

A Study on Current Digital Marketing Strategies with reference to Cancer Hospitals

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management/Pharmaceutical Management/Rural

Management

by

Monika Mainani

Under the Supervision and Guidance of

Dr. Nutan P. Jain

2022

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled “A Study on Current Digital Marketing Strategies with reference to Cancer Hospitals” is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Name of the student: Monika Mainani

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I would also like to express a deep sense of gratitude to the Placement Cell of my esteemed university for guiding me throughout the internship process and for providing time to time internship guidelines. I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and will continue to work on the improvements, to attain desired career objectives.

CERTIFICATE

This is to certify that dissertation titled “A Study on Current Digital Marketing Strategies with reference to Cancer Hospitals” is a record of the research work undertaken by **Monika Mainani** in partial fulfillment of the requirements for the award of the degree of **MBA (Hospital and Health Management)** from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Dr. Nutan P. Jain
Faculty Guide
IIHMR University, Jaipur
Date – 30th June’22

Dr. Mahender Kumar
School Dean
IIHMR University, Jaipur

ABBREVIATIONS

BMCHRC	Bhagwan Mahaveer Cancer Hospital and Research Centre
OPD	Out Patient Department
IPD	In Patient Department
CPA	Cost Per Acquisition
SEO	Search Engine Optimization
PPC	Pay Per Click
URL	Uniform Resource Locator

ABSTRACT :

Introduction:

Digital Marketing is the term used for the measurable, targeted, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into consumers, and retain them.

Communication in Digital Marketing is bidirectional. The customers have privilege to raise queries or drop feedbacks about the business products and services.

The Communication medium is usually through social media websites, chat, and Email.

Digital Marketing has an advantage of reaching global audience and to measure the effectiveness of a campaign through analytics.

Digital marketing for hospital settings actually helps in making things more convenient and accessible for patients. For instance, having a website, and a social media page helps in providing the patients easier access to the healthcare providers and saves them from unnecessary service research in emergency situations.

Methodology:

The research study was conducted in the Marketing Department of Bhagwan Mahaveer Cancer Hospital & Research Centre, Jaipur. The study is descriptive in nature and systematic sampling was used for collection of data. Patients registered in OPD(general) will be numbered starting from 1 everyday, and the patients having multiple of 5 will be interviewed(via attendees). The sample size of the study is 200. The total data of 200 patients from the Out Patient Department was collected via a questionnaire.

Results:

200 patients and attendees in Out Patient Department of the BMCHRC, Jaipur were interviewed for the usage of mobile phones, its basic features like- text messages and emails and the usage of social media. It also enquired about the patient's activity on hospital's website and social media handle to analyze the effectiveness of the digital marketing of the hospital.

The hospital has been practicing different digital marketing techniques that included- Pay per

Click, Search Engine Optimization and Social Media Marketing but the effectiveness of these was not up to the mark.

It was found that despite several marketing techniques the most common and reliable source of hospital reference was word of mouth and only a small fraction of the patients refer to the google reviews of the hospital.

Conclusion:

Email Marketing and Text Message Marketing are two main and most efficient forms of Digital Marketing as during the study it was found that a large number of people rely on text messages and emails and hence these two marketing strategies can prove to be really methodical to penetrate deeper into the market and to reach the Target-Audience.

Chapter 1: Introduction

Digital promoting has provided doctors and health specialists the chance to display their quality service to the online or virtual world, on the far side their neighbourhood.

Digital promoting permits Health specialists to proclaim experience to potential patients and to build skilled territory also to boost health care name.

The importance of digital promoting for health care service delivery can not be ignored.

Digital marketing is like a promoting capability that supports on-line media and also the net through electronic gadgets like mobile phones, home computers, or the web of Things (IoT).

The usual digital promoting initiatives focus on conveying a complete message and motto through online resources such as search engines, social media, applications, email, and websites.

1.1 Importance of “Digital Marketing :

Digital promoting is skyrocketed – striking pay on ancient promoting for the primary time ever in the year 2019.

This can be as a result of customers area unit more and more gift on on-line channels.

Along With this augmented use of technology, the digital promoting platforms became crucial to this digital promoting e-world.

The digital marketers have to succeed in customers on digital devices at simply the correct moment. This is against ancient promoting strategies – that have to be compelled to be planned and placed well prior to. Digital Plat-forms like Facebook and Instagram, blogs and Tik tok have currently taken the digital promoting area.

There are 7 billion people living around the world, and 4 billion people use the Internet. About 30% of customers want to work with the brand on social channels rather than stepping into the store.

To be competitive, businesses need to give gifts to digital channels and devices as a whole.

However, this does not mean that offline channel 4446 will be ignored or ignored at all.

The most effective way to meet customer needs and demands is a relevant omni-channel presence that combines both digital and offline components.

An internet community can also be build to represent the organization on all the available platforms.

There can be customized exchanges between producers and consumers ot customers.

It not only increases the charm for customers but also builds a trust relationship between patrons and sellers.

The API use permits a third party by facilitate the exchange for users.

By using these digital promoting initiatives the organization will produce a additional cohesive, client orienting program that can maximizes advantages of the purchasers.

Digital advertising platforms also help facilitate the measurement and adjustment of business goals, significantly improving the rate of return on investment. These initiatives on the digital platform open the door to continued engagement after sale. This facilitates group development, effectively promotes overall loyalty and improves customer retention.

In current scenario, digital promoting practices typically focuses on reaching a potential client or customer with more and more conversion-oriented messages across various digital channels as they proceed towards their sales strategy. Also, promoting groups will get ready to track and manage the importance of every of the messages and the channels that comes into play in achieving their final motive .

1.2 Digital selling techniques promotes hospitals in many ways.

1. Prospective patients lallygag around on-line
2. The utilization of mobile devices has gone up by remarkable percentage
3. Digital metrics capture everything
4. The flexibility to focus on specific demographics: Digital selling permits hospitals to section campaigns to focus on native areas, suburban, and bound care territories that create it easier to achieve bent the audience.
5. Most prospective patients worth name: Digital tools enable care services to show expertness, reputation and reliability.

People choose online aid services as a result of they'll get quick and instant replies and connect with specialists from their comfort surroundings even at odd hours.

Digital selling can prove to be a profitable investment possibility for promoting and expanding the on-line aid center.

1.3 Advantages of Digital Marketing:

1) "Cost per acquisition (CPA)"

By investing in digital sales, one can lower the price to acquire patients. One of the US Venous Clinic Research Managers found that almost all of the popular media channels used in the print media (68%) and television (30%), approximately \$ 314.348 per patient. I am reporting that it will take. Digital Reach reduces this total by a factor of 400.

2) "Demographic direction"

Unlike previous sales, digital sales allow users to target patients based on a variety of criteria, such as specific age, gender, location, or other alternative demographics. In this way, the can be used to provide additional personalized expertise to potential customers or patients.

3) "Patient recommendations"

Unlike older sales, digital sales provide access to a myriad of digital tools and techniques to achieve high quality results in your service.

4) "Search engine visibility"

Of the 20 searches on the Google search engine, at least searches are related to AIDS support and services.

Everyone uses a search engine to search for health-related data such as health tips, symptoms of a particular illness, medical centers, health professionals, and more. As an effective implementation of digital sales and SEO technology, you can easily increase the visibility of your search results.

5)“Data-driven choices”

In ancient selling it used to appear extremely difficult to trace the user expertise of the patient. With the wonderful online selling techniques and tools one will be able to simply track the user expertise and create choices.

1.4 Different Digital Marketing techniques includes;-

1) Pay Per Click

Pay-per-click is the result of paid advertising and promotion of malicious programs. This could be a short type of digital ad that suggests that the ad will no longer exist after you stop paying. Like SEO, PPC can be a reason to increase search traffic for your online business.

PayPerClickBody: One of the differences between pay-per-click and SEO is that you get results. In the very typical PPC model style of Google AdWords campaigns, you only pay for it.

With pay-per-click, you'll see the most commonly displayed ads next to your search results page, the ads you see while browsing the web, the ads before YouTube videos, and the ads for mobile apps.

When someone clicks on your ad and gets to your website. You can pay almost any amount for pay-per-click ads. While some companies can see results from investments of just a few hundred dollars, many large companies pay tens of thousands of dollars a month on a pay-per-click basis. If you created a pay-per-click campaign, you can also choose to show your ad or promoted results to users around the world, or only at selected regional intervals. If you're promoting your business in a physical store, this ability to customize by location helps you avoid wasting your advertising spend on delivering ads to users who don't live near your business. Stay on Google. The cost of running an ad or promoting a search result depends entirely on the degree of keyword competition. Highly competitive keywords (that is, keywords that have been tested by multiple people and are trying to find many websites) are more expensive, and less competitive terms can appear to be less valuable.

2) Search Engine Optimization:

SEO and user expertise are inextricably linked. Responsive layout, and therefore improved voice search, standard content, stunning style, fast navigation, and web page load times, are responsible for determining the user experience.

SEO could be an honest digital advertising operation that increases net exposure. With the help of SEO consultants, you can improve the user capacity of your patients. Increase visibility in search results and increase organic traffic to health websites.

Content Classification – The website operator needs to allow search engines to clearly "read" site's content by adding EL text to images or posting text to website's video or audio content. A proper link structure is absolutely necessary for a program like Google to "crawl" a structure (of a website) so that it can easily recognize all the content on the website. There are several steps that SEO professionals can take to properly format links, URLs, and website maps to make them most accessible to website crawlers. Keywords and Keyword Targeting – Use Keywords Correctly – d. H. The search term one wants to find on website-in content and headers-is one of the basic components of SEO. It's unwise to "stuff" the website content with as many keywords and keyword variations as possible. Creating high-quality content that uses keywords in headers and frequently uses keywords in crawlable page content is currently being considered in higher applications and ranked in search results. There is a possibility.

3) Social Media Marketing

This includes everything a company does through social media channels. Everyone seems to be familiar with social media, but marketers need to approach social media with an integrated strategic approach. Social media ads work best on the other side by simply posting on social channels and replying to comments. To be effective, efforts should be consistent and not post-adjusted. To keep posts consistent, there are several online tools you can access to change and schedule social media posts, but marketers use automation only as a tool, not the "set and forget" answer. Please. Users can quickly find out if the actual author of the post is missing. Social media marketers should not be silos for alternative advertising features. Social marketers need to work with the company's broader advertising team to coordinate their messages on all online and offline platforms so that all parts tell the same story.

