



MEASUREMENT OF SOCIAL MEDIA EFFECTIVENESS FOR SURYA MOTHER AND CHILD HOSPITAL

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PRESENTATION OUTLINE

- Introduction
- Objectives
- Methodology
- Data Analysis
- Conclusion
- Recommendations

INTRODUCTION

Digital marketing in healthcare

- Healthcare consumers are now digitally empowered.
- Transformation from paying fee for service to quality, transparency, and satisfactions based healthcare model.

Social media marketing

- To attract customers, or to create brand awareness.
- Information is available timely, and accurately.
- Educational, inspirational, creating hashtags are some types of content available on social media



OBJECTIVE 1:

To do the SWOT analysis of social media presence of Surya Mother and Child Hospital.

OBJECTIVE 2:

To study the effectiveness of social media platforms of Surya Mother and Child Hospital amid nationwide COVID-19 lockdown.

METHODOLOGY



PHASE 1

Identifying
Competitors

PHASE 2

Data Collection

PHASE 3

Data Analysis

PHASE 4

Social Media
Effectiveness amid
COVID-19 lockdown

PHASE 1: IDENTIFYING THE COMPETITORS

Keywords used:

- Best mother and child care hospital in Jaipur,
- Top 10 hospitals in Jaipur for pregnant mothers,
- Top 10 hospitals providing best care for new born,
- Highly recommended child care hospital in Jaipur.

PHASE 2: DATA COLLECTION

- To compare Surya Mother and Child Hospital's social media platforms with its competitors data was collected on 2nd April 2020.
- To study social media effectiveness amid nationwide lockdown data was collected on 2nd May 2020.
- Data sources includes social media platforms like Facebook, Twitter, and Youtube.

YOUTUBE:

Fig 1: Comparison of number of channel subscribers

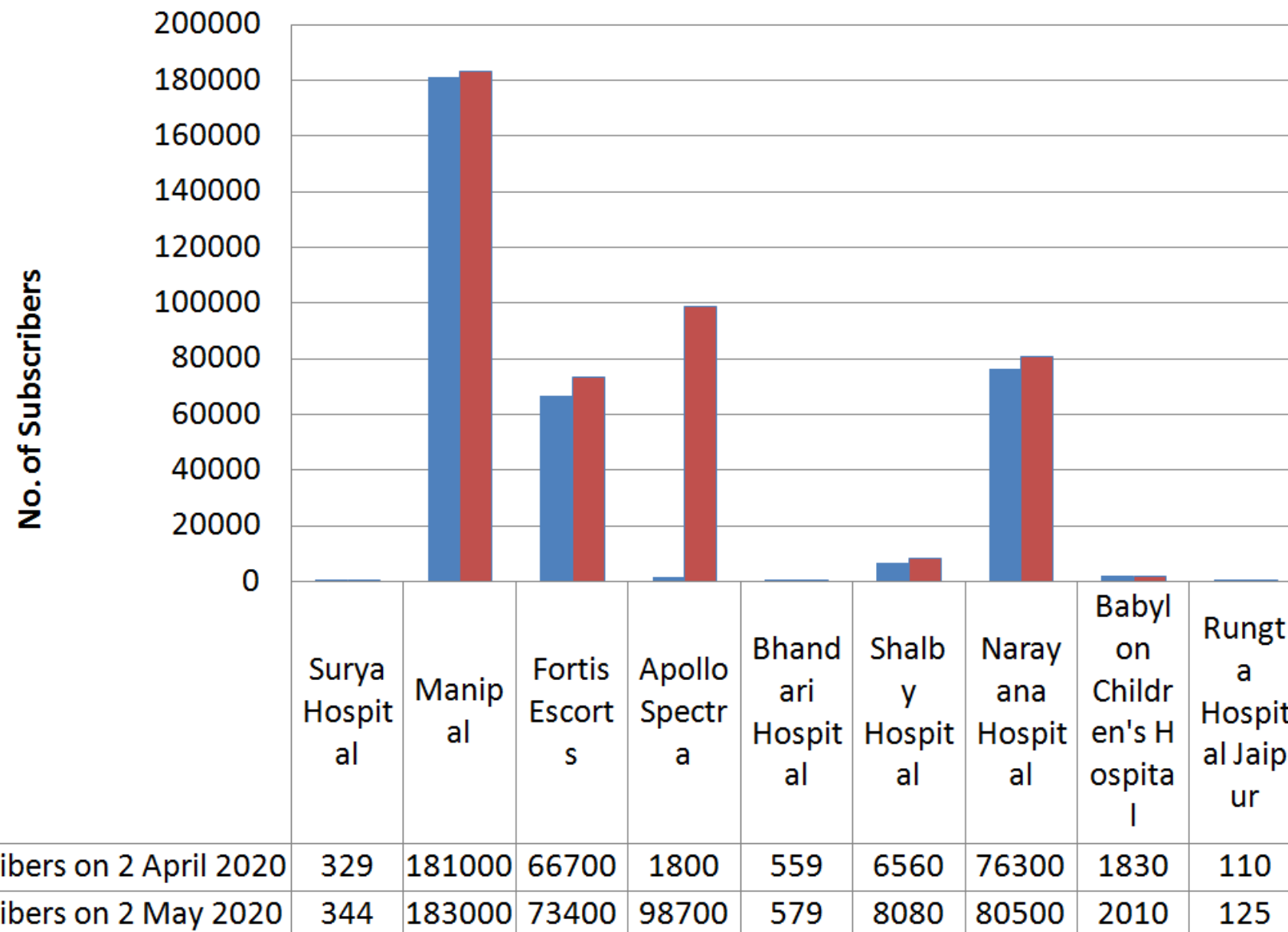


Table 1: Total no. of videos as of 2nd May 2020

Youtube Channels	No.of Videos
Surya Hospital	60
Manipal	1265
Fortis Escorts	915
Apollo Spectra	909
Bhandari Hospital	48
Shalby Hospital	435
Narayana Hospital	1770
Babylon Children's Hospital	43
Rungta Hospital Jaipur	45

Key Points:-

- Total number of videos uploaded were 60.
- Slow increase in number of subscribers.
- Apollo Spectra witnessed huge increase in subscribers share.

TWITTER:

Fig 2: Comparison of no. of followers

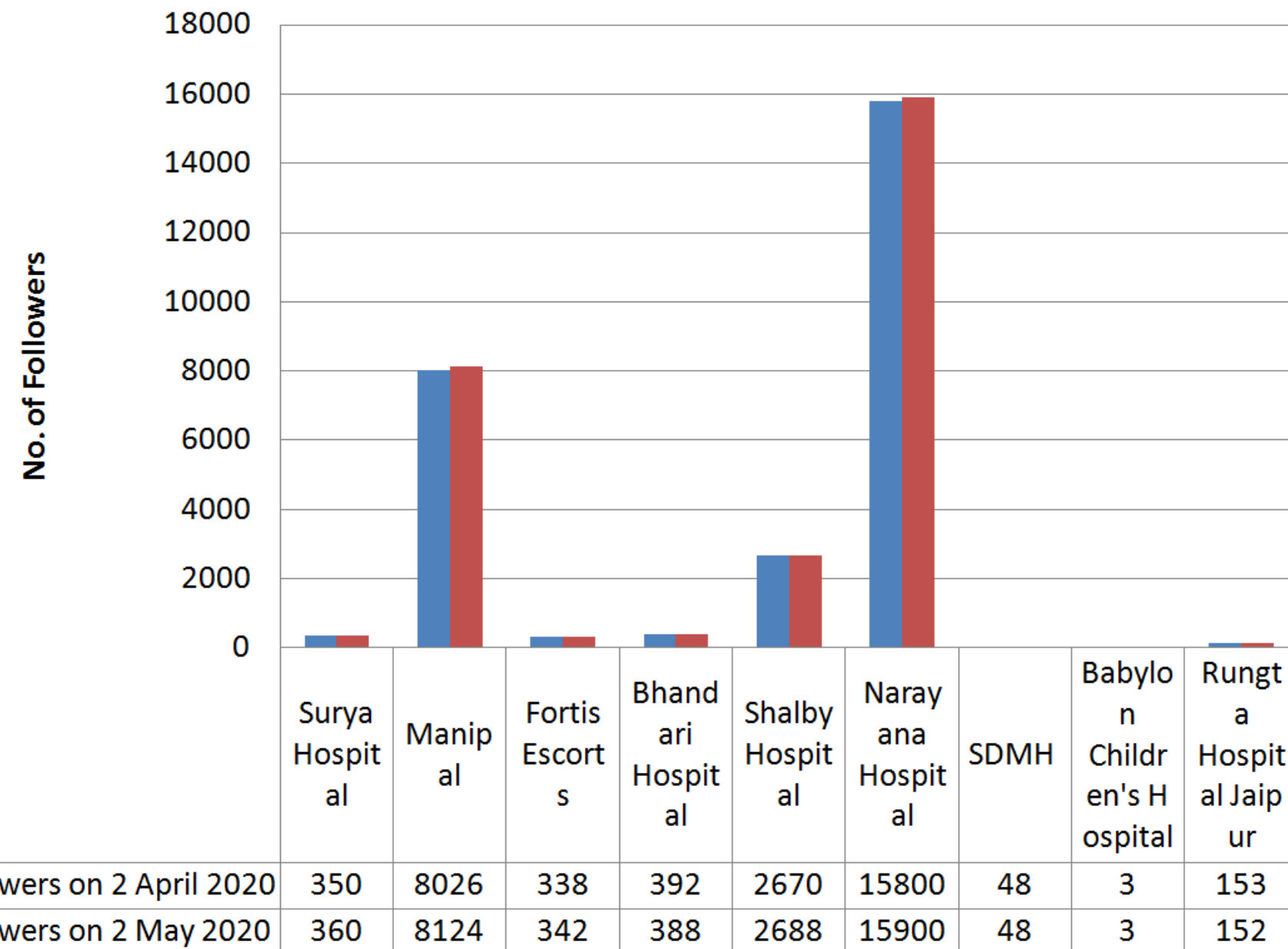


Table 2: No. of Tweets

Data Collected on	02-Apr-20	02-May-20
Twitter	Tweets	Tweets
Surya Hospital	1908	1909
Manipal	10100	10200
Fortis Escorts	2920	2920
Bhandari Hospital	627	627
Shalby Hospital	2950	3032
Narayana Hospital	4244	4358
SDMH	12	12
Babylon Children's Hospital	35	35
Rungta Hospital Jaipur	783	797

Key Points:-

- Only 1 new tweet in a period of 30 days.
- Less no. of new tweets less growth in followers.
- Narayana Hospital has highest share of followers

FACEBOOK:

Fig 3: Comparison of number of page followers

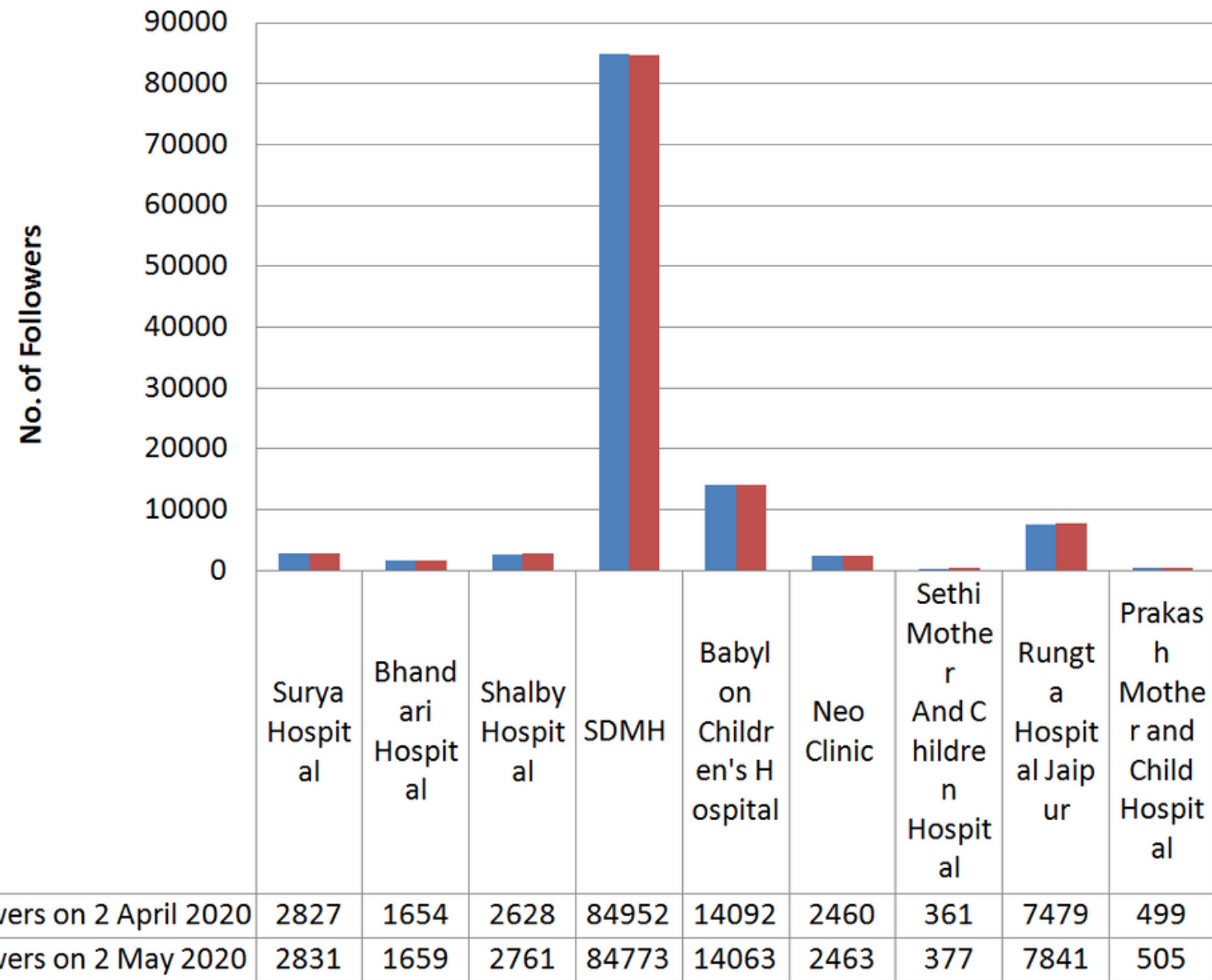


Table 3: Total no. of check-in on Facebook as of 2nd May 2020

Facebook	Check-in
Surya Hospital	1680
Bhandari Hospital	0
Shalby Hospital	1810
SDMH	22059
Babylon Children's Hospital	162
Neo Clinic	702
Sethi Mother And Children Hospital	24
Rungta Hospital Jaipur	3717
Prakash Mother and Child Hospital	163

Key Points:-

- Immense need to re-analyse the social media marketing strategies, focus on paid advertisement.
- Good number of check-in and can still increase the number.

Fig 4: Comparison of number of page likes

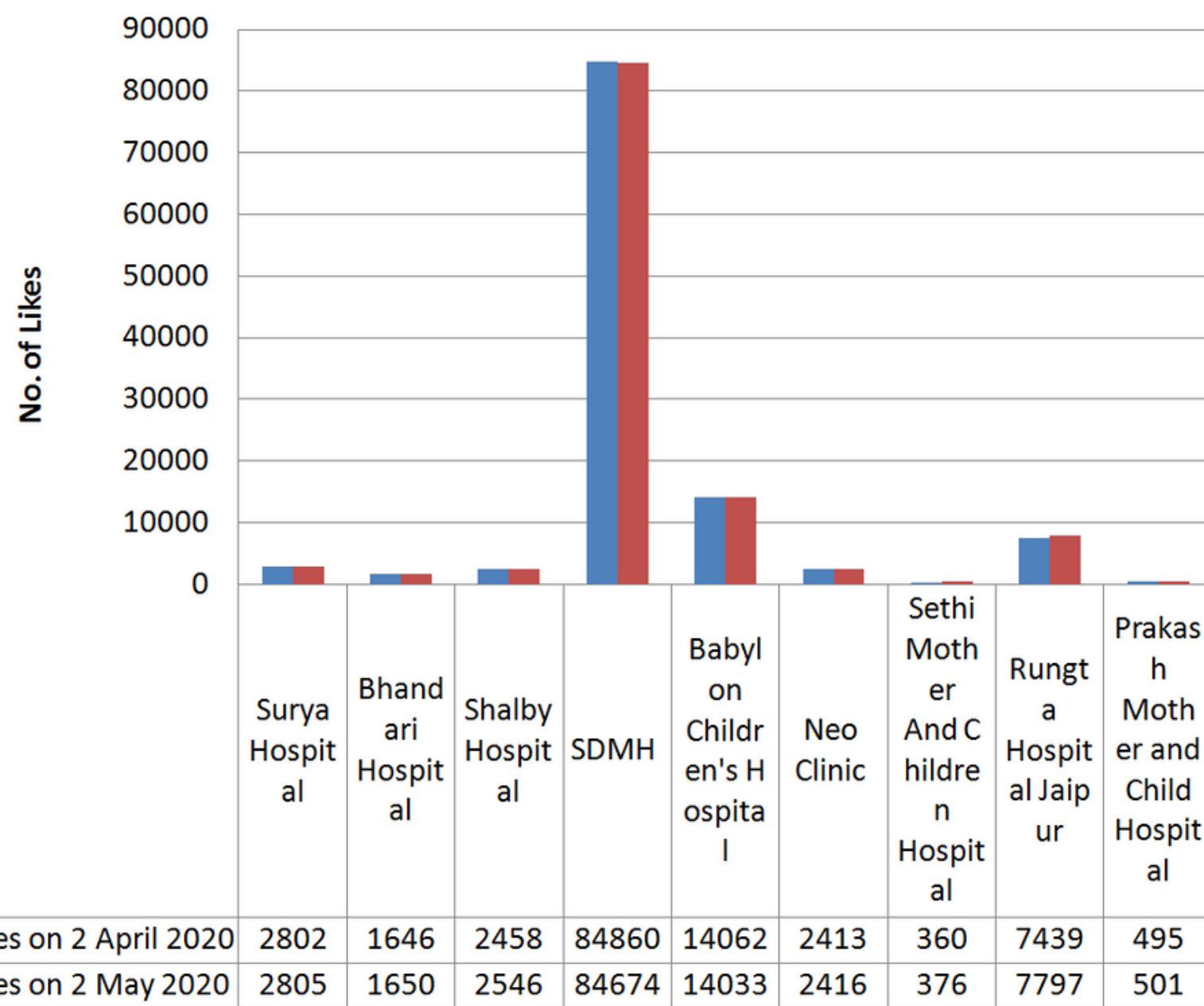


Table 4: Total no. of recommendations on facebook

Facebook	Recommendations
Surya Hospital	46
Bhandari Hospital	4
Shalby Hospital	129
SDMH	-
Babylon Children's Hospital	-
Neo Clinic	68
Sethi Mother And Children Hospital	1
Rungta Hospital Jaipur	62
Prakash Mother and Child Hospital	10

Key Points:-

- 2nd highest number of page likes among mother and childcare hospitals.
- More page recommendations would have increased awareness on Facebook platform.

SWOT ANALYSIS

	Strength	Weakness	Opportunities	Threat
Facebook	Good number of recommendations on page	Low number of followers and check-in on Facebook page.	Can use the option of paid advertising on Facebook	Vigilant about negative comments and should be addressed accordingly.
Twitter	Appropriate use of hashtags, media files for posts.	Less no. of followers and frequency of tweets	More frequent tweets with attractive media files.	Media files should be used cautiously to avoid copyright issues.
Youtube	Good number of videos, Impressive quality of videos.	Lack of video categories and low number of subscribers.	Upload quality content and more frequently.	Common account among the 3 branches so account monitoring is must.

CONCLUSION

- SWOT Analyses for Surya Mother and Child Hospital was successfully completed.
- Effectiveness of social media platforms for Surya Mother and Child Hospital amid nationwide lockdown was studied successfully.
- Facebook being the highest used social media platform during lockdown there should have been a great success to increase follower's base which will increase over all social media presence.
- With very less to negligible post on platforms like YouTube and twitter would have hampered the overall growth.

RECOMMENDATIONS

TWITTER

- More and frequent tweets need to be uploaded
- Relevant and crisp content
- Trending keywords can be used to increase tweets visibility

FACEBOOK

- Surya Hospital can use paid advertising option by analyzing the most trending keyword.
- Link of YouTube videos uploaded by their own handle can also be given in the post.
- Surya Hospital can analyze the trending keywords which then can be used in the post so that the reach of the post can be increased

YOUTUBE

- Fresh content is required
- A short video related to current pandemic might prove helpful to increase subscribers and likes
- Overall video quality issues like background noise, voice echo, etc should be checked

END OF SUMMER WORK PRESENTATION





Fundamentals of Digital Marketing



KEY DISCUSSION POINTS

- Objective
- Course Description
- Learning
Methodology
- Course Content
- Key Learning

OBJECTIVE

To learn the fundamentals of digital marketing.

COURSE DESCRIPTION

- Provided by Google Digital Unlock.
- Course duration is 40 hours and 26 modules.
- Major aspects of digital marketing like SEO, SEM, SMM, E-mail Marketing, Data Analytics, etc

LEARNING METHODOLOGY

- Short video tutorials.
- Test conducted after every session and module.
- After 26 modules are completed we can appear for final test for certification.

Course Content

Key Learnings

Taking Business Online

- Developing Goals.
- Analyzing and adapting.
- Working of websites.
- Understanding customer behavior

Becoming Visible on the Net

- Search Engine Optimization.
- Search Engine Marketing.
- Understanding the working of keywords.
- Making websites search friendly

Course Content

Key Learnings

Reaching Out to People
on the Net

- Getting locally visible.
- Social media marketing.
- Long term planning and measuring success on social media.
- Search campaigns for mobiles

Advertising on Internet

- Managing and measuring e-mail marketing.
- Search and display advertising.
- Video marketing and online strategy.

Course Content

Key Learnings

Measuring Web Traffic

- Tracking goals using analytics.
- Using analytics to measure success in SEO and SEM.
- Understanding audience through data.

Global Marketing

- Understanding global markets.
- Adapting to international market.
- Advertising cross-broders.

END OF ONLINE COURSE PRESENTATION



THANK YOU

