

Project-Website Development & Digital Marketing

Blueocean Healthcare worked closely with team of DAYANAND HOSPITAL to plan, write, and develop a mobile-responsive website that reflected their culture, showcased their work, and reached a diverse audience: patients, doctors, appointment system. The project included scripts and animation for several videos, two unique logo designs, and incorporating custom photography.

Execution:

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

A) Website & Search Engine Optimization

Search Engine Optimization parameters were improved on key site pages and in website configuration which showed an immediate impact on Keyword Visibility. The market trophy keywords (top 2 highest volume keywords) responded by moving into the first page of results from the third page.

B) Social Media Optimization (Facebook, twitter, Instagram, YouTube)

The challenge was to increase awareness about the newly launched cancer centre by creating a strong presence on different social media channels: Facebook, Instagram, Twitter, YouTube, Blogger etc

- ✓ Profiles were created for Patients Engagement
- ✓ Social Media Infographics with clinical education context posted regularly.
- ✓ Local groups sharing have been done to create awareness.
- ✓ Aggressive marketing campaigns done to increase engagement.
- ✓ Dedicated YouTube channel created for Mass-Marketing

C) Content Development

- ✓ All the content related to post an article is developed by our content writers who have experience in healthcare domain
- ✓ Client first approves the content and then that content will be posted on different social media platforms.
- ✓ All Graphics and Infographics work done by experienced graphic designers in healthcare domain.

D) Specialty Wise Promotions with Target Audience

- ✓ Facebook /Instagram Sponsored Campaigns,
- ✓ Google AdWords, PPC
- ✓ YouTube Marketing

E) Offline Branding

Disseminate content & graphics through print material:

- ✓ Posters

- ✓ Brochures
- ✓ Standees

The End Result

High engagement levels were maintained on Facebook & Instagram throughout the duration of the campaign. Engagement levels & Patient Leads increased about 200%