# SIGNING UP WITH DIGITAL AGGREGATOR AND AFFILIATOR FOR COLUMBIA ASIA

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## INTRODUCTION

Digital marketing is the promotion of ones business, organization or brand using channels such as the Internet, mobile devices, television and radio in addition to using creative online advertising, video, podcasts and other similar methods to communicate your message.


Major advantages of digital marketing are:
- **Wide reach**
- **Measurement of effectiveness is possible**
- **Interactive and engaging in nature**
- **Time saving**
- **Cost effective**

1. **Aggregators**, are platform which provides technology for listing doctors, making online appointments. This will help Columbia Asia in increasing the web portal traffic and lead generation. Their Premium listings option help us with Search Engine Optimization.
2. **Affiliates** are third party agencies who provide advertising space to their partners. These agencies generally attract huge traffic on their platform resulting in higher visibility of the brand amongst potential customers.

These initiatives will position Columbia Asia strongly in digital space for the years to come.

## OBJECTIVES:

### Specific Objective:

To do detailed analysis of the Digital Channels employed by Columbia Asia at present.

### General Objective

To Identify Affiliates and Aggregators with whom Columbia Asia can initiate Tie-ups.

## RESEARCH METHODOLGY:

**STUDY DESIGN:**

The Study is performed through collection of data from the web, by a way of exploration performed over a period of 2 months.

**PRESENT STATUS IN DIGITAL MARKETING DEPARTMENT OF COLUMBIA ASIA:**

**Website – Current**

•Page views per month has increased by 1.5times as compared to previous year..

•2.5 times increase seen in per month Appointments as compared to previous year. .

•Added a feature of responsive website layout.

**Social Media – Current**

•Manages Social Media Posts on various specialities.

Manages Doctor Live Chat events on Face book.

61,000 fans on Face book with 34% average engagement.

750 followers on twitter,6000 post likes and 1500 shares.

**Search engine optimisation – Current**

•Optimised website to be SEO friendly having features to easily customise the search tags and scripts.

•Total of 290,142 Unique visitors on Desktop & 183,70 Unique visitors on Mobile.

**Search Engine Marketing (SEM) – Current**

•SEM campaigns were executed to generate leads for focus procedures from target markets.

•Generated 550 appointments per month.

•Monitored user search queries from Google Ad Words and Optimised the keywords.

**International Patient Service (IPS) - Current**

•Country specific SEM campaigns were created to optimised the performance based on user behaviour and search.

•Generated 850 Queries online.

**Content marketing – Strengths**

•Articles and Blogs on the website.

•Videos on the website.

### MEANS OF MEASURING SUCCESS OF DIGITAL MARKETING CHANNELS IMPLEMENTED BY COLUMBIA ASIA.


## SWOT ANALYSIS OF SIGNING UP WITH THE AGGREGATORS AND AFFILIATES:

**SWOT ANALYSIS**

**STRENGTHS**

* Visibility among potential patients.
*Online lead generation/ SEO to improve patient flow.
*Manage multiple location, control chain of hospital from anywhere, anytime.
*Global reach
*Brand visibility.

**WEAKNESS**

*Since the organization is planning to tie up with multiple platforms, a system to coordinate the multiple platforms should be developed.

*Securing patients data on affiliates platform will be a challenge.

**OPPORTUNITIES**

*Paperless records, faster decision making.

*Best ROI for patient focused promotion campaign.

*Digital doctor's referral system can be adopted.

**THREAT**

*A master system should be developed which can effectively coordinate with multiple platform.

*Our competitors have already made a presence In the domain which will make our task more challenging.

**Short listing Criteria of Aggregator and Affiliates:**

- Traffic on vendors site.
- Domain ranking in healthcare .
- Commission based model and for few big vendors one time payment system for aggregators.
- PPC and CPM model for Affiliates.
- Their web design.

## PROSPECTS:

Columbia Asia is not far behind with its immediate competitors in digital marketing space, as interpreted through their plans for the upcoming year.

While we may not be too far away from our competitors, it is evident that our competitors have been aggressively pursuing digital marketing. Hence it is extremely important for Columbia Asia to pursue collaboration with Aggregators and Affiliates on a war footing.

After having spent active time in pursuing sign up with the aggregators, I have identified the following 3 major challenges which will require case by case deliberations and policy creation.

1) As with most business, the 20:80 formula holds perfectly applicable to digital marketing in healthcare where 20% of the companies represent 80% of the market share. Hence, there are lot many companies that have very little market share, yet project big numbers. Hence it is very critical to evaluate a platforms potential critically before making a partnership.

2) Two different models exist in the healthcare ecommerce. One where a commission based model is in practice where the aggregators are paid on the basis of number of conversions while another model expects the Hospital to pay up an upfront signup fee. Both have their advantages and disadvantages. It is best that the former model is adapted to minimize the input and look towards performance based commissions.

3) Many aggregator also try to market/sell compulsory add which are either may be available with Columbia Asia or may not add much value to our existing set up. Many a times the negotiations have hit a dead end due to this reasons. However, there needs to be robust negotiation policies for such instances.

## SUGGESTION

The following Tie ups are suggested for Columbia Asia Hospital with Digital Aggregators and Affiliates.

| Aggregators and Affiliates | Service Charges |
|---|---|
| Practo.com | Free |
| Ask4healthcare.com | 120,000/annum guarantee 20 lakh IP business |
| Justdial.com | 30000/ hospital/ annum |
| Sulekha.com | 2,63,350/annum |
| Asklaila.com | 90,000/annum |
| Askme.com | 5% commission based model only for health program |
| Surgivisor.com | 7% commission based model |
| Credihealth.com | 7% commission based model |
| 3scaremedicalservices.com | Free |
| Medinfi.com | Free |
| Visitdr.com | Free |
| Topdoctorsonline.com | Free |
| Eswathyasewa.com | 5% commission based model |
| Icliniq.com | 25/- per lead |
| Contactdoctor.com | 5% commission based model |
| Doctorscabin.com | 5% commission based model |
| Medindianet.com | Free |
| Hospitalkhoj.com | 18000/- per annum |
| Indiahospitalreview.com | 12000/- per annum |

## CONCLUSION

Hence in conclusion, the study suggest that digital marketing plays a very critical role in today's healthcare system.

Already existing channels such as SEO, social media, content marketing have enabled in creation of a robust and thriving marketplace. This marketplace model is relatively new and has a great market potential that leverages technology to connect a hospital and a patient in seamless manner