

Summer Training

at

NanoCare Healthcare Pvt Ltd.

1st April, 2020 – 1st June, 2020

Report on

“Digital Marketing Strategy & Execution”

By

Ayushi Tandon

**MBA Pharmaceutical Management
2019-21**



Acknowledgements

I feel extremely privileged that I had the opportunity to do my Summer Training at **NanoCare Healthcare Pvt Ltd**. Popularly known as '**NanoHealth**'. It was indeed a great chance for learning and professional development. Hence, I consider myself as a very lucky individual that I was given the chance to be a part of this organization. I am also grateful for having a chance to e-meet so many wonderful people and professionals who led me through my internship period.

It gives me immense pleasure to express my deepest sense of gratitude and sincere thanks to my highly respected and esteemed mentors **Mr. Manish Ranjan, CEO** and **Dr. Harshitha Jain** for their valuable guidance, encouragement and help in completing my Summer Training.

Furthermore, I would also like to thank my faculty mentor **Dr. Ashok Peepliwal, Associate Professor, School of Pharmaceutical Management, IIHMR University, Jaipur** for his wholehearted support and constant guidance.

At the end, I would like to express my sincere thanks to my parents, friends and colleagues who helped me directly or indirectly during my Summer Training.

I perceive this opportunity as a big milestone in my career development. I will strive to use the gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives.

Table of Contents

Abstract.....	5
Introduction	6
1.1 Brief Introduction of the Organization	6
1.2 About the Project.....	8
1.3 Objectives	9
2. Methodology	10
2.1 Social Media Marketing Plan and Strategy	12
3. Competitor Analysis	17
4. Recommendations/ Best Practices.....	19
5. Result Analysis	20
References	21

Table of Figures

Figure 1 Recommendation Engine	7
Figure 2 Instagram Analysis	10
Figure 3 Facebook Analysis	11
Figure 4 Twitter Analysis	12
Figure 5 Basic Strategy Layout	13
Figure 6 Steps for Content Creation.....	14
Figure 7 Facebook Content Creation	14
Figure 8 Content Creation for Instagram.....	14
Figure 9 Content Creation for Twitter	15
Figure 10 Glimpse of content created for social media platforms	15
Figure 11 Social media schedule sheet	16
Figure 12 Result Analysis of Instagram.....	20
Figure 13 Result Analysis of Facebook.....	21

Abstract

This report contains the details of the activities carried out during the Summer Training conducted at **NanoCare Healthcare Pvt Ltd., Hyderabad**, popularly known as ‘**NanoHealth**’ from 1st April, 2020 – 5th June, 2020. The Summer Internship project was on **“Digital Marketing Strategy and Execution for NanoHealth”**

The **Covid19** pandemic has affected the lives of many people, businesses, markets and Industries all over the world in unprecedented ways. People and business are now starting to spend more time online than ever before. As a matter of fact, the Covid19 pandemic has placed 1/4th of the world’s population under serious lockdown, which has thus resulted in the internet hits surged by 50-70%, according to studies done.

With the rapid increase in COVID19 cases all over the world, it has brought the world to a standstill and this has affected business and industries a lot. All the traditional marketing efforts are almost entirely eliminated from the picture. As millions of people across the world continue to surge and increase their time spent on the world wide web, brands need to understand that it’s become the need of the hour for them to be in front of their target audience, always.

This internship report describes different functionalities that the digital marketing system includes. As a whole, the internship period at NanoHealth Ltd. provided me the opportunity to use my theoretical knowledge into practice and use different web development tools to promote the use of digital marketing.

Introduction

1.1 Brief Introduction of the Organization

NanoHealth is an avant-garde and a prestigious award-winning chronic disease management solution, with their robust amalgamation of technology and health coaching it is helping to manage chronic disease conditions like Diabetes, Hypertension, Cholesterol, Thyroid and a lot more at the doorstep of the user. It is a user friendly and a comprehensive solution for patients ailing from chronic disease conditions. With its extraordinary features of technology & health management, it is able to play an important role in catering support to individuals in making lifestyle, behavioural and clinical changes to improve the quality of their life.

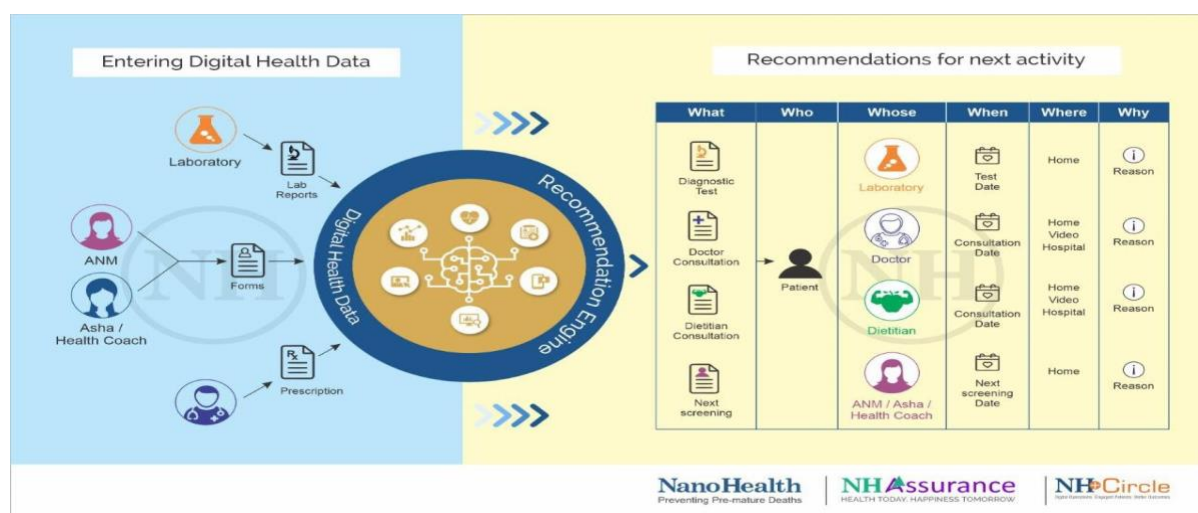
NanoHealth is one of the top transformations of Indian healthcare framework, changing and progressing the healthcare environment from reactive and fragmented healthcare to a proactive and continuous system where the patient is at the heart of the healthcare ecosystem.

NanoHealth is the only team in the history of India to win the prestigious Hult Prize(2014), often known as the Nobel prize for students. The team includes decades of experience of healthcare, healthcare processes, technology and business. NanoHealth through its technology has already touched more than 100,000 lives and aims to add millions of years of life by providing the right care at the right time to the people who need it the most.

Technology:

NanoHealth's secret sauce is its Recommendation engine, that proactively guides the care-pathway for each condition and ensures that timely alerts are raised for any exception. For each health and lifestyle condition, it evaluates and recommends the next activity/ procedure for the users connecting them to various stakeholders such as

doctors, nutritionists, diagnostic labs and others in the healthcare framework without jeopardizing on user data security. This frames out the architecture of today's existing reactive and fragmented healthcare environment into a proactive, continuous and



coordinated care ecosystem.

The robust health recommendation engine helps in sending automated timely health alerts and updates to users and their connected stakeholders, crafting a comprehensive architecture of digital health to take the next steps connecting the right stakeholders in the healthcare framework such as, diagnostic labs, doctors and health nutritionists, which help individuals to act promptly at given time. The solution enables proactive monitoring of health levels of users smoothly and conveniently.

Business Models:

NanoHealth has 3 business models:

Figure 1 Recommendation Engine

i) NHAssurance- This platform is a B2C business model and offers corporate health management, helps employees to monitor their health metrics on periodic basis on digital health platform, by providing

- Health assessment and trend monitoring
- Personalized alerts and recommendations
- Personalized care packages
- Bridging the gap between health coaches, doctors, diagnostic labs etc.

ii) NH⁺Circle- allows healthcare providers to manage relationships with their patients beyond their premises. It connects various stakeholders within the care team ensuring patients get a seamless care. By introducing health monitoring, integrated healthcare system, EHR data, reducing operations cost for clinics and hospitals etc.

iii) **NanoHealth-** A B2B business model. The platform primarily focuses on managing public health programs at large scale in partnership with government and Ngo's.

- managing chronic diseases such as diabetes, hypertension, cholesterol, thyroid etc.
- Platform features- proactive recommendations, tele-consultation, diagnostics & pharmacy, EHR etc.

1.2 About the Project

The title for this project is “ **Digital Marketing Strategy and Execution for NanoHealth**” This report focuses on the effort to best improve the digital marketing strategies of NanoHealth Ltd. The healthcare industry is progressing rapidly in many ways, but the marketing strategies seem to lag behind as compared to other consumer centric industries.

With the rapid increase in the Covid19 cases around the world, life has taken a twisted turn and has become a lot more complex while the future seems uncertain. People are struggling to make ends meet, numerous people have lost their jobs. In fact studies show that this year due to Covid19 the US along with many other countries have shown a sharp decline in loss of work opportunities for many people around the world while businesses have already incurred heavy losses.

This crisis calls for a tailored marketing strategy that can help businesses affiliate to their target audience/ customers effectively and efficiently. The extensive lockdown imposed in many countries has severely impacted the consumer purchasing model. Studies reveal that, even Google has been forced to make changes into its SERP listing format by showcasing genuine and high domain authority websites and its own SERP characteristics on its pages.

Now that people are globally locked out in their homes, the time that they spend on apps and web pages has spurred up by 20%. Despite the surged engagement, apps like Facebook, Instagram etc. are seeing a decline in the demand for paid ads and sponsored content as more and more people are now focusing on organic content at this time.

The rise of Covid19 cases in the world has led to almost all big and small healthcare organizations/ companies to come forward and help in spreading awareness against COVID-19. The disquieting rate at which this virus is infecting people is become a major cause of concern for health authorities , it is becoming a huge challenge to offer and provide adequate support even in the presence of the best healthcare technologies.

Although we are slowly progressing to receive our first vaccine for eradicating this deadly disease, health-care marketers are now focusing and using digital tools to control the rising panic among people and keep the health-care system functional. They have started using

social media platforms to interact with people and guide them with COVID19 safety measures, mental health related issues, immunity boosters etc.

1.3 Objectives

i) **Primary Objective:** To create a social media marketing plan for NanoHealth by incorporating analysis of all its social media platforms.

ii) **Secondary Objective:** To execute the social media marketing plan more effectively.

1. Gain a better understanding of digital marketing using various tools.
2. Help in designing strategies for effectively marketing of their services on various digital platforms.

2. Methodology

This project started with an analysis of NanoHealth's various social media platforms ie. instagram, facebook, twitter and linkedIn. Where for each platform the following points were put into consideration for the analysis:

- 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

I. Instagram

The analysis of the Instagram page was done on the basis of the number of instagram posts, likes and comments.

The page had started in Jan, 2018. Initially the page had a rise in the number of likes on the posts, but gradually with time they had started to decrease as there was a lack of consistency in the posting schedule and also using the right tools to optimize the posts.

It was also observed that the most liked posts were the ones which resonated with the audience the most. On topics such as providing with the latest health related guidelines on COVID-19, dietary tips, healthcare and hygiene tips etc.

Strategies to enhance the page:

- i) consistent posting schedule
- ii) using right and relevant hashtags
- iii) using geotags on post

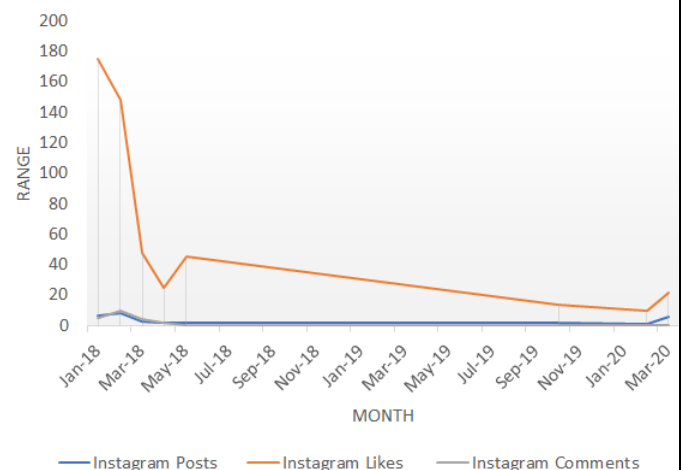


Figure 2 Instagram Analysis

- iv) using keywords in description/ caption
- v) organizing videos to IGTV
- vi) using the highlights section

II. Facebook

Analysis of the Facebook page was done on the basis of likes, comment and number of posts. The page was started in 2015. As seen in the analysis there was consistency in posting from 2015 onwards but gradually declined.

Again, a reason for the decline could be due the posting schedule, engagement with the audience, optimizing the page etc.

It was observed that posts on the page did not have the use of hashtags or keywords in them. Also the posts had long descriptions, to keep the audience engaged it is recommended to use relevant and short captions.

The facebook algorithm recommends to use shorter captions with keywords to optimize the content.