An important element of social media advertising is analytics. In fact, social media marketers need to be good at analyzing post performance and finding ways to support that knowledge. Another reason marketers take systematic behavior and track campaigns is that this data can demonstrate the success of a particular campaign and show whether it has brought an award to

the company.

Besides Instagram and Twitter, there are many free options for unleashing messages. Other options include Google My Business, eBay, Facebook Courier and Marketplace.

In other words, social media promotions are much worse than managing your personal Facebook and Twitter profiles. It requires a combination of capabilities and objective data-driven strategies, and perhaps a very suitable UN agency that wants to mix these two areas.

4) Content Marketing:

Content marketing uses storytelling and data sharing to promote full awareness. Ultimately, the goal is to get readers to take action to become a customer: "Content" means journal entries, resources such as white papers and ebooks, digital videos, podcasts, and so on. In general, it should primarily add value to your customers, not just to promote the whole thing or to build a buying business. Selling content means not only creating a business, but also building real estate that is a relationship of trust with customers that will surely lead to multiple sales over time.

Content Sales work in conjunction with alternative variants of digital marketing. This is a way to integrate SEO search terms into real computer content, so the content you create can also be shared as social media posts or email sales publications. You can learn a lot about your customers by looking at your content sales analysis. What metrics are you looking for when your customers visit your site? What format of content do they create, keep their placement long, and keep trying? What seeds do they make, lose interest, and leave? Unlike methods like the PPC, selling content is also a long-term strategy. Over time, marketers will build a library of content (text, video, podcasts, etc.) and work with sales automation company Marketo to keep users in the situation through search engines. At the same time, this content library can help promote the entire data and enhance your profile as a source of information. And ideally, when a user accesses a data processor for information, they will nominate you as an associate of a nurse training institution at the time of purchase. Selling content can also be an interesting way for people interested in writing and video and audio production. However, as with general digital sales, it also requires strong strategic and analytical skills.

Despite the rise of social media, mobile applications and alternative channels, email remains one of the most effective advertising methods, Rogers said. This will be part of a content promotion

strategy that offers customers a price and turns viewers into customers over time. According to the American Promotion Association, email marketing managers are not only familiar with creating compelling campaigns, but also recognize the best audience reach and metrics that are secure when interacting with customers and analyzing data. Create strategic choices to support that information.

5) Email – Marketing:

While computer code for email ads offers a variety of analysis methods, marketers are constantly striving to increase open rates (percentage of recipients who open email) and therefore click-through rates (number of recipients worldwide). increase. I clicked on the email and the link in the email.

There are several things marketers can do to make their emails attractive and more likely to be published to users. These include:

- Create Urgency-Notify recipients that it is time to receive a special offer or that there is only one limited type of offer that exceeds the number of users who clicked. Compose an email message to do machine.
- Email Personalization – Setting the email and subject to include the recipient's name is also a proven way to increase open and clickthrough rates.
- Allow recipients to set preferences – You can add different email subscribers to the list and click on emails by allowing users to set how often they want to focus on it.

6) Mobile Marketing:

This type of digital advertising is aimed at reaching viewers on wise mobile phones and tablets. Mobile ads reach individuals via text messages, social media, websites, email, and mobile applications. Marketers tailor offers and special content to geographic locations and times. B. When a customer enters a store or an event.

7) Affiliate Marketing:

Affiliate promotion leverages the quality of growing business consultants and social media influencers. By working with these outside influencers, your business can work together to offer your products and services in return for rewards. A united influencer can attract viewers with posts, blogs, or videos, introduce additional businesses to the business, and attract new leads.

8) Marketing Analytics:

One of the most important benefits of digital advertising is that it is highly traceable and measurable. Coupons and similar direct mail offers were the only promotional items that could be tracked. You knew that the message would resonate if the customer used the coupon. Analysis now allows marketers to track user behavior at a very detailed level. That is, how often you click links, how often you spend on online pages, how often you open emails, and so on. However, the large amount of data provided by digital advertising performance makes you want to drink from the chimney hose, so marketers need to really understand what the data means. Therefore, you need to inform the marketing method of your strategy.

Not solely will this permit marketers to be told what's flourishing with shoppers and adapt their promoting messages moving forward, it conjointly implies that they'll demonstrate their price to the company. Understanding all of this information and victimization it to make strategic choices may be a vital a component of a digital marketer`s work, and one that sets them except for their ancient counterparts.

There unit of measurement several tools offered for mensuration the success of digital promoting campaigns, and much of marketers can use some combination of these tools, betting on their desires and their audience (Fortune magazine rumored that plenty of marketers unit of measurement victimization over 100 applications in their total promoting method.) one altogether the foremost used tools for promoting analytics is Google Analytics, which can be made-to-order in nearly endless ways within which to measure however your website is acting, that keywords square measure conveyance users to your website, however users unit of measurement navigating through your information processing system.

Having sensible, correct analytics and thus the power to interpret them will facilitate marketers “fail quick,” quickly cutting campaigns that aren`t operating and building higher campaigns

around ideas that have a tried log of success. Over time, you won't simply be victimization analytics to measure your campaigns – the analytics will inform and improve your campaigns. In the Digital Advertising Program, you will learn about advertising planning and methods, branding, mobile advertising, digital advertising, as well as various issues related to your advertising career.

