



A Comparative Study Of Digital Marketing Of Sakra World Hospital With Other Five Corporate Hospitals Of Bangalore

A Summer Training Project at Sakra World Hospital
by- Dr Priyanka Cherian, Roll No.- 0324, MBA-HM20



INTRODUCTION

Digital Channels like the Internet, email, mobile phones and digital television offer new prospects to cultivate customer relationships. Digital marketing is:

- deconstruction of traditional marketing
 - interactivity to both consumers and producers
 - role of consumers is active, rather than passive.
- important resource in gaining competitive advantage
- cost efficient and diverse

OBJECTIVES

The study was focused on comparing official websites and social media marketing efforts of Sakra World Hospital with five other corporate hospitals located in Bangalore

1. To analyze the official website of Sakra World Hospital for availability of important features and compare it with other study Hospitals
2. To analyze the social media presence of Hospitals and study their performance on Facebook to obtain pattern to achieve maximum user engagement.

METHODOLOGY

- Hospitals Studied: Sakra World Hospital, Manipal Hospital, Columbia Asia Hospital, Apollo Hospital, Fortis Hospital, Narayana Health
- Analysis of Website of study hospitals for a reference period of 10 days (April 1-10, 2016)
- All the Facebook post of study hospitals for a reference period of one month (March 12- April 20, 2016) [200 posts]

STUDY TOOL: CHECKLIST

Prepared a checklist to study the various dimensions of digital marketing and social media efforts by the study hospitals