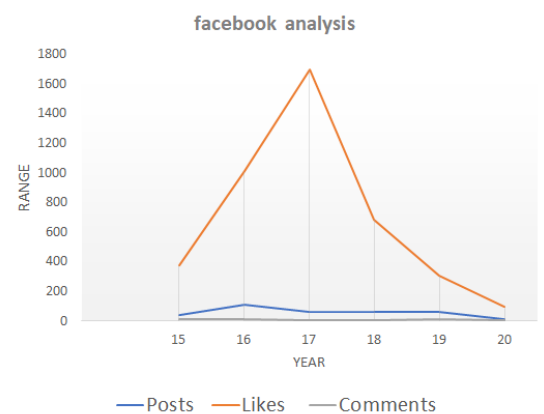


Figure 3 Facebook Analysis

Strategies to enhance the page

- i) Boosting the posts and creating ads
- ii) Shorter captions
- iii) more use of hashtags and keywords
- iv) creating/ joining a community
- v) engaging with audience

III. Twitter

The analysis of the Twitter Page was done on the basis of the number of tweets, retweets and likes. The page was started in 2014. As seen in the graph, there is large no of likes and retweets on the tweets, but gradually with time it's started to decline.

Strategies to enhance the page

- i) Keeping tweets brief
- ii) Posting during the peak hours
- iii) using twitter ads
- iv) using power cards
- v) recycling great content

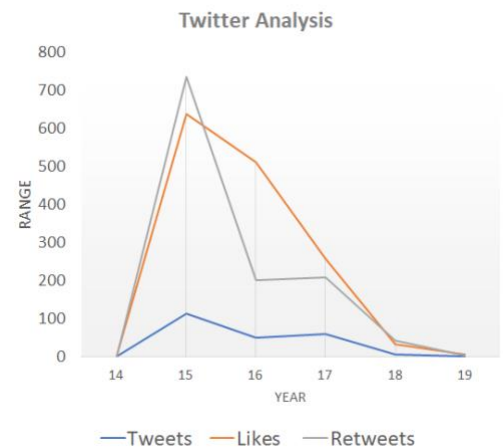


Figure 4 Twitter Analysis

Similar process was then done for Youtube, LinkedIn and for NanoHealth's websites.

After coming up with suggestions on how we can improve the audience engagement for various platforms, it was time to come up with a social media marketing plan.

2.1 Social Media Marketing Plan and Strategy

Executive Summary

Slowly but steadily Covid19 is starting to take over every facet of our lives and has imposed social-distancing to become the new normal or life 2.0 as the millennials like to call it, in terms of marketing the outlooks towards consumer behaviour has also changed and the way brands are starting to market their products.

Social media platforms have now grown so much that, it cannot simply be ignored. People from all types of demograhpics are using social media each day and now even more so, since lockdown has been imposed in many parts of the world. For Digital Marketers it has proved to be a boon as to use social media platform for marketing purposes.

As we are slowly approaching the peak of COVID19 pandemic, more and more people are trying to find a new normal, and that leverages many healthcare platforms to identify what the new normal for digital healthcare marketing will be after the pandemic.

With the given insights on social media, both from research and analysis of the various social media platforms, it is outlined to create a social media marketing plan and strategy for the company to boost its performance.

The Social Media Strategy Plan started with the following key activities:

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

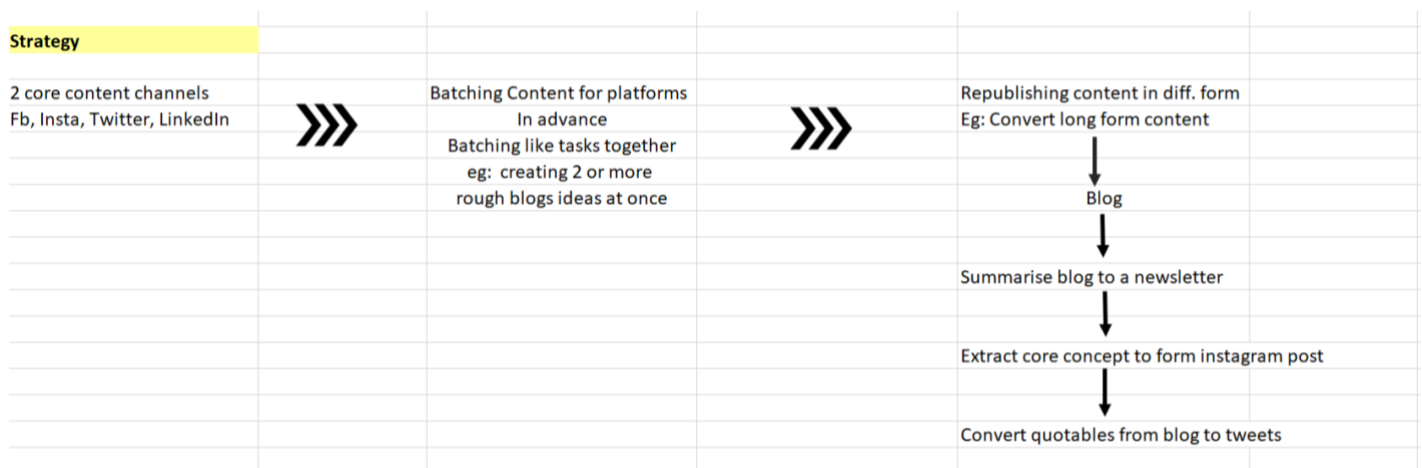


Figure 5 Basic Strategy Layout

i) The basic strategy plan consisted of choosing 2 core content platforms /channels. Then further it was divided into content creation, where the plan was to batch content in advance to keep the workflow going. This would help in timely posting of the content and keep the content strategy intact also will help to be at par with the schedule. We future move upon, republishing content to various forms, be it a blog, newsletter, tweet or an instagram post.

ii) Content Generation- Content is crucial for success on social media. Without effective content active social media consumers will disappear. Content for all social media platforms should be based on- relevant and valuable information, organic, share worthy. Not only I created content for various platforms at NanoHealth I hhad written few articles and blogs which have been published on NanoHealth's Website. Blog written by me- https://www.nhcircle.com/blog_Telehealth.html

Content Creation

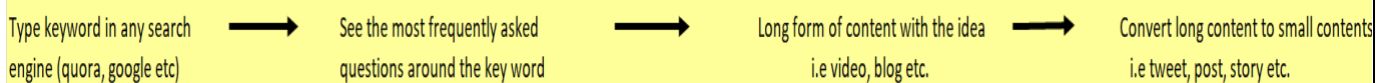


Figure 6 Steps for Content Creation

Content creation for various platforms:

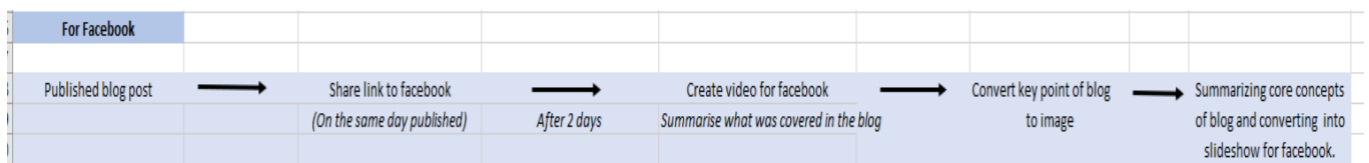


Figure 7 Facebook Content Creation



Figure 8 Content Creation for Instagram

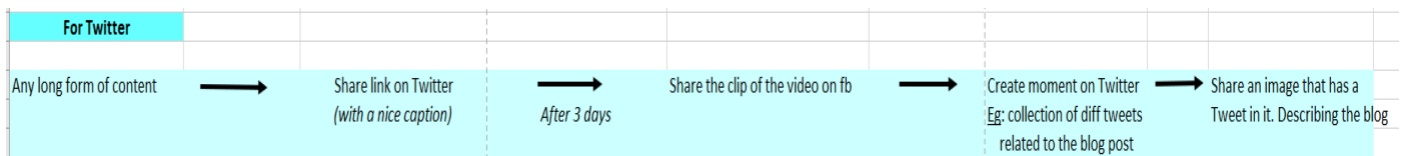


Figure 9 Content Creation for Twitter

ii) Content creation- The form and category of content was divided in such a way, such that content resonates to the specific business model and their respective audience:

- NanoHealth- It is focussed on population health management and preventive health. It provides help to individuals to fight against chronic diseases by involving timely diagnosis and effective management.
- NHAssurance- It involves personal and corporate health and wellness. Caters to corporate teams with personalised care coordination and risk profiling.
- NH⁺Circle- A comprehensive **digital healthcare solution** that is user friendly with connected stakeholders for increased patient engagement, reduced costs and better outcomes. Caters to hospitals and clinics.

The content was primarily based on different business models and their respective audience.

Moving forward, we created content that was able to keep the audience in the loop, like organising webinars for doctors, healthcare providers, clinics and hospital owners to make them aware of NH⁺Circle's digital solution.

We also created content based on specific themes like mental health awareness week, telehealth/ telemedicine promotion- where the posts were based on new government guidelines for doctors and healthcare providers to do teleconsultation.

For the month of June, content was created as Wellness Calendar, since June is Employee Wellness month. Based on this calendar a 30- day wellness challenge was created.

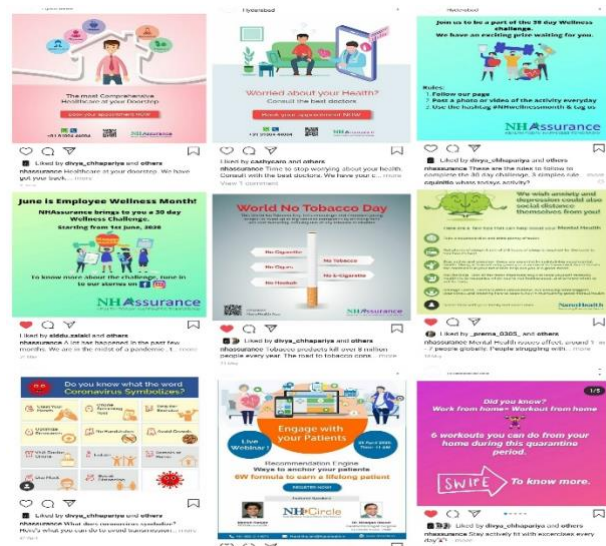


Figure 10 Glimpse of content created for social media platforms

iv) Measurement Benchmarks

Monthly measurement will be depending on increased subscribers and follower nos. on all social media platforms and will be measured at the end of every month.

For eg: Facebook- Increase “likes.” Increase at least 20 new “likes” per month, 34 YouTube- Increase “subscriber.” Increase at least 10 new subscribers per month. Blog- Increase page views. Increase at least 50 new page views per month.

Gaining Active Users- Instagram, Facebook, Twitter and YouTube accounts have already been created. These platforms will function as the major platforms for social media usage to be used by NanoHealth. Each will have active content feeds and more audience engagement to gain active users.

3. Competitor Analysis

Competitor analysis is very important in developing digital marketing strategy. It is done to give us a better understanding and to identify the strengths and constraints of our competitors in the market. It mainly focuses on:

- i) bridging the gap
- ii) to be at par with the industry/ market trends
- iii) to avoid making mistakes and learn the best practices
- iv) to redefine the goals

Every organization has their own competitors, direct or indirect those who provide the same (similar) solution to the same (similar) audience.

We have looked at some of NanoHealth’s competitors in their different business models to gain insights and understand the best practices, avoid the mistakes and redefine our own strategy to serve the audience better.

Note: There are various analytics tools available for every social media platform today, but most of these tools are paid to use them. Also, many of the competitors do not use all the social media platforms to do a comparative analysis. Hence, the analysis done here is of their websites.

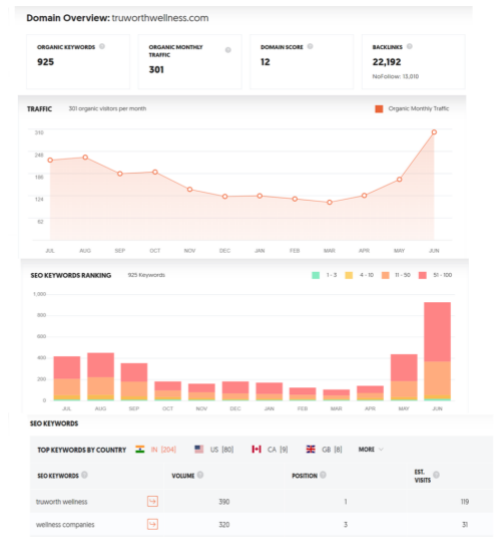
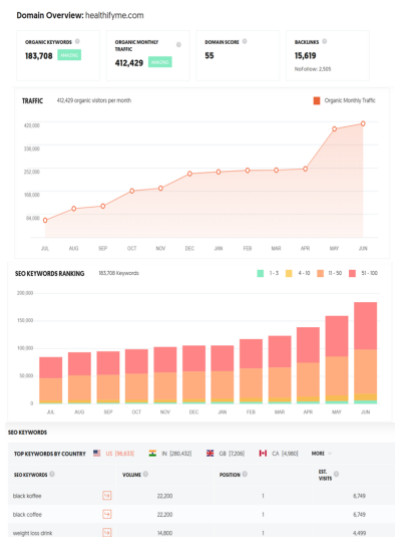
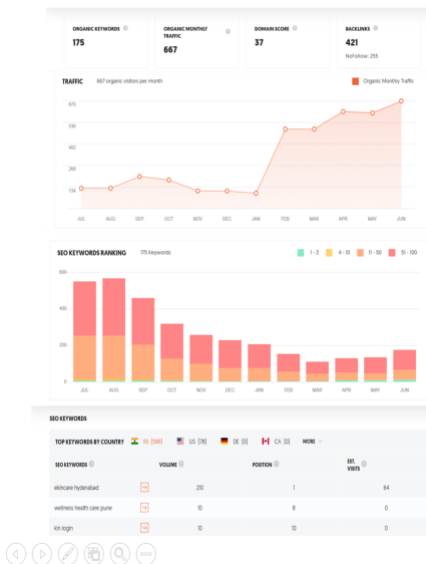
This analysis has shown the following aspects:

- i) No. of organic keywords used
- ii) Monthly Traffic
- iii) Domain Score
- iv) Backlinks

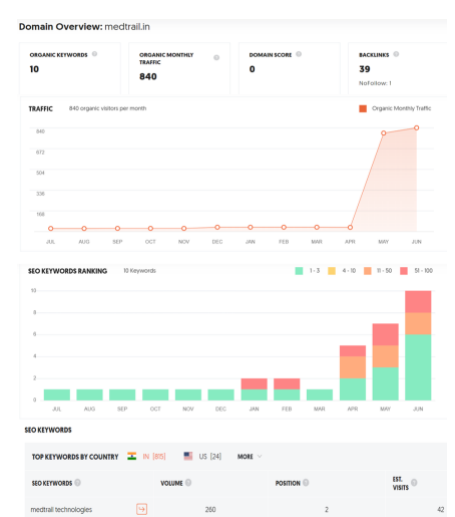
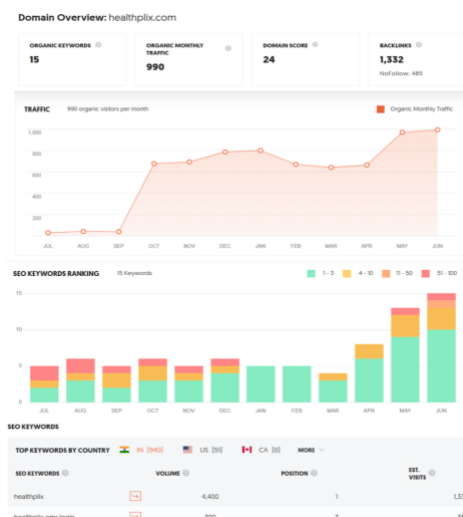
v) SEO keywords and volume

Few of the competitors are:

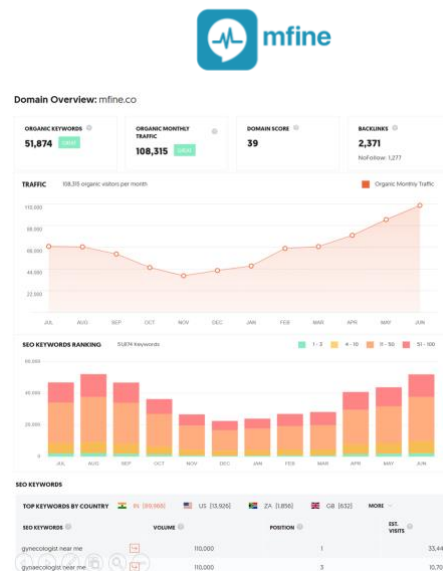
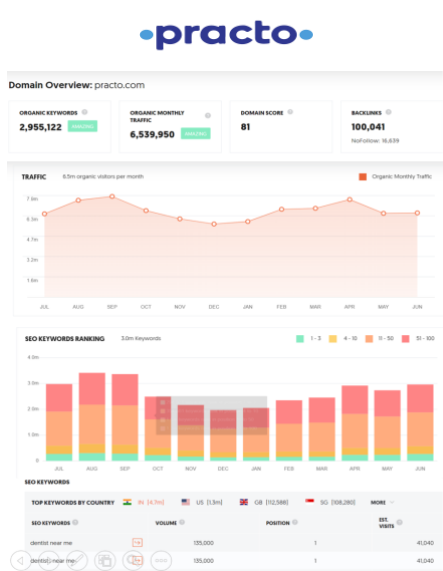
a. NHAssurance competitors-



b. NH⁺Circle competitors-



c. NanoHealth competitors-



4.

