of business has been evolving over the years and has led to more targeted oriented marketing.
- Highly result oriented marketing
- Digital Marketing Analytics helps to effectively understand the entire marketing strategy.
- Also helps to understand each of its marketing initiatives



OBJECTIVES

- Gain an understanding of data collection and analysis methods
- Understand frameworks and approaches to measure consumer action
- Learn how to evaluate and choose appropriate web analytics tools.

COURSE OVERVIEW & DIGITAL INFLUENCE ON MARKETING

- what marketing analytics is?
- the field of marketing analytics has evolved in the past two decades
- traditional three-step marketing model by PnG
- there have been four Digital Epochs since 1994
- zero moment of truth

BASICS OF WEB ANALYTICS

- Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage

- Web Analytics poses a variety of challenges:

1. Managing and Integrating Data
2. Ensuring data quality
3. Staffing and Management commitment
4. Communicating and interpreting results

- Understanding how brands, organizations collect Information, where there's really two important actors- Cookies and tags



BASIC ANALYTIC TECHNIQUES & DATA

- Consumer behaviour in this evolving digital technology era.
- the consumer actions using consumer decision journey (CDJ).
- four key channels that organizations use to engage consumers
- various marketing analytics tools to measure the consumer-brand relationship.



PROMISE AND PITFALLS of Digital Data

- Differentiate among types of data useful for the organizations.
- Discover relevant data from different paid and free data sources.
- Analyze data to reach unbiased decisions for brand problems.
- Interpret all components of the marketing analytics process and how this process is carried out effectively by analysts.
- Demonstrate an understanding of different opportunities that New Media brings to organizations.
- Describe possible challenges that analysts should consider while conducting bias-free analysis.

KEY LEARNINGS

- **Marketers approach to web analytics with insight on digital data**

2. In depth look at approaches, frameworks and techniques to understand consumer action

3. Understanding the consumer behaviour pattern with respect to digital data, and different tools to evaluate these.

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