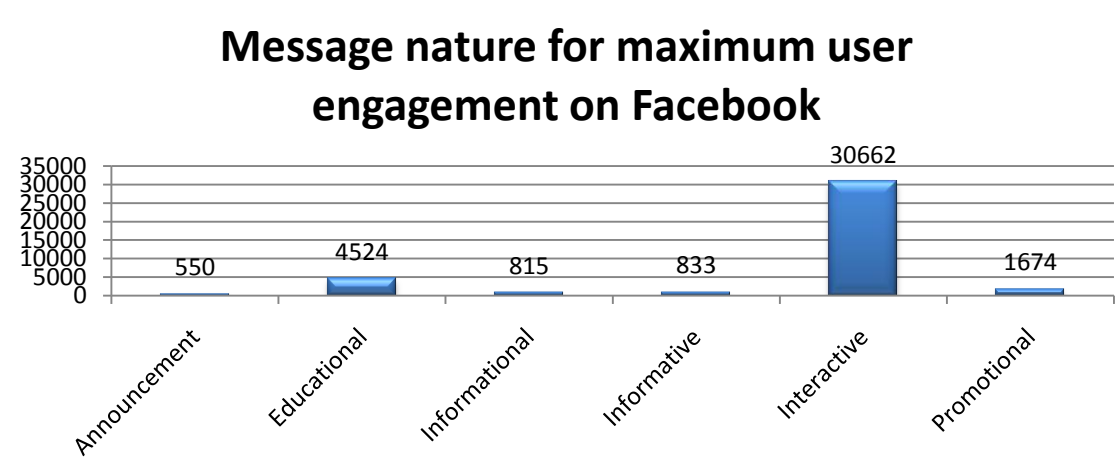
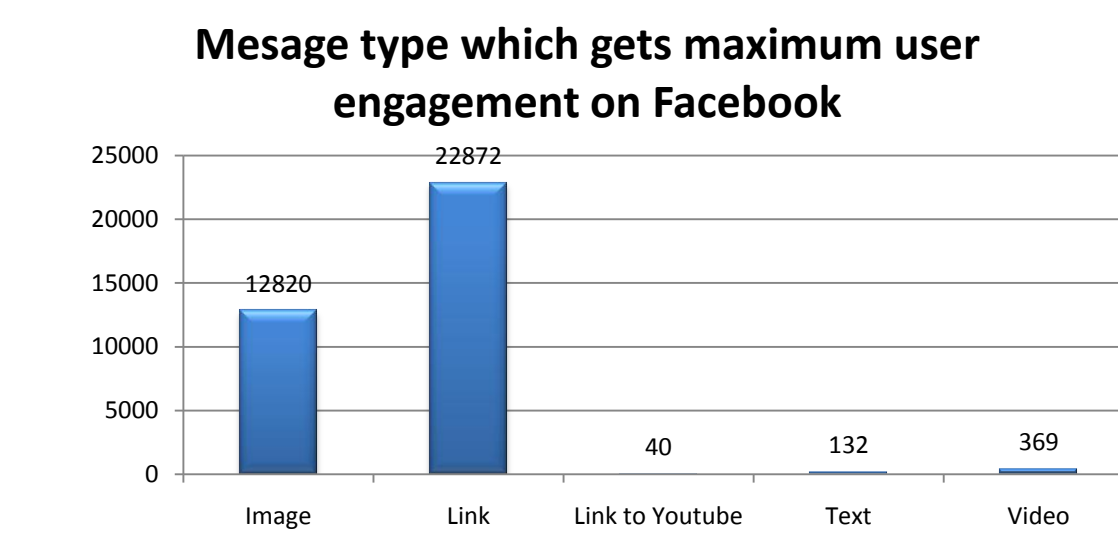
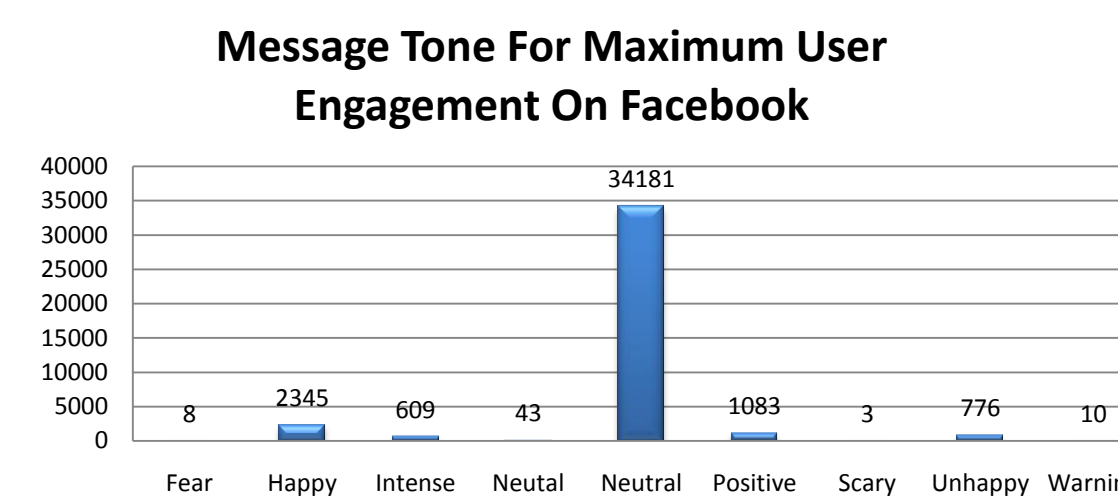
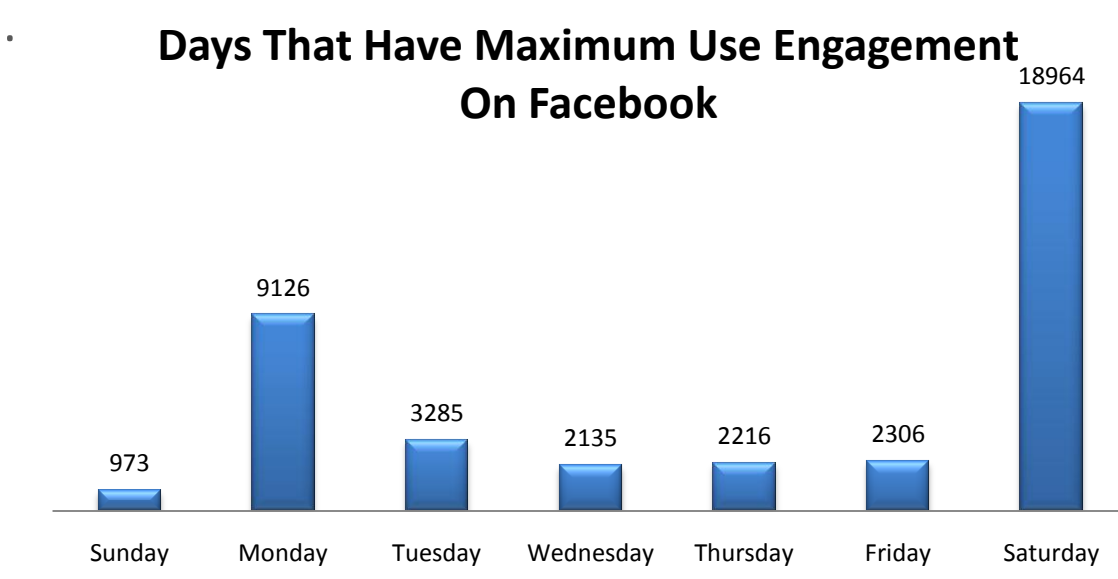
DATA ANALYSIS

AVAILABILITY OF FEATURES ON WEBSITES OF THE STUDY HOSPITAL

S.NO.	FEATURES	SAKRA WORLD HOSPITAL	NARAYANA HEALTH	FORTIS HOSPITAL	APOLLO HOSPITAL	MANIPAL HOSPITAL	COLUMBIA ASIA HOSPITAL	TOTAL [6]
1	Search	Yes	Yes	Yes	Yes	Yes	Yes	6
2	Emergency Number	Yes	No	Yes	Yes	Yes	No	4
3	Appointments	Yes	Yes	Yes	Yes	Yes	Yes	6
4	Contact	Yes	Yes	Yes	Yes	Yes	Yes	6
5	Languages	No	Yes	No	No	No	No	1
6	Book Health checkup	Yes	Yes	Yes	Yes	Yes	Yes	6
7	Live Chats	No	No	No	No	Yes	No	1
8	International Patients	Yes	Yes	Yes	Yes	Yes	Yes	6
9	Carrers	Yes	Yes	Yes	Yes	Yes	Yes	6
10	Upload Resume	No	No	No	No	No	Yes	1
11	Mobile App	No	No	No	No	Yes	No	1
12	Testimonials	Yes	Yes	No	Yes	No	Yes	4
13	Medical Professionals	Yes	Yes	No	Yes	Yes	Yes	5
14	Health-Checkups	Yes	Yes	No	Yes	Yes	Yes	5
15	Videos	No	Yes	No	No	No	No	1
16	Health-Articles	No	No	No	No	No	Yes	1
17	Social media Presence	Yes	Yes	Yes	Yes	Yes	Yes	6
18	Pay-Online	No	Yes	No	Yes	No	No	2
19	What's New	No	Yes	Yes	Yes	Yes	Yes	5
20	Events and Promotion	Yes	Yes	No	Yes	No	Yes	4
21	Find a Doctor	Yes	Yes	No	Yes	Yes	Yes	5
22	Second Opinion	Yes	No	No	Yes	No	No	2
23	Online Consultation	No	No	No	No	No	No	0
24	Patient Portal	No	No	No	No	No	No	0
25	Medical Reports Online	No	No	No	No	Yes	No	1
26	Desktop and Mobile Site Vs Responsive website	Yes	Yes (live chat on mobile)	Yes	Yes	Yes	Yes	5
TOTAL [26]		15	16	10	17	16	16	

STUDY HOSPITALS PRESENCE ON SOCIAL MEDIA PLATFORM

Name Of hospital	Face-book	Twitt-er	Insta-gram	Google ±	Linke-dln	You-tube	Blog	Four Square	Alexa	Quora	Pin-intrest	Slide-share	Total (12)
Sakra World Hospital	Yes	Yes	No	Yes	Yes	Yes	Yes	No	No	No	Yes	No	7
Narayana Health	Yes	Yes	No	No	Yes	Yes	Yes	No	No	No	No	No	5
Fortis Hospital	Yes	Yes	No	No	Yes	No	Yes	No	NO	No	NO	NO	4
Apollo Hospital	Yes	Yes	No	No	Yes	Yes	Yes	No	Yes	No	No	Yes	7
Manipal Hospital	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	10
Columbia Asia	Yes	Yes	No	Yes	No	Yes	No	No	No	No	Yes	No	5
Total	6	6	1	3	5	5	5	1	2	1	2	1	-



Post having Maximum User Engagement were :

Tone is **Neutral**
Message Type- **Interactive**
Type is **Info graphics and Text on Image**
Design is **Human**
Days having maximum user engagement is **Saturday followed by Monday.**
Time:12pm>4:30pm>11:00am>10:15am>5:20pm

TOP 20 POST ON FACEBOOK OF THE STUDY HOSPITALS FROM MARCH 12TH TO APRIL 20TH 2016

S.No h.6	DATE	HOSPITAL'S PAGE	TOTAL LIKES, SHARES & COMMENT	TYPE	TO NE	MESSAGE	SENTIMENTS	DESIGN	DESIGN TYPE
1	02 Apr 2016	Narayana Health	16983	Link	Neutral	Interactive	happy	Infographics	Human
2	05 Apr 2016	Apollo Hospitals	7743	Link	Neutral	Interactive	happy	Infographics	Human
3	15 Apr 2016	Apollo Hospitals	6869	Link	Neutral	Interactive	happy	Infographics	Human
4	15 Apr 2016	Apollo Hospitals	6689	Link	Neutral	Interactive	happy	Infographics	Human
5	11 Apr 2016	Apollo Hospitals	6381	Link	Happy	Announcement	Positive	image	Human
6	12 Apr 2016	Apollo Hospitals	5553	Link	Neutral	Announcement	Neutral	Infographics	Human
7	04 Apr 2016	Narayana Health	5483	Link	Neutral	Interactive	Positive	Infographics	Human
8	01 Apr 2016	Apollo Hospitals	5056	Link	Neutral	Educational	Neutral	Infographics	Abstract
9	01 Apr 2016	Apollo Hospitals	4842	Link	Happy	Promotional	Positive	Text on image	Human
10	31 Mar 2016	Narayana Health	2003	Link	Neutral	Informational	Positive	Infographics	Abstract
11	13 Apr 2016	Manipal Hospitals	1606	Link	Positive	Interactive	Positive	Text on image	Abstract
12	11 Apr 2016	Narayana Health	1439	Link	Neutral	Interactive	Positive	Text on image	Human
13	19 Apr 2016	Narayana Health	1279	Link	Neutral	Informational	Positive	Infographics	Abstract
14	16 Apr 2016	Narayana Health	1263	Link	Positive	Interactive	Positive	Text on image	Abstract
15	15 Apr 2016	Manipal Hospitals	1168	Link	Neutral	Interactive	Positive	Text on image	Human
16	23 Mar 2016	Manipal Hospitals	1109	Link	Happy	Interactive	Positive	Text on image	Abstract
17	26 Mar 2016	Narayana Health	1082	Link	Neutral	Interactive	Enthusiastic	Text on image	Human
18	28 Mar 2016	Manipal Hospitals	1067	Link	Neutral	Interactive	Enthusiastic	Text on image	Abstract
19	12 Apr 2016	Manipal Hospitals	1054	Link	Positive	Interactive	Neutral	Text on image	Abstract
20	18 Apr 2016	Manipal Hospitals	1013	Link	Happy	Interactive	Positive	Text on image	Abstract

Out of top 20 post that got maximum likes between 15 March - 12 April:
Apollo hospital- 7 posts
Narayana Hospital- 7 posts
Manipal Hospital- 6 post
Apollo Hospitals, Narayana Hospitals, Manipal Hospitals are the best performing on Facebook

PERFORMANCE ANALYSIS OF THE STUDY HOSPITALS ON FACEBOOK

Page	Number of fans	Engagement	Post Interaction	Page Performance Index	Average Weekly Growth	Posts per day	Value To Reach These many People (Rupees)
Apollo Hospitals	20,90,334	0.09%	0.02%	6.0%	0.2%	3.7857	12,70,410
Columbia Asia India	60,579	0.03%	0.03%	1.0%	0.0%	1.0357	40,354
Fortis Bangalore	64,143	0.04%	0.03%	9.0%	- 0.02%	1.1071	34,824
Manipal Hospitals	4,64,499	0.16%	0.05%	3.0%	- 0.03%	3.25	10,46,220
Narayana Health	9,41,725	0.16%	0.08%	37.0%	3.87%	1.8929	10,46,220
Sakra World Hospital	4810	1.08%	1.12%	36.0%	0.56%	0.9643	48,873

Sakra World Hospital may be receiving less number of likes, comments and shares as compared to other hospitals but when we compare it with the total number of followers they have on Facebook (maximum User Engagement), it is performing better. However it has good growth on Facebook, yet falls way behind the other hospitals in competition on social media platform- Facebook

RECOMMENDATIONS

FOR WEBSITE

- Language** translations should be made available on website
- Timings:** OPD timings and weekday/time of availability of doctor
- Reports:** Online lab report
- Fees/Charges:** Registration charges/OPD charges/ Consultation fees
- Live Chat** with health provider for assistance
- Medical Insurance-** TPAs available in the hospital
- International patients** - Name of Insurance we accept, Stay information, whether pick up is available
- Facilities** : ATM, Cafeteria, CCD
- Latest technology** projected as Least Invasive Procedure
- Patients Portal** should be added on the website
- Videos** about Sakra World Hospital
- Introduction of mobile app
- Careers** (upload Resume feature)

FOR FACEBOOK

- The Hospital should increase the number of post on its Facebook timeline from 0.964 to 3-4 post per day
- The hospital should follow the pattern of post to achieve maximum user engagement:
Day: Saturday
Type: Text on image
Tone: Neutral
Message: Interactive
Design: Human
Time: 12:00pm and 4:30 pm

LIMITATIONS

- Sample Size may be insufficient
- Study is for short duration
- Trend may not be fully analyzed due to streaming data
- Factors may be insufficient for comparison
- Strength of association of dependent and independent factors is not calculated for website