Recommendations/ Best Practices

Social media channels have now become a more integral component of personal and professional lives than ever before. During these unprecedented times many businesses, organizations and industries have now shifted to social media as a constant to add within their marketing mix, by providing a perfect platform for brand building, customer service and conversion.

Here are a few suggestions and best practices for different social media platforms for future use to optimize the pages, that will help in the marketing of the pages.

1. Usage of keywords and hashtags- These play a very essential role in helping to a more organic search of content. Keywords play an important role in every content and social media marketing strategy. With certain words or phrases, it can help in easy identification of content.

Using the tools UBERSUGGEST- it can easily help in finding new keywords/ hashtags depending on the content.

2. Audience Engagement- Creating content that is more audience engaging, by doing surveys, polls etc. It can help understand what type of content the audience is looking for.
3. Conducting frequent social media analytics for each platform and understanding the measurement metrics.
4. Keeping a close eye on competitors
5. Using paid advertisements
6. Creating curated content depending on the channel by understanding the market or industry trend. Tools such as Google Trends, quora etc can help with trend analysis.

5. Result Analysis

Using the strategies created and best practices for different social media platforms. An analysis for Instagram and facebook platforms for NanoHealth was done. Considering they are the 2 main platforms for driving social media content.

i) Instagram

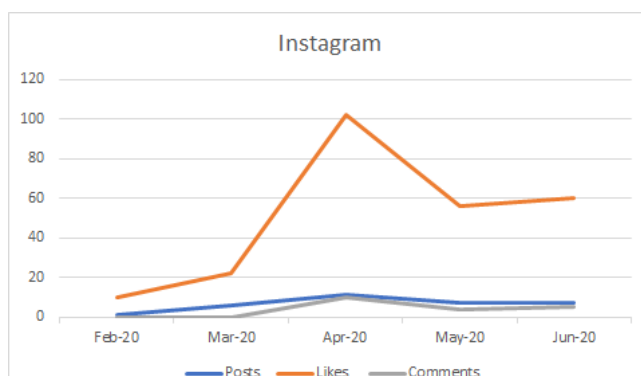


Figure 12 Result Analysis of Instagram

This graph shows how with the help of new strategies and practices the Instagram platform has grown in terms of likes, number of posts and comments. Not only has the Instagram platform increased in the number of posts, likes and comments but also the new strategies have helped the page in gaining an increase of 52% of active users over the past 2- 2 ½ months.

ii) Facebook

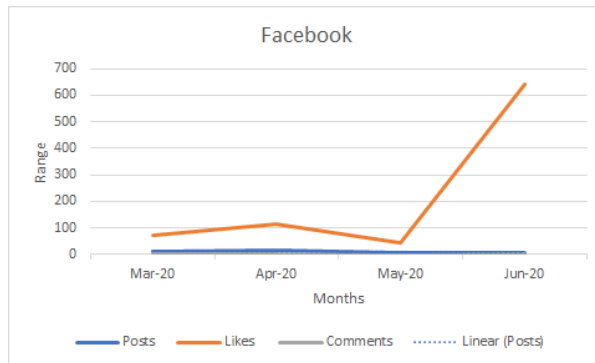


Figure 13 Result Analysis of Facebook

This graph shows how the new strategies have been implemented on the Facebook page and the changes that they have brought in the number of posts, likes and comments. The strategies and practices has helped in the increment of active users as well.

References

1. (2020, June 20). Retrieved from Evok Advertising: <https://www.evokad.com/diagnosing-healthcare-marketing-after-covid/>
2. Behl, S. (2016, Auguts 10). Digital Marketing in Healthcare Industry. *Digital Vidya*.
3. Chand, H. (2016). *Digital Marketing Strategy*. Nepal.

4. Hall, N. (2020, April 28). Retrieved from Marketing Tech:
<https://marketingtechnews.net/news/2020/apr/28/five-key-digital-marketing-strategies-during-covid-19-redefining-and-redeployment/>
5. Jain, R. (2020, June 16). *Top Radical Business Ideas to Kick Start Amidst COVID-19 Crisis*. Retrieved from mobicommerce: <https://www.mobicommerce.net/blog/top-radical-business-ideas-to-kick-start-amidst-covid-19-crisis/?platform=hootsuite>
6. Shreoshe. (2018). Healthcare Marketing Strategies. *Healthcare Tech*.