

Case Study - Overview

From Digital Obscurity to a Measurable Patient Acquisition Engine

Starting Point (Oct 2023)

- Negligible revenue & patient footfall from digital channels
- No online visibility to capture patients actively searching for care

Strategic Goals

- The Business Goal: Drive measurable new patient acquisition & revenue from Digital Channels
- The Marketing Goal: Build a strong, trust building digital "front door" for the hospital.



Case Study - Our 3 Phase Strategy

Phase 1

Oct-Dec'23

Building the Digital Foundation

- Launched a patient centric, high conversion **website**
- Optimised **Google Business Profile** for all locations & key doctors
- Developed foundational patient-education & trust building **content**

Phase 2

Jan-Oct'24

Launching Patient Acquisition

- Launched **Ad campaigns** for **Gynaec** services
- Added **awareness campaigns** for brand building
- Established a team & system for efficient lead management

Phase 3

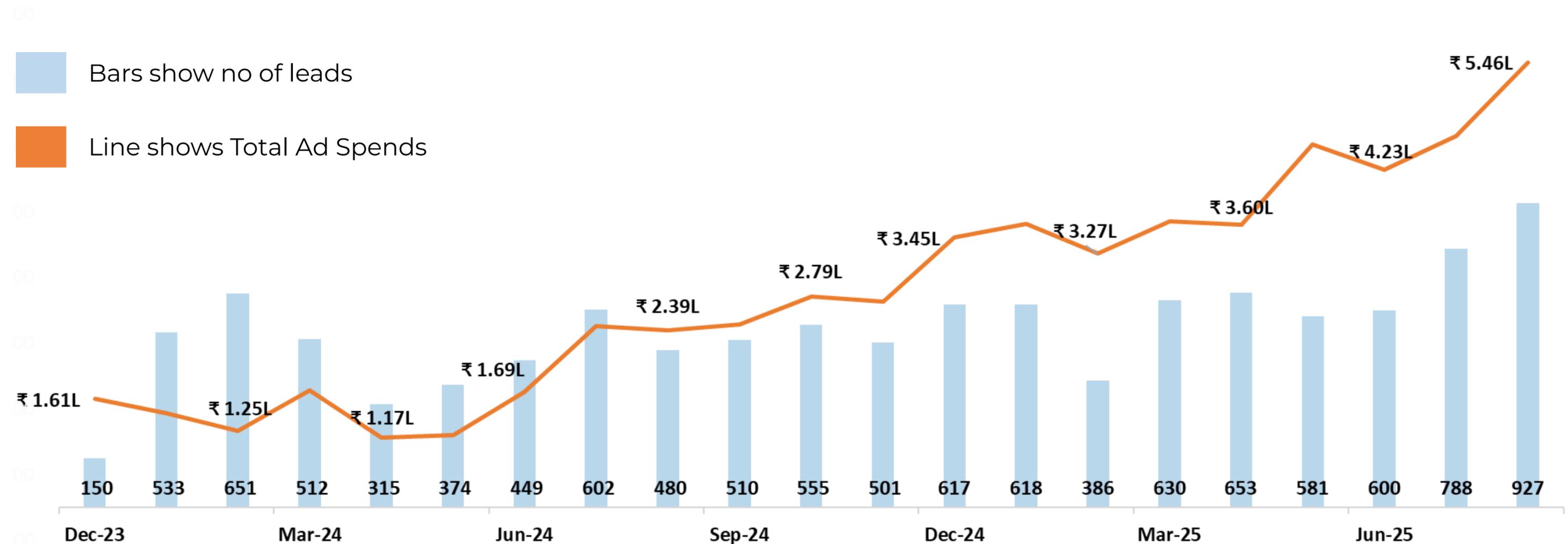
Nov'24 onwards

Long Term Growth

- Extended Ad Campaigns to **other departments**
- Aggressive **marketing campaigns & packages**
- Comprehensive **SEO** strategy to build organic traffic
- **Drip campaigns**

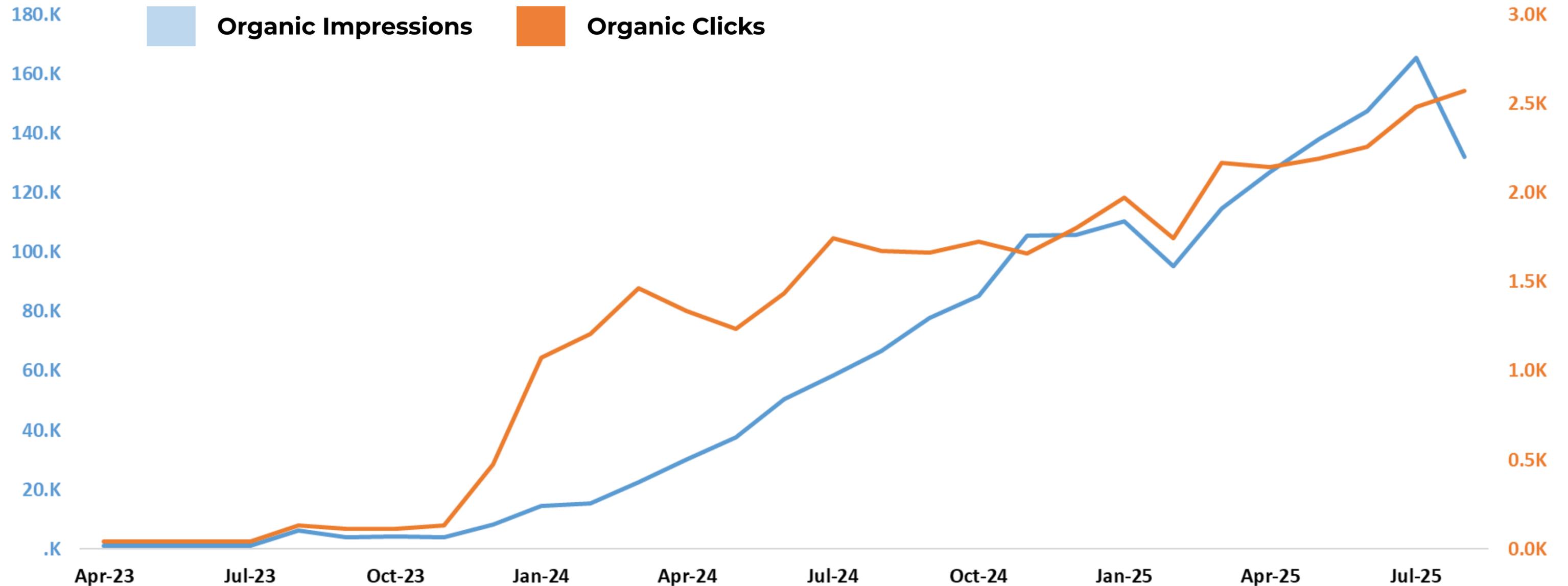
Case Study - Ad Spends & Lead Volume

- About **~14 lakhs** spent in advertising budget has produced **~2,300 leads** in the last 3 months
- These leads on an average have translated to about **~75 Lakh/month** in **Attributed Revenue** in the same period

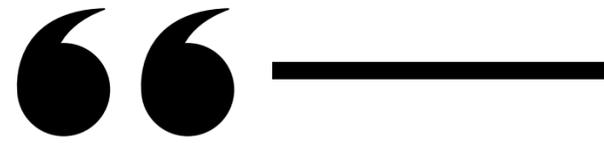


Case Study - Organic Growth

- Our content & SEO efforts has driven on an average **~2,300 clicks per month** organically on our website over the last 6 months



Case Study - Client Testimonial



"Before we brought Deepak on board, our digital presence was fragmented and ineffective. We were wasting money on marketing efforts that delivered no consistent, measurable results.

Working with Deepak has completely transformed our patient acquisition. He didn't just come in as a vendor; he became a true strategic partner. He took the time to understand our unique challenges as a hospital and built a complete, end to end digital system for us from the website to the ad funnels and content.

We now see a consistent flow of new patients from digital, which has been crucial for our growth. I can't recommend him highly enough"

Shreyas SR
Director, Altius Hospitals

