

COMPREHENSIVE DIGITAL MARKETING PROJECT WORK



PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

Mission/Values: Our Mission is to bring healthcare within the reach of every individual. We are committed to the achievement and maintenance of excellence in education, research for the benefit of humanity. The mission of the Hospital is to provide quality health services and facilities for the community, to promote wellness, to relieve suffering, and to restore health as swiftly, safely and humanely as it can be done, consistent with the best service of the highest value we can give for all concerned.

Values : safety, Care and Trust. These are Our Core Values at Apollo, and factor into every decision we make on a daily basis. Stay ahead of the curve by constantly creating innovative solutions for the wellbeing of our patients and society as a whole. Always look for ways to add value in everything we do by going the extra mile.

Vision: “Mayo Clinic will provide an unparalleled experience as the most trusted partner for health care. To be the most trusted healthcare partner FOR PEOPLE through our unsurpassed quality & care and by striving to provide **ACCESSIBLE**, **AFFORDABLE** and **BEST AVAILABLE** healthcare services in India.

USP: Apollo hospitals value proposition lies in the brand name which has earned the trust of the people through its services that they have been providing since 1938, all over the world. Apollo Ranchi, along with brand name, excudes value for patient in terms of low cost model of treatment. with automated systems for getting appointment & managing the crowd. also with the state of art healthcare infracture it has the capability to handle the most complex of surgeries. since apollo hospital does not much of marketing/promotio. most of the first times patients at apollo are because of word-of-mouth communicatin from its patients or because of the name/trust it has earned over the years.

PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA

- **Analyze Brand Messaging:** Apollo Hospitals Enterprise Limited reported earnings results for the fourth quarter ended March 31, 2023. For the fourth quarter, the company reported sales was INR 43,022 million compared to INR 35,464.3 million a year ago. Revenue was INR 43,185.5 million compared to INR 35,771.5 million a year ago. Apollo hospital provides quality healthcare services with more than 53 branches across the Country. Prominently apollo is know best for heart problems and knee and hip replacement surgeries besides other major ailments.The specialists include-heart,orthopedics,spine,cancer care, gastroenterology,neurosciences,nephrology,urologycritical care.

Examine the brand's tagline: 'With touching lives' as our slogan at apollo,we are proud to say we have succeed touchinglives of approximately 45 million people in over 120 countries.The tagline "Touching Lives" is a simple, yet effective way to communicate Apollo Hospital's mission and vision. The word "touching" implies that Apollo Hospital goes beyond providing just medical care, but also strives to make a personal connection with each patient. The word "lives" suggests that Apollo Hospital's impact is far-reaching, touching the lives of millions of people around the world.

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- **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

Competitor 1: ANG lifesciences India LTD. ANGLIF

ANG Lifesciences established its manufacturing facility at BADDI and serving since 2008. The plant has well equipped quality control laboratory with most modern and validated analytical equipment . Detailed SOP's are in place with respect to quality management. It is a fast growing professionally managed organization with an ultra modern fully integrated, manufacturing facility dedicated to Dry Powder Injectables (SVP). ANG Lifescience is committed to Quality products and services that address the prevention , diagnosis and treatment of diseases, thus enhancing people's health and quality of life .

C

OMPETITOR 2: Aster DM healthcare LTD.ASTDMH

Aster DM Healthcare Limited is a publicly-traded multinational for-profit hospital conglomerate healthcare company founded by Azad Moopen in 1987. The company has its corporate headquarters in Dubai, UAE, and is registered in Bangalore, India. Aster

DM Healthcare currently operates hospitals, medical centres, diagnostic centres, laboratories and pharmacies in six GCC countries and India. The corporation works in a variety of economic sectors through its brands Aster, Medcare, and Access.

Aster Labs is the diagnostic branch of Aster DM Healthcare. Aster Clinical Lab has a global reference lab at Bengaluru, 20 satellite labs and 190+ patient experienced centers across Karnataka, Kerala, Maharashtra, Tamil Nadu, Telangana and Andhra Pradesh.

COMPETITOR 3 : Chennai meenakshi multispeciality hospital LTD.DEVHOS.

Chennai Meenakshi Multispeciality Hospital Limited. (CMMH), formerly known as Devaki Hospital, is a 100-bedded hospital located in the heart of Chennai at Mylapore, it is headed by its CEO, Dr.V.Krishnamurthy, an eminent Rheumatologist. He is ably assisted by a team of dedicated specialists whose USP is commitment, empathy, professional skill, expeditious response and quality care at affordable cost.

PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA

- **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.

A buyer's persona is detailed description of someone who represents your target audience. This persona is fictional but based on deep research of your existing or desired audience. you might also hear it called a customer persona audience persona or marketing persona.

TARGET AUDIENCE:

High-income individuals and families: Apollo Hospitals is known for its high-quality healthcare services and its reputation as one of the best hospitals in India. As a result, it attracts a large number of high-income individuals and families who are willing to pay for the best possible care.

Corporate clients: Apollo Hospitals also has a significant number of corporate clients. These clients include multinational companies, government agencies, and other organizations that provide healthcare benefits to their employees. Apollo Hospitals offers a variety of corporate health plans that allow these organizations to provide their employees with access to high-quality healthcare at a discounted rate.

Mediclaim policyholders: Apollo Hospitals is also a popular choice for mediclaim policyholders. Mediclaim is a type of health insurance that is offered by private insurers in India. Apollo Hospitals is a preferred provider for many mediclaim insurers, which means that policyholders can use their mediclaim benefits to pay for their treatment at Apollo Hospitals.

People from rural areas: Apollo Hospitals also has a presence in rural areas through its Apollo REACH program. Apollo REACH hospitals are smaller hospitals that offer a limited range of services, but they provide a valuable service to people in rural areas who do not have access to quality healthcare.

In addition to these groups, Apollo Hospitals also attracts a large number of patients from other countries. Apollo Hospitals is a well-known brand internationally, and it is often seen as a symbol of high-quality healthcare in India. As a result, it attracts patients from all over the world who are seeking the best possible care.

Overall, Apollo Hospitals has a wide target audience that includes people from all walks of life. The hospital's reputation for quality care and its convenient locations make it a popular choice for people from all over India and the world.

.DEMOGRAPHIC:

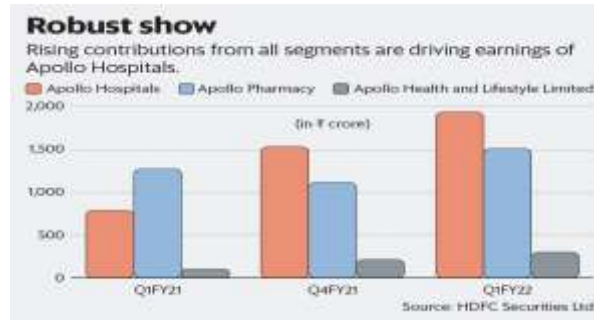
Age: The target audience spans a wide range of ages, from infants to the elderly. However, the hospital's marketing efforts are typically focused on the 25- to 65-year-old age group, which is the most likely to be able to afford the hospital's services.

Gender: The target audience is evenly split between men and women. However, the hospital's marketing efforts are often targeted towards women, as they are more likely to be the primary decision-makers when it comes to healthcare decisions for their families.

Income: The target audience is primarily made up of high-income individuals and families. However, the hospital also offers a variety of financial assistance programs, which make its services more accessible to people from lower-income groups.

Education: The target audience is well-educated. The majority of the hospital's patients have at least a bachelor's degree.

Geographic location: Apollo Hospitals has a nationwide presence, with hospitals located in major cities all over India. However, the hospital's marketing efforts are typically focused on urban areas, where the majority of its target audience lives.



.PSYCHOGRAPHIC: Apollo Hospitals targets affluent, time-sensitive, and educated patients who are seeking high-quality, convenient, and trustworthy healthcare.

Affluence: Apollo Hospitals' patients are typically high-income earners, with a majority falling into the upper-middle, middle, and upper income brackets. This is due to the hospital's reputation for providing high-quality care, which comes at a premium.

Urgency: Apollo Hospitals is often seen as a go-to option for patients who are seeking urgent or critical care. This is due to the hospital's reputation for providing high-quality care in a timely manner. Patients who are facing a medical emergency are willing to pay a premium for the peace of mind that comes with knowing that they will receive the best possible care.

Education: Apollo Hospitals is seen as a leader in medical education and research, and many of its patients are drawn to the hospital because of its reputation for excellence in these areas. Patients who are interested in the latest medical advances and who want to be treated by the best doctors are more likely to choose Apollo Hospitals.

Trust: Apollo Hospitals has a long history of providing high-quality care, and its patients are known to be loyal to the brand. Patients who have had positive experiences with Apollo Hospitals in the past are more likely to choose the hospital again in the future, even if it means paying a premium.

.BEHAVIOUR : Apollo Hospitals is a chain of hospitals in India that is committed to providing high quality, patient-centric care. The hospital's behavior is guided by its mission, vision, and values, which include:

Mission: To provide the highest quality of healthcare to all patients, regardless of their ability to pay.

Vision: To be the leading healthcare provider in India and the world.

Values:

Integrity: Upholding ethical standards, honesty, and fairness in everything that the hospital does.

Excellence: Providing truly outstanding care that heals the mind, body, and spirit.

Accountability: Accepting responsibility for its actions and continuing to be a trustworthy source of healing in the community.

Compassion: Maintaining an open-minded, holistic approach that seeks to fully understand its patients, partners, and team members.

In line with these values, Apollo Hospitals strives to provide a patient-centric experience that is based on the following principles:

Innovation: The hospital is constantly innovating to improve the quality of care it provides.

As a result of its commitment to these principles, Apollo Hospitals has been recognized as one of the best hospitals in India and the world. The hospital has received numerous awards, including the JCI Gold Seal of Approval, the Forbes Global 2000 list, and the World's Best Hospitals list by Newsweek.

Here are some examples of Apollo Hospitals' behavior that demonstrate its commitment to patient care :

The hospital has a dedicated patient relations team that is available to answer questions and address any concerns that patients or their families may have.

The hospital offers a variety of support services for patients, including counseling, financial assistance, and transportation.

The hospital has a strong focus on research and innovation, and it is constantly developing new treatments and therapies.

The hospital is committed to providing quality care at an affordable price, and it offers a variety of financial assistance programs to patients who need it.

Overall, Apollo Hospitals is a highly professional organization that is committed to providing high quality, patient-centric care. The hospital's behavior is guided by its mission, vision, and values, and it is constantly striving to improve the quality of care it provides

INTERESTS: Apollo Hospitals is a multispecialty healthcare provider with a wide range of interests. Some of their key interests include:

Cardiology: Apollo Hospitals is a pioneer in cardiac care in India. They have a strong track record of performing complex cardiac procedures, including open heart surgery, cardiac catheterization, and stenting.

Oncology: Apollo Hospitals is also a leader in cancer care in India. They have a comprehensive cancer care program that includes surgery, chemotherapy, radiation therapy, and supportive care.

Neurosciences: Apollo Hospitals is a leading provider of neuroscience care in India. They have a team of experienced neurosurgeons and neurologists who offer a wide range of services, including brain surgery, spinal surgery, and stroke care.

Organ transplantation: Apollo Hospitals is one of the leading providers of organ transplantation in India. They have performed over 10,000 organ transplants, including kidney, liver, heart, and lung transplants.

PART 2: SEO & KEYWORD RESEARCH

- **SEO (Search Engine Optimization)** : Search Engine Optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic rather than direct traffic or paid traffic.
- SEO is the art and science of getting pages to rank higher in search engines such as google.
- SEO means the process of improving yor website to increase its visibility in Googlr, Microsoft Bing, and other search engines whenever people search for :
 1. Products you sell.
 2. Services you provide.

On-Page SEO Results



Your On-Page SEO could be better

Your page has scores based off On-Page SEO2 recommendations that could be improved for time. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank. But remember keywords. You should ensure that <Title> Tag Content is completed correctly and aligns best content to target keywords.

Title Tag

You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).

Suboptimizing descriptions in locale 1 locale: Hospitals for all your Healthcare needs - Agentic Hospitals

examples : 100

Title tags are very important for search engines to correctly understand and categorize your content.

Meta Description Tag

Your page has a meta description tag Problem: your meta description should ideally be between 70 and 160 characters (including spaces).

Agentic Hospitals is the leading multi-specialty health care with wide base in class hospitals for cancer, heart replacement, bone transplant, kidney, diabetes, kidney etc.

examples : 175

A meta description is important for search engines to understand the content of your page, and is often shown as the description box below in search results.

Recommendations

Optimize for meta meta title

Reduce length of title tag (between 10 and 70 characters)

Optimize meta description (between 70 and 160 characters)

Add canonical tag

Remove duplicate H1 tags

Optimize your images to reduce their file size

Optimize your page for Mobile PageSpeed Insights

Optimize your page for Desktop PageSpeed Insights

Use your main keywords across the content H1/H2 tags

Main use of H1/H2+promot

Update your URLs to be more human and search engine friendly

Add alt attributes to all images

Remove all unused font styles

Optimize the size of top images

SEO AUDIT: Apollo Hospital does a good job of off-page SEO. The website has a strong social media presence and is mentioned in a variety of directories. However, there is some room for improvement. For example, the website could get more backlinks from high-quality websites. This would help to improve the website's overall SEO ranking.

KEYWORDS: Apollo Hospital Apollo HealthCare, Apollo hospitals Enterprices, multi-speciality hospitals, Cardiology hospitals, Cancer hospitals, Neurology hospitals.Organ translate hospitals.

These keywords are relevant to Apollo Hospital's business and are likely to be searched by people who are looking for healthcare services. By using these keywords throughout the website's content, Apollo Hospital can improve its chances of pearing in search results for these terms.

Keyword Research:

Branded keywords: These keywords are directly related to the Apollo Hospital brand, such as "Apollo Hospital," "Apollo Hospitals," and "Apollo Healthcare." These keywords are likely to have high search volume and competition, but they can also be very effective for driving traffic to the Apollo Hospital website.

Long-tail keywords: These keywords are more specific and less competitive than branded keywords. For example, instead of targeting the keyword "hospital," you could target the keyword "best hospital in India." Long-tail keywords are often more effective for driving qualified traffic to your website.

[Broaden your search](#)
[+ drugs](#)
[+ cardiovascular](#)
[+ mental health medications](#)
[+ pharmacy](#)
[+ sweeteners](#)
[+ coffee](#)
[+ non-alcoholic beverages](#)
[Refine keywords](#)

[Keywords](#)
[Exclude exact ideas](#)
[X](#)
[Add filter](#)
1,025 keyword ideas available

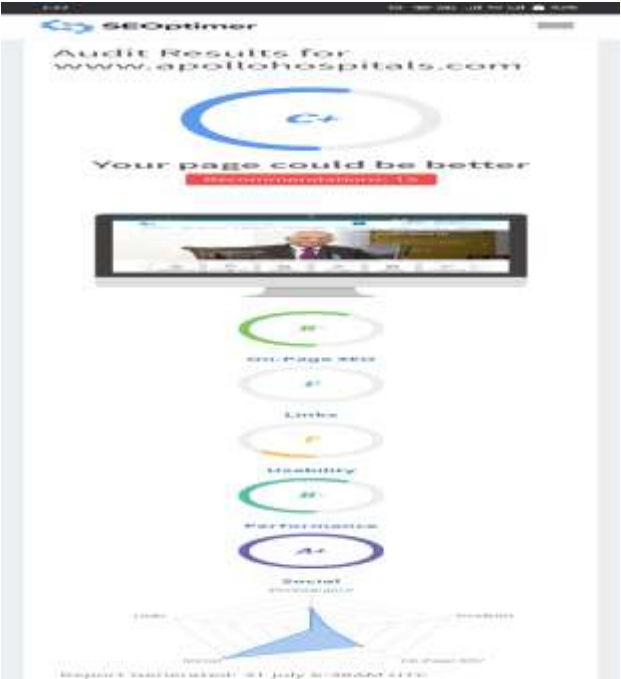
<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keywords that you provided								
<input type="checkbox"/> medicine	10K - 10K	0%	0%	Low	—	\$5.77	\$14.40	
<input type="checkbox"/> mental	10K - 10K	0%	0%	Low	—	\$3.00	\$25.50	
<input type="checkbox"/> expensive	10K - 10K	0%	0%	Low	—	\$5.81	\$12.50	
Keyword ideas								
<input type="checkbox"/> adult medicine	1K - 10K	0%	0%	Low	—	\$5.77	\$17.90	
<input type="checkbox"/> rough medicine	10K - 10K	0%	0%	Low	—	\$7.25	\$32.60	
<input type="checkbox"/> costs	1K - 10K	0%	0%	Low	—	\$6.25	\$16.14	
<input type="checkbox"/> over the counter medicine	10K - 10K	0%	0%	Low	—	\$1.08	\$111.80	
<input type="checkbox"/> medication	10K - 10K	0%	0%	Low	—	\$5.24	\$20.08	
<input type="checkbox"/> over the counter medicine	1K - 10K	0%	0%	Medium	—	\$7.81	\$120.87	
<input type="checkbox"/> by name	1K - 10K	+100%	+100%	Medium	—	\$7.79	\$45.90	
<input type="checkbox"/> 101 question	10K - 10K	0%	0%	Low	—	\$5.11	\$27.50	

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
<input type="checkbox"/> schizophrenia	10K - 10K	0%	+100%	Low	—	\$5.70	\$75.47	
<input type="checkbox"/> mental health medicine	10K - 10K	0%	0%	Low	—	\$5.42	\$5.02	
<input type="checkbox"/> all medicine	10K - 10K	0%	+100%	Medium	—	\$1.33	\$64.08	
<input type="checkbox"/> cold medicine	10K - 10K	0%	0%	Low	—	\$15.50	\$26.64	
<input type="checkbox"/> asthma treatment	10K - 10K	0%	0%	Low	—	\$5.01	\$21.70	
<input type="checkbox"/> cold/flu medicine	10K - 10K	0%	+100%	Low	—	—	—	
<input type="checkbox"/> migraine medicine	10K - 10K	0%	0%	Low	—	\$2.38	\$28.42	
<input type="checkbox"/> heartburn medicine	1K - 10K	0%	0%	Low	—	\$18.92	\$540.44	
<input type="checkbox"/> alcohol	1K - 10K	0%	0%	Low	—	\$7.40	\$126.14	
<input type="checkbox"/> good medicine	1K - 10K	0%	+100%	Low	—	\$1.21	\$25.37	
<input type="checkbox"/> stomach pain med...	10K - 10K	0%	0%	Low	—	\$11.02	\$75.75	
<input type="checkbox"/> over the counter medicine	10K - 10K	0%	0%	Low	—	\$28.54	\$75.00	
<input type="checkbox"/> best rough med...	10K - 10K	0%	0%	Low	—	\$1.05	\$28.30	

META TAGS: The meta tags of Apollo Hospital are used to provide additional information about the hospital to search engines and other clients. These meta tags can help to improve the visibility of the hospital's website in search results and make it easier for people to find the information they need.

SOCIAL MEDIA META TAGS: Apollo Hospital uses social media meta tags to control how their web pages are displayed on social media. This can help to improve the visibility of their website and attract more visitors.

The social media meta tags that Apollo Hospital uses include Open Graph meta tags and Twitter Cards meta tags. These meta tags specify the title, description, and image of the web page that will be displayed on social media.



PART 2: SEO & KEYWORD RESEARCH

On page Optimization: Meta Tag Optimization

Meta Tag Optimization for <https://www.apollohospitals.com>

Title tag: Apollo hospital ~ touching lives



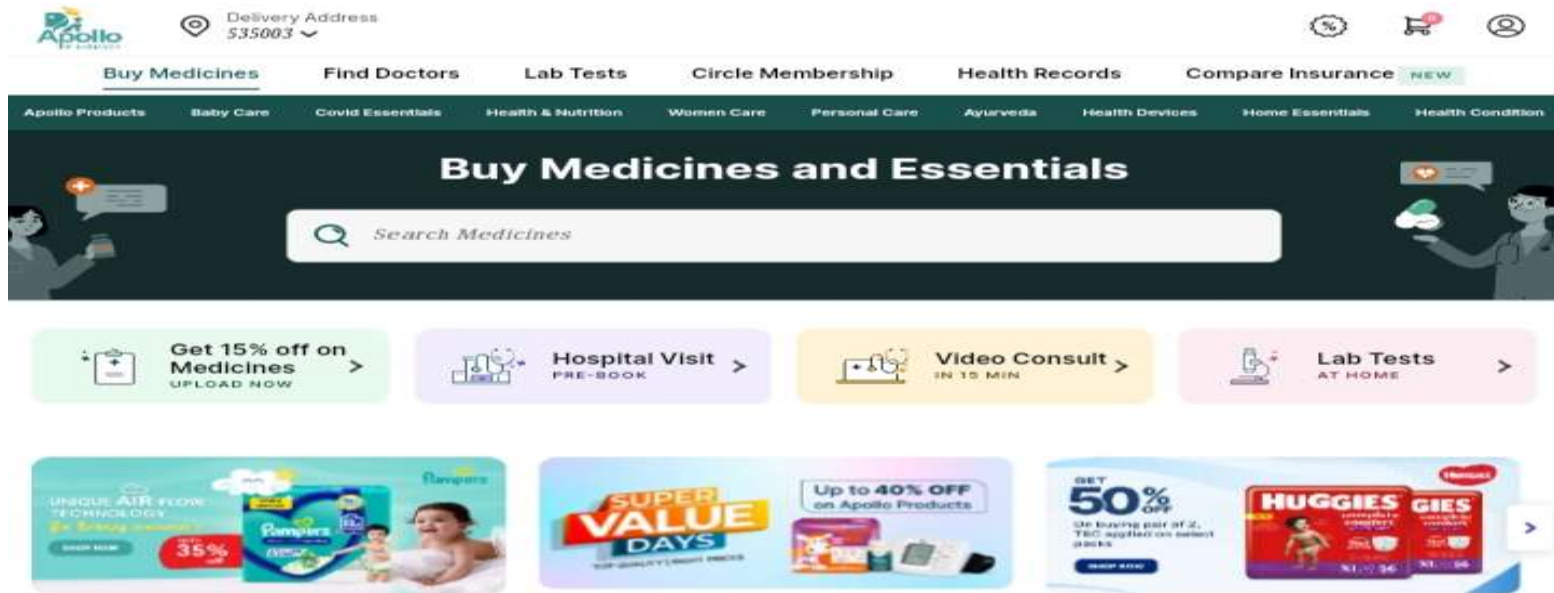
DescriptionTag:pampus, huggies, baby care, protien powders & drinks ,glucometers & test strips, women care, health & nutrition, personal care, ayurveda.

Keywords Tag: Brands, Baby weight, closure type, age group.

PART 2: SEO & KEYWORD RESEARCH

Content Optimization for <https://www.apollopharmacy.in>

Homepage : Homepage displays a Logo of Apollo, it shows a 15% off on medicines & pre-book to hospital visit. there is available to take tests at home. the apollo home page displays with the dark-green colour which means its a optimal well - being in Health.



PART 2: SEO & KEYWORD RESEARCH

powders & drinks, glucometers & tests strips, womencare, health & nutrition, personal care, ayurveda, and Brands like Protinex, contour plus, power gummies, hansa plast, one touch, mamypoko.

Product Page: Product page displays many sections like Apollo products, baby care, protein

Shop By Category



Shop By Brand

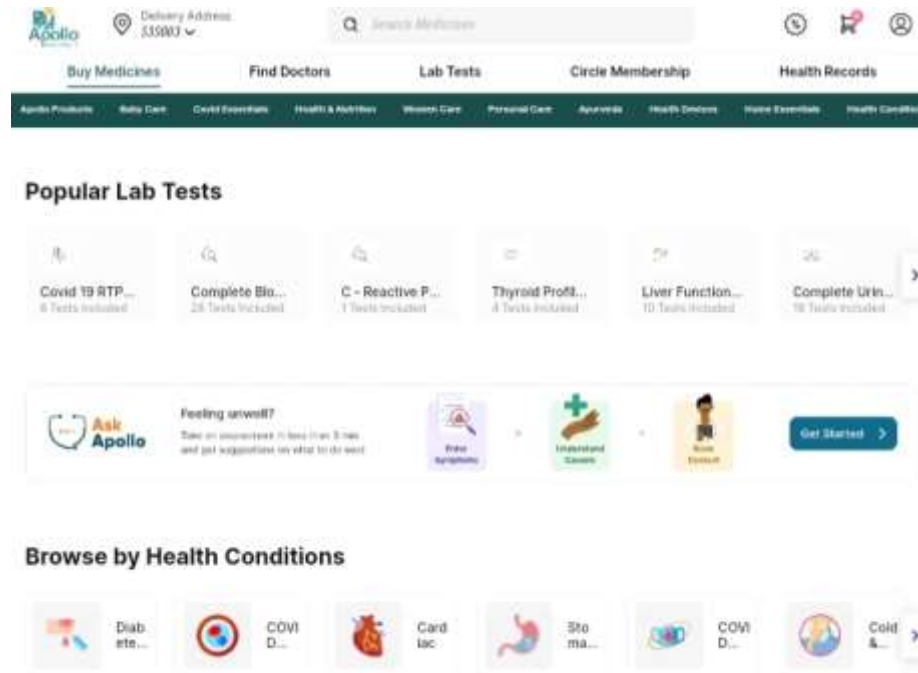


Popular Lab Tests



PART 2: SEO & KEYWORD RESEARCH

Requirments: Apollo products, Baby care, Covid essentials, Health & nutrition, Women care, Personal care, Ayurveda, Health devices, Home essentials, Health conditions.



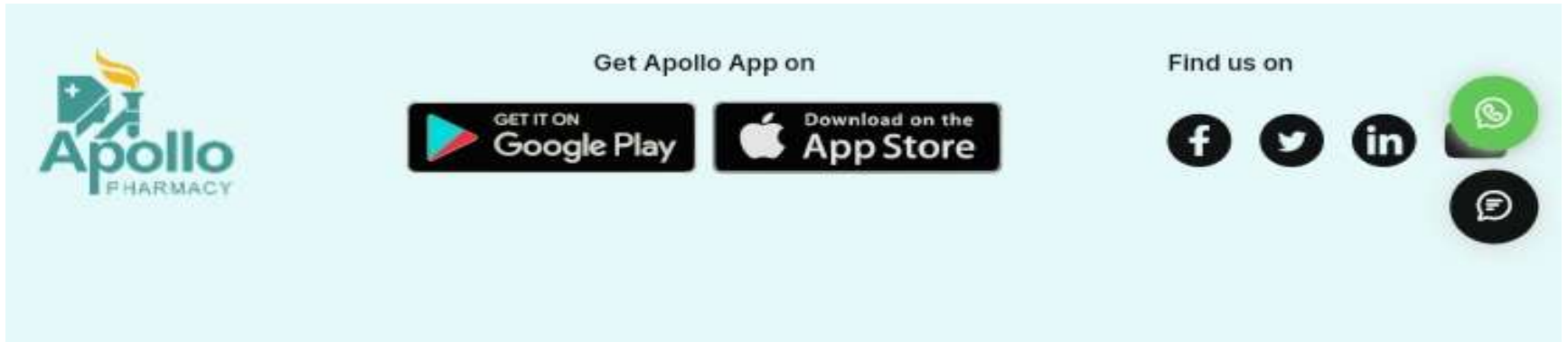
PART 2: SEO & KEYWORD RESEARCH

About us page: It displays services of Apollo & and the booking the lab tests at home in the product categories.

About Apollo Pharmacy	Services	Book Lab Tests at Home	Product Categories
About Us	Online Doctor Consultation	RT PCR Test At Home	View All Brands
FAQs	Apollo Pro Health Program	Book Lab Tests at Home	View All Salts
Find a Pharmacy	All Doctors List	Renal Profile (KFT, RFT Test)	View All Medicine
Careers	Consult Physicians	Hemogram Test	View All OTC
Contact Us	Consult Dermatologists	Lipid Profile Test	View All Manufacturers
Blogs	Consult Paediatricians	Thyroid Profile Test (T3 T4 Tsh Test)	Health Devices
Health Queries	Consult Gynaecologists	D Dimer Test	Personal Care
Know Your Health Credits	Consult Gastroenterologists	Urine Culture Test	Baby Care
About One Apollo Program	Consult Cardiologists	Complete Blood Count (CBC Test)	Nutrition
Corporate	Consult Dietitians	Widal Test	Dolo 650
Terms and Conditions	Consult ENT Specialists	Liver Function Test (LFT Test)	Beauty Skin Care
Privacy Policy	Consult Geriatricians		Immunity Boosters
Returns & Refunds	Consult Diabetologists		Covid Essentials
Medicine Delivery & Cancellations			Diabetes Care
Online Doctor App			Patanjali Coronil Kit
Online Medicine App			Mamaearth Products
Apollo Circle Membership			
Pharmacy Sitemap			

PART 2: SEO & KEYWORD RESEARCH

Contact page: The contact page displays the social media links of Apollo like Facebook, Twitter, LinkedIn, Youtube.



PART 3: CONTENT IDEAS AND MARKETING STRATEGIES

- **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.

- **Digital marketing strategy of apollo hospital:**

Making great content: They create informative, engaging, and relevant content that people actually want to read. They share it on their website, social media, and in emails.

- **Optimizing their website:** They make sure their website is easy to find on search engines. They do this by using keywords, optimizing their content, and building links to their site.
- **Being social:** They're active on social media, connecting with potential patients and sharing their content.

Emailing people: They send out regular emails with news, updates, and special offers.

They make great content: Their content is informative and engaging, and it's relevant to their target audience. This helps them build trust and credibility.

They use a variety of channels: They don't just rely on one channel to reach people. They use a variety of channels to reach a wider audience.

They're active on social media: They use social media to connect with potential patients and share their content.

They use email marketing: They use email marketing to stay in touch with their patients and potential patients.

Traditional Media:

Apollo Hospitals advertises in leading newspapers and magazines across India, as well as on leading television networks during prime time. The company's ads are often seen in high-traffic areas such as bus stops and train stations.

Digital Media:

Apollo Hospitals has a well-designed website that provides information about its services, doctors, and locations. The website is also optimized for search engines, so that it can be easily found by potential patients. The company is also active on major social media platforms, such as Facebook, Twitter, and Instagram. It uses these platforms to share news and updates about the company, as well as to connect with patients and potential patients.

PART 3: CONTENT IDEAS AND MARKETING STRATEGIES

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.
- **Content ideas:** These blog posts should be well-researched and informative, and they should be written in a clear and engaging style. They should also be optimized for search engines, so that people can find them easily when they are searching for information about health topics.
- **Preventive care:** How to stay healthy and prevent diseases.
- **Treatment options:** The latest treatments for common and chronic diseases.
- **Healthy living:** Tips on how to eat, sleep, and exercise for better health.
- **Personal stories:** Stories from patients and their families about their experiences with Apollo Hospital.

The importance of preventive care: An infographic showing the importance of getting regular checkups and screenings. These videos should be high-quality and engaging, and they should be made available on a variety of platforms, such as YouTube, Facebook, and Twitter.



Apollo HOSPITALS
SARITA VIHAR

Obesity
is a Curse.
Let's
Remove it.

FREE
Obesity
Awareness Camp

Saturday, 06 July 2019
09:00 am to 01:00 pm

Weight loss leads to the resolution of

- Diabetes
- Heart Disease
- Osteoarthritis
- Snoring
- Menstrual Irregularity in Ladies
- Blood Pressure
- Heart Burn
- Stroke
- Chances of Cancer
- Infertility

Key Benefits

- BMI Body Mass Index
- Blood Pressure Check-up
- Blood Sugar Check-up
- Lecture on Obesity
11:00 am to 12:00 noon
- Free Zumba Session
12 noon - 12:30pm

Faculty
Dr. Aloy J. Mukherjee

For Free Registration call: 011 2987 1365 / 9899181163

Indraprastha Apollo Hospital, Sarita Vihar, New Delhi-110076

MARKETING STRATEGIES PROCESS: Apollo Hospitals is one of the leading healthcare providers in India. It has a strong brand name and a large network of hospitals across the country. Apollo Hospitals uses a variety of marketing strategies to reach its target audience and promote its services.

Branding: Apollo Hospitals has a strong brand name that is associated with quality healthcare. The company invests heavily in branding activities, such as advertising and public relations, to maintain and enhance its brand image.

Digital marketing: Apollo Hospitals uses digital marketing to reach its target audience online. The company has a strong social media presence and it uses online advertising to promote its services.

Content marketing: Apollo Hospitals creates high-quality content on a variety of health topics. This content is used to educate people about health, raise awareness about health issues, and build relationships with patients and their families.

Events and sponsorships: Apollo Hospitals participates in events and sponsors sporting events and other activities to raise awareness about its brand and services.

Word-of-mouth marketing: Apollo Hospitals encourages its patients to share their experiences with the hospital with their friends and family. This type of word-of-mouth marketing is very effective in generating new business.

Sales growth: Apollo Hospitals' marketing strategies have helped the company to achieve significant sales growth over the years. This is due to the fact that the company's marketing strategies are effective in reaching its target audience and promoting its services.

Overall, Apollo Hospitals' marketing strategies are very effective in helping the company to achieve its business goals. The company's strong brand name, digital marketing presence, and content marketing efforts have helped to raise awareness about Apollo Hospitals and its services. This has led to increased lead generation, sales growth, and reputation management.



The challenges encountered: Apollo Hospitals is one of the largest and most respected healthcare chains in India. However, even a large and successful organization like Apollo Hospitals faces challenges. Some of the challenges that Apollo Hospitals has encountered include:

High patient volume: Apollo Hospitals is one of the most popular healthcare chains in India, and this means that they often have a high patient volume. This can put a strain on resources and staff, and it can also make it difficult to provide the same level of care to all patients.

Complex patient cases: Apollo Hospitals often treats complex patient cases, which can be challenging for even the most experienced doctors and nurses. This can put a strain on resources, and it can also make it difficult to provide the best possible care to patients.

Limited resources: Apollo Hospitals is a large organization, but it still has limited resources. This can make it difficult to provide the best possible care to all patients, especially those with complex cases.

Increasing competition: The healthcare industry is becoming increasingly competitive, and this is putting a strain on Apollo Hospitals. Other healthcare chains are offering lower prices and newer technologies, and this is making it difficult for Apollo Hospitals to compete.

Changing regulations: The healthcare industry is constantly changing, and this can make it difficult for Apollo Hospitals to keep up. New regulations are often introduced, and these can change the way that Apollo Hospitals operates.

Healthcare services: strong operating metrics

In-patient admissions ('000)



Average length of stay (days)⁽¹⁾



Notes: All operating data for owned hospitals.
 (1) Bed Occupancy Rate: Total Occupancy Bed Days/Total Operating Bed Days. Requirement to all patients (except those covered by patients).
 (2) Includes all hospitals located outside India.

Bed occupancy rate⁽¹⁾ %

Operating Beds

3,815 3,836 3,857 3,707 3,187 3,447 3,817 3,521 3,734 3,857



Average revenue per occupied bed⁽²⁾

ARPOB (₹/day)



(1) ARPOB represents average number of days patients stay in our hospitals.
 (2) ARPOB (per of average daily) = Total Hospital Revenue/Operating Bed Days (Total Occupancy in Hospital) (Average daily revenue a bed of day).
 Source: Company ARPOB.

Operational highlights

Occupancy rates remain high despite bed additions

- Growth of in-patient volumes in line with addition of beds
- New hospitals are ramping up quickly

Average length of stay (ALOS) has reduced across the portfolio

- Reduced in mature hospitals due to advancement in treatments
- Increase in minimally-invasive procedures

Average revenue per occupied bed (ARPOB) has grown at a healthy CAGR of 9.1% over the last 9 years

- Culmination of high occupancy, higher realizations, better case mix & decreasing ALOS

- Find incremental revenue, EBITDA per bed of matured hospitals
- Find matured capacity utilization, find inc. rev EBITDA

Lessons learned: Apollo Hospitals is one of the largest and most respected healthcare chains in India. It has been in operation for over 50 years, and it has a strong commitment to providing quality care. Over the years, Apollo Hospitals has learned a number of lessons that have helped it to become a successful organization.

The importance of quality care: Apollo Hospitals has always placed a strong emphasis on quality care. The organization believes that patients deserve to receive the best possible care, and it has invested heavily in training and resources to ensure that its staff is able to provide high-quality care.

PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

Post Creation:

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1: Trending news

Apollo Hospital share price update :Apollo Hospital trading at ₹4967.55, down -0.53% from yesterday's ₹4994.05

The current data for Apollo Hospital stock shows that the stock price is ₹4967.55. There has been a percent change of -0.53, indicating a decrease in value. The net change is -26.5, indicating a decrease of ₹26.5 in the stock price. This data suggests that the value of Apollo Hospital stock has decreased in the current period.



Format 2: Appointment page

Select the hospital or clinic where you want to see a doctor.

Choose the department you want to see a doctor in.

Enter your personal information, including your name, contact details, and date of birth.

Select the date and time of your appointment.

Review your appointment details and click "Book Appointment".

To book an appointment by phone, you can call the Apollo Hospitals helpline at 1860 500 1066. The operator will help you book an appointment with the doctor of your choice.

To book an appointment through the Apollo Hospitals mobile app, you can download the app from the App Store or Google Play. Once you have downloaded the app, open it and follow these steps:

Tap on the "Appointments" tab.

Select the hospital or clinic where you want to see a doctor.

Choose the department you want to see a doctor in.

Enter your personal information, including your name, contact details, and date of birth.

Select the date and time of your appointment.





Format 3: Health care services Hospitals:

Clinics: Apollo Hospitals also operates a network of over 1,000 clinics across India. These clinics offer a range of primary care services, such as general check-ups, immunizations, and minor procedures.

Apollo Pharmacy: Apollo Pharmacy is a chain of over 3,000 pharmacies across India. These pharmacies offer a wide range of prescription and over-the-counter medications, as well as healthcare products and services.

Apollo 24|7: Apollo 24|7 is a telemedicine platform that allows patients to connect with doctors online for consultations. This service is available 24 hours a day, 7 days a week.

Apollo Home Health: Apollo Home Health is a home healthcare service that provides patients with a range of services, such as nursing care, physical therapy, and occupational therapy.

PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

INSTAGRAM STORY

Utilize the Stories feature on Instagram for three consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save the 3 story with an appropriate name for each.

Analysis:

Account: The account is @theapollohhospitals and has 77K followers.


Content: The content is a mix of images and videos, with a focus on health and wellness. The account also shares news about Apollo Hospitals, as well as stories from patients and staff.

Engagement: The account has an engagement rate of 1.5%, which is considered to be good.

Hashtags: The account uses a variety of hashtags, including #apollohhospitals, #healthcare, #health, and #wellness.

Call to action: The account uses a variety of call to actions, such as asking users to follow the account, visit the website, or book an appointment.

← About this account



theapollohhospitals ●

To help keep our community authentic, we're sharing information about accounts on Instagram. See why this information is important.

Date joined
May 2018


Account based in
India

Active ads
See theapollohhospitals's ads in the Meta Ad Library.

Verified
January 2020

A verified badge on an account has been verified with a valid ID, and may not be well known. You can subscribe to Meta Verified for enhanced verification, proactive account protection, closer customer support and more. [Learn more](#)

← theapollohhospitals ●





3,454
Posts


77K
Followers

18
Following

Apollo Hospitals
India, let's be #BeProHealth 🇮🇳
📍 askapollo.com/apollo-prohealth and 1 other

[Follow](#) [Message](#) 


#BeProHealth



PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

DESIGNS/VIDEO EDITING

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.



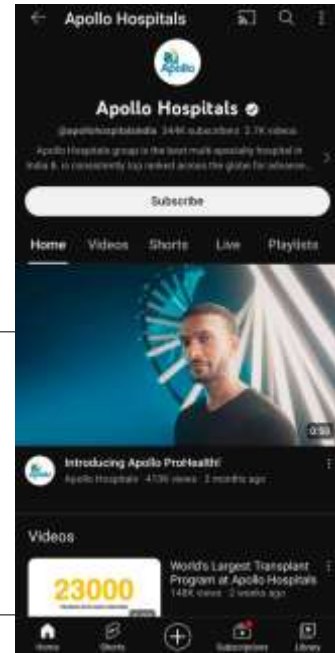
PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

SOCIAL MEDIA AD CAMPAIGNS

Introducing Apollo ProHealth: <https://youtu.be/CSKK9Hum440>



We're on a mission for India to shift from curative to preventative care. Introducing Apollo ProHealth, where the world's best Doctors and AI technology craft an individualised health plan for you so you can get on the path to wellness! It doesn't end there, our Health Mentors will follow up with you till you don't need us.



PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

SOCIAL MEDIA AD CAMPAIGNS

Colorectal Robotic Surgery: <https://fb.watch/mdKU4NWlhr/?mibextid=Nif5oz>

when it comes to Colorectal Robotic Surgery, we're #1!
To give you access to the world's best treatment in this
specialty, we're now expanding across India! So you can see why our Robots are so
excited.



PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

SOCIAL MEDIA AD CAMPAIGNS

The Apollo Hospitals Transplant Program is the world's largest and most comprehensive solid organ transplant program. It has performed over 23,000 transplants since its inception in 2002, making it the busiest transplant program in the world.



TODAY WE'VE REACHED
ANOTHER MILESTONE
IN THAT JOURNEY

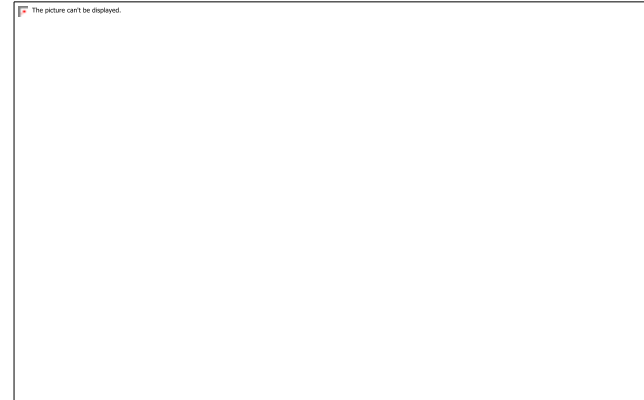


PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

EMAIL AD CAMPAIGNS

Publicis Health India has created the first campaign for Apollo after winning the account in April 2022. It celebrates 39 years of excellence with the #PioneersOfHealthcare campaign.

The campaign created by Publicis Health celebrates the milestones that have been achieved over this journey of 39 years and how Apollo has set the standards of excellence in the healthcare industry.



PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

EMAIL AD CAMPAIGNS

Brand Awareness: Apollo Hospitals is a well-known and respected healthcare brand in India. It has a strong brand awareness due to its long history, reputation for excellence, and commitment to quality and patient care. The company has also been active in social media and sponsored high-profile events to raise its brand awareness. The Apollo Hospital Group received the 'Brand of the Year 2018' award in the category 'Hospitals and Healthcare'.

Lead Generation: Apollo Hospitals can lead awareness of the hospital by running public awareness campaigns, being active on social media, sponsoring events, and partnering with other organizations. They can also create a strong brand identity, use data-driven marketing, and create a strong online presence.



EMAIL AD CAMPAIGN 1 - BRAND AWARENESS

Apollo Hospitals is a big deal in India. They've been around for a long time, they're known for being really good, and they're committed to providing quality care. They've also done a lot to raise their brand awareness, like running a successful public awareness campaign and sponsoring big events. They launched a campaign called "Billion Hearts Beating" in 2010. This was a really successful way to raise awareness of Apollo Hospitals and their commitment to saving lives. They're active on social media, like Facebook and Twitter. This helps them connect with patients and potential patients. They've sponsored events like the Indian Premier League (IPL) cricket tournament. This helps them reach a wider audience. **“ DEAR HEART, I'M YOURS, AND YOUR'E MY BAE. THIS WORLD HEART DAY, FOREVER FAITHFUL WE'LL STAY.**



PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)



Content marketing: Apollo Hospitals can create high-quality content that is relevant to their target audience. This content can be in the form of blog posts, articles, infographics, or videos. The goal of content marketing is to attract people who are interested in the hospital's services and to educate them about the hospital's capabilities.

Search engine optimization (SEO): Apollo Hospitals can optimize their website for search engines so that their website appears higher in search results for relevant keywords. This will help people who are searching for healthcare services to find Apollo Hospitals.


Pay-per-click (PPC) advertising: Apollo Hospitals can use PPC advertising to target people who are searching for specific keywords related to healthcare services. This is a paid form of advertising, but it can be a very effective way to reach people who are already interested in the hospital's services.




EMAIL AD CAMPAIGN 2 - LEAD GENERATION



HOW APOLLO INCREASED LEAD GENERATION THROUGH UI/UX



Apollo Hospitals, one of India's leading healthcare chains, wanted to shift their focus to Oncology Services. The Aim was to generate quality leads for Apollo Hospitals, [Samarprastha Trust](#) for all kinds of Oncology Treatment.



THE CHALLENGE

An old website, irrelevant content and unappealing UI. This was making visitors drop-off the website without filling up the contact form.

IMPACT

Generated 5X quality leads, 2X CTR and increased no. of queries & phone calls.

PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

Challenges Faced:

High costs: Healthcare in India is still relatively expensive, and Apollo Hospitals is a premium brand. This can make it difficult for some patients to afford treatment at Apollo Hospitals.

Competition: There are a number of other large and well-established healthcare chains in India, such as Fortis Healthcare and Max Healthcare. This competition can put pressure on Apollo Hospitals to keep its prices low and to offer high-quality services.

Government regulation: The Indian government regulates the healthcare sector closely. This can make it difficult for Apollo Hospitals to innovate and to expand its operations.

Skills shortage: India has a shortage of skilled healthcare professionals. This can make it difficult for Apollo Hospitals to recruit and retain the staff it needs to provide high-quality care.

PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

Lessons Learned: enquiry@apollohospitals.com

The importance of quality: Apollo Hospitals has always placed a strong emphasis on quality. The company has invested heavily in training its staff, in acquiring the latest medical equipment, and in building world-class hospitals. This commitment to quality has helped Apollo Hospitals to earn a reputation for excellence and to attract patients from all over India.

The importance of innovation: Apollo Hospitals is constantly innovating in order to improve the quality of care it provides. The company has been at the forefront of adopting new technologies, such as robotics and telemedicine. This commitment to innovation has helped Apollo Hospitals to stay ahead of the competition and to deliver the best possible care to its patients.

The importance of teamwork: Apollo Hospitals is a large and complex organization, but it functions like a well-oiled machine. This is because the company has a strong culture of teamwork. Everyone at Apollo Hospitals is committed to working together to provide the best possible care to patients.