

Benecare Hospital Case Study

Client Background

Benecare Hospital is Best Gynecology and IVF Center in Pune situated at Baner, which mainly specializes in providing women's care, a pediatric clinic, gynecologist and IUI and IVF facilities and services. Also, provide 24*7 healthcare support to patients. The hospital has been operating for over 10 years and has a strong reputation in women's healthcare and fertility treatment.

Charushila Palwade and Jaideep Palwade are IVF and endoscopy experts with a team of 18+ hospital staff. They have been working at Benecare Hospital in Pune.

The Problem

- The main problem for hospitals was that they couldn't attract new patients and retain them.
- Lack of awareness about the hospital's services and expertise in the community.
- Poor online presence on social media sites and websites was outdated.
- Hospitals lack awareness about their specialty and services in the community to differentiate from other competitors' healthcare hospitals.
- leading to lower patient volume and revenue.

The Solution

- We provided comprehensive Digital Marketing services like Social Media Marketing, Search Engine Optimization and Website Development.
- Paid campaigns, and regular posting on social media sites for targeted audiences.
- The website was optimized for mobile-friendly users.
- Paid search advertising like Google ads.
- Optimized hospital's online presence with our expert SEO strategies - specific target keyword, ranked higher, get noticed, and attract more patients!

Impacts of Digital Marketing on Benecare Hospital.

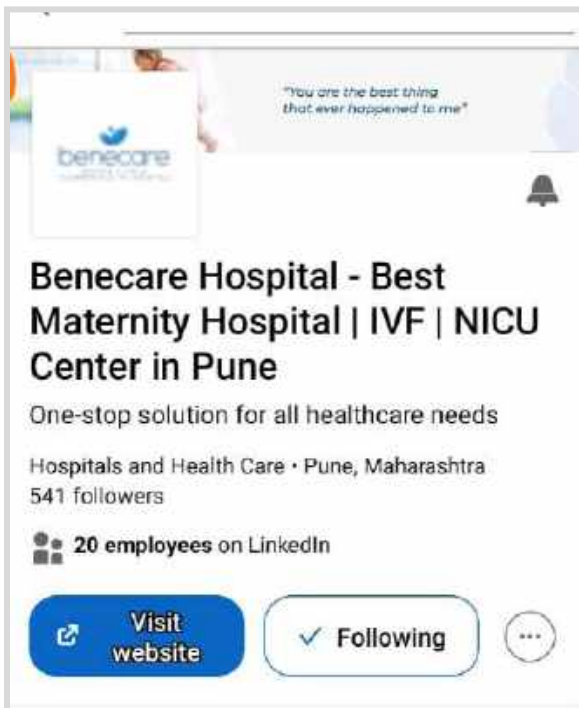
Website:

- ❖ Created a website with attractive content and pages.