Research questions:

- What are digital marketing techniques in hospital sector?
- Which of the existing digital marketing strategies is most feasible for a 300 bedded cancer hospital?

Objectives:

- To review various digital marketing techniques in hospital sector.
- To study current digital marketing strategy in a 300 bedded hospital.
- To analyse feasibility of digital marketing strategies in a 300 bedded cancer hospital and recommend most feasible strategy.

Chapter 2 : Literature Review

S.no	Title	Author	Year of publishing	Key objectives	Methodology	Key learnings
1	“A Study on use of Digital Marketing platforms as a tool for rural marketing in Rural India”	Dr.Krunal K Bhuva & Dr. Vijay H. Vyas	2020	The objectives of this research was to study and understand usage of various digital platforms and techniques for rural marketing and to also understand impact of digital marketing in rural marketing in India.	The study is qualitative and investigative in nature. It attempts to explain the effect of digitization on the development and upliftment of rural marketing. The journals, websites and other public sources are main bases of several data and information included in this research paper. It is the investigative type research study and is based on secondary data and information only.	Digital media and efforts to plug the products/ services through online media will visiting play an important role in gaining market share in rural markets. The innovation of recent technology with diversification has made possible for business to achieve this untapped rural market in very effective and efficient manner at low cost
2	“A Study Of The Growth Of Digital Marketing In Indian	Kishor Kumar	2019	The main purpose of this study was to investigate the role of digital	For each entity Three questionnaires were prepared. The questions were related to know the attitude	The increase in use of internet it's largely observed now a days that the

	Scenario”			marketing in the Indian scenario and to investigate the systems and factors that influence digital marketing.	towards the use of digital marketing by the company, reasons for the growth of growth marketing and the impact on the volume of turnover of the company	consumer’s inclination to own access towards Digital Marketing is increasing significantly. The growth of digital marketing is directly related to the rise within the use of internet.
3	“A study of the growth of internet marketing in Indian scenario”	Sharad Madhukar Dashaputre	2011		The questionnaire designed for this study had more than thirty questions which were clubbed into four different categories namely- A, B, C and D. The questions which were covered under the A Category were in context to gender, the occupation type and also income of the respondents. The Category B of the questionnaire included questions related to	The increased use of internet service and mobile phones has resulted in the increase in growth of internet marketing

					growth and the impact of digital marketing or Internet Marketing on the Traditional Marketing. The third part of the questionnaire category C had questions which were related to revenue generation; incidences of fraud and Government policies in context to Internet Marketing. The last part of the questionnaire – category D included questions related to the flexibility within Internet and Traditional Marketing.	
4	Digital Healthcare Market platforms in India	Dr. A. Sita Madhavi	2021	This article tries to compile the promotional efforts of several, similar healthcare start-up apps	It aims to remind the reader about the promotional efforts of various health-care apps on social media and eventually throws light on the impact of those	Digital Marketing has contributed to the success of companies such as Practo. the corporate has over ten thousand doctors

				on social media. It portrays the role of digital marketing by reviewing the literature of those apps in the digital media.	promotions on digital media.	connected to around thirty thousand monthly appointments. it's around 7.5 million patients and ten million patient records to require care of each year. In terms of revenue the company has been growing at the speed of fifty to 100% quarter over quarter. It was concluded that digital marketing is that the new age marketing strategy which is changing the consumer behaviour.
5	“A Study on Impact of Digital Marketing on Online Medicine and	Mr.Gaurav Tripathi and Ms.Richa Mishra	2018	The main purpose of this study was to investigate the role of digital marketing in	This study uses both primary and secondary data . The source of the primary data was a	The Digital marketing has an excellent future within the present online market. Customers are

	Healthcare Products Sales in Uttar Pradesh, India”			the Indian scenario and to investigate the systems and factors that influence digital marketing.	questionnaire specially designed for research. journals, research reports, journals and websites were sources of secondary data	highly satisfied through purchasing products and services online. Digital direct marketing, Discounts/Offer, various mode of payments and fast delivery influences people to buy online. The Digital marketing because of which the economy has revolutionized in general and marketing in particulars poses many challenges and threats to the marketer within the competitive market. The pharmaceutical and healthcare ecommerce companies should focus more on
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						digital marketing and will formulate its strategies per the buyer preference and behavior
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Chapter 3

Methodology

Study Period: 2 Months (15th April'2022- 15th June'2022)

Study Setting: Out-patient department at BMCHRC,Jaipur

Type of Study: Descriptive Study

Study Population: Out Patient Department patients from different cities of Rajasthan including Jaipur and nearby states like Madhya Pradesh, Uttar Pradesh and Delhi.

Inclusion Criteria: OPD Patients who could speak and respond properly .

Exclusion Criteria: Patients with mouth cancer were excluded due to lack of speech clarity.

Sampling Method: Systematic Sampling is used for collecting data. Patients registered in OPD (were numbered starting from 1 everyday, and the patients having multiple of 5 were interviewed.)

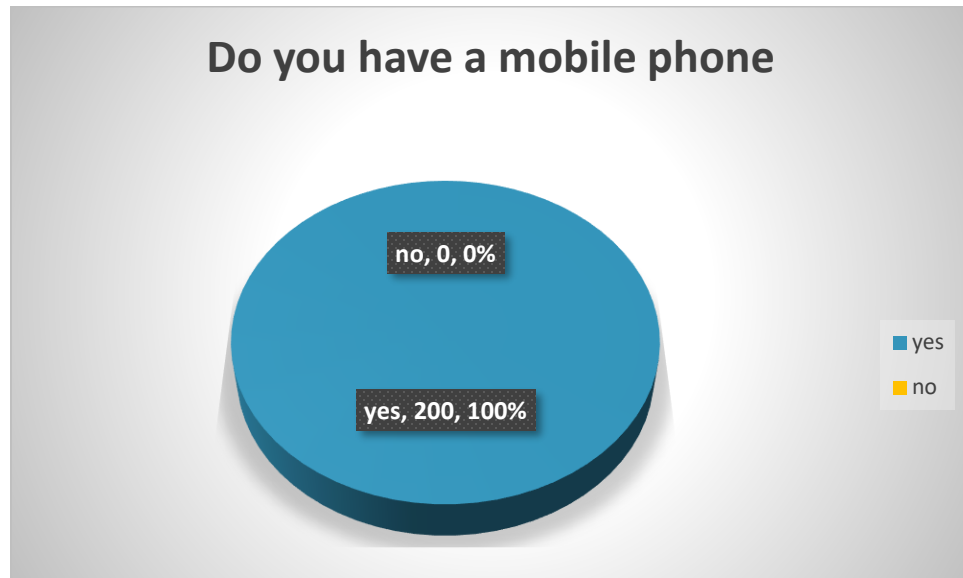
Sample Size: 200 Patients. 10 patients per day in a sequence of multiple of 5 from OPD registration for 20 days .

Data Collection Method : Data was collected through interview schedules which consisted of 10 questions to gain information on the usage of mobile phones, social media, and the reach of marketing strategies of the hospital.

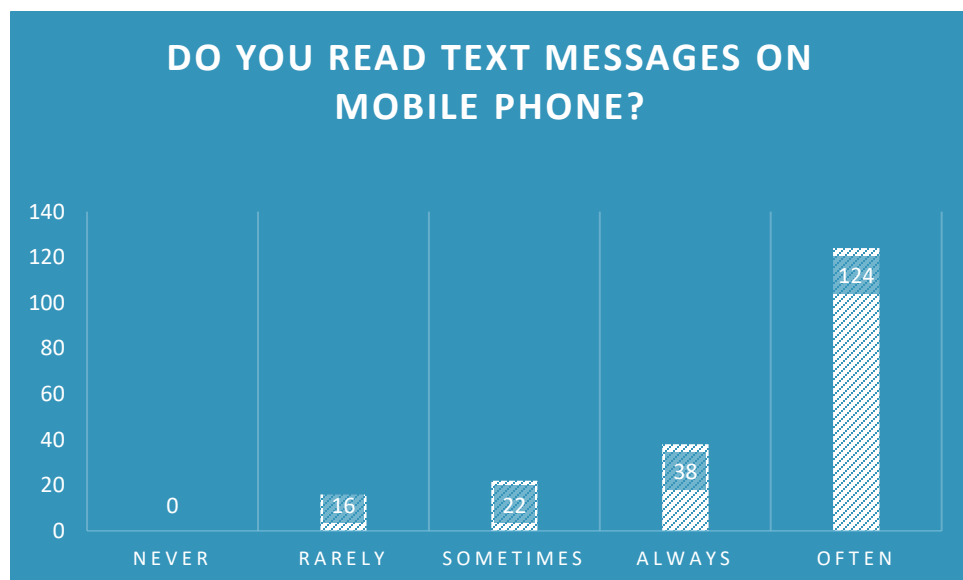
Study Tools: Questionnaire

Data Analysis: The Data collected from the patients and the google analytics website of the hospital was stored and organized in MS Excel . A comparison of the data collected from the patients and the google analytics was made and is put forward using graphical representations.

CHAPTER 4: RESULTS AND INTERPRETATION



To analyze the reach and effectiveness of the digital marketing strategies of Hospital, the questionnaire began with the most basic question that if the patients possess a mobile phone. It was found that all the respondents had a mobile phone thus making a way for the digital marketing tactics.



All the respondents were asked to rate their level of activity for text messages on a scale of 0-4 where,

0 :- Never

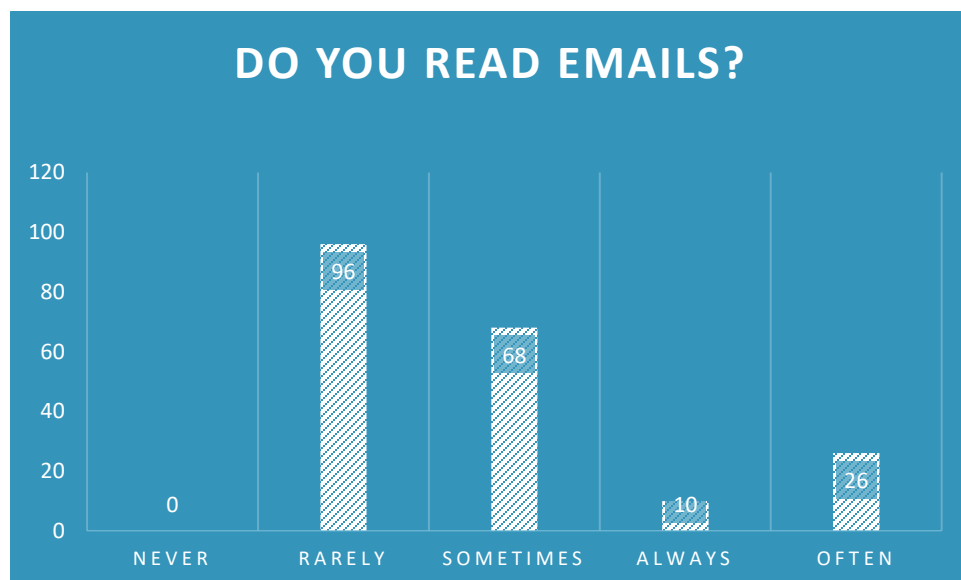
1 :- Rarely

2 :- Sometimes

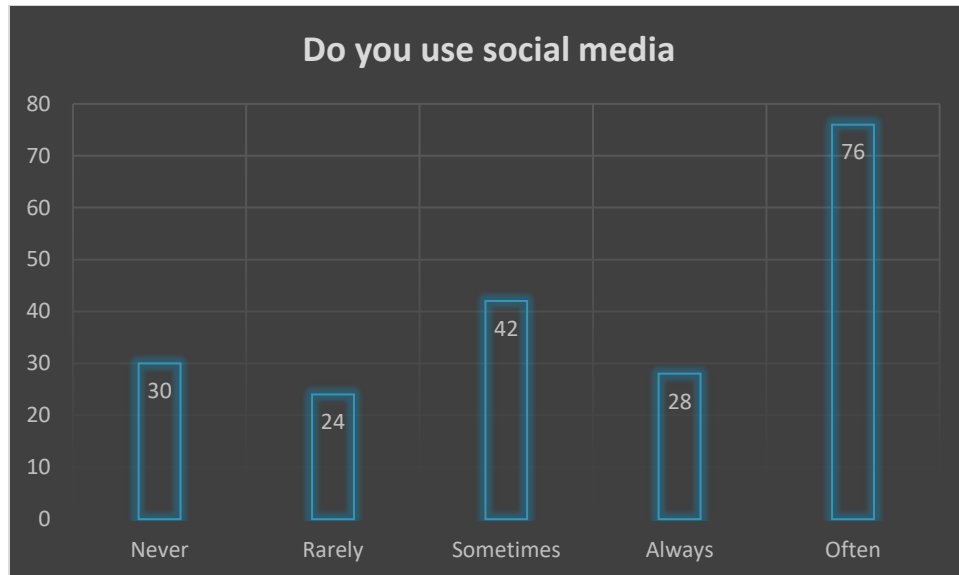
3 :- Always

4 :- Often

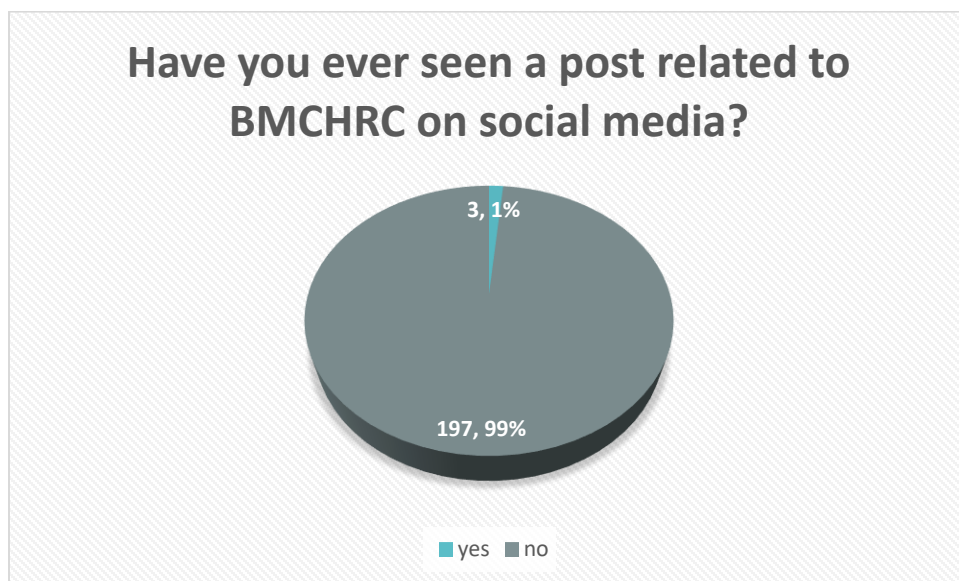
It was found that 162 respondents were actually active on text messages which accounts for about 81% of the total respondents and thus they are easily accessible through text messages. 11% of the respondents are moderately using and checking text messages and only 8% of respondents are nearly inactive.



Only 18% of the respondents were accessible through emails. 34% respondents moderately read emails and 48% read emails rarely thus making the process flow of information a bit difficult via this channel.



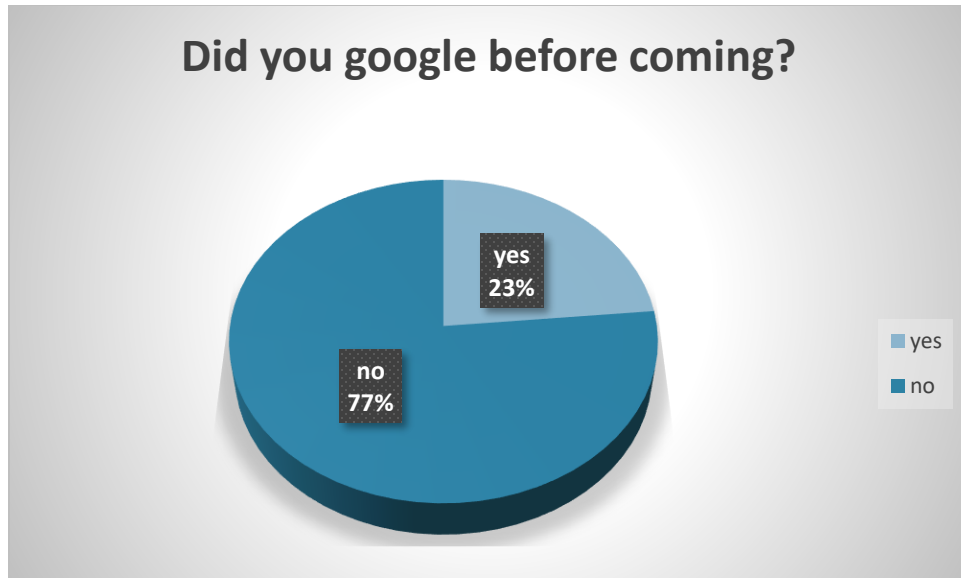
15% of respondents did not use social media while 12% rarely used it. 21% of respondents are moderately active on social media while 52% of respondents are using social media platforms on a daily basis.



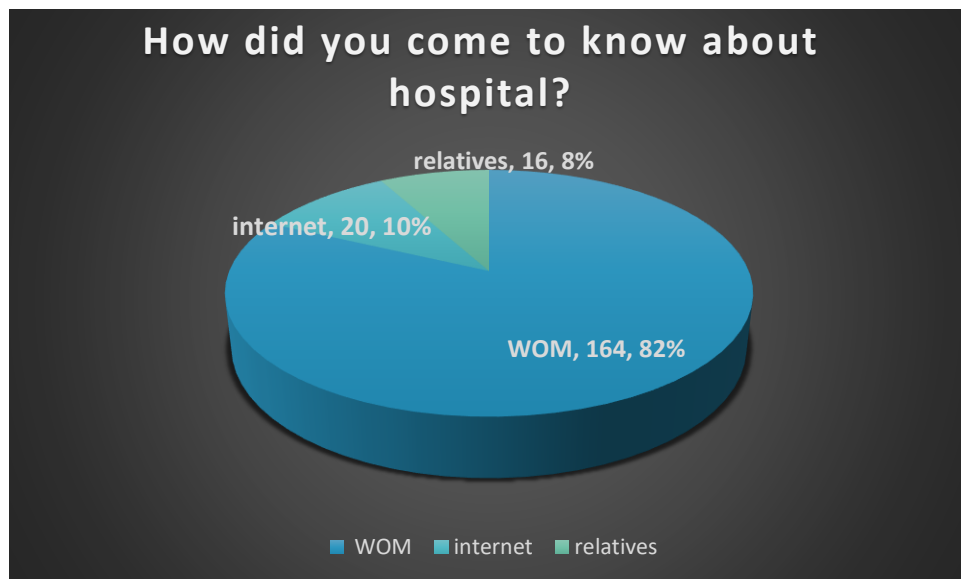
Only 3 respondents that accounts for just 1% have seen posts related to BMCHRC on social media;. Thus this shows that the current Digital Marketing strategies are not efficient and donot reach the target audience.



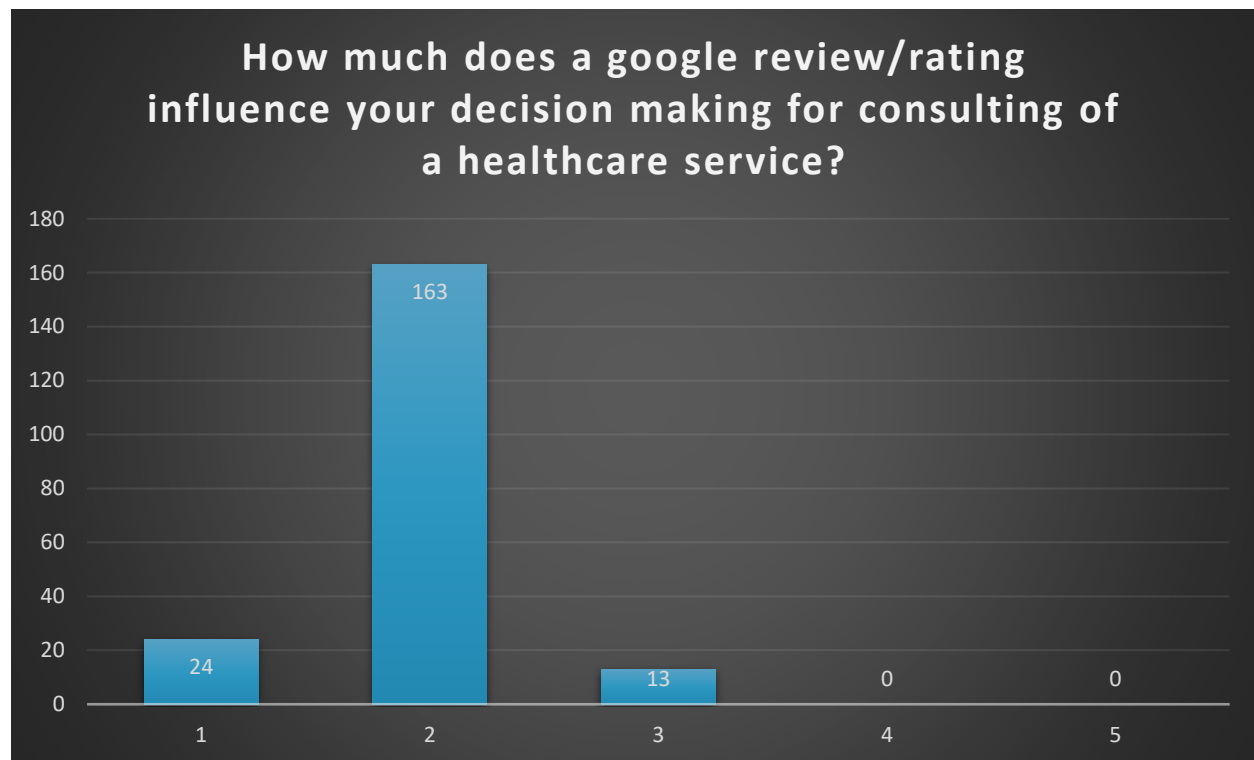
The hospital has a website and it has been practicing Pay Per Click and Search Engine Optimisation that lands the explorer on the Hospital's website. Only 26% of respondents have surfed the Hospital's website. 74% of the respondents have never been to the Hospital's website.



Only 23% respondents searched for the hospital on Google search Engine before visiting the Hospital.



Although the hospital has been practicing various marketing strategies but Word of Mouth is still considered to be the most common and reliable source of Hospital's information. 10% of respondents came to know about the hospital through Internet sources while 8% of respondents came to know about the hospital through relatives and friends.



200 respondents were asked how much do the negative feedbacks/google reviews affect their decision making for consulting of healthcare services and to rate that on a scale of 5, where

1 :- doesn't affect at all

2 :- slightly affects

3 :- Neutral

4 :- strongly affects

5 :- completely affects

According to 12% of respondents negative feedbacks or google reviews do not affect the decision making for consulting a healthcare service while approximately 82% of respondents think that it does slightly affect the decision making process.

6.5% of people assume that the negative feedbacks and reviews play a moderate role in decision making for healthcare consultation services.

CHAPTER 5: DISCUSSIONS

On analyzing the data collected via questionnaire it was found that :-

- All the 200 respondents possess a mobile phone.
- 81% of the total respondents are easily accessible through text messages. 11% of the respondents are moderately using and checking text messages and only 8% of respondents are nearly inactive.
- 18% of the respondents are accessible through Emails. 34% respondents moderately read emails and 48% read emails rarely thus making the process flow of marketing a bit difficult via this channel.
- 15% of respondents do not use social media while 12% rarely used it. 21% of respondents are moderately active on social media where as 52% of respondents are using social media platforms on a daily basis.
- Only 3 respondents out of 200 that accounts for just 1% have seen posts related to BMCHRC on social media. Thus this shows that the current Digital Marketing strategies are not efficient and do not reach the target audience.
- Only 26% of respondents have surfed the Hospital's website. 74% of the respondents have never been to the Hospital's website and Only 23% respondents searched for the hospital on Google search Engine before visiting the Hospital.
- Word of Mouth is still considered to be the most common and reliable source of Hospital's information. 10% of respondents came to know about the hospital through Internet sources while 8% of respondents came to know about the hospital through relatives and friends.
- According to 12% of respondents negative feedbacks or google reviews do not affect the decision making for consulting a healthcare service while approximately 82% of respondents think that it does slightly affect the decision making process. 6.5% of people assume that the negative feedbacks and reviews play a moderate role in decision making for healthcare consultation services.

CHAPTER 6 : CONCLUSION

By the results and the discussions laid above it can be concluded that the hospital's current digital marketing practices which include Social Media Marketing, Search Engine Optimisation and Pay per Click do not reach the target audience due to the lack of bridging platforms such as social media between the consumer and the hospital service.

Word of mouth remains a very crucial and major form of passing the information about the Hospital.

As per analyzing the results and the data collected from the research study it can be concluded that text message marketing is one of the most feasible and efficient forms of digital marketing for the 300 bedded cancer hospital.

Message Marketing the continued process of communicating news, sales, promotions or other relevant information to your customers via SMS (short message service) text messages on their mobile devices. it's a sort of digital marketing strategy that helps build brand awareness on a more personal level.

One can send bulk messages to groups of consumers or audience segments, or customize the experience even more by sending individualized messages. This tactic allows us to bypass other marketing noise – social media ads, email marketing campaigns, etc., – and go on to consumers' phones.

Ethical Considerations: The patient's data will be only obtained after informed written consent which will be bilingual(English and Hindi). The data collected will be kept confidential and solely used for the research purpose. The data will be stored in a password protected file. All the identifiers from the data will be removed and analysis will be done anonymously so that the identity of the patient remains safe.

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