

SUMMER TRAINING REPORT

**MEASUREMENT OF SOCIAL MEDIA EFFECTIVENESS FOR SURYA MOTHER AND
CHILD HOSPITAL**

By

MRUNAL MOHAN PALSIKAR (0935)

MBA (HOSPITAL AND HEALTH MANAGEMENT)

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ACKNOWLEDGMENT

I would like to take this opportunity to express my deepest gratitude to my institute, Institute of Health Management and Research, for providing me a platform to gain enough knowledge and skills in different aspects of Hospital Management. I express my deepest indebtedness to Dr. Ashish Aggrawal (Marketing Head) and his entire team at Surya Mother and Child Hospital for their advice, support, and guidance.

My sincere thanks to my mentor Dr. Seema Mehta for her support throughout the project. I perceive this opportunity as a big milestone in my professional development. I will strive to use the gained skills and knowledge on the best possible way, and will continue to work on their improvement to attain the desired career objectives.

Sincerely,

Mrunal Palsikar.

TABLE OF CONTENTS

SERIAL NO.	TITLE	PAGE NO.
1	Introduction	5
2	Digital Marketing in Healthcare	7
3	Objectives	8
4	Methodology	9
5	Social Media Competitor Analysis	10
5 (A)	YouTube	10
5 (B)	Twitter	12
5 (C)	Facebook	13
6	SWOT Analysis	15
7	Analysing the growth in 30 Days period	17
7 (A)	Facebook	18
7 (B)	Twitter	20
7 (C)	YouTube	21
8	Conclusion	22
9	Recommendation	22
10	References	23

TABLE OF FIGURES

Figure No.	Figure Name	Page No.
1	Subscribers Share	10
2	No. of Videos	11
3	Followers and Following Analysis	12
4	Followers vs Likes	14
5	Recommendations	15
6	Growth in No. of followers in 30 days period	18
7	Growth in No. of Likes in 30 days period	19
8	Growth in followers in 30 days period	20
9	Subscribers growth in 30 Days	21

1. INTRODUCTION:

The marketing methods and techniques used on a digital platform or electronic device is known as digital marketing. This involves search engines, social media, emails, websites to connect with existing customers and future potential customers. Digital marketing nowadays involves various ways of audience interaction rather than just having website or using emails. This involves harnessing the '5 D's of Digital Marketing' which provides multiple opportunities to customers to interact with the brand and allows the brand to reach customers in different ways.

The 5 D's of Digital Marketing starts with Digital device. As technology is continuously upgrading customers interact with brands' websites using various devices like mobile phones, tablets, iphones, laptops, etc.

The second is the Digital platforms. All these devices interact with various platforms like search engines, social media, e-commerce platforms, on demand video platforms, etc

Digital media, being the third among all, constitutes of various paid, owned, and earned communication channels for reaching and engaging its customers on various platforms mentioned above.

A business or organization collects all the data from these platforms known as Digital data which is the fourth 'D of Digital marketing'. This data gives a lot of information on how customers interact with a brand, brand awareness, consumer buying behaviour, and much more. So such type of data is protected by various laws in most of the countries.

Finally, we have Digital technology which is also known as marketing technology that various organizations use to create an unique, interactive, and customer appealing experiences from their websites, mobile apps, emails, etc.

Basically, digital marketing has a huge potential in every sector like automobile, healthcare, food, etc. Few steps which every digital marketing team follows in every sector are first identifying the potential market, once the market has identified the organization or the brand need to identify its particular customer base. Once the customer base is identified the brand requires strategizing their plans to reach to potential customers. As the digital market changes continuously the brand need to keep an eye on changes and update their plans accordingly.

Among these entire steps, one must ensure to keep the customers in the loop. This can be done by asking consumer feedbacks, knowing the brand and consumer interactions. These feedbacks helps a brand to fine tune their plans, improve the brand itself, understand customers' touchpoints, and can be also used to retargeting customers lost during the entire process.

2. DIGITAL MARKETING IN HEALTHCARE:

Over the past few years, the marketing strategies always include digital marketing into their marketing plans. Previously it was possible to stick with only traditional methods to market, but, nowadays a plan without digital marketing seems indispensable. This is because people have more and more access to the internet where they can search for solution to their problem and in this case we cannot neglect healthcare industry.

There are visible changes in the healthcare industry due to digital marketing which creates an opportunity as well as challenges for the organization's marketing team. We can attribute these changes to two factors; one is that healthcare consumers are now digitally empowered to search about their problems to know solution and second being the transformation from paying fee for service to a healthcare model based on quality, transparency, and satisfaction.

The five major trends one should consider in healthcare industry are as follows, consumers are becoming researchers, marketers to target payers and consumers, traditional methods are being shadowed by digital platforms, search engines being used for booking appointments and increase in market size due to adoption of digital tools and techniques.

2.1. SOCIAL MEDIA IN HEALTHCARE:

According to a research published in the journal or medical internet research, nearly 90% of adults tend to use social media to gain health information. One of the reasons behind this can be the informative, timely and accurate information available through engaging content on social media by healthcare providers.

Healthcare providers are in a unique position while marketing on social media as healthcare is considered as a human necessity and not of an impulse buying nature. Various health organizations often use social media as a platform to share different varieties of information to attract potential consumers, create an organization's awareness, and build a brand among the consumers.

The category of social media posts ranges from educational or inspirational content, to create trending "hashtags", behind the scene contents, user-generated content. But nowadays the agencies are also creating video content like patient testimonials to create a sense of trust among the consumers, also an explanatory video of a complex medical procedure which again helps in creating a sense of trust among consumers.

3. OBJECTIVES:

This study focuses on following objectives –

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

4. METHODOLOGY:

4.1. Identifying Competitors –

Surya Mother and Child Care Hospital is a super speciality hospital focusing its services to cater to the needs of children and pregnant women. This study takes into considerations five hospitals which cater to the same consumer needs as Surya Hospital and five multi-speciality hospitals to conduct a competitor analysis.

The hospitals are selected based on the following steps. A set of keywords like “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” were used in Google search engine to understand which hospital’s website is shown in top ranked result. Before proceeding to the analysis the hospitals which are located in Jaipur city are considered because Surya hospital entered the social media platform in the year 2017 and various other hospitals are on the same platform since the year 2008.

4.2. Data Collection –

Once the list of ten competitors is finalised the next step was data collection. As social media is considered the most rapidly changing platform, the data was collected on a specific date. In this study to conduct competitor analysis data was collected on 2nd April 2020 whereas to study the growth on these social media platforms the data was collected on 2nd May 2020.

Table 1: Type of data collected from social media.	
Social Media Platform	Type of data collected
Facebook	Number of followers, likes, page recommendations, and date of page created
Twitter	Number of followers, following, and date of the account created
YouTube	Number of videos and subscribers, date of the channel created

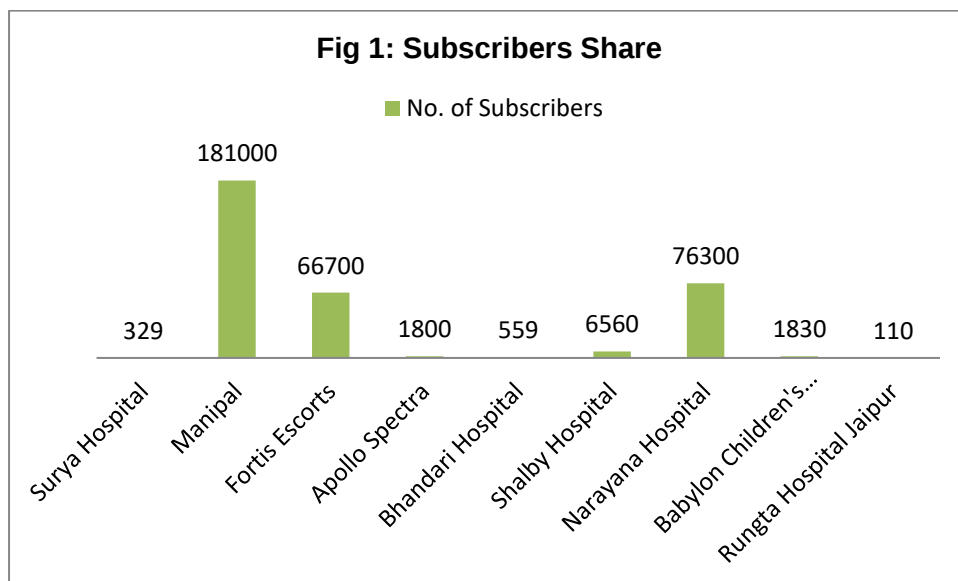
The above table gives a clear understanding of various variables used to collect data to perform the competitor analysis and growth analysis on social media platforms. Except for this, data related to number of hashtags, usage of paid advertisements, number of check-ins, etc was also collected to help develop a successful plan for social media marketing.

5. SOCIAL MEDIA COMPETITOR ANALYSIS:

5 A. YouTube:

On the basis of the below bar graph (Fig 1) Rungta Hospital had the lowest subscribers to their YouTube channel at 110. Surya Hospital had 329 subscribers to their channel since they joined this platform on 31st May 2016. Whereas Babylon Children's hospital had their youngest account on YouTube as they joined on 26th May 2018 but had 6231 subscribers more than Surya Mother and Child Hospital. Manipal Hospital had the largest share of subscribers among other hospitals standing at 1,81,000 subscribers and joined the platform on 8th December 2010.

Based on this data, Surya Mother and Child Hospital had an opportunity to increase their subscriber base to have an edge on YouTube platform (Fig 1).



The below pie chart (Fig 2) shows the number of videos posted as of 2nd April 2020 on YouTube. Manipal Hospital which had highest number of subscribers had 1187 videos, whereas the highest number of videos is 1622 by Narayana Hospital which had a subscriber base of 76,300. Bhandari Hospital had the lowest number of videos but with more subscriber than Surya Mother and Child Hospital. As of 2nd April 2020 Surya Hospital had posted only 60 videos which had 42,818 views overall. This analysis indicates that Surya Mother and Child Hospital needs to upload effective videos on the platform to increase their viewers which will result in increase of their subscriber base.

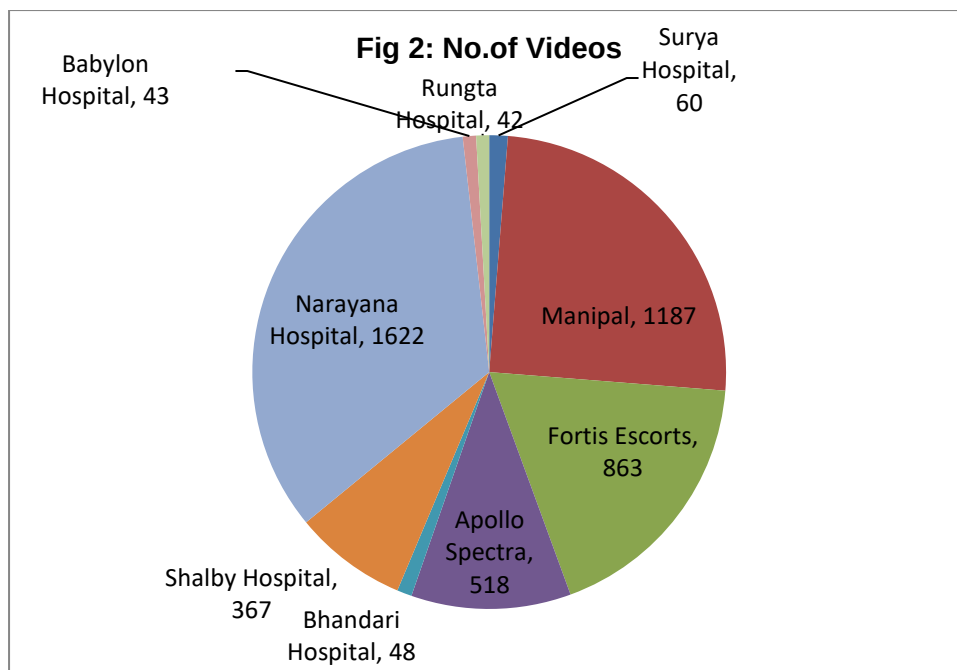


Table 2: Date of Accounts created on YouTube .	
Youtube Channels	Joined on
Surya Hospital	31-May-16
Manipal	08-Dec-10
Fortis Escorts	14-Aug-07
Apollo Spectra	01-Jun-15
Bhandari Hospital	11-Oct-14
Shalby Hospital	23-Jun-09
Narayana Hospital	03-Apr-13
Babylon Hospital	26-May-18
Rungta Hospital	10-Apr-12

5 B. Twitter:

Surya Mother and Child Hospital created its twitter account on May 2016 (Table 2) had 350 followers and follows 109 accounts. Whereas Fortis Hospital had created an account a year back in June 2015 (Table 2) had 338 followers and only 116 followings. Narayana Hospital had one of the oldest twitter handle since April 2013 (Table 2) had the highest followers at 15,800 and only follows 23 accounts. As one of the youngest accounts as mentioned in table 2 Surya Mother and Child Hospital had a need to increase its follower's base so as to lead in the digital marketing race on twitter platform. This can be done by uploading tweets with trending hashtags and crisp content. Media attached with tweets can gain more impressions thereby improving visibility of tweets and resulting increase in followers.

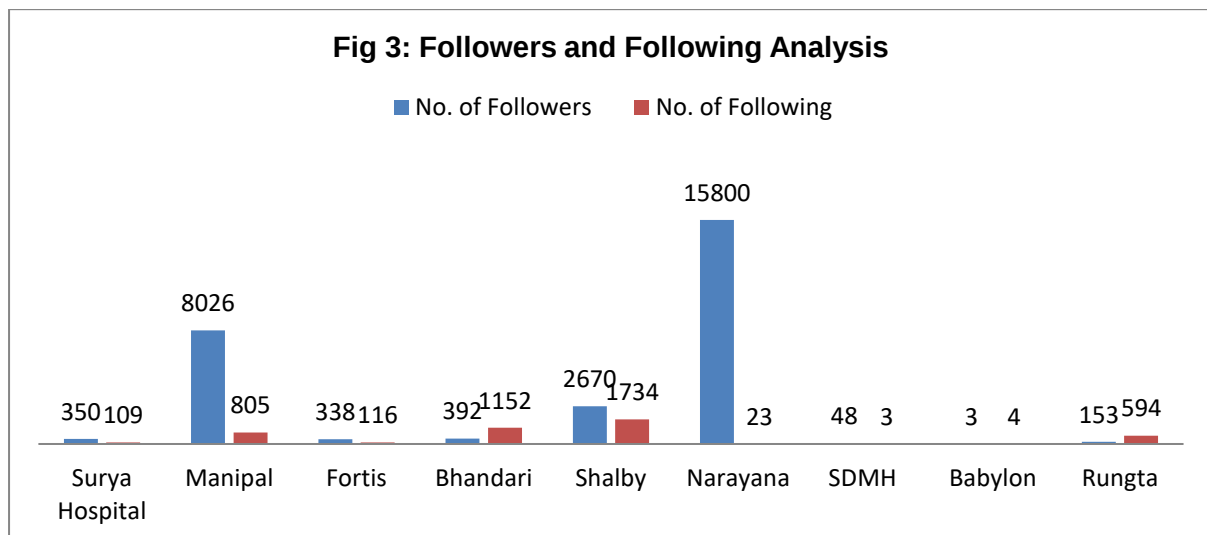


Table 3: Date of Account created on Twitter	
Twitter	Joined
Surya Hospital	May-16
Manipal	Jul-12
Fortis Escorts	Jun-15
Bhandari Hospital	Oct-14
Shalby Hospital	Apr-09
Narayana Hospital	Apr-13
SDMH	Mar-17
Babylon Children's Hospital	Jun-18
Rungta Hospital Jaipur	Jan-13

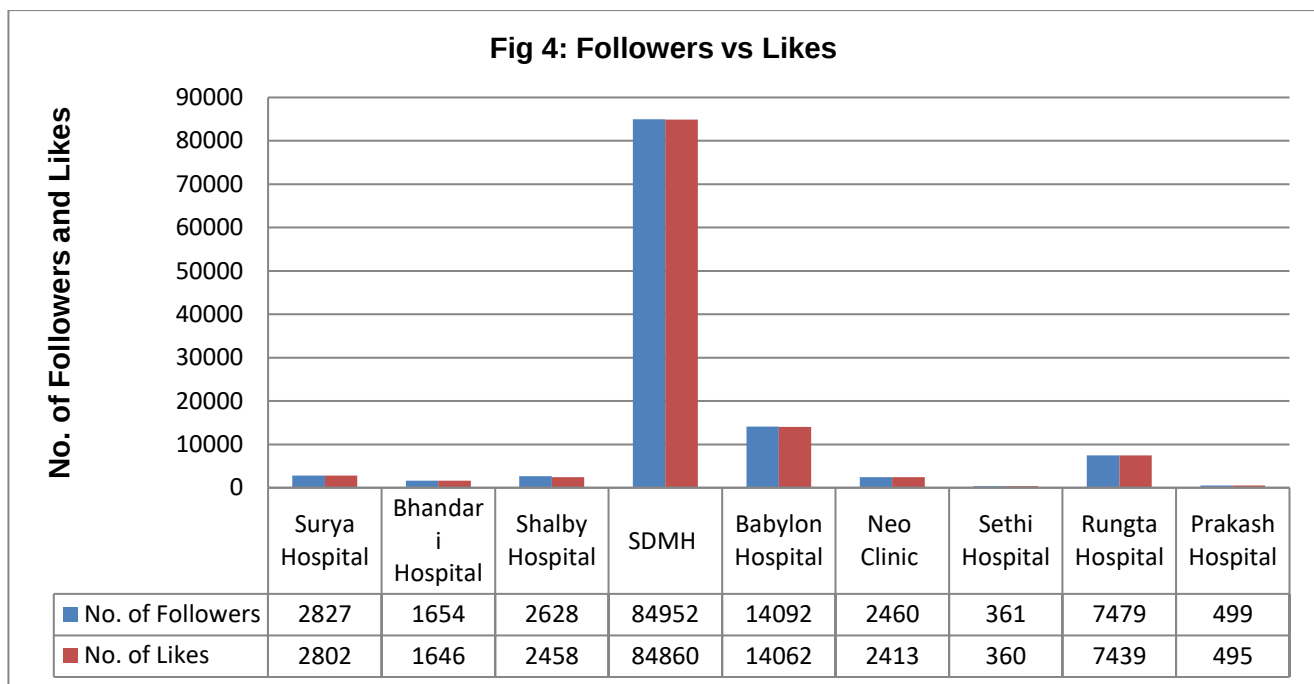
5 C. Facebook:

From Table 3, hospitals like Surya, Bhandari, Shalby, Sethi, and Rungta created their Facebook pages in the same year. SDMH has the oldest running Facebook page and Prakash Mother and Child Hospital had the youngest page among the competitors.

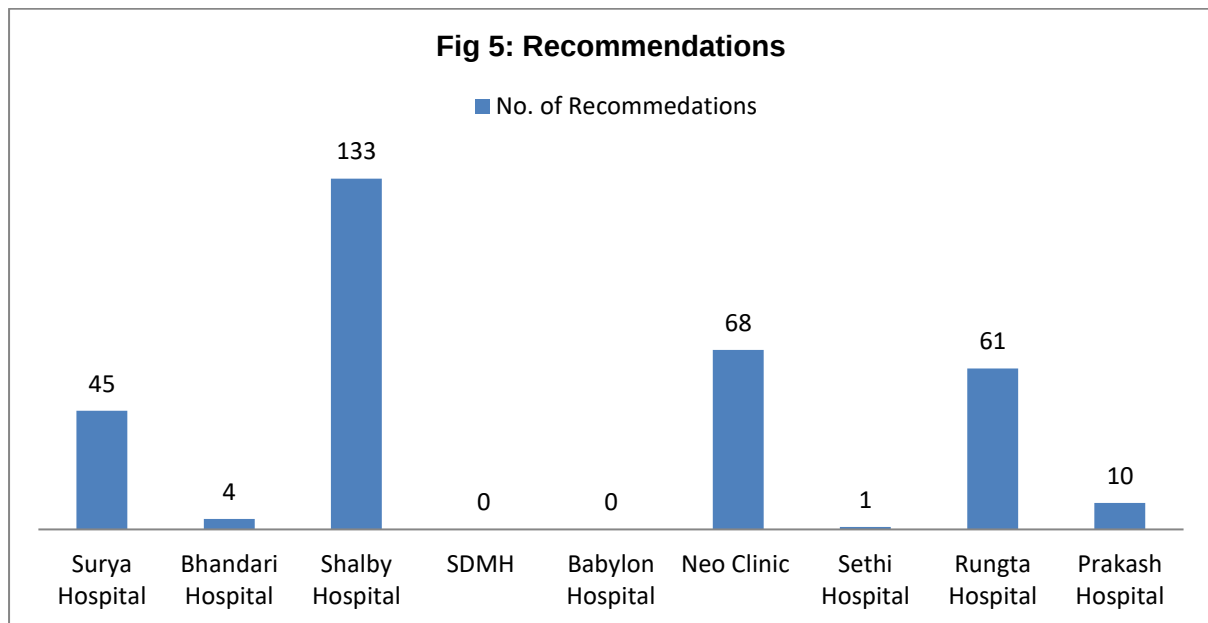
The Facebook page provides its users an option for payment and advertising. Out of 9 hospitals, only Shalby and SDMH used this option. Shalby hospital started their advertisement campaign on 25th and 26th of March 2020 with 6 active ad. Whereas SDMH had 3 active ads of which two ads were published on 30th March 2020 and one on 1st April 2020.

Table 4: Date of Account created on Facebook	
Facebook	Page Created on
Surya Hospital	27-Nov-17
Bhandari Hospital	11-Nov-17
Shalby Hospital	01-Apr-17
SDMH	11-Apr-10
Babylon Children's Hospital	09-Jun-15
Neo Clinic	28-Aug-16
Sethi Mother And Children Hospital	01-Oct-17
Rungta Hospital Jaipur	21-Sep-17
Prakash Mother and Child Hospital	08-Dec-18

The below graph fig 4 represents the number of followers an individual Facebook page had and the number of likes each page had received as of 2nd April 2020. SDMH which had created its page on 11th April 2010 (Table 3) had the highest number of followers and likes at 84,952 and 84,860 respectively. According to table 3 Surya Hospital, Bhandari Hospital, Shalby Hospital, Sethi Hospital and Rungta Hospital created their Facebook pages in the same year i.e. 2017 and Rungta Hospital had the highest number of followers among these five hospitals followed by Surya Hospital with 2827 followers and Shalby Hospital with 2628 followers.



Below bar graph fig 5 represents the number of recommendations a particular Facebook page has received. The five hospitals which created their page in the same year Shalby Hospital had the highest number of recommendations at 133. This indicates that Surya Hospital can increase their recommendations on their Facebook page to attract more number of visitors to their page thereby increasing their follower's base.



5. SWOT ANALYSIS:

SWOT Analysis for Surya Hospital on SM platforms			
	Youtube	Twitter	Facebook
Strengths	Good number of videos posted as compared to its competitors	Good use of hashtags, relevant content for posts and usage of media files	Has good recommendation on its Facebook page which will prove beneficial to gain patients trust.
Weakness	Less number of channel subscribers	Less number of followers	Needs to improve their follower's base so as to increase the reach of their post.
Opportunities	Can upload more videos on patient testimonials, treatment videos, etc	With more trending hashtags can reach to more people to increase followers.	Hospital can use the option of paid advertising to reach out to more people.
Threats	As it's a common account among other branches the content being uploaded should be monitored.	Post should be monitored regularly for no. of impressions. Appropriate security should be maintained	Paid advertising can also be used by its competitors so Surya Hospital has to actively analyse its Facebook strategy to prevent it from getting backfired.

6. GROWTH ANALYSIS DURING COVID-19 LOCKDOWN:

The Indian government had announced a nationwide lockdown to control the spread of Corona virus. And this is not the first announcement; India had taken the preventive measure since mid-march 2020. To control the spread of corona virus, many organizations had issued work from home notice. As a majority of the population staying home it can be expected that internet usage by individuals would increase. This increase can be because of work from home, video streaming, or social media, etc.

According to an article published by Business Today, there had been an 87% increase in time spent on social media each day. Before lockdown, on an average social media usage was 150 minutes per day. However, during the initial period of lockdown, social media usages was surged to 280 minutes per day and out of which 75% of the time was spend on social media platforms like Facebook, Twitter, and Whatsapp.

Overall Social Media Growth in 30 Days Period:

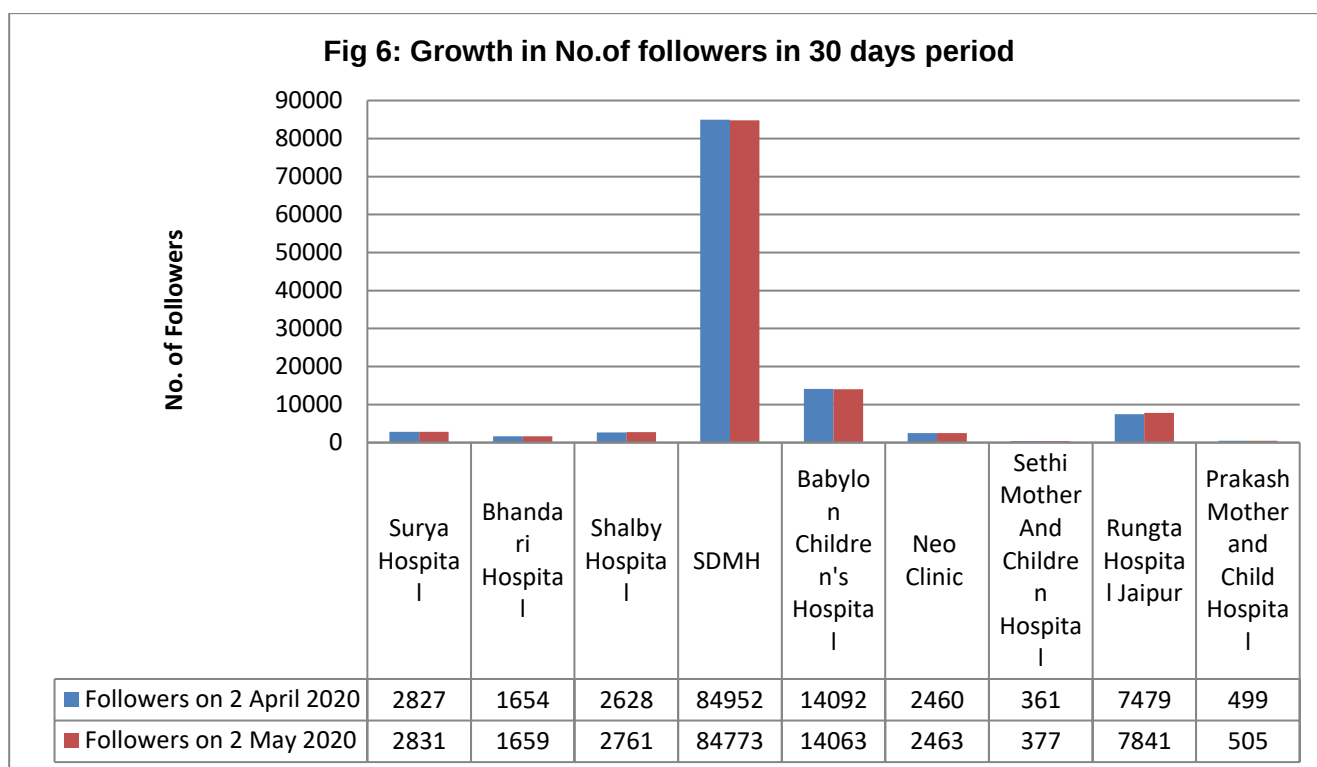
Table 5: Overall Social Media Status for Surya Hospital

SM Platforms	Facebook			Twitter			YouTube		
	Followers	Likes	Suggest	Followers	Following	Tweets	Subscribers	Views	Videos
02-Apr-20	2827	2802	45	350	109	1908	329	42818	60
02-May-20	2831	2805	46	360	107	1909	344	44072	60

The above table compares the data collected in a span of 30 days for various major social media platforms namely Facebook, Twitter, and YouTube. First, the data collected on Facebook platform, on 2 April 2020, Surya Hospital's Facebook page had 2827 followers and 2802 likes, and in a span of 30 days it increased to 2831 followers and 2805 likes.

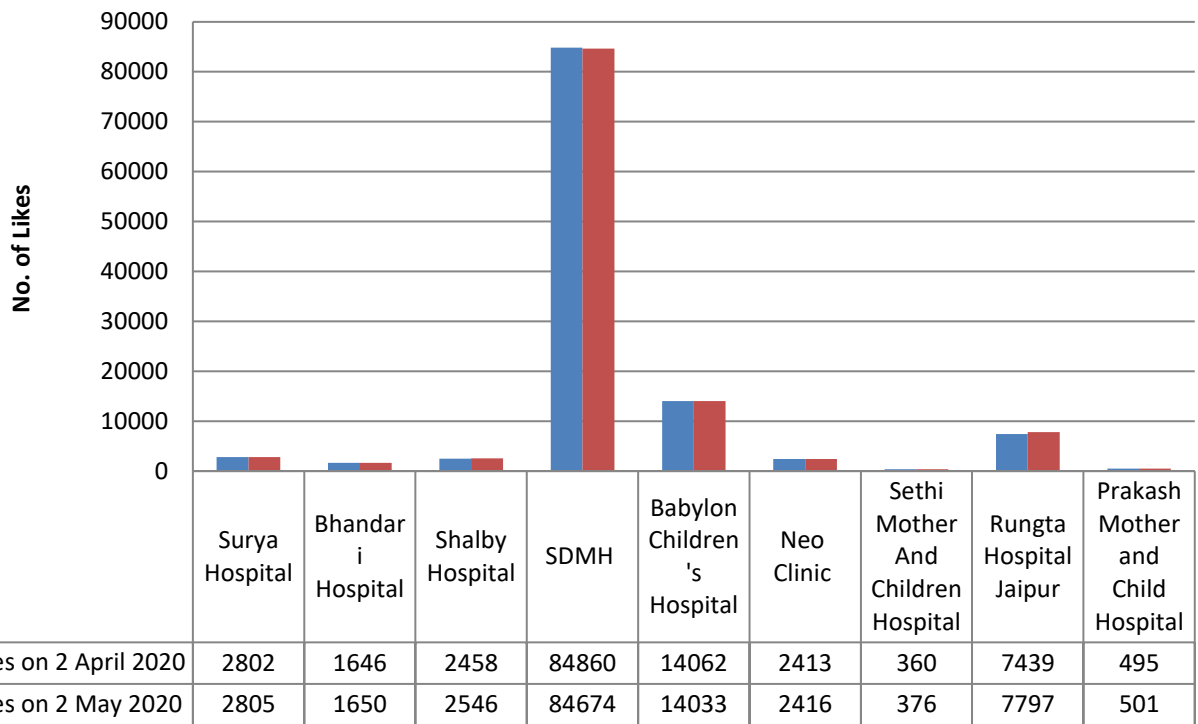
Twitter and YouTube shows a completely different picture. As there was no increase in the no. of posts published in these two platforms the growth in their respective domain was halted. With only 10 increase in followers on twitter with 1 new tweet in 30 days period and only 15 new subscribers added on Surya Hospitals YouTube page with no new videos published online indicates that the strategies have been successful for Facebook but need to also focus on other platforms like twitter and YouTube.

7 A. Facebook Growth Analyses:



From Fig 6, Surya Hospital had a slow growth in its followers over 30 days. Other major hospitals had experienced a relative fast growth as compared to Surya Hospital's Facebook page. With a growth of just 4 followers within 30 days there is an immense need to re-analyse the social media marketing strategies, focus on paid advertisement, and more use of relevant content with proper hashtags.

Fig 7: Growth in No.of Likes in 30 days period

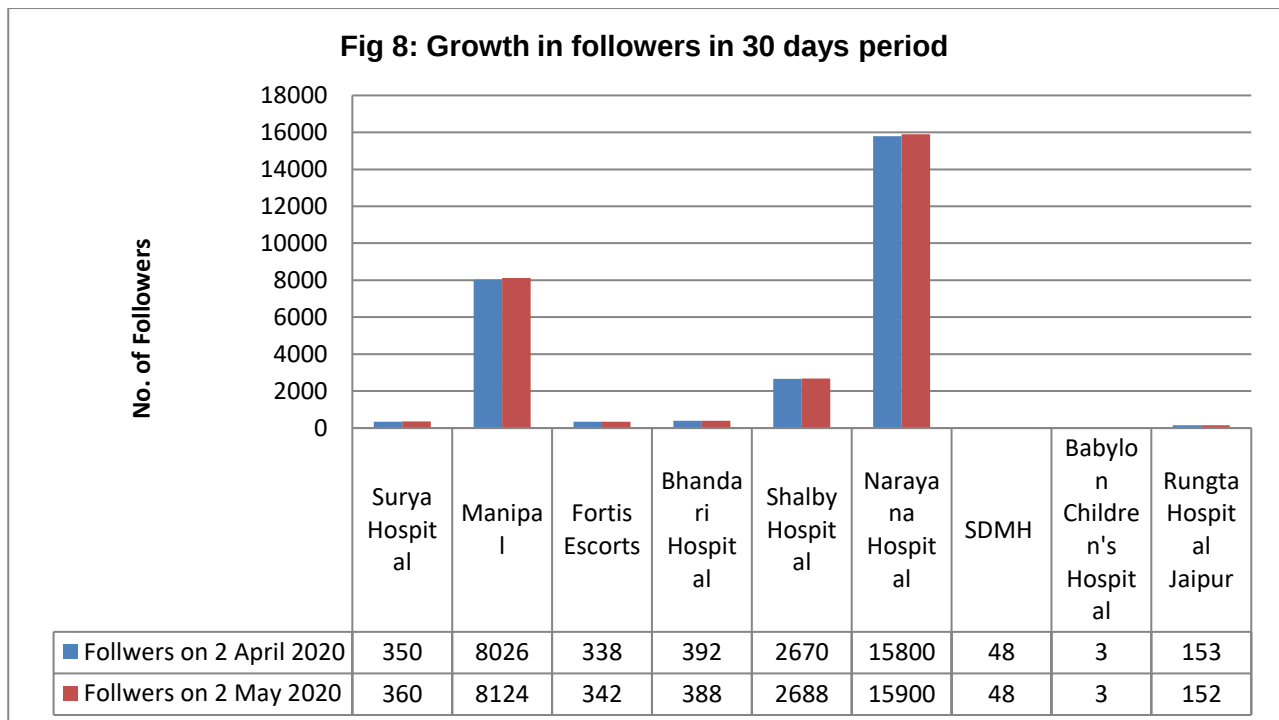


The above figure Fig 7 depicts the increase in likes of individual Facebook pages by different hospitals. In a span of a month Surya Hospital had increased its page likes to 2805 from 2802. This indicates a very slow increase in no. of likes for Surya Hospital's Facebook page.

7 B. Twitter Growth Analyses:

Table 6: 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

From the above table, it can be concluded that in one month Surya Hospital's twitter handle uploaded only a single tweet. Whereas, the other profiles managed by hospitals like Manipal, Shalby, Narayana had approximately a hundred tweets in the same period. More number of tweets would have helped Surya Hospital to reach to a greater number of audiences on this platform.



As fig 8 indicates, Surya Hospitals twitter handle had only 10 new followers in thirty days period. Whereas, hospitals like Manipal, Narayana which published approx hundred tweets in the same span, have increased follower base by 100. Surya Hospital must use this opportunity to upload quality content to increase followers on twitter.

7 C. YouTube Growth Analyses:

Table 7: Views and No. of Videos in 30 Days				
Data Collected on	02-Apr-20		02-May-20	
YouTube Channels	Views	No. of Videos	Views	No. of Videos
Surya Hospital	42818	60	44072	60
Manipal	77994162	1187	78570301	1265
Fortis Escorts	17357632	863	18665505	915
Apollo Spectra	373764	518	25771565	909
Bhandari Hospital	29683	48	31123	48
Shalby Hospital	1600186	367	1897081	435
Narayana Hospital	12787721	1622	13279185	1770
Babylon Children's Hospital	118894	43	130381	43
Rungta Hospital Jaipur	3976	42	4384	45

From table 3, it can be understood that in a span of 30 days Surya Hospital didn't upload any video on its youtube channel. Whereas, Apollo Spectra took the opportunity to upload more than 390 videos on its channel, this lead to a huge increase in viewership for Apollo Spectra Channel from 3,73,764 on 2nd April 2020 to 2,57,71,565 on 2nd May 2020.

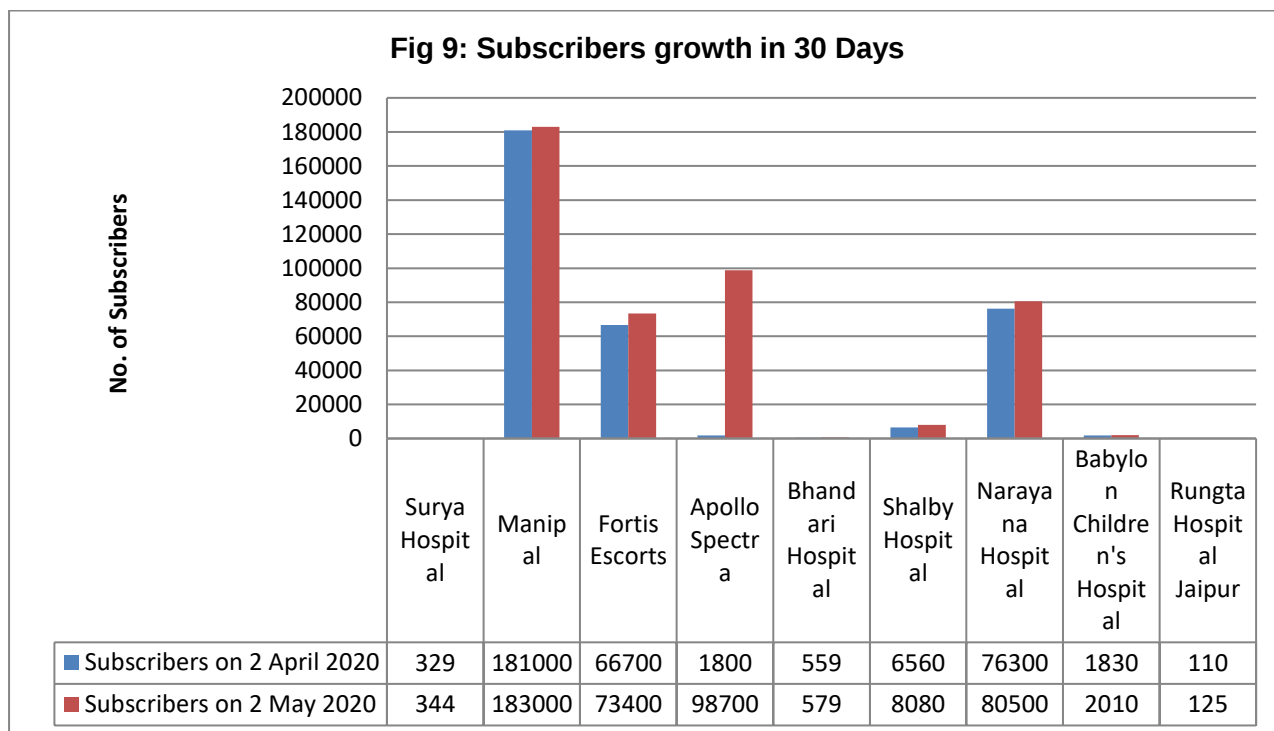


Fig 9 shows the growth in subscribers during the 30 days study period. As Surya Hospital didn't upload any new video on their channel, subscriber's growth was in a snail's pace. It increased by 15 subscribers from 329 on 2nd April 2020 to 344 on 2nd May 2020. Apollo Spectra, who took this opportunity to upload more than 390 videos, had gained lot of subscribers from 1800 on 2nd April 2020 to 98,700 in just 30 days. However the biggest subscriber base was with Manipal Hospital's youtube channel with 1,83,000 as of 2nd May 2020.

7. 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.

8. RECOMMENDATIONS:

Social Media Platform	Recommendations
Facebook	• As more and more people are using Facebook Surya Hospital can use paid advertising option by analysing the most trending keyword amid lockdown and fixing a small budget for the first promotion and then based on its results fine tune its paid promotion strategy • Surya Hospital can analyse the trending keywords which then can be used in the post so that the reach of the post can be increased. • Link of youtube videos uploaded by their own handle can also be given in the post so as to increase traffic for the Facebook post as well as for youtube video
Twitter	• More and frequent tweets need to be uploaded • Relevant and crisp content • Trending keywords can be used to increase tweets visibility
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

9. REFERENCES:

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ONLINE COURSE REPORT

FUNDAMENTALS OF DIGITAL MARKETING

By

MRUNAL MOHAN PALSIKAR (0935)

MBA (HOSPITAL AND HEALTH MANAGEMENT)

2019- 21



NAME OF THE COURSE:

Fundamentals of Digital Marketing

COURSE DESCRIPTION:

Google Digital Unlocked provides a certification course on digital marketing. This course is of 40 hours duration. This course is for the beginners in the field of online marketing. It includes 26 modules covering all the major aspects of digital marketing like Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing, E-mail Marketing, Data Analytics, etc.

OBJECTIVE:

To learn the fundamentals of digital marketing.

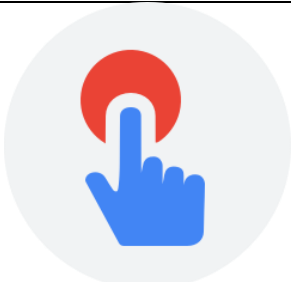
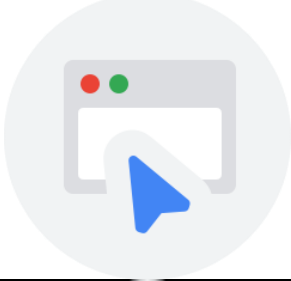
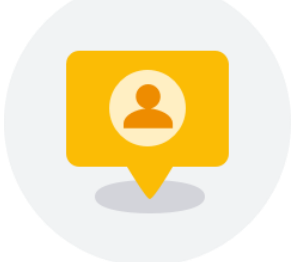
LEARNING METHODOLOGY:

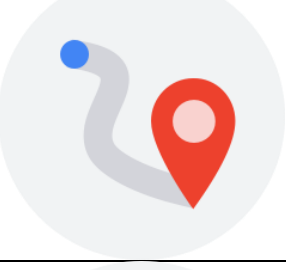
This course uses various types of learning methods to explain concepts of digital marketing. This includes:

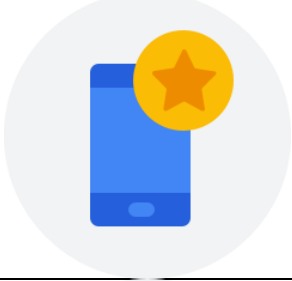
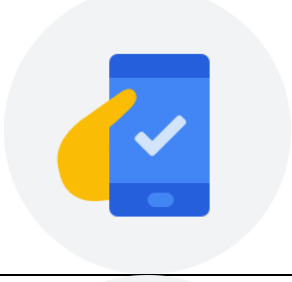
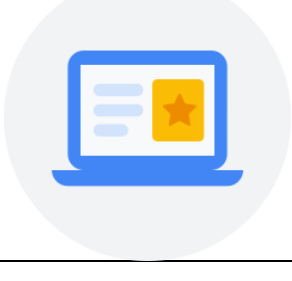
- Lectures
- Animated videos
- Case Studies
- Practical examples

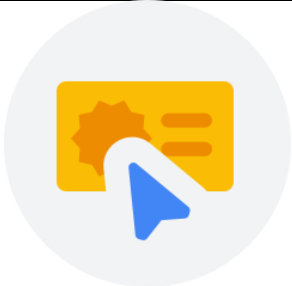
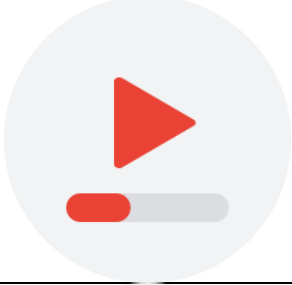
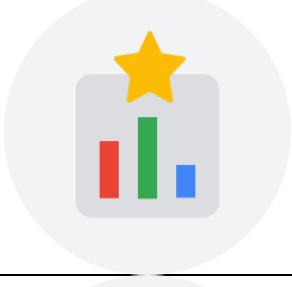
All this is covered in short video tutorial which are easy to understand and also provide an option to learn at our own pace. After every session in a module it conducts a simple test which helps us to apply the learning of that session. At the end of every module, if we clear the test we are awarded with a badge which resembles that we have successfully completed that particular module. At the end of 26 modules we should have 26 badges to appear for the final exam. After completion of every module it again conducts an exam to test our learning from the module.

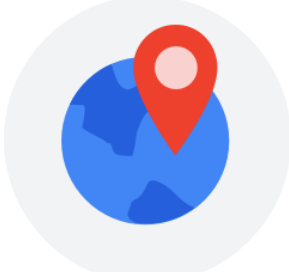
Once we complete all the modules and exam, then only we are eligible to take the final test for certification. 80% of our answers should be correct in the final exam to get certification.

Badge Earned	Course Content	Key Learning
	The online opportunity	• Introduction to digital garage and the digital opportunity.
	The first step in online success	• Developing goals. • Building and marketing online presence. • Analysing and adapting.
	Building web presence	• Working of websites. • Website and business goals. • Website do's and don'ts.
	Planning online business strategy	• Understanding customer behaviour. • Using goals to improve business performance. • Benefits of online strategy.
	Getting started with search	• Basic learning on search engines. • Organic search. • Paid search.
	Get discovered in search	• Introduction to SEO. • SEO process. • Setting SEO goals.

	Make search work for you	• Making website search friendly. • Learning from websites.
	Get noticed with search ads	• Introduction to SEM. • SEM auction. • Making ads creative.
	Improve search campaigns	• Understanding the working of keywords. • Fine tuning keywords.
	Getting noticed locally	• Marketing in local business environment. • Power of local business directories.
	Use of local business listing	• Using digital marketing advertise locally. • SEO for local business.
	Getting noticed on social media	• Right social media sites for business. • Setting goals for social media.

	Strategy for social media marketing	• Long term planning for social media. • Advertising on social media. • Measuring success in social media.
	Possibilities of mobile	• How mobile internet works. • Using mobile apps for growth.
	Using mobile for business growth	• Search campaigns and advertising on mobile. • Social media campaigns for mobile. • Videos for mobile.
	Content Marketing	• Understanding online customers. • Choosing right format and content for customers. • Advertising and measuring success for content marketing.
	E-mail marketing	• Analysing and crafting email marketing. • Managing and measuring email marketing success.
	Advertising on other websites	• Search advertising. • Display advertising.

	Display advertising	• Understanding ad networks. • Retargeting customers.
	Video marketing	• Video marketing and online strategy. • Creating and advertising videos on various platforms within budget. • Measuring and adapting to video marketing success.
	Basics of analytics	• Understanding web analytics. • Tracking goals using analytics.
	Getting success with analytics	• Using analytics to find success in SEO and SEM. • Various types of data available in web analytics.
	Turning data into insights	• Understanding data cycle. • Learning about our audience through data. • Creating, managing, and presenting data effectively.
	Building online shop	• Understanding the working of e-commerce and payment methods.

	Selling more online	• To create a smooth e-commerce platform. • Product promotion. • Merchandising.
	Expanding internationally	• Understanding international market. • Adapting according to international market. • Advertising across borders. • Learning the logistics, supply chain, customer satisfaction for global customers.

COURSE CERTIFICATE:

