

Digital Platform Management: A Descriptive Analysis of Leads

Introduction

It has become almost indispensable for hospitals to do without online marketing and opt for more traditional methods these days because an ever increasing number of people are not only becoming active online but are also looking for solutions to their problems, including health-related questions. A Lead refers to contact with a potential customer who is interested in the services provided. A great deal of digital platforms are used by the organizations for lead generation like website, social media, google ads and mobile app.

Rationale

The study is conducted taking into account FEHI website and mobile app because it was observed that these two were responsible for generating maximum leads for the hospital.

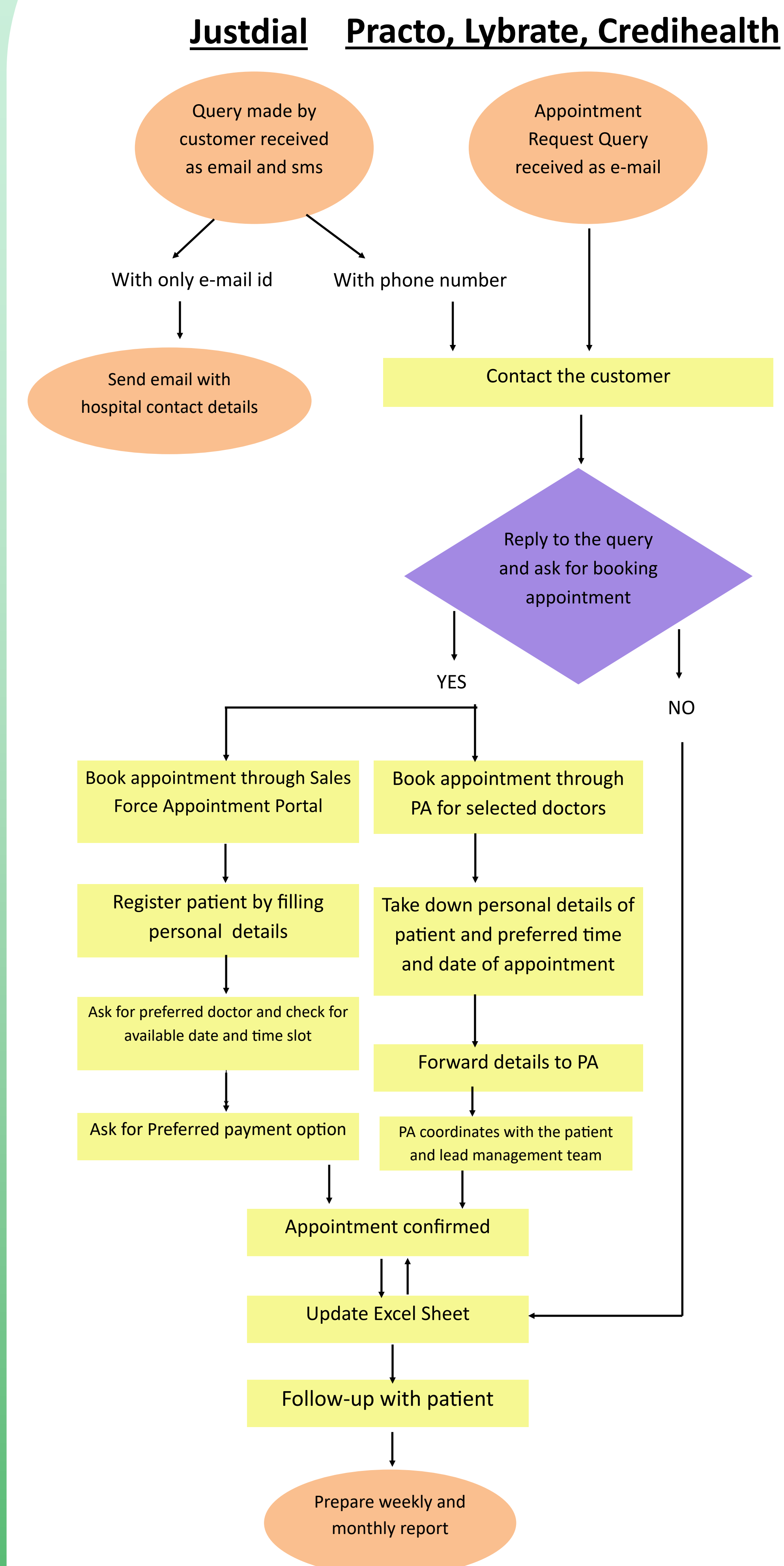
Methodology

Study Design: Observational
Descriptive Study

Sample Size: 2,483 leads

Data Source: Annual data of digital platforms

Process Map of Lead Management System



Results

Table No. 1

Revenue Per Lead	
Website	Rs.20,133
Mobile App	Rs.16,515

Table No. 2

Social Media Performance Report				
Platform	Component	Fortis Escorts		
		January	February	March
Facebook	Likes	122,582	122,634	122,630
	Daily Post on an average	0.8	0.85	0.8
	Total reach	128,624	105,167	92,860
	Average likes on post	13	65.04	20
Twitter	Followers	290	293	295
	Impressions	10,100	6,500	9,800
	Engagement rate	0.40%	0.40%	0.40%
	Retweets	4	2	3

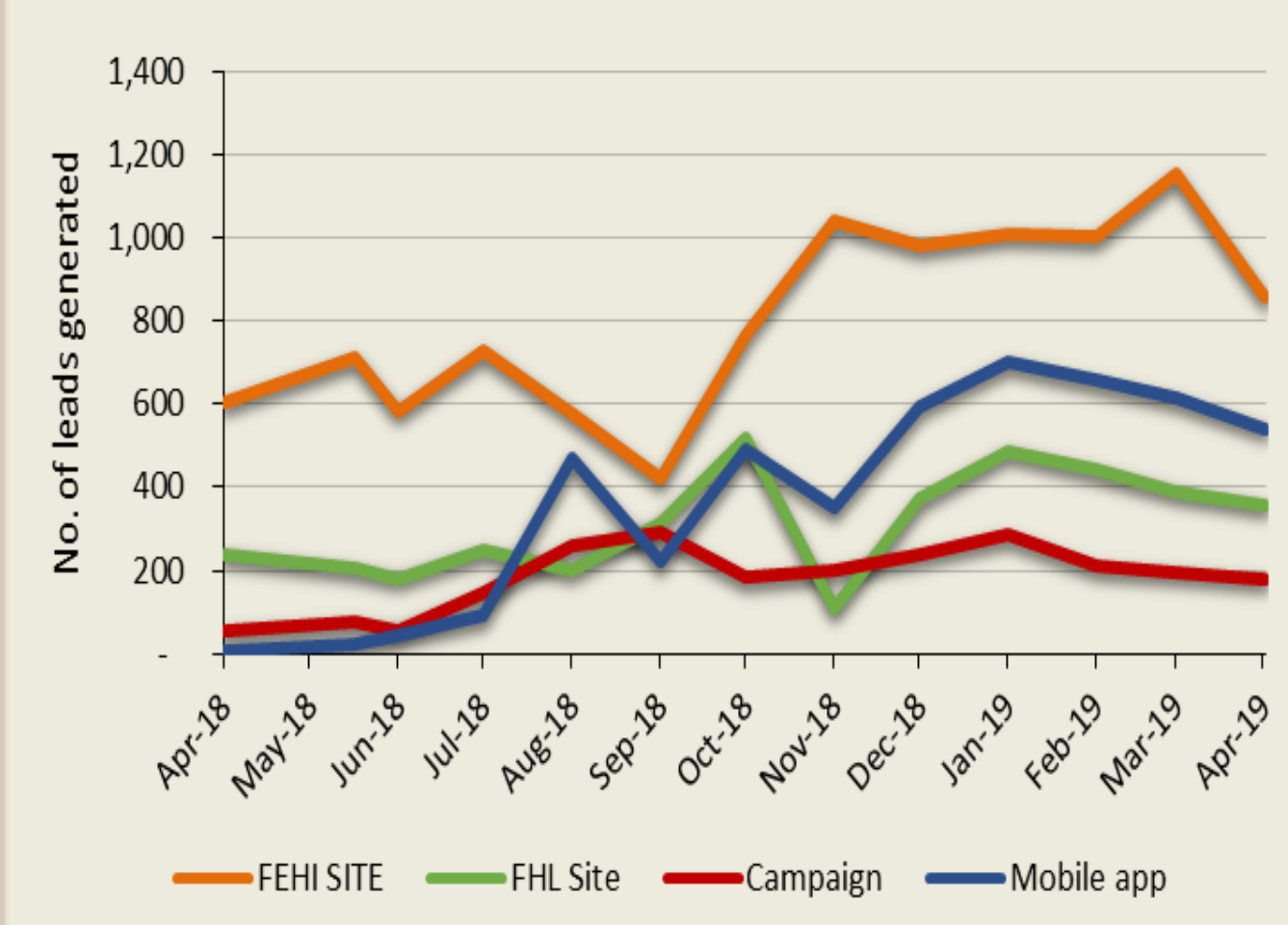
Suggestions

- Highest number of leads are generated through mobile app and FEHI website. So, these platforms could be used repeatedly and more vigorously for lead generation.
- The updated website content could help gain more engaged customers.
- Content on the digital platforms should be synchronized which will help the patients to gain reliable information and better decision making.
- Content enrichment on the social media platforms could be done as the total reach from these platforms is constantly decreasing.
- Robust efforts could be made towards doctors' video promotion on facebook page which will help in increasing total reach and subsequently gaining more leads.
- FEHI is more popular with senior patients hence digital focus will help FEHI get younger patients as well.

Presented by: Divya Chauhan (0745)

Vibhor Gupta (0857)

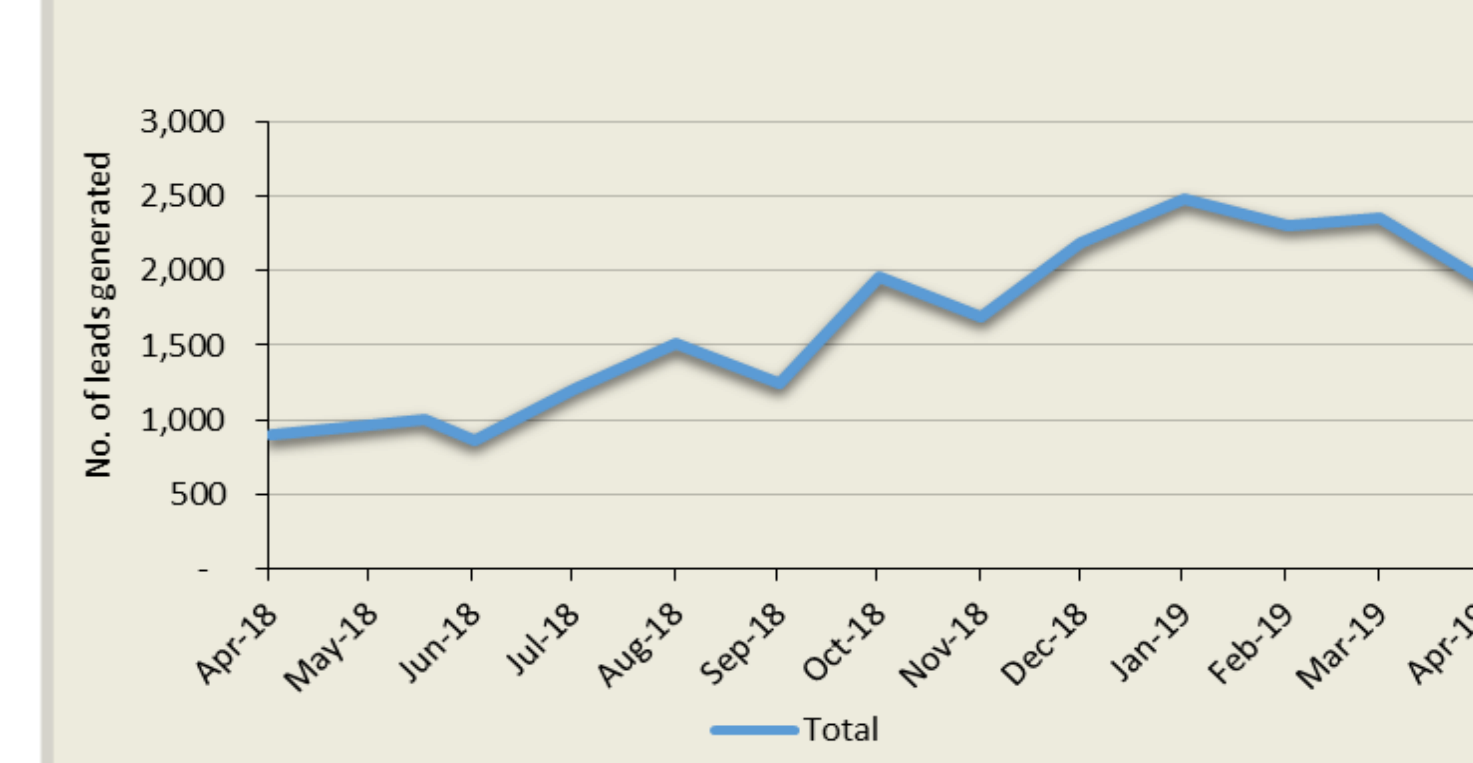
Channel Wise Leads FY 2018-19



Graph No. 1

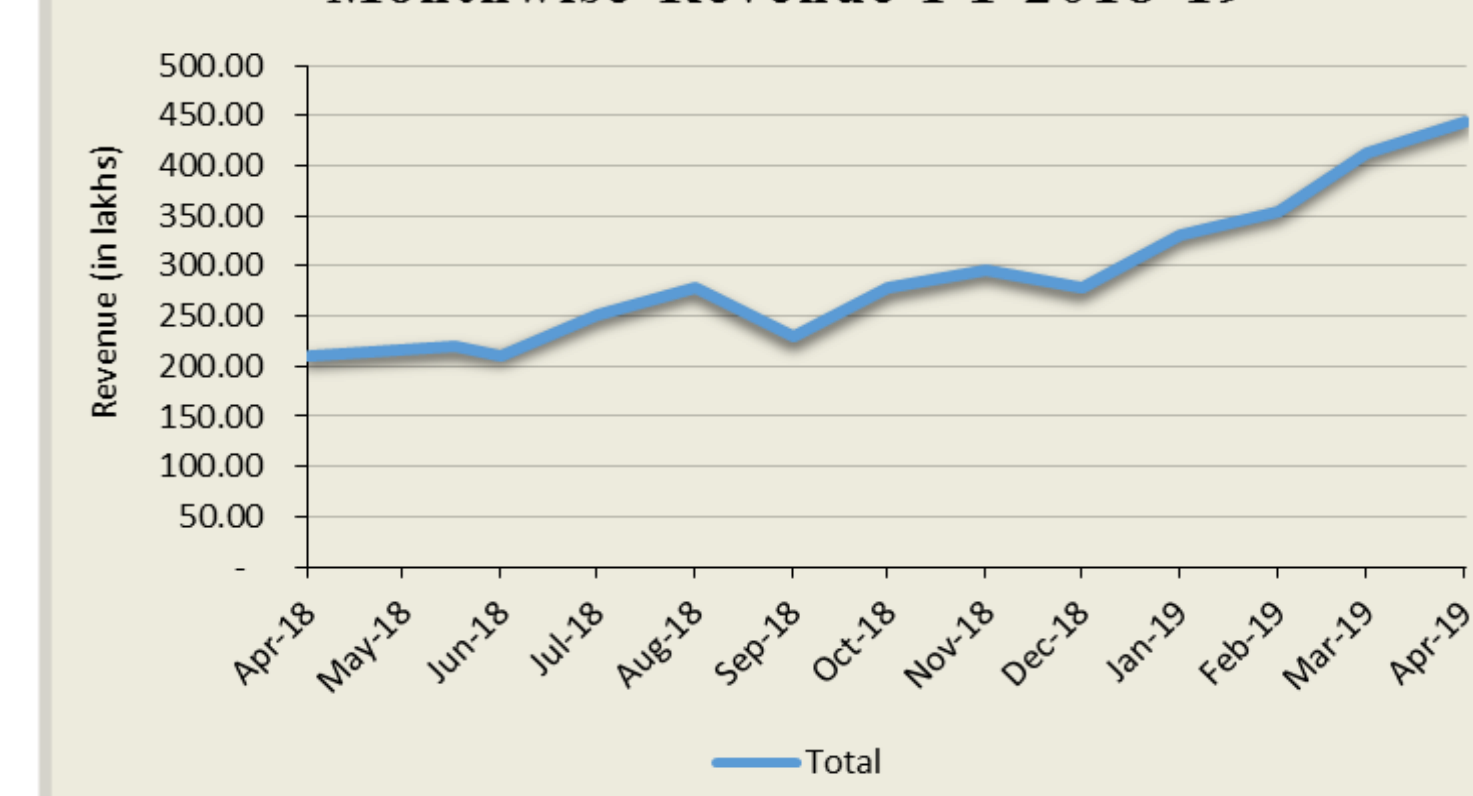
- OBJECTIVES**
- To map the process of lead management through digital platforms.
 - To investigate the channel wise lead generation.
 - To assess the contribution of different channels to the revenue generated through digital platforms.

Total Leads FY 2018-19



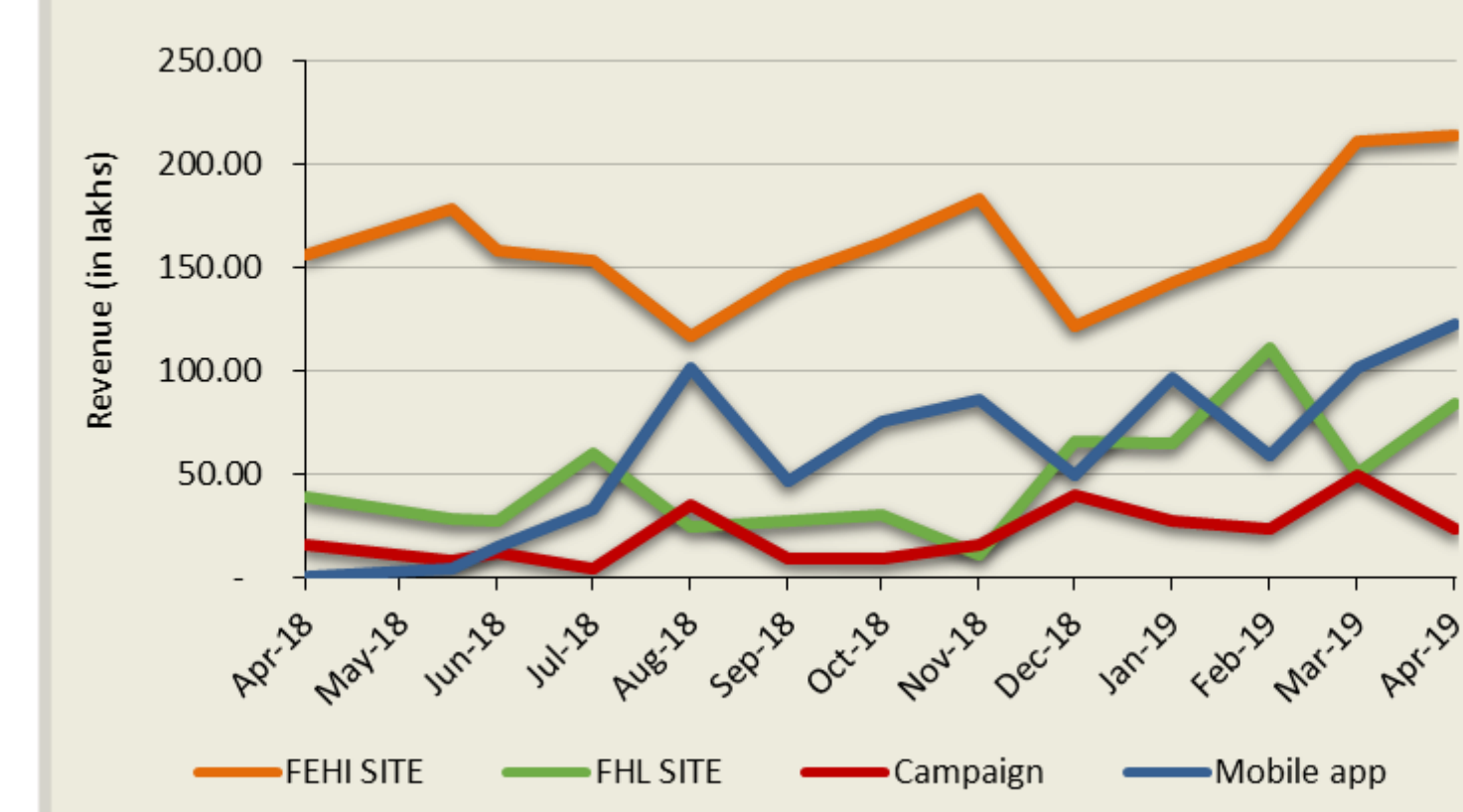
Graph No. 2

Monthwise Revenue FY 2018-19



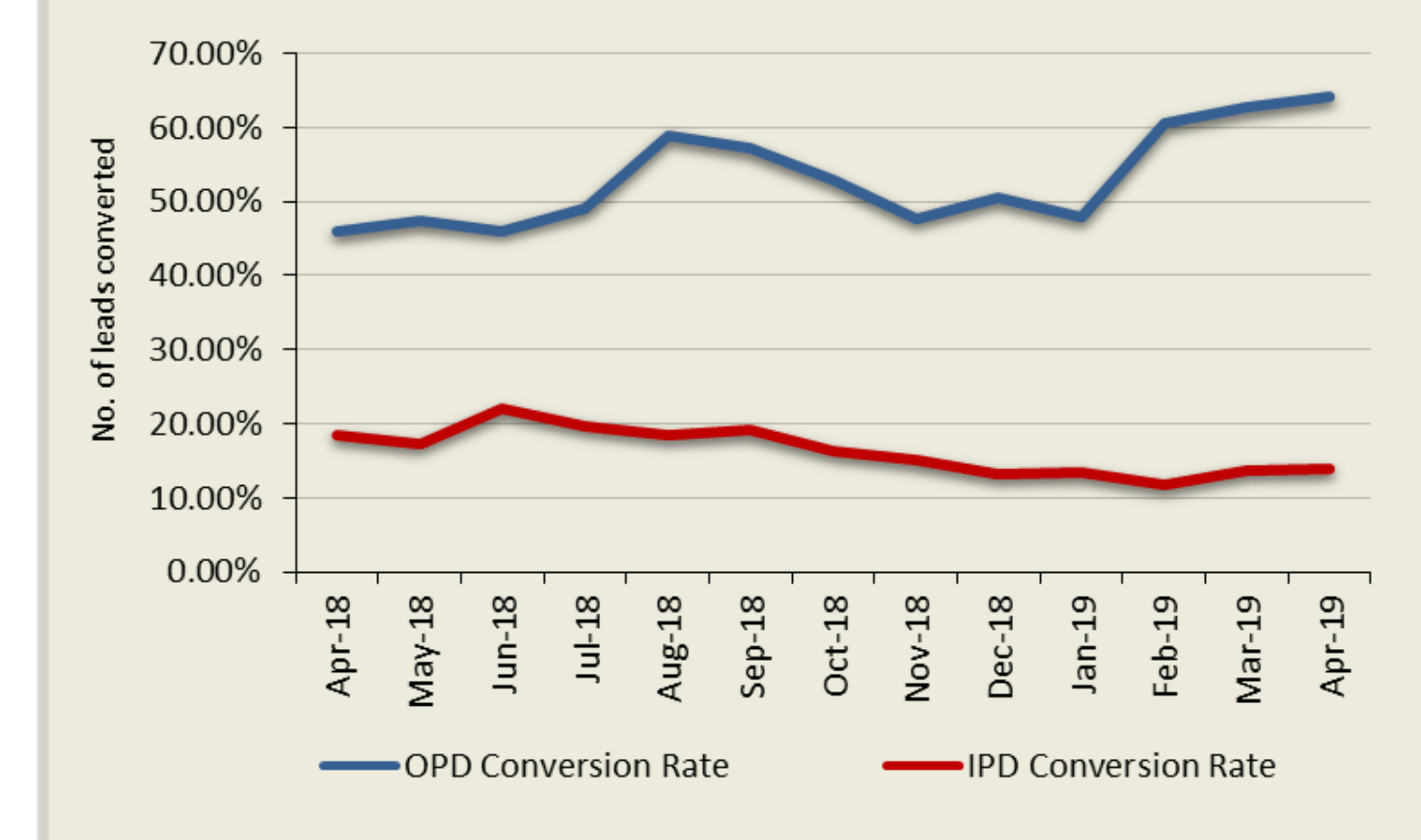
Graph No. 3

Channel Wise Revenue FY 2018-19



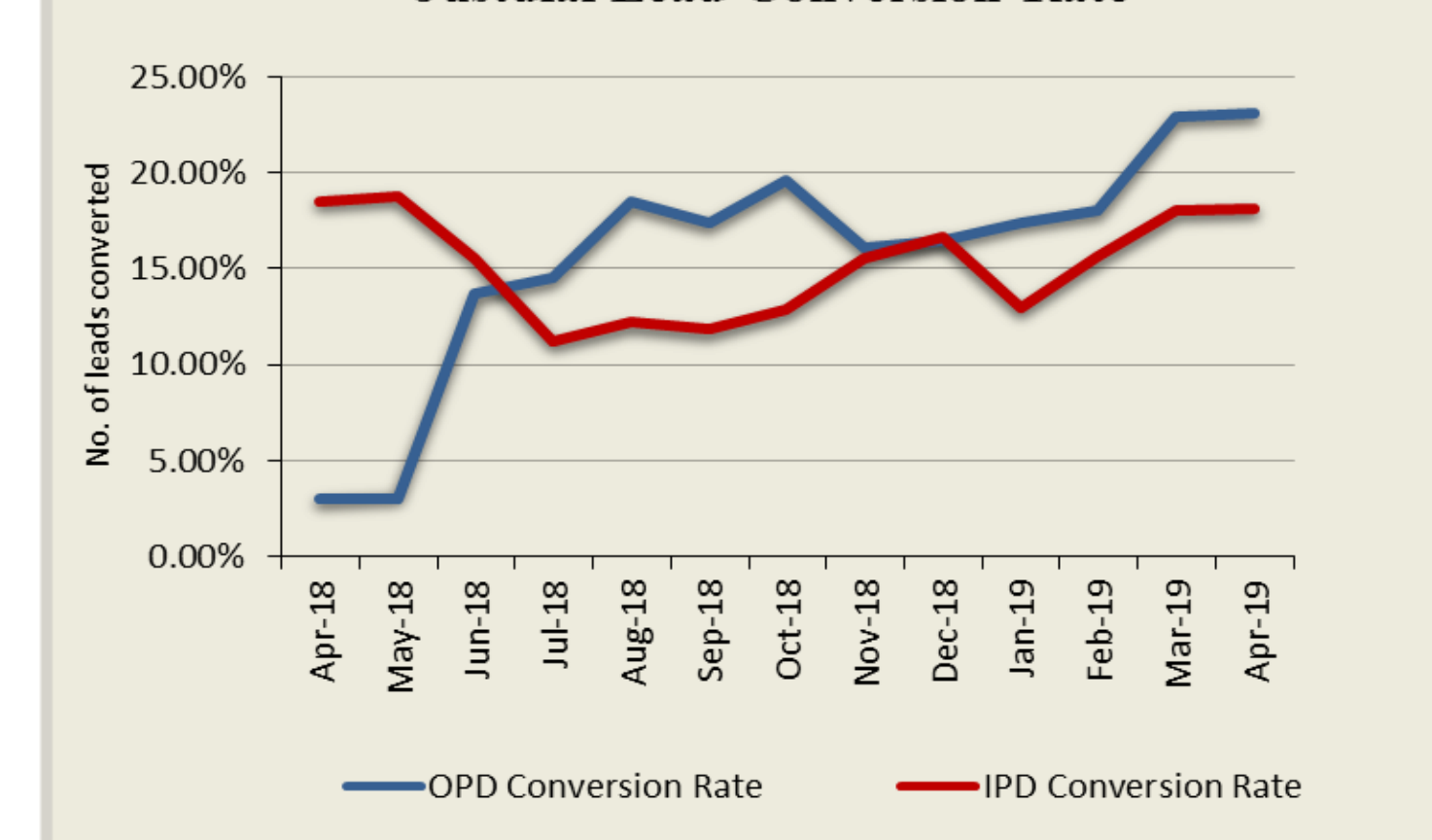
Graph No. 4

Website Lead Conversion Rate



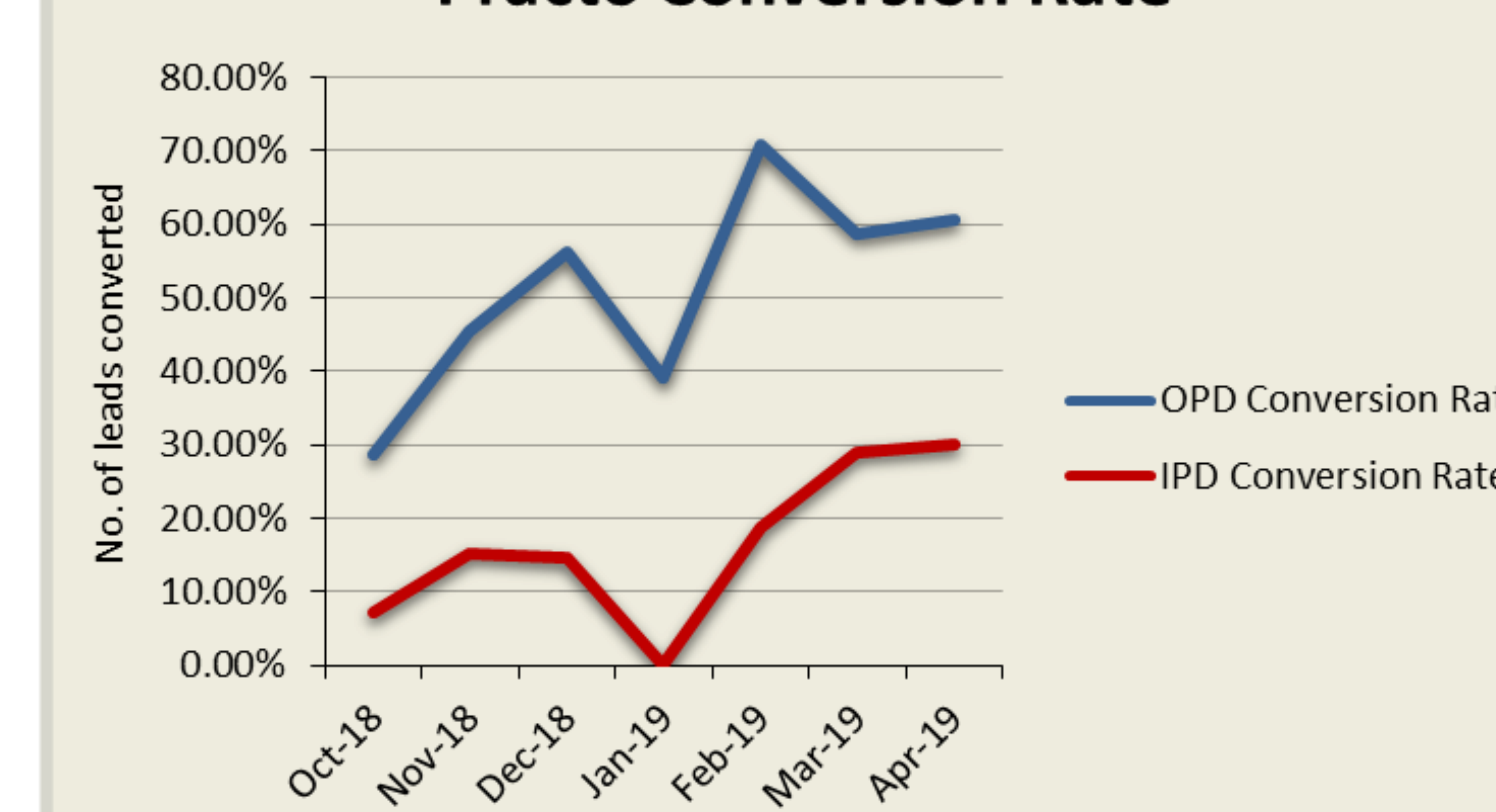
Graph No. 5

Justdial Lead Conversion Rate



Graph No. 6

Practo Conversion Rate



Graph No. 7