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Introduction

Digital marketing has evolved rapidly in the past decade and has become an integral part of any successful marketing strategy. In this presentation, we will explore the various components of digital marketing and how to maximize reach and engagement in the digital age.



The Key Platforms In Digital Marketing

DIGITAL
MARKETING



CONTENT



TARGET



ANALYSIS



SERVICE



WWW



VIRAL



Search Engine Optimization (SEO)

SEO is the process of optimizing your website to rank higher in search engine results pages. It involves keyword research, on-page optimization, and link building. By improving your website's SEO, you can increase your organic traffic and reach a wider audience.





Social Media Marketing

Social media platforms such as **Facebook**, **Twitter**, and **Instagram** provide businesses with an opportunity to engage with their audience and build brand awareness. By creating compelling content and leveraging social media advertising, businesses can increase their reach and drive conversions.

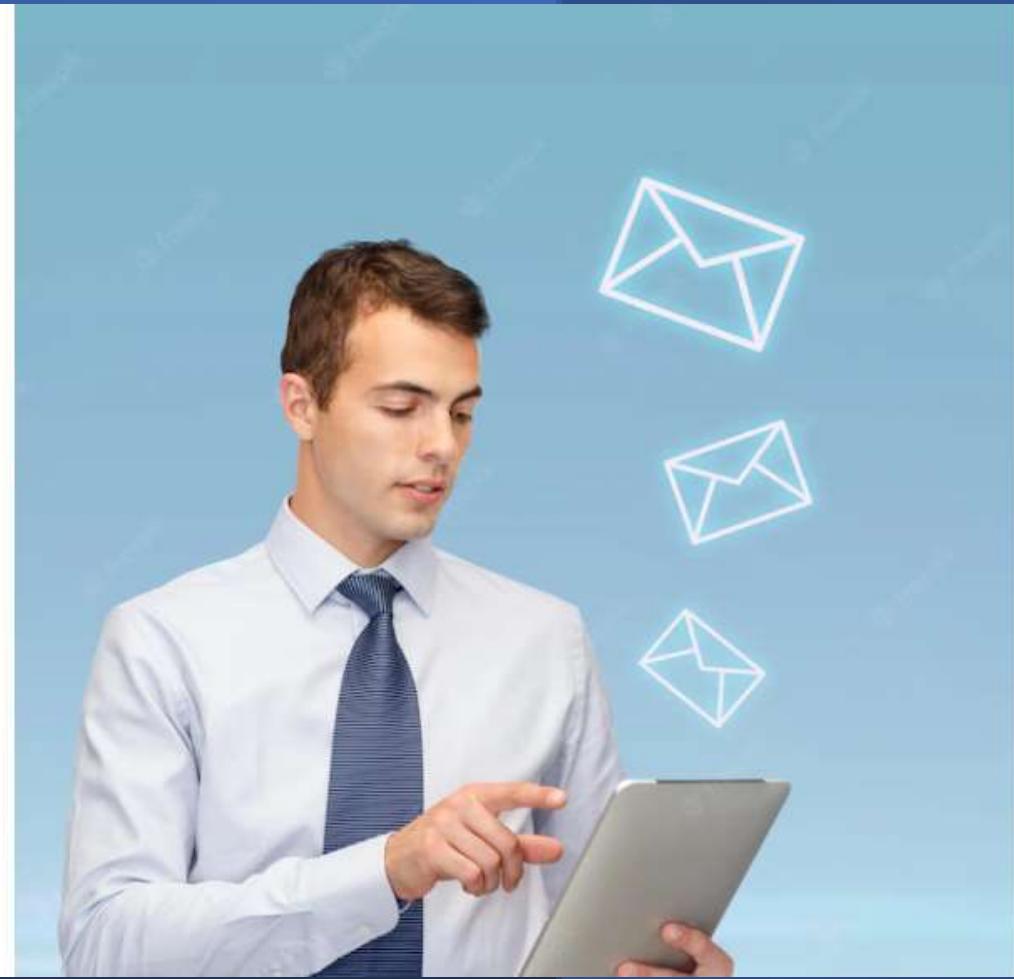
Content Marketing

Content marketing involves creating valuable and relevant content to attract and engage your target audience. By creating blog posts, videos, and other types of content, businesses can establish themselves as thought leaders in their industry and build a loyal following.



Email Marketing

Email marketing is a cost-effective way to reach your audience and drive conversions. By creating targeted email campaigns and providing valuable content, businesses can nurture leads and build strong relationships with their subscribers.



The VISION

Apollo's vision for the next phase of development is to 'Touch a Billion Lives'.



THE VALUES

Proactive Involvement:

Always look for ways to add value in everything we do by going the extra mile

World Class Excellence:

Continuously strive for excellence in all spheres - be it clinical, financial, operational, and service or people management, by benchmarking our processes and procedures with best in class models available

Trustworthy Spirit:

Continue to be an institution of trust and a beacon of hope to all patients by keeping their best interests at heart and delivering on all our promises



A project on Apollo Digital marketing



THE VALUES

Pioneering Attitude:

Stay ahead of the curve by constantly creating innovative solutions for the wellbeing of our patients and society as a whole

Proactive Involvement:

Always look for ways to add value in everything we do by going the extra mile

World Class Excellence:

Continuously strive for excellence in all spheres - be it clinical, financial, operational, and service or people management, by benchmarking our processes and procedures with best in class models available

Trustworthy Spirit:

Continue to be an institution of trust and a beacon of hope to all patients by keeping their best interests at heart and delivering on all our promises

Compassionate Care:

Touch and enhance lives of patients by practising Tender Loving Care to create better experiences for our patients



THE CULTURE



Apollo Culture

Excellence, Expertise and Empathy are the three words that define our culture.

At the heart of the [Apollo story](#) is the Group's unique prowess in clinical excellence, revolutionary expertise and the warm culture of Tender Loving Care. This defines the philosophy that makes Apollo Hospitals a trusted healthcare provider. It is this philosophy that has propelled our mission to touch lives, to heal and to continuously improve healthcare delivery in India. Apollo Hospitals is driven by a single thrust, to provide the best standards of patient care. It is this passion that has led to the development of our centers of excellence across medical disciplines. Apollo's path breaking developments in clinical excellence, research and nurturing expertise stems from a simple goal to make the patient experience safer and better, and make our brand of healthcare more effective and efficient.

What is a unique selling proposition? Why is it important?

What to include in your Unique Selling Proposition (USP)?

Hint: It's all about you!



THE APOLLO USP

- **Focused on what your customers value.** The best USPs are heavily informed by a company's buyer personas.
- **Focused on the product's benefits.** A selling proposition shouldn't be a basic description of the product, it should paint a picture of a customer's improved reality after the purchase.
- **Specific.** The more specific your unique selling proposition is, the more your company can emphasize its unique value.
- **Not a marketing offer.** Free shipping, 24/7 customer service, discounts and deals, return policies, are all convincing offers, but they are not especially unique. Competitors can match or copy them with ease. Marketing offers don't belong in effective USPs.



THE BRAND MESSAGE

Apollo Hospitals was established in 1983 by Dr. Prathap C Reddy, renowned as the architect of modern healthcare in India. As the nation's first corporate hospital, Apollo Hospitals is acclaimed for pioneering the private healthcare revolution in the country.

