

Project-Digital Marketing Plan and Execution

Current Situation-

Pushpanjali Hospital wanted to update its Website and Enhance their Online Presence to support its rapidly expanding Hospital business. In response, Team Blueocean developed a strategic marketing and rebranding plan that positioned Pushpanjali Hospital as a transformative leader in the healthcare providers in Agra.

About Pushpanjali Hospital:

Pushpanjali Hospital is a leading 350 bedded hospital based in Agra, equipped highly advanced facilities and qualified & trained staff with best of class ICCU, CCU, PICU, NICU, Emergency, Trauma and BURN Unit.

KEY TASK:

Team Blueocean is hired to create a Digital Marketing Plan that would position **PHRC** as a unique, preferred and one stop healthcare provider for all general & emergency healthcare services.

Execution:

The strategy to increase brand recognition and positioning in the marketplace included the following internet tools:

- ✓ Updating their website developing and sending monthly email newsletters
- ✓ An expanded Facebook and social media presence
- ✓ Hospital blog and articles that is updated regularly
- ✓ Digital Marketing (SEO,SMD,Google Analytics, Content Development, Promotions)
- ✓ An electronic new-patient welcome and feedback page.
- ✓ Launch of a YouTube Series for Awareness Campaigns.

We will also take advantage of community media opportunities with:

- ✓ Increase visibility in the marketplace via public relations, case studies, newsletters and monthly events that promote the hospital expert services, experienced Doctors and satisfied Patients.

Service	Timeline
<p>Website Development with content management system and mobile view</p> <ol style="list-style-type: none"> 1-Doctor Profile Page with specialization 2-Testimonials 3-Reviews Videos 4-Medical Tourism Page 5-Electronic Payment Gateway (charges for online consultation) 6.Add-on Links(third party link like facebook, twitter, blog, lybrate & justdial etc) 	<p>Deliver within 30 Days from the date of Project start.</p>
<p>Digital Marketing</p> <ol style="list-style-type: none"> 1-Publish Online Articles/Blogs/News letter 2-SEO (Search Engine Optimization) 3-SMO (Social Media Optimization) 4-Email Marketing 5-Videos on YouTube channel 	<p>Start after website development and upload.</p>
<p>Reputation Management & PR</p> <ol style="list-style-type: none"> 1- Corporate Awareness Program (1 Program per month) 2.Society Awareness Program (1 Program) 3.-Press Release (National & Regional Print Media) 4.-Magazine Articles (Business and Health Leading Magazines) 	<p>Start after website development and upload.</p>