

INTRODUCTION:

- Why Digital Marketing in Healthcare? Because it is the booming industry, the growth of digital marketing is tremendous and expected to grow more.
- The top priority in digital marketing investment will be to improve commerce experiences through social marketing, content creation and management and mobile marketing. Key discoveries likewise uncovered that an organizations advertising achievement depends for the most part on their website, social marketing, and digital advertising, which are all parts of digital marketing.
- This study is a review of the current scenario in Digital Marketing, with respect to different sectors of the Service Industry- e-Banking, Food Service Industry and Healthcare, mainly focused upon Kokilaben Dhirubhai Ambani Hospitals.

AIM:

To Review the Current scenario of Digital marketing in Healthcare Industry with respect to Kokilaben Dhirubhai Ambani Hospital.

OBJECTIVES:

- To Review the current scenario of Digital Marketing in Healthcare Industry with respect to Kokilaben Dhirubhai Ambani Hospitals.
- To explain different Digital Marketing Channels.
- To see the challenges and opportunities of Digital Marketing in Healthcare in India.

RESEARCH METHODOLOGY:

- Study Area: Kokilaben Dhirubhai Ambani Hospitals, Mumbai
- Type of Study: Descriptive Study
- Type of Data: a) Primary Data: It is focused upon Social media marketing review of Kokilaben Dhirubhai Ambani Hospitals.
b) Secondary Data: The clear review was done through audit of existing writing that aided in validation and extraction of the important variables and factors, information was gathered from optional sources like magazines, websites and other previous studies.
- Duration: 30 days
- Data Source: a) Primary Data was Collected from Office Executives and Company Data.
b) Secondary Data was collected from Magazines, Websites and other previous studies.
- As the examination led was observatory, there was no survey and thus no sample size or data interpretation was to be done.

CHANNELS



OPPORTUNITIES:

- More and More employment for the youth as this field is just growing and number of professionals are less.
- Increase the reach of your brand, therefore, leading to direct profit.
- There are lots of ways through which owners earn money apart from their primary business, e.g. - giving space for ads on website, affiliate marketing in e commerce etc.
- If the digital marketing comes everywhere in a full-fledged manner it will help the country itself to become digital that means major chunk of our population will start leading a life which will be smarter and faster.
- It will help our Indian Government Organizations to become digital.
- All the operation from Healthcare, railways, municipal organization etc. will become faster and smoother.
- Storing of valuable and confidential data of the government organizations will be easy and secured.
- The Dream of making "Digital India" can become true.

RECOMMENDATIONS:

- Smartphone
- Wi-Fi Adoption
- Bring your own device
- Government Mandates
- Voice over IP
- Social Media Platform
- Virtualization
- IP based Medical Devices
- mHealth
- Big Data

FACE BOOK ANALYSIS



Brand Overview



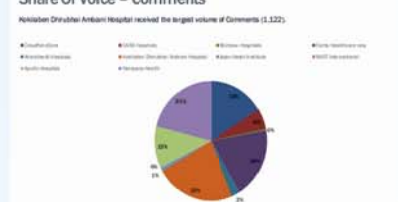
Brand Overview



Brand Responses



Share Of Voice - Comments



Most Engaging Brand Posts



CHALLENGES:

- A challenge to reach the population which is still not using the internet.
- High chances of failure of digital marketing campaigns because of confusion due to the availability of many different marketing options.
- Keeping pace with new trends and technology.
- If it doesn't work perfectly then chances of back fire is higher i.e. it might damage the brand name.
- Due to ever changing trends of different marketing areas and ever changing rules of search engine for optimizing the content, continuous awareness is required, which is very difficult.
- Storage of data with full security is still a big question mark.
- Analyzing the data in a wrong way can lead to damaging results which is found in a lot of companies and Healthcare Organizations.
- With the growth of these digital platforms, customers/ Patients have become more vocal about their feelings and opinions, and with the availability of this platform they have the power to damage as well as advocate for any brand, which is a high risk for the marketers.
- Day by day it is engulfing all the traditional ways of marketing, which ultimately might even lead to Television being left as the only source of traditional marketing.

CONCLUSION:

It is the right time to take the healthcare business to next step by integrating with digital marketing. Healthcare industry is never ending or does get affected by inflation. There are lots of opportunities ahead and it is the perfect moment to Digital Marketing individuals and for healthcare industries to implement digital strategies for better business. Kokilaben Dhirubhai Ambani Hospital improves Patient engagement, experience and satisfaction by

- Building Community relationships
- Sharing Hospital news
- Building local reputation
- Connecting with the Patients and their Families.
- Sharing general health information
- Answering questions
- Connecting with other health officials/institutions
- Fundraising
- Issue advocacy
- Building National and International reputation.

Guided By:
Mr. J.P. Singh

Presented By :
Dr. Priyanshi Argal
(MBA-HM21)