

Comprehensive Digital Marketing Project Work

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

COMPANY/TOPIC for project: APOLLO HOSPITALS

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

Brand Colours: Teal blue and Saffron

LOGO:



Mission/Values:

Our Mission

We are committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity". Tender Loving Care is a way of life at Apollo Hospitals.

USP:

The cornerstones of Apollo's legacy are its unstinting focus on clinical excellence, affordable costs, modern technology and forward-looking research & academics.

Tagline : Your Greatest Wealth is Your Health

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- **Brand Messaging:** Informative & Awareness



https://www.instagram.com/p/CrQeevuKPAG/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

- **Tagline:** India, let's be #BeProHealth

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

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

Competitor 1: Aster DM Healthcare Ltd

<https://www.asterdmhealthcare.com/>

USP: clinical excellence of our doctors, advanced medical technologies, patient-centric care and uncompromising integrity

Online communication : Provided toll free number and chat box

Competitor 2: Dr. Agarwal's Eye Hospital Ltd

<https://www.dragarwal.com/>

USP : Dr. Agarwal's eye hospital with best eye specialist and 150+ hospitals in India providing best eye disease treatment since 1957.

Online Communication : Provided official website URL and chat box

Competitor 3: ANG Lifesciences India Ltd.

<https://anglifesciences.com/>

USP : A WHO GMP CERTIFIED COMPANY ANG Lifesciences is a fast growing organization with an ultra modern, fully integrated, dedicated **injectable Manufacturing Facility**

Online Communication : Provided contact number and email

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.

APOLLO HOSPITALS

Demographics :

Age Range : All Age Groups

Gender : All

Marital Status : Both (married/unmarried)

Location : Over all World

Information Gathering :

How do they get their information : community Platforms, You tube Ads, FB & Instagram Ads

Values / Fears :

compassion, respect for persons, commitment to integrity and ethical practice, excellence, and justice. / Some people have a family history of anxiety and specific fears.



Part 2: SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.
- **On page Optimization:** Meta Tag optimization & content optimization

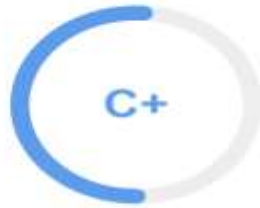
Reflect on the process of conducting keyword research and the SEO recommendations provided.

Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

Part 2: SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website.

Audit Results for www.apollohospitals.com



Your page could be better

Recommendations: 16



On-Page SEO



Links



Usability



Performance



Social



Part 2: SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website.






Recommendations		
Toggle: On-Page SEO Links Performance Usability		
Optimize for Core Web Vitals	Usability	Medium Priority
Reduce length of title tag (to between 10 and 70 characters)	On-Page SEO	Medium Priority
Shorten meta description (to between 70 and 160 characters)	On-Page SEO	Medium Priority
Add Canonical Tag	On-Page SEO	Medium Priority
Remove Duplicate H1 Tags	On-Page SEO	Medium Priority
Improve site load speed	Performance	Medium Priority

SEO Audit: Do an SEO audit of the brands website.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
apollo	 HI	1	246,000	74,784
hospitals	 HI	3	673,000	65,482
apollo hospital	 HI	1	201,000	61,104
apollo hospital	 EN	1	201,000	61,104
apollo hospitals	 EN	1	201,000	61,104
apollo hospitals	 HI	1	201,000	61,104
apollohospitals	 EN	1	201,000	61,104
apollo	 EN	1	246,000	56,835
hospitals	 EN	4	673,000	44,350
apollo chennai hospital	 HI	1	49,500	15,048

[Track Keyword Rankings](#)

Summary : The goal of Search Engine Optimization is to improve the ranking of your website for particular keywords to drive more clicks and traffic to your site. The Top Keyword Rankings check shows you the keywords that your site is currently ranking for, ordered by those that are likely driving the most traffic to your site due to a combination of high Search Volume and high ranking. Note, this data is a snapshot and may be several weeks old in some cases.

❑ HEALTHCARE SERVICE

Keyword	Avg. monthly searches	Competition
healthcare services	5000	Low
health insurance	500000	Medium
care health insurance	500000	Low

Meta Title

Choose the Which one is better healthcare 63

Meta Description

Apply for the best healthcare service 74

❑ MEDICAL TREATMENTS

Keyword	Avg. monthly searches	Competition
homeopathic medicine	50000	Low
ayurvedic medicine	50000	High
back pain relief	500000	Low

Meta Title

Find the best TREATMENT for homeopathic ,ayurvedic ,back pain 69

Meta Description

Apply now for the best medical treatment 91

❏ MULTISPECIAL

Keyword	Avg. monthly searches	Competition
specialties	50000	Low
internal medicine	5000	Low
critical care	5000	Low

Meta Title

We introducing new specialties health treatments 71

Meta Description

Enjoy the Benefits of new specialties of our treatments choose best one for your interest 108

❏ DOCTER & PHYSICIANS

Keyword	Avg. monthly searches	Competition
doctors and physicians	50	Low
doctor	500000	Low
doctors near me	500000	Low

Meta Title

Check the charges of consultant doctor fee and more servece 71

Meta Description

Choose the futured useful for your health which one is the best docters 72

Keyword	Avg. monthly searches	Competition
medical value travel	500	Low
health tourism agency	50	Medium
medical tourism services	50	Low

Meta Title

Explore your new Medical tourism and choose the best

70

Meta Description

Check the Medical tourism for your interest agency , services etc

82

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.

And include the strategy, aim and the idea behind these posts and story

[Content Calendar Example](#) (Try creating a table for the month of July)

AUGUST							2023
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		1 National Respect for Parents Day #RespectForParentsDay	2 National Coloring Book Day #NationalColoringBookDay	3	4	5	
6	7	8 International Cat Day #InternationalCatDay	9 National Book Lovers Day #NationalBookLoversDay	10 National Lazy Day #LazyDay	11	12 International Youth Day / World Elephant Day #YouthDay #WorldElephantDay	
13 International Left-Handers Day #LeftHandersDay	14	15 National Relaxation Day #NationalRelaxationDay	16 National Tell a Joke Day #NationalTellAJokeDay	17	18	19 World Photography Day / World Humanitarian Day #WorldPhotoDay #WorldHumanitarianDay	
20	21	22	23	24 National Waffle Day #NationalWaffleDay	25	26 National Dog Day #NationalDogDay	
27	28	29	30	31			

Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

Date : 17th august 2023

Exploring cutting-edge medical technologies: Create informative content highlighting the latest medical innovations and Targeted content distribution: Identify and reach out to healthcare professionals and researchers.



Date : 18th august 2023

Explainer Videos: Create short, engaging videos that explain the key features and benefits of the Apollo Healthcare policy. And Targeted Digital Advertising: Utilize social media platforms and search engines to reach the right audience with targeted advertisements promoting the Apollo Healthcare policy.



Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

Date : 21st august 2023

Expert Articles and Blog Posts: Publish articles with healthcare professionals and wellness experts on topics related to nurturing health, including nutrition, fitness, mental health, and preventive care.

And Audience Research: Conduct thorough research to understand the target audience's preferences, requirements, and interests related to health and wellness



Creating content ideas and devising effective marketing strategies is a dynamic process that involves continuous learning and adaptation. Throughout this journey, several challenges and valuable lessons can be encountered.

1. Understanding the Audience: One of the primary challenges is comprehending the target audience's preferences, needs, and pain points.

2. Generating Unique Ideas: Coming up with fresh and innovative content ideas can be difficult, especially in saturated markets.

3. Consistency and Quality: Maintaining a consistent flow of high-quality content can be demanding. Setting up an editorial calendar and adhering to a content creation schedule helps in maintaining quality and meeting deadlines.

4. Content Promotion: Even the best content may not gain traction without proper promotion. Crafting effective marketing strategies to reach the target audience across various channels is crucial for success.

5. Collaboration: Collaborating with influencers or other brands can amplify the reach of content and strengthen marketing efforts.

The content ideas and marketing strategies process is an iterative and learning-oriented journey

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 Blog article

Format 2 Video

Format 3 Creative

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Format 1 Blog article

Aim : To promote newly launched Advancing Medical Technology and Research

Date : 17th august 2023

Idea : Apollo hospital has launched new Advancing Medical Technology and Research

Topic : Advancing Medical Technology and Research



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Format 2 Video

Aim : Apollo Healthcare policy to reach everyone

Date : 18th august 2023

Idea : Apollo hospital has launched new healthcare policy its become to use everyone

Topic : Healthcare policy for Apollo hospital :



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Format 3 Creative

Title : "Transforming Healthcare: Apollo Hospitals' Journey of Excellence"

Aim : "Apollo Hospital: Nurturing Health, Embracing Life"

Date : 21st august 2023

Idea : Apollo Hospital: The Brand Identity ,Nurturing Health , Embracing Life , Patient-Centric Care

Topic : Nurturing Health, Embracing Life



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Instagram Story

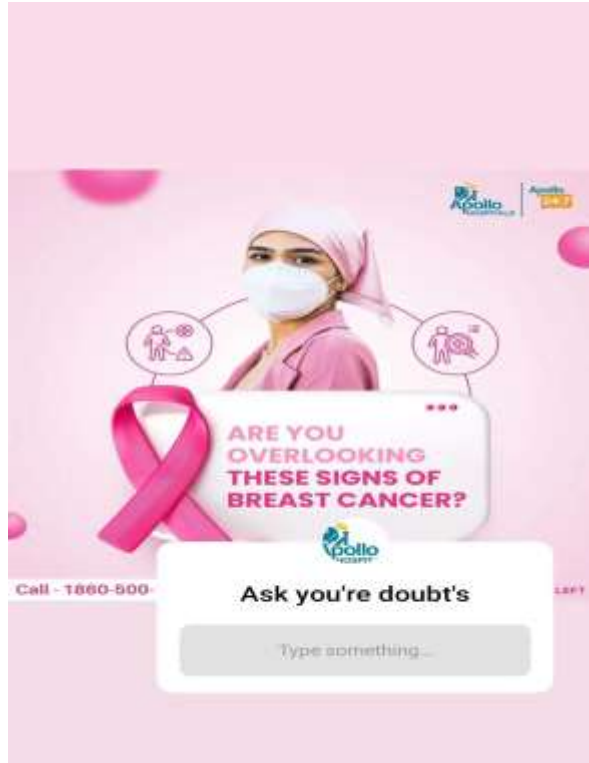
Utilize the Stories feature on Instagram for three consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save the 3 story with an appropriate name for each.

Note:

Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Instagram Story



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

Ad Campaigns over Social Media:

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads

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



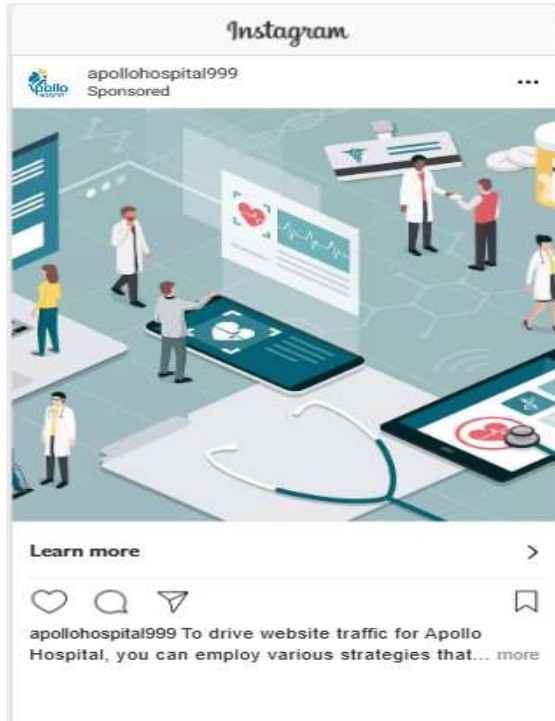
Brand awareness campaign:

Targeting: Location: India, All genders, Interests: Hospitality industry, Hospitality management studies or Foodie

https://www.instagram.com/p/Cvbg_YaPtG/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFiZA==

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



Driving website traffic:

Targeting : Location: India, All genders, Interests: Clinical trial (health & medical), General Hospital (television show), Laboratory (science)

https://www.instagram.com/p/CvboQQCPZ8S/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

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

Generating leads :

Targeting: Location: India, All genders,
Interests: , General Hospital , Health & wellness ,
Medicine.



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

For every campaign clearly define:

- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Email Ad Campaigns

Ad Campaigns for email marketing:

Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads

Email Ad Campaign 1 - Brand Awareness

(insert emailer image)



Email Ad Campaign 2 - Lead Generation

(insert emailer image)



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.

1. Consistency is Key: Maintaining a consistent tone, style, and frequency of content across platforms helps reinforce brand identity and improves audience recall.

2. Visual Appeal: Eye-catching visuals, well-designed graphics, and professionally edited videos can significantly enhance the impact of content and ad campaigns.

3. A/B Testing: Regularly conducting A/B + tests for ad campaigns and email subject lines allows for data-driven optimization and better results.

4. Know our Audience: Understanding the target audience's interests, pain points, and preferences is fundamental in creating relevant and engaging content.

5. Engage with the Audience: Responding to comments, messages, and feedback from the audience fosters a sense of community and builds trust.

6. Long-Term Approach: Content creation and marketing are not one-time endeavors. A long-term, strategic approach is necessary to build brand awareness and achieve sustainable growth.

In conclusion, content creation and curation, along with thoughtful design, video editing, and well-executed ad campaigns, play a pivotal role in a successful marketing strategy. By understanding the challenges and incorporating the lessons learned, businesses can create compelling content that resonates with their target audience and drives results