Apollo Hospitals has emerged as Asia's foremost integrated healthcare services provider and has a robust presence across the healthcare ecosystem, including Hospitals, Pharmacies, Primary Care & Diagnostic Clinics and several retail health models. The Group also has Telemedicine facilities across several countries, Health Insurance Services, Global Projects Consultancy, Medical Colleges, Medvarsity for E-Learning, Colleges of Nursing and Hospital Management and a Research Foundation. In addition, 'ASK Apollo' – an online consultation portal and Apollo Home Health provide the care continuum.

The cornerstones of Apollo's legacy are its unstinting focus on clinical excellence, affordable costs, modern technology and forward-looking research & academics. Apollo Hospitals was among the first few hospitals in the world to leverage technology to facilitate seamless healthcare delivery.

Since its inception, Apollo Hospitals has been honoured by the trust of over 150 million individuals who came from 140 countries. At the core of Apollo's patient-centric culture is TLC (Tender Loving Care), the magic that inspires hope amongst its patients.



THE TAG LINE



Apollo Hospitals is always looking to make things easier for you. Our aim is to provide our customers with the best medical facilities, constant care, and reliable support. If you would like to get in touch with a doctor from a specific department, would like some specific information about the services we provide, or just have a question for us, please fill up the Form given below and we will get back to you.

THE MISSION



“Our mission is to bring healthcare of International standards within the reach of every individual. We are committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity”.

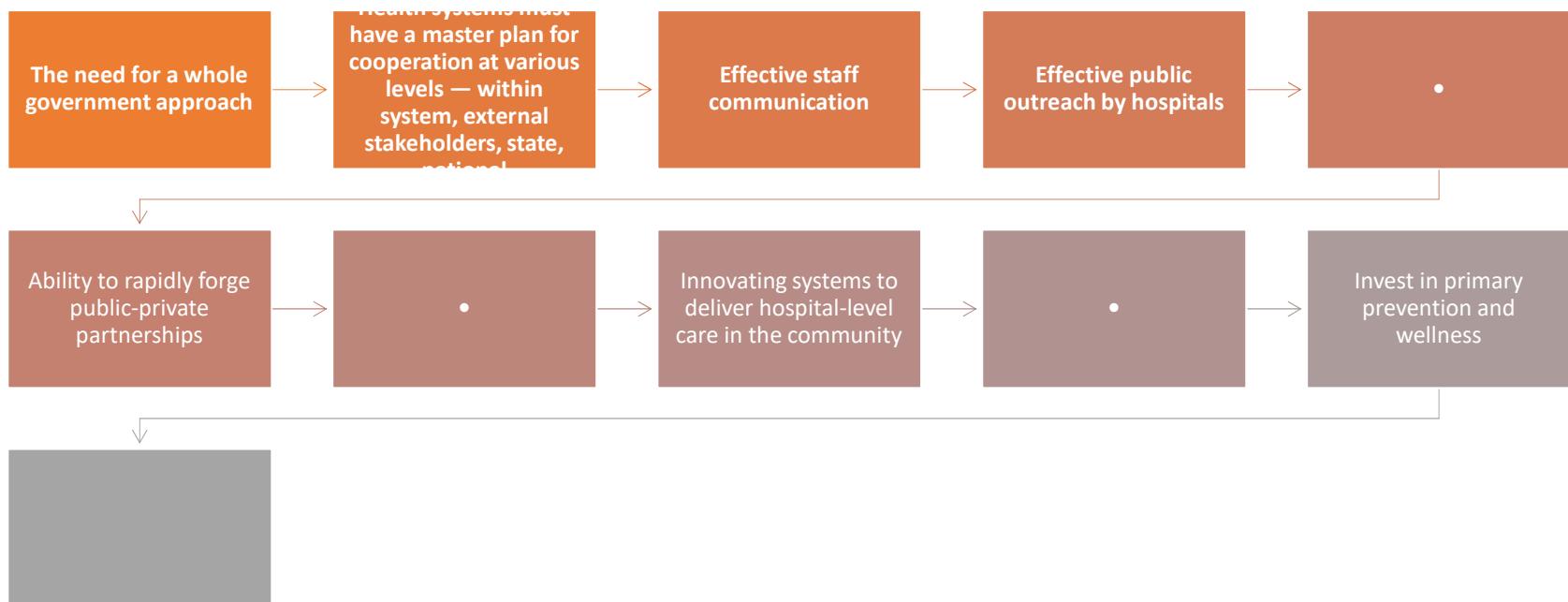
THE COMPETETIORS

**Manipal
Hospitals**

**Kauvery
Hospital**

**Yashoda
Hospitals**

COMPETITOR 1 : MANIPAL HOSPITALS



COMPETITOR 2 : Kauvery Hospital

EFFECTIVE PUBLIC
OUTREACH BY
HOSPITALS SCALING
AND INTEGRATING
DIGITAL HEALTH TOOLS

STANDARDIZATION OF
CARE PROTOCOLS AND
EDUCATING DOCTORS

SUPPORT PATIENT AND
STAFF MENTAL WELL-
BEING

COMPETITOR 3 : YASHODHA HOSPITALS

ABILITY TO RAPIDLY
FORGE PUBLIC-
PRIVATE
PARTNERSHIPS

INNOVATING
SYSTEMS TO DELIVER
HOSPITAL-LEVEL CARE
IN THE COMMUNITY

INVEST IN PRIMARY
PREVENTION AND
WELLNESS

SEO Audit on Apollo Hospitals

Domain Overview: [apollohospitals.com](#)

Worldwide US UK DE Desktop Jul 27, 2023 USD

Overview Compare domains Growth report Compare by countries

Authority Score **56**

Semrush Domain Rank 183.3K

Organic Search Traffic **1.2M** +3.4%

Keywords: 128.7K

Paid Search Traffic **201.9K** -14%

Keywords: 1.6K

Backlinks **590K**

Referring Domains

Engagement metrics June 2023 | Pages/Visits 2.67 Avg. Visit Duration 11:44 Bounce rate 58.61% Show all

Organic Paid

1M 6M 1Y 2Y All time

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide		100%	1.2M
IN		96%	1.2M
BD		1.8%	22K
US		<0.1%	8.2K
Other		2%	24.2K

Organic Traffic 1,235,689/month

Organic Traffic Paid Traffic Not

Oct 2021 Jan 2022 Apr 2022 Jul 2021

SEO Audit on Manipal Hospitals

Domain Overview: manipalhospitals.com  

Worldwide  US  UK  DE ...  Desktop  Jul 27, 2023  USD

Overview Compare domains Growth report Compare by countries

Authority Score  46	Organic Search Traffic  660.1K +2.6% Keywords: 144.6K ↑ 	Paid Search Traffic  7.4K -76% Keywords: 93 ↓	Backlinks  157.6K Referring Domains: 4
Semrush Domain Rank: 119.6K ↓			

Engagement metrics  June 2023 | Pages/Visits: 2.89 ↑ Avg. Visit Duration: 00:42 ↑ Bounce rate: 45.56% ↑ | Show all

Organic Paid

1M 6M 1Y 2Y All time

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	 100%	660.1K	144.6K
IN 	 95%	624.5K	84.8K
US 	 2.1%	13.8K	29.1K
PH 	 <0.1%	5.9K	2.4K
Other	 2.4%	15.9K	28.4K

Organic Traffic 660,094/month

Organic Traffic Paid Traffic Notes



Oct 2021 Jan 2022 Apr 2022 Jul 2022

Key word search volumes in INDIA

Volume

1.0M 

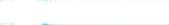
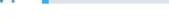
Keyword Difficulty

89% 
Very hard

The hardest keyword to compete for. It will take a lot of on-page SEO, link building, and content promotion efforts.

Global Volume

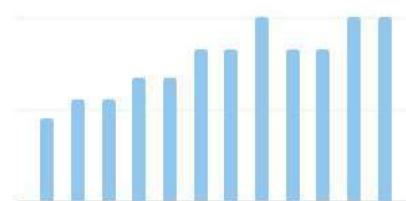
2.3M

 IN		1.0M
 AR		135.0K
 MX		135.0K
 JP		74.0K
 TH		74.0K
 CO		40.5K
Other		807.9K

Intent

Informational

Trend



CPC

\$0.37

Competitive Density

0.01

PLA

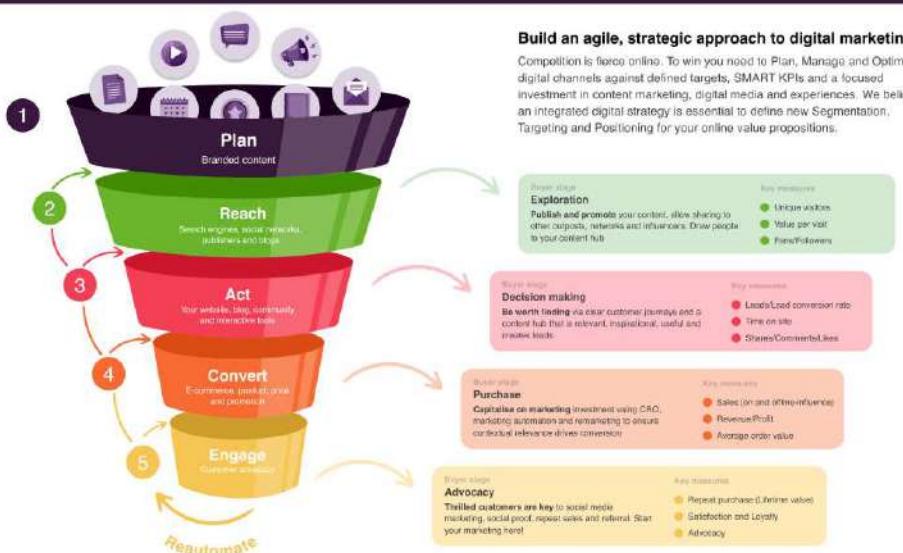
0

Ads

0

Research objective for digital marketing

THE SMART INSIGHTS RACE PLANNING FRAMEWORK



Long Tail Keyword Exploration

gic Tool: hospitals

Currency: USD

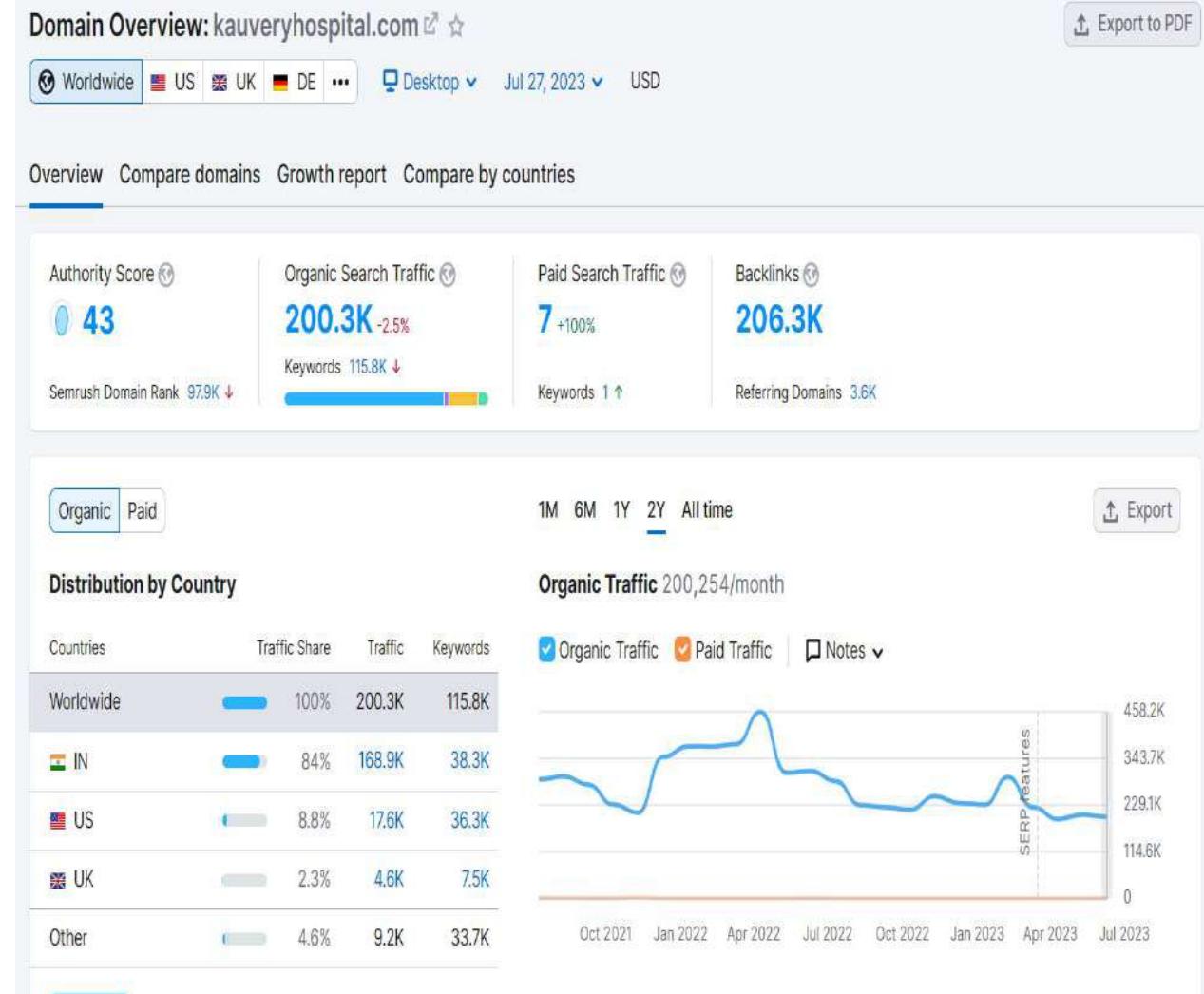
Broad Match Phrase Match Exact Match Related Languages [data](#)

1 % Intent CPC (USD) Include keywords Exclude keywords Advanced filters

All keywords: 1,288,926 Total volume: 50,484,520 Average KD: 23%

Volume	Keyword	Intent	Vol.	KD %	CPC (U...)	Com.	SF	Results	Updated
288,926	hospital	I	1,000,000	89	0.37	0.01	8	10B	This week
50,716	+ hospital >>	I	368,000	58	0.35	0.09	5	4.4B	This week
47,889	+ hospital near me >>	T	201,000	82	0.76	0.14	9	93	This week
41,189	+ apollo hospital >>	N	201,000	30	0.48	0.00	6	1.8B	This week
38,066	+ government hospital >>	C	165,000	90	0.29	0.00	9	97	This week
33,833	+ aims hospital >>	N	165,000	50	0.00	0.00	7	71	This week
33,554	+ apollo hospital share price >>	I N	165,000	49	0.31	0.11	7	9.8M	This week
31,356	+ eye hospital near me >>	T	165,000	66	0.25	0.06	7	11.2M	This week
27,847	+ fortis hospital >>	N	135,000	38	0.41	0.00	7	20.4M	This week
26,649	+ esi hospital >>	N	110,000	56	0.27	0.02	8	9.8M	This week
25,429	+ aig hospital >>	N	110,000	66	0.25	0.06	7	11.2M	This week

SEO Audit on Kauvery Hospitals



Key word Ideas for Hospitals

Keyword ideas

Keyword Variations

1.3M Total volume: **50.5M**

Keywords	Volume	KD %
hospital	1.0M	89 ●
hospital near me	368.0K	58 ●
apollo hospital	201.0K	82 ●
government hospital	201.0K	30 ●
aiims hospital	165.0K	90 ●

[View all 1,288,926 keywords](#)

Questions

22.2K Total volume: **170.6K**

Keywords	Volume	KD %
what is hospitality	4.4K	67 ●
what is hospital	3.6K	77 ●
don bosco hospital	2.9K	22 ●
what is hospitality management	1.9K	62 ●
what is opd in hospital	1.9K	45 ●

[View all 22,164 keywords](#)

Related Keywords

2.6K Total volume: **4.8M**

Keywords	Volume	KD %
hospital	140	85 ●
hospital hospital	4.4K	76 ●
hosptiales	320	79 ●
hospital definition	12.1K	83 ●
hospital hospital hospital	260	81 ●

[View all 2,605 keywords](#)

on page optimization On Apollo Hospitals

On Page SEO Checker Settings

1 Pages and target keywords

2 Crawler user agent optional

3 Schedule optional

Add pages to optimize

Auto Import 10 Manually File GSC Organic Research India

Keyword	Your Highest Ranking Page	Keyword source
ahmedabad gujarat	https://ahmedabad.apollohospitals.com/	Organic Research
dengue symptoms	https://www.apollohospitals.com/patient-care/health-and-lifestyle/diseases-and-conditions/dengue-fever/	Organic Research
hospital	https://www.apollohospitals.com/	Organic Research
hospital near me	https://www.apollohospitals.com/	Organic Research
kolkata india	https://kolkata.apollohospitals.com/	Organic Research
lucknow	https://lucknow.apollohospitals.com/	Organic Research
nellore	https://www.apollohospitals.com/hospital/nellore/	Organic Research

Meta Tag Optimization

Meta tags are snippets of code that tell search engines important information about your web page, such as how they should display it in search results. They also tell web browsers how to display it to visitors.

Every web page has meta tags, but they're only visible in the HTML code.

In this guide, you'll learn how to use, and not to use, the six most important meta tags for SEO:

1. [Meta title](#)
2. [Meta description](#)
3. [Meta robots](#)
4. [Meta refresh redirect](#)
5. [Meta charset](#)
6. [Meta viewport](#)

Content optimization

Content optimization is a part of every successful [content marketing strategy](#). When you get content optimization right, your whole [content marketing](#) function is successful—all [types of content marketing](#), from text-based articles (like this one) to [video content marketing](#) campaigns can and should be optimized.

No matter whether you're creating content for [brand awareness](#) or performance marketing KPIs, there are multiple ways to tackle content optimization. The most important is optimizing for search engines, otherwise known as SEO.

Content Marketing

What is Content Marketing?

Content Marketing is a strategic approach that focuses on creating and distributing valuable, relevant, and consistent content. This content is generally created to attract the right audience, promote your brand, and increase sales.

There is no denying that content marketing has become an indispensable part of every brand's digital marketing and advertising strategy. The role of content marketers has become more demanding than ever. From conceptualizing content to finding the best keywords, creating high-quality content, publishing content, promoting content, and managing every step of the marketing process, content marketers have a lot on their plates.

Challenges in Content Marketing Management

The content marketing management template by Stackby is a single solution to help content marketing teams streamline their workflow. Generally, content marketers have to use separate tools for each step of the workflow. For instance, content marketers need the following:

1. A digital editorial calendar to ensure that all deadlines are met
2. A digital asset management tool to store and organize the branded visuals
3. A tool to manage the content marketing projects and organize teams, processes, and budgets
4. A tool to organize keywords
5. A tool to measure the success of the content marketing campaigns
6. A tool to keep track of the content marketing strategy

This means at a minimum - a content marketing management team has to manage and work on at least 6 different tools. What if we combine all of them into one?



Benefits of content calendar

Benefits of Using a Content Calendar

You might be thinking that you could just schedule social media posts and blogs on your regular Google calendar, but that isn't always the most efficient option.

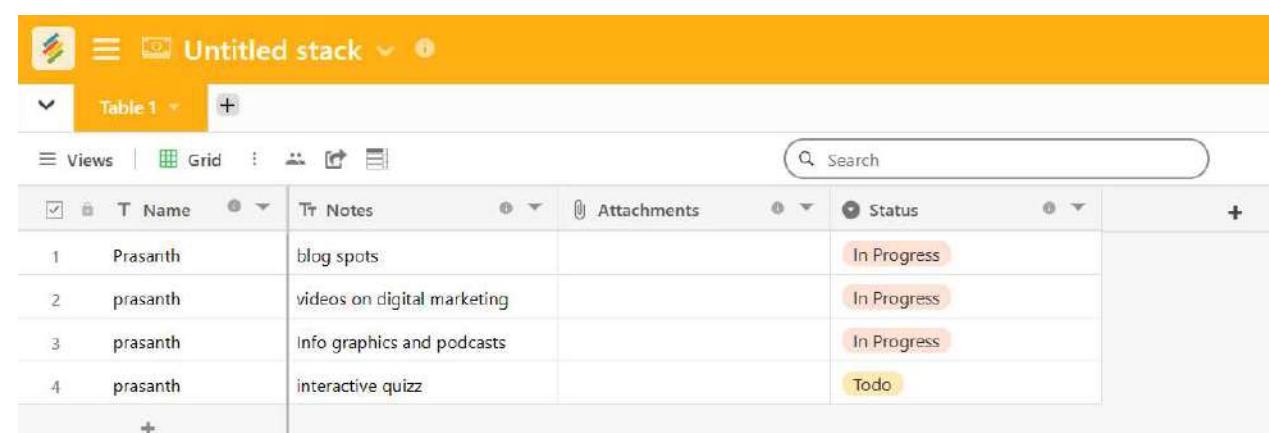
For a successful digital marketing strategy, you should go for a specialized tool. Here are some reasons why you should use a content calendar to plan out your digital marketing posts:

Organize better

Whenever inspiration strikes, you might just jot down your ideas for content on your phone, desktop, or random pieces of paper. While spontaneity could work for you, it's not always reliable, and a lack of order will only hamper your work in the long run.

Creating a content calendar listing out proposed social media posts and blogs will give you an idea of the bigger picture, and help you think up ideas that align with your overall strategy or campaign. A calendar also lets you plan better around a specific theme or an upcoming event for your business. Scheduling posts on particular dates will also ensure that you aren't panicking at the last minute to meet deadlines or with fewer content pieces than you expected.

Content Calender in July



The screenshot shows a digital content calendar interface titled "Untitled stack". The main view is a table titled "Table 1" with the following data:

#	Name	Notes	Attachments	Status
1	Prasanth	blog spots		In Progress
2	prasanth	videos on digital marketing		In Progress
3	prasanth	Info graphics and podcasts		In Progress
4	prasanth	interactive quizz		Todo
	+			

Content ideas
and marketing strategies



1. Lead generation

Build an instant lead flow for your agency with dedicated Semrush tools:

Agency Partners Platform

Get listed in the agency directory and automatically receive new leads, and show your proficiency by becoming a Semrush agency partner.

Bid Finder

Find all high-revenue marketing contract opportunities in one place. Set up email alerts and never miss new bids.

2. Lead prospecting and pitching

Win new clients with data-driven pitches. Analyze your prospects' domains for various online visibility factors, define the growth points, score your leads to focus on the most suited ones.

- Assess your prospect's website health
- Identify and propose actionable SEO ideas
- Find gaps in your prospect's keyword strategy
- Analyze PPC performance
- And more

3. Client Management

Efficiently organize client data

Have all customer info, including files, projects, reports, notes, and more in one place.

Show your clients how they are doing

Create Client Portals to give your clients 24/7 access to Semrush reports, and safely show

Plan and allocate resources

Set, prioritize, and track tasks, estimate time and budgets to ensure your project's success.

Track project progress

Set automated reports and notifications to be the first to know about important changes.

4. Client Reporting

Save time with report automation

Share your PDF reports via scheduled email, or create individual client portals to provide your clients with 24/7 access to automatically updated reports.

White-label and brand your reports

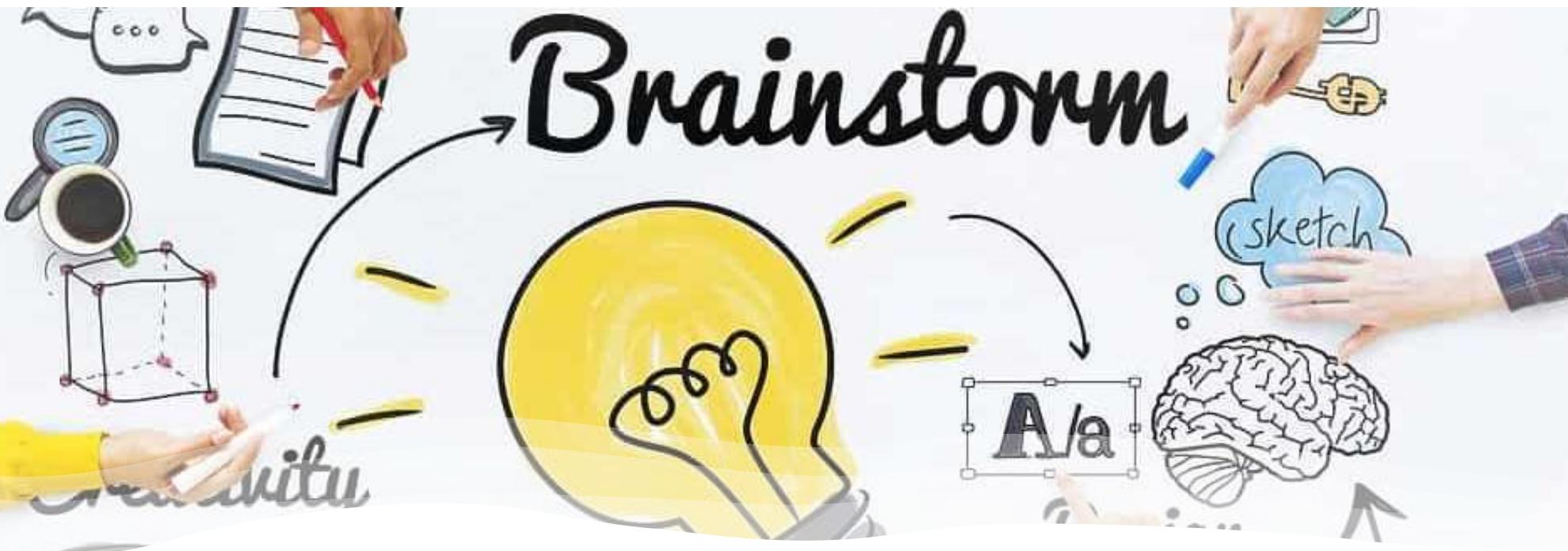
Create professional-looking customized reports aligned with your or your client's brand.

Build reports from scratch, or use templates

Build, manage and share custom reports in a few clicks. Generate reports from pre-existing templates or create your own custom template.

Report data from Semrush, GA, GSC, GMB, Google Ads, Facebook Ads, and more

Pull data from dozens of Semrush tools, as well as Google Search Console, Google Analytics, and Google My Business.



Research and Brainstorm

Segmentation, targeting, positioning in the Marketing strategy of Apollo Hospital –

Segmentation helps in understanding characteristics of different groups of the population having similar attributes. Apollo Hospital uses demographic and psychographic segmentation strategies with variables such as age, gender, income, region, and marital status.

Since the Apollo Hospital group have a presence in a broad range of offerings in the Healthcare market, therefore, it uses differentiated targeting strategy.

Positioning creates a comparative picture in the mind of the prospective customer. It uses benefit and product class positioning strategy.

Competitive advantage in the Marketing strategy of Apollo Hospital –

Extensive reach across the country: With such wide presence in tier 1, tier-2 cities through primary care, Speciality hospital care and in rural areas with “Apollo REACH” hospitals aimed at secondary care facilities with 100-200 beds, it has penetrated to different strata of the market.

Integrated value Cain delivery model: In order to provide high-quality healthcare services it ensured that patients receive complete packages of wellness and medical services such as consulting, Dialysis, sample collection, liver and bone marrow transplants, spine and brain surgeries, vitro fertilisation (IVF), joint replacement surgeries, heart, and cancer & kidney treatments etc.

BCG Matrix in the Marketing strategy of Apollo Hospital –

Its Healthcare service portfolio consists of two operative segments of business i.e. Primary Care and Speciality Care.

Apollo Clinic, Apollo Diagnostic, Apollo Dialysis, and Apollo White Dental are part of Primary Care business while Speciality Care deals in Apollo spectra Hospitals and Apollo Cradle.

Apollo Diagnostics and Apollo Dialysis are the Question mark in the BCG matrix while all other businesses are Stars in the BCG matrix as Apollo Hospitals is a market leader in other businesses (based on revenue and network of each business).

Distribution strategy in the Marketing strategy of Apollo Hospital –

With Pan India presence, Apollo hospitals have emerged as the prominent player with unparalleled experience in the Health Care Industry. It has more than 70 hospitals, 75 Clinics, 7500+ Clinicians, 12 Surgery centers, 44 Laboratories & 163 collection centers, 38 Diabetic care centers, 73 Dental care centers, 5 Dialysis Centres and 12 Birthing Centres.

Brand equity in the Marketing strategy of Apollo Hospital- The first corporate hospital network has been synonymous best-in-class healthcare services across the country. Apollo has created high visibility in the market through its full-fledged brand architecture.

The brand has won several awards & accolades over the years such as 13th best hospital award in the Asia Pacific region, business Superbrand for the year 2016.

Competitive analysis in the Marketing strategy of Apollo Hospital –

Companies in the Healthcare industry compete on the basis of the state of art medical facilities, a standard of hygiene, forward & backward integration in the supply chain, advanced technology etc.

Apollo competes with hospital chains such as Fortis Hospitals, Dr. Lal Path labs, Thyrocare technology etc. It is the largest & diversified healthcare provider in the industry with 10100+ beds, more than 2500 pharmacies and 200 clinics across the country.

Customer analysis in the Marketing strategy of Apollo Hospital –

With its wide array of services, Apollo Hospitals have focussed on serving the different set of a customer through customer-centric differentiators.

It has created more than 400 touch points across the country for making health care service easily accessible conveniently. Whether it is hospitals, labs, dental clinic or diagnostic center Apollo Hospital serves the varied group of customers.

Instagram

Search

Log In



theapollohospitals

Follow

Message

3,493 posts

76.6K followers

18 following

Apollo Hospitals

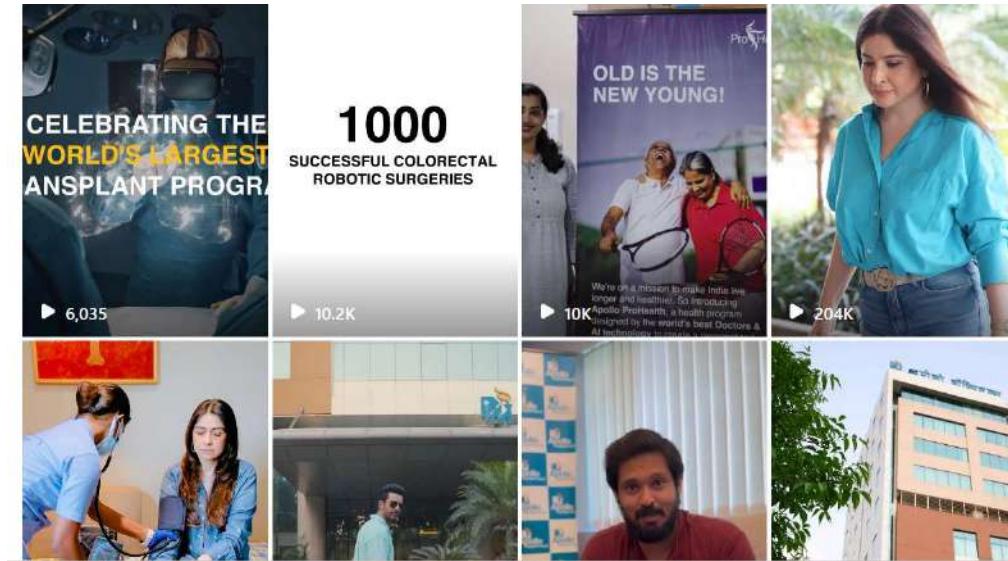
India, let's be #BeProHealth in

askapollo.com/apollo-prohealth + 1

THE INSTAGRAM STORIES

POSTS





REELS

GRAPHIC DESIGNS ON DIGITAL MARKETING

DIGITAL MARKETING STRATEGY





LINK ACCESS ON VIDEO

https://drive.google.com/file/d/1q7lcACbzbxIClyadcjKDhIm2n32n1-p/view?usp=drive_link

Apollo Hospitals' Billion Hearts Beating Campaign wins the "Best Marketing Campaign of the Year" Award at the World Brand Congress 2010

POSTED BY APOLLO HOSPITALS | 24 NOV,2010

THE BRAND AWARNESS

About Billion Hearts Beating Campaign :

Studies over the last 60 years show an alarmingly high rate of coronary heart disease and premature heart disease among Indians. It is estimated that Indians are nearly four times more susceptible to heart attacks than Caucasians, with 25% of attacks happening to people under the age of 40 – unheard of in other populations.

While the problem has its roots in lack of regular physical activity, poor blood cholesterol levels, poor eating habits and stress, there is one more reason; a genetic predisposition. Scientific research reveals that Indians are genetically more prone to heart disease, prompting research efforts to identify this mutant gene and neutralize it.

Current research has identified 7 risk factors. These 7 together also present the solution, for if these risk factors are addressed, heart disease can be significantly reduced.

Communication, it was felt, was the key to addressing these risk factors and increasing general awareness about how heart disease could be countered.

Accordingly, Apollo Hospitals Group took the lead in launching a 360-degree campaign, articulated as 'Billion Hearts Beating', in partnership with The Times of India, in April 2010. The creative output included press and electronic media and on-ground activation.

The campaign achieved the critical mass in terms of engaging people to visit the website to take a pledge for a healthy heart. Contemporary messaging, easy-on-the-eye visuals and simplicity were the defining points in making the campaign effective and memorable.

Organic traffic of <https://www.apollohospitals.com/>

Domain including subdomains

Organic traffic¹

344.1K

Traffic value¹

\$115.2K



Top countries¹

Country	Share	Top keyword ¹	Position ¹	Vol.
India	94%	apollo hospital	1	1
Bangladesh	2%	apollo	1	1
United States	1%	apollo hospital lucknow	1	
United Arab Emirates	0%	rt pcr full form	1	

WEBSITE TRAFFICS STATS

What is Lead Generation?

Lead generation is the process of attracting people to your business and nurturing them so they will become clients.

In inbound lead generation, for example, marketers collect emails from website visitors. Those people who submit their contact information are called leads.

A lead is someone in the first stage of the purchasing process, a potential buyer who is interested in your product or service.

1. Social Selling

Social selling is the process of using a social network to find your target audience,, build trusted and achieve your sales goals.

In B2C sales, the focus is on social networks such as Facebook, Instagram and Twitter, while B2B more on LinkedIn.

The reason for social selling? A sales rep should be where the buyers are – and that's social media.
31% of sales reps use social media in their sales process.

Social selling is a powerful tool, more effective than traditional channels. LinkedIn, for instance, most effective lead nurturing tools available. I know cases of people using LinkedIn's inMail and open rate of 60% compared to around 25% for typical B2B emails.

So the question is, are you engaging with your prospects through social media channels?

Apollo's LinkedIn Chrome Extension is a useful tool that will help you generate leads on LinkedIn.

2 . Outsourced sales

More and more companies are outsourcing their sales department to save time and costs but, mainly, because it delivers results. **Outsourcing sales is 43% more efficient than generating leads in-house because managed service companies have more expertise.**

From a business standpoint, outsourcing sales makes perfect sense: you let others take care of the legwork, while you focus on what you do best — create and deliver your product or service.

Contracting an outside sales team doesn't mean you lose control of the sales process. On the contrary, you can take charge by measuring specific success metrics, such as number of qualified appointments generated and the number of appointments that lead to closed deals.

Outsourced sales is a viable outbound lead generation for many B2B companies.

3. Artificial Intelligence and Sales

The advances in Artificial Intelligence (AI) are fascinating, creating machines that work and react like humans. AI is impacting many areas and sales is one of them: from content curated by computers to chatbots that answer web visitor's questions.

AI software learns consumer behavior from data and analytics to create better sales pitches, personalize content and even predict the future.

One widespread use of AI are chatbots. These simple but powerful tools allow you to automate responses based on customer queries, answering much like a human would.

What I like most about chatbots is that they let you qualify leads immediately – with a few questions you'll know if they fit your buyer's persona.

Additionally, they create more engagement, feel more personal to the customer, and the chatbot's avatars are really cute.

4. Data-driven marketing

Closely related to AI, data-driven marketing refers to the strategies derived from the analysis of large amounts of data. **In other words, it's making a decision of who to target, when and where, based on the numbers.**

Marketers and sales reps can collect data at every interaction with prospects to better understand them, interpret that data to predict future behaviors and make real-time marketing decisions. What messages and ads do they prefer to read? How can those messages and ads be personalized to be more effective?

With sales intelligence tools like Apollo, you have access to more than 220 million contacts at over 30 million companies. You can filter your prospects using 200+ data points, engage with them directly on the platform, and use the analytics tool to gain insights on what works and what doesn't.

Are you using data to your advantage?

5. Conversational marketing

Conversational marketing – engaging one-on-one with your clients in a sales conversation – is arguably the most ancient form of marketing, and a great lead gen strategy.

The trend in the past few years has been to capture leads through email forms and other impersonal methods, but marketers are now realizing that there's no substitute for human connection.

The new trend is having a team dedicated to conversational marketing in your organization. In conversational marketing your team is answering people's questions, learning about their needs, listening to their feedback, and finding creative ways to help them. All these, through multiple channels, from live chat boxes on your website through 24/7 call centers.

When you have a dedicated team for conversational marketing, you provide a better experience for your B2B buyers, you let them know that you care and want to have a real conversation with them. You gain their trust – and trust is the key to effective marketing.

6. Video marketing

Remember plain ol' email marketing? Now the trend is video email marketing. There are now video sales platforms such as BombBomb or VidYard that send personalized video emails to your list, with all the gadgets of a full CRM program.

Video is everywhere now, not just on YouTube, and is the ultimate marketing tool. In fact, data shows that if you have both video and text on the same page, 72% of people prefer video to learn about a product or service.

You must produce and market great videos featuring your brand and the benefits you provide for your customers as part of your lead generation process.

7. Demand marketing

Demand marketing or demand generation involves getting people excited about your brand or product to generate demand. You must drive awareness and generate lots of interest in what you offer, so a prospect will be eager to learn more and engage with you.

The goal of demand marketing is to form long term relationships with customers. This is done through different channels and marketing programs: from blogging to responding questions on Twitter, from hosting webinars to running engaging email campaigns.

CONTENT CREATION & CURATION



1. Brand awareness

Brand awareness is a measurement of how familiar consumers are with your brand. As an advertising goal, you might set numerical targets or percentages for the number of people you'd like to recognize your brand. Consider creating advertisements that incorporate your logo, brand colors and memorable images so that when making purchases, the consumer might recall your brand. This goal often combines all three advertising objectives: reminding consumers about your brand, persuading them to choose your brand and informing them about your brand.

Traffic can mean how many people visit your website, profiles or other pages. Similar to brand awareness, you might set a goal to increase your web traffic by a specific number of visitors. Search engines and clickable images are two forms of digital advertising that can increase your traffic. If an online advertisement is interesting, consumers may click on it. Then the ad can redirect them to your website, which can increase your traffic. Similarly, companies sometimes pay to advertise within search engine results. Internet users may see these types of advertisements if they search for certain key

3. Engagement boost

Engagement is how people interact with your online content and social media profiles. You can choose to target an active audience that engages frequently or a passive audience that may view your posts without engaging. To increase engagement, you can seek feedback from your audience. Then you can use that feedback to update your content and target your audience more effectively.

Another way to improve audience engagement is to sponsor a giveaway. For example, a company might sponsor a giveaway that requires people to tag friends or share a social media post. This may influence passive audience members to interact more with the brand and also increase brand awareness.

4. Multimedia interest increase

Goals related to multimedia interest typically measure how interested consumers are in your content. For example, you can track how many people watch a video from beginning to end. Setting multimedia interest as a goal can help you determine:

6. Targeted market research

Targeted market research is a method of learning about your audience to discover their specific needs and desires so that you can advertise more effectively. Consider what you want to learn about your audience, how big of a sample size you want to gather and what you might do with the information you learn. For example, you might create an advertisement on your website that prompts users to complete a survey before proceeding to your content. Learning more about customers can also help you adjust your future advertising strategies.

5. Lead generation

Lead generation is a method of increasing the number of potential customers who are interested in purchasing products or services from your company. Using both informative and persuasive strategies, you might advertise in new markets to generate leads and connect with new potential customers. Using search engine advertising can also be an effective way to generate new leads.

7. Attention improvement

A goal of advertising might be to create excitement around a new product or your brand. You can use bold headlines, bright colors and clear announcements to get the attention of your target audience. If excitement is your advertising goal, you might measure your success in clicks, sales or social media follows. This can help you understand how effective your advertising campaign is and determine whether to choose a similar method to gain attention for future campaigns.

8. Brand development

You can set an advertising goal to develop your brand in response to your customers' feedback. Consider experimenting with narrative content, sponsored ads or traditional advertising. Then review which types of advertisements consumers responded to most and use that information to create effective advertisements in the future. Similarly, you might make subtle adjustments to the fonts on your website, your brand colors or your logo in response to customer feedback. Then you can continue to make alterations to ensure you're creating content your customers enjoy.

9. Customer retention

Customer retention is a measurement of how many customers continue purchasing from your company after making their first purchase. To boost your customer retention, you might advertise new loyalty programs that reward your customers or offer new discounts monthly. You can also measure your customer churn rate, which means the pace at which customers start or stop engaging with your brand. This is a great metric for reviewing whether your customer retention efforts are effective.

10. Positioning and differentiation

Positioning refers to how your customers think about your brand. For example, if you work for an organic fast-food restaurant, you may want your consumers to think of a quick, nutritious meal when they see your brand logo. To influence how your customers think about your brand, you can create advertisements that compare your products with a competitor's to highlight the value of your products. This type of ad can differentiate your brand and influence consumers to choose your products. You might measure this advertising goal by examining your sales in contrast to a competitor's sales.

11. Sales and profits

One of the most common goals of advertising is to increase sales and improve profits. If making a direct sale is your advertising goal, consider showcasing your products and services online by using persuasive techniques. For example, a clothing company might advertise on websites with the direct goal of selling a particular item. In those advertisements, the company might use happy models to appeal to its target customers.

You might also create promotional materials that indicate an urgent event such as a single-day sale to attract customers. You can measure your achievement of this advertising goal by calculating the amount of revenue the company earns during the advertising campaign.

What Is an Email Campaign?

An *email campaign* is a sequence of emails sent to multiple recipients at once. Campaign emails should provide valuable content and relevant offers. Email campaigns build and develop relationships, convert prospects into customers, and turn first-time buyers into repeat customers.

An email campaign can be a sequence of emails or just a single email sent to many individuals.

One thing that you should really understand about email marketing, is that **good email campaigns are methodical**. They're not some random emails sent to random contacts from your list.





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Image for Brand awarness

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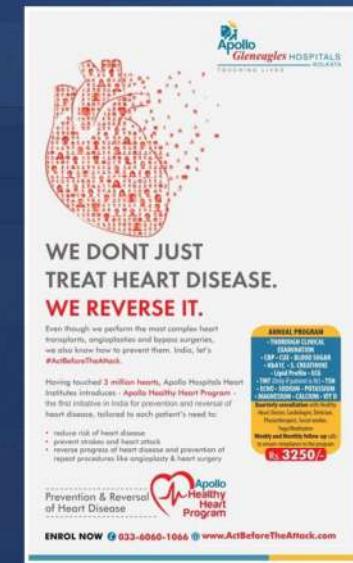
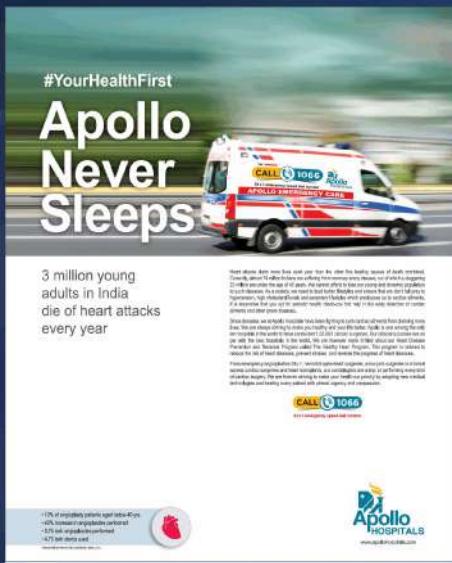
- Outdoor Checkup
- Health Screening
- Emergency Services
- Vaccination

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A woman in blue scrubs sits at a desk, smiling. A man in a white lab coat stands behind her, also smiling. They are in a clinical setting with medical equipment visible.

Digital E-mail marketing Templates



E-mail Marketing

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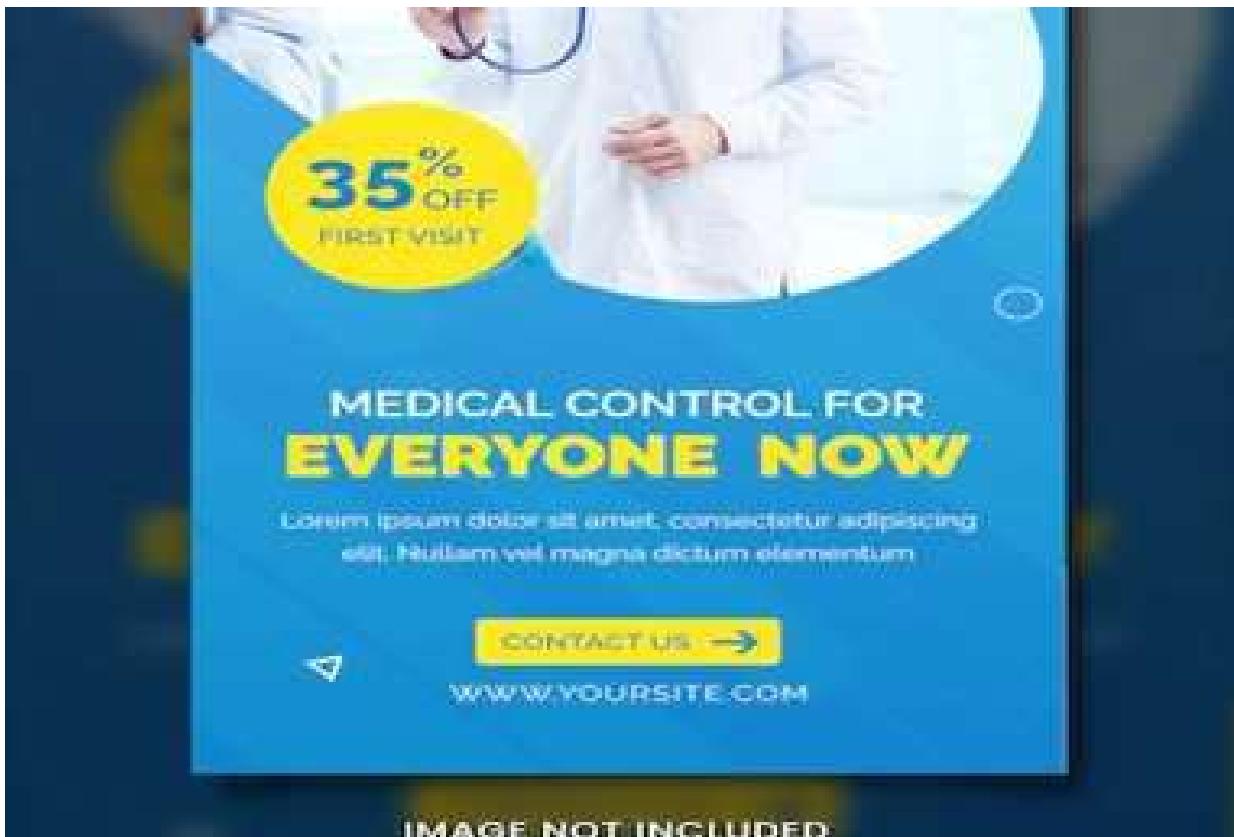
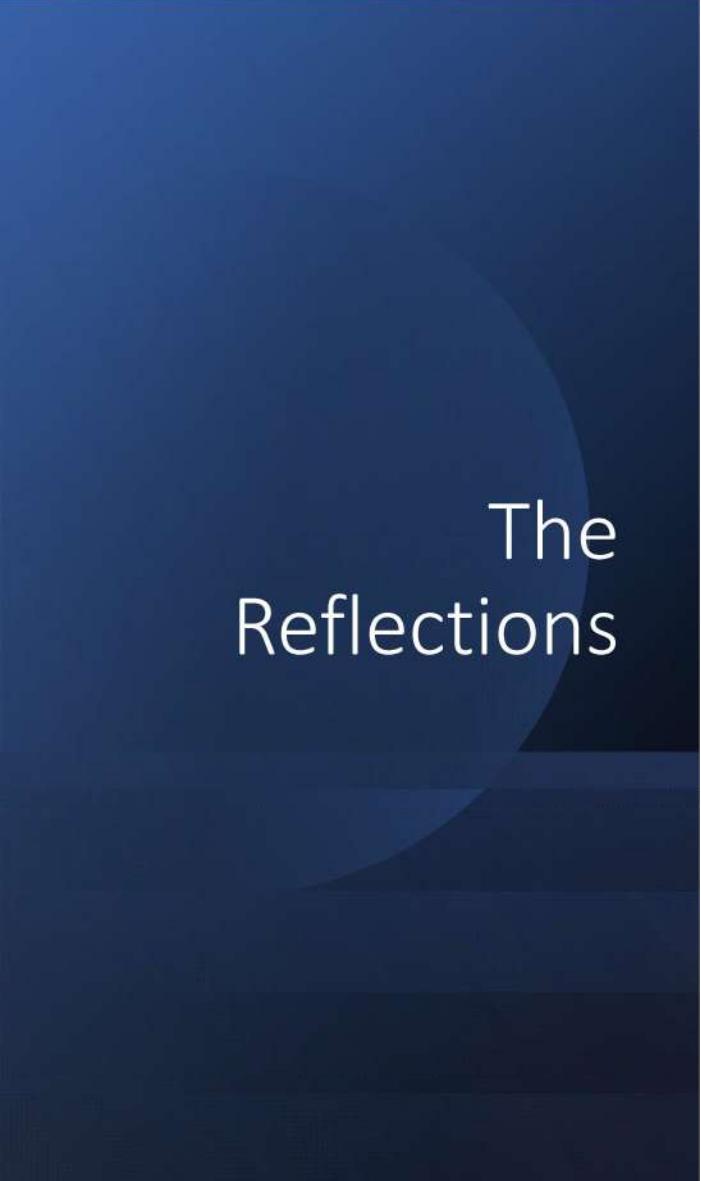


IMAGE FOR
LEAD
GENERATION



The Reflections

- It's not always feasible or possible to create the content you need, so content curation is another option. This involves using or sharing third-party or other people's content in a fair and selective way. It's a quick, easy, low-cost, and high-impact content marketing method, when done correctly.
- It is important to be selective about what you curate. You're trying to showcase your thought leadership, so pick high-quality content that reflects well on your personal brand and adds genuine value to your target audience.
- So first, you need to identify the best sources from which to curate content. Then you can begin to think about the types of content your target audience engages with most. You can do this by experimenting with the content formats and topics you curate. Make sure to include full credit for the original creator and adhere to any specific copyright guidelines associated with the content you curate.
- It's good practice to provide your own commentary on any content you curate. For example, you can give some additional insight, an opinion, or some context. In this way, even though you may not have created the content yourself, you're still establishing yourself as a source of knowledge and an expert commentator.
- You can also seek community input by asking your audience for their opinions, thoughts, and insights to help curate your content.

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