

Marketing Cure for Hospitals.



www.prosmack.com

What is Branding?

Brand is a Name, term, sign, symbol, design or a combination of them that has been recognised by its customers to differentiate it from its competitors.



Why does a Hospital need Branding?

Brand strategy is connected emotionally about how you feel, hope, perform, dream about the hospital. Branding in the Healthcare system revolves around trust and familiarity to create a distinct image from competitors. We help you create that along with core benefits such as quality service, world-class treatment, best physicians and medical equipment. And there are other crucial aspects which hospitals should focus on branding elements such as hospital colour, theme, positioning, and an identity which is directly connecting to human physiological behaviour.

Our Process



BRAND RESEARCH

Our Design Thinkers will research your brand and your competitors also your current marketing plans and systems. We will identify the lag in the current system and create a strategy exclusively for your brand.



COMPETITOR ANALYSIS

A Quantitative and Qualitative research will be made on your competitors and their marketing presence. We will innovate and implement the ideas to make your brand stand out from your competitors.



BRAND POSITIONING

Brand positioning is an art, as well as a science. But, Positioning in the healthcare sector deals with the level of care, honesty, reliability the brand is in the eyes of customers. We add values than that of competitors to make patients feel special and taken care of are worthwhile investments.



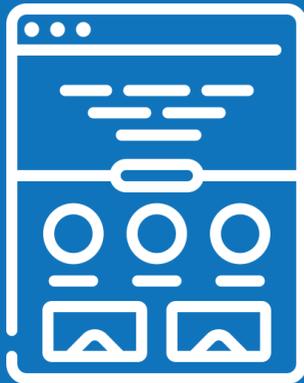
BRAND IDENTITY

We will create a brand identity that includes tones, word choice and visual elements such as logo, colours, a font that acts as the face of your brand. In case of an existing brand, We will create a new story with your brand in form of our creatives, videos and content to reach the minds of audience.

DELIVERABLES

LANDING PAGE

A Webpage that has more information about the hospital also has an appointment form which allows patients to book an appointment with the hospital/ doctors.



REVIEW SYSTEM

Online Review Management - Increasing the positive reviews in google and facebook. Answering the Negative reviews diplomatic.



MESSAGE BLAST

SMS Blast - A regular check up message/ New treatment updates etc will be communicated to both existing and new patients.

Whatsapp Blast - An AI integrated chatbot to text and reply to the patients who enquire through whatsapp.

Emailers - A micro site template with links filled with information will be sent to existing patients and corporates nearby.



SOCIAL MEDIA OPTIMISATION

Google My Business - Make a strong Google Search Presence with all information and updates to make you stand out from your competitors.

Facebook - Running Campaigns which increases Brand Visibility and Enquiries to the Hospital.

Instagram - Running Campaigns which increases Brand Visibility and Enquiries to the Hospital.

Youtube - Increasing the Brand Visibility, Credibility, Educating Patients about the symptoms and treatments.

Twitter - Tweeting about recent trends, Following other Doctors and Posting success stories.





Lead Generation - We will lure the patients to our website and collect their information such as Name, Age, Gender, Mobile No., Email I'd and Schedule for the appointment and give it to your reception or sales team to take it forward

Creation of online marketing collaterals - Photographs of Infrastructure, Video Message from Doctors, Creatives, Infographic Videos, Articles, Content and Strategy required for Running the campaigns.

Organising Events - We will help you do your own CSR events, Health Camps, Etc.

Creation and Distribution of Flyers - We will design the offline flyer and circulate in and around your target locations.

Newspaper Ads - We will design your newspaper creative and help you in publishing in the desired newspaper.

Theatre Ads - We will create the content for Theater ads and help you in publishing the same at right time.

Radio Ads - We will create the content and jingle for your radio ad and help you in publishing the same with your desired radio channels.

Scripted Ads for Social Media and TVC - We will come with the script and concept to promote the hospital to the masses and help you publish it in your desired TV Satellite.

PR Articles - We will cover all the CSR events, Health Camps and Interviews of our chief doctors and publish in the newspapers or relevant magazines.



GET IN TOUCH

contact @prosmack.com

9884881520

www.prosmack.com

