Comprehensive Digital Marketing Project Work

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

Company /topic for project : FORTIS HEALTHCARE INSTITUTE

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

Misson/values:

Compassion, Respect for Persons, Commitment to Integrity and Ethical Practice, Commitment to Excellence, and Justice in Healthcare

USP:

IHH's Fortis is a household name in India, known for our integrated healthcare services ranging from primary to quaternary care and a wide range of ancillary services

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

COMPANY/TOPICS for project: FORTIS FOR HEALTH CARE INSTITUTE

Brand messaging: Precautions and health tips

https://www.instagram.com/p/CsITYZGtHsf/?utm_source=ig_web_copy_link

Tagline: To be a globally respected healthcare organization known for Clinical Excellence and Distinctive Patient Care

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: Global health

https://www.globalhealth.com/

Usp : global health is that it focuses on improving the health and well-being of populations worldwide, transcending geographical, social, and economic boundaries.

Online commuction : Provided offical URL and chat box

Competitor 2:manipal hospital

https://www.manipalhospitals.com/

USP : Among other specialities, the hospital's focus departments include Intensive Care, Gynaecology, Orthopaedics and General Medicine

Online communication : provided contact number and emai id

Competitor 3:max health care

https://www.maxhealthcare.in/

USP : "Max Healthcare" is a well-known healthcare provider in India, and its USP (Unique Selling Proposition) is built on several key factors that differentiate it from other healthcare providers in the region.

Online communication : provided mail id and chat box

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.

Fortis healthcare institute
Demographics :

Age:all

Gender :both

Children:eligible

Location:all over india

Income:2,50,000

Education:10+2

Information gathering:

How do they information :

Community platforms ,you tube ads,facebook ads,

Instagram ads

Values/fears:

What do they value in their professional life:

We project clinical excellence, distinctive patient care,

Transparency in actions and high level of integrity.

Buyer Persona Considerations

Demographics:
- Age Range
- Gender
- Children
- Marital Status
- Location
- Income
- Education

Goals & Challenges:
- What are their professional and career goals?
- How does your product or service fit into their goals?
- How can you help solve challenges and meet goals?

Professional Information:
- Job Title / Role
- Career Path
- Company Size
- Industry
- What types of tools do they use regularly?
- How is success measured?

Information Gathering:
- How do they get their information?
- How do they communicate?
- What media do they consume?
- Are they members of organizations?
- What social media channels are they on?
- Do they attend conferences?
- Do they prefer videos or webinars?

Values & Fears:
- What do they value in their professional life?
- What is important to them when considering products?
- What objections might they have?
- What drives their decision-making process?

Other Questions to Consider
- Are they going to be a good fit to work with your team?
- is their organizational structure going to connect with yours?
- Do they have the budget?
- Are you connected with the right individual?

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.

On-Page SEO Results

Your On-Page SEO could be better

B

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text 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).

Fortis Healthcare | Top Hospitals in India for Healthcare Services | Fortis Healthcare

Length : 86

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

Meta Description Tag   ✖

Your page appears to be missing a meta description tag.

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

SERP Snippet Preview   *i*

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

Act

Language

Your page is using the lang attribute.

Declared: English

✔

H1 Header Tag Usage

Your page has a H1 Tag.

Show details

✔

H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.

✔

Header Tag	Frequency	
H2	1	▪
H3	5	▬
H4	17	▬▬▬▬
H5	0	|
H6	0	|

Show details

Keyword Consistency

Your page's main keywords are not distributed well across the important HTML tags.

✖

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Act
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Keyword Research

Keyword: Cancer hospitals

Keyword	Avg. monthly searches	Competition
best cancer hospital in the world	500	Low
top 10 cancer hospitals in the world	500	Low
best neurosurgery hospitals in the world	50	Low

Meta Title

Find the best cancer and neurosurgery hospital in the world

Meta Description

Join for best treatment of cancer and neurosurgery

Keyword : Health books

Keyword	Avg. monthly searches	Competition
cosmetic surgery book	50	High
book online psychologist	50	High
gynaecologist book	5000	High

Meta Title

check your health book at our fortis health care institute

Meta Description

Apply for more details of your health at our health care institute

Keyword : Neurology

Keyword	Avg. monthly searches	Competition
best neurology hospitals	500	Low
neurology hospital near me	5000	Low
neurology hospital	5000	Low

Meta Title

Find the best neurology hospitals at our fortis health care

Meta Description

Check more hospitals for neurology treatment at our health care

Keyword : La femme

Keyword	Avg. monthly searches	Competition
fortis la femme	5000	Low
la femme fortis	500	Low
la femme gk	500	Low

Meta Title

we introduce new la femme at our fortis health care

Meta Description

apply for best la femme treatment at our fortis health care institute

Keyword : Kidney hospitals

Keyword	Avg. monthly searches	Competition
apollo hospital kidney specialist doctor	500	Low
kidney stone operation cost in fortis	50	Low
fortis kidney institute	50	Low

Meta Title	
find the best kidney stone operation at our fortis health care	

Meta Description	
apply for more kidney traetment hospitals at our health care institute	

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

Part 3: Content Ideas and Marketing Strategies

DATE : 5TH August
To launch a free medical programme for poor people to ensure that every individual, regardless of their financial situation, can access medical care and preventive healthcare service

DATE: 6th August
To create a compelling narrative that motivates viewers to take action donations, volunteer work, or spreading awareness, in order to support the free medical program for poor people and improve their access to healthcare.

DATE: 7th August
To create a poster on awareness of health.Don't take any medicines without any docotor prescription, its harmful to your health

Part 3: Content Ideas and Marketing Strategies

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

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 lessonscan 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. Settingup an editorial calendar and adhering to a content creation schedule helps in maintaining quality and meetingdeadlines.

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 andstrengthen 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 launch a free medical programme for poor people

DATE:29th july 2023

Idea:to ensure that every individual, regardless of their financial situation, can access medical care and preventive healthcare services.

Title: Ensuring Access to Medical Care and Preventive Health Services for All: A Step-by-Step Guide

Introduction:Access to medical care and preventive health services is a fundamental human right that should be available to every individual, regardless of their financial situation. Unfortunately, financial constraints often create barriers to essential healthcare, leading to unequal health

Step 1: Identify Existing BarriersThe first step in addressing the issue of healthcare access is to identify the existing barriers. Conduct thorough research, surveys, and engage with healthcare providers and communities to understand the challenges faced by individuals with limited financial means

Step 2: Develop Financial Assistance ProgramsCreate or expand financial assistance programs to support individuals who cannot afford medical care. These programs can be funded by government initiatives, private organizations, or a combination of both. Ensure that the application process is simple and accessible to those in need

.Step 3: Establish Community Health CentersCommunity health centers play a vital role in providing healthcare services to underserved populations. Establish and fund these centers in areas with limited access to medical facilities. These centers should offer a range of preventive health services, including vaccinations, screenings, and health education programs

.Step 4: Strengthen Telemedicine ServicesTelemedicine has the potential to bridge the gap between healthcare providers and patients in remote or financially disadvantaged areas. Invest in telemedicine infrastructure and promote its use, especially for preventive health consultations and follow-ups**.**

Step 5: Public Awareness CampaignsConduct public awareness campaigns to educate communities about the importance of preventive health measures. Emphasize the benefits of early detection, regular check-ups, and healthy lifestyle choices. Use various media channels to reach a broader audience**.**

Step 6: Collaborate with Nonprofit OrganizationsForge partnerships with nonprofit organizations that focus on healthcare access. Pool resources and expertise to reach a larger number of individuals in need. These organizations can also help in identifying target populations and delivering services effectively.

Step 7: Advocate for Policy ChangesAdvocate for policy changes at local, regional, and national levels to prioritize healthcare access for all citizens. Lobby for increased funding for healthcare programs, expansion of Medicaid, and other policies that promote universal healthcare coverage.

Step 8: Address Language and Cultural BarriersRecognize that language and cultural barriers can hinder access to healthcare services. Hire multilingual staff and provide cultural competency training to healthcare professionals to ensure that patients feel comfortable and understood.

Step 9: Foster Preventive Health Initiatives in SchoolsPromote preventive health education in schools to instill healthy habits from an early age. Collaborate with educational institutions to include health and wellness programs in their curriculum

.**Step 10**: Monitor Progress and Evaluate ImpactRegularly monitor the implementation of these initiatives and assess their impact on healthcare access and preventive health outcomes. Gather feedback from communities and make necessary adjustments to improve effectiveness.
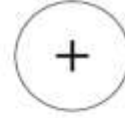
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

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Format 2:VIDEO

Aim: To create a compelling narrative that motivates viewers to take action

DATE:1St AUGUST

Idea: donations, volunteer work, or spreading awareness, in order to support the free medical program for poor people and improve their access to healthcare.

Welcome to our Fortis healthcare institute

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

FORMAT 3:CREATIVE

AIM:To create a poster on awareness of health

DATE:4TH AUGUST 2023

IDEA:Don't take any medicines without any docotor prescription, its harmful to your health

TOPIC:POSTER

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
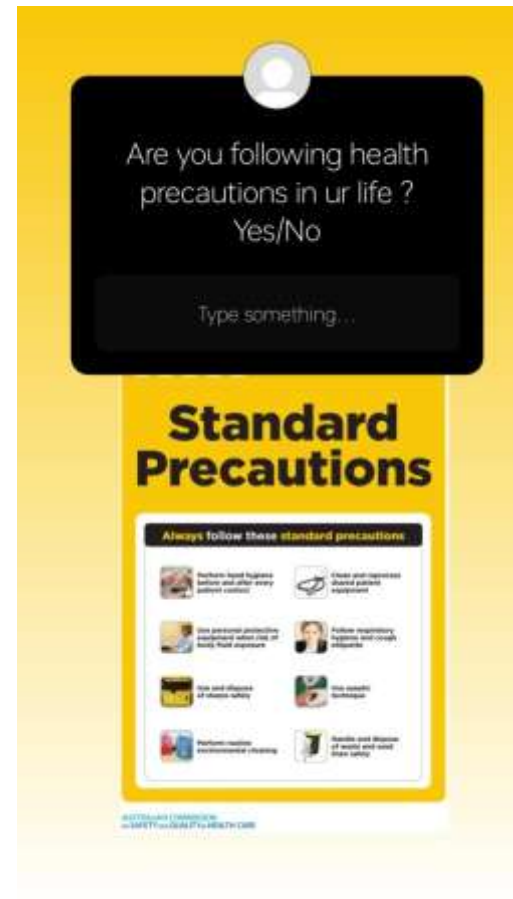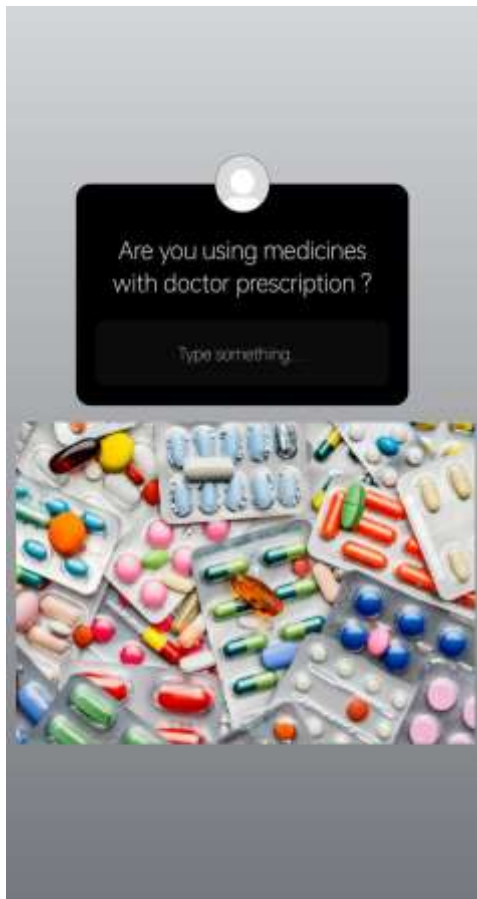
🔒 fortishelathcareinstitue999 ∨ ● ⊞ ☰

	0	0	0
	Posts	Followers	Following

Edit profile   Share profile   +👤

Awareness   Helath care   medical camp   +
                                              New

⊞   📇

⌂   🔍   ⊞   ▶   ●

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.

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

Brand awareness : This video has been
uploaded in instagram

Driving traffic website

Generating lead :

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.

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

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

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

   4. **A/B Testing:** Regularly conducting A/B tests for ad campaigns and email subject lines allows for data-drivenoptimization and better results.

   5. **Engage with the Audience**: Responding to comments, messages, and feedback from the audience fosters a senseof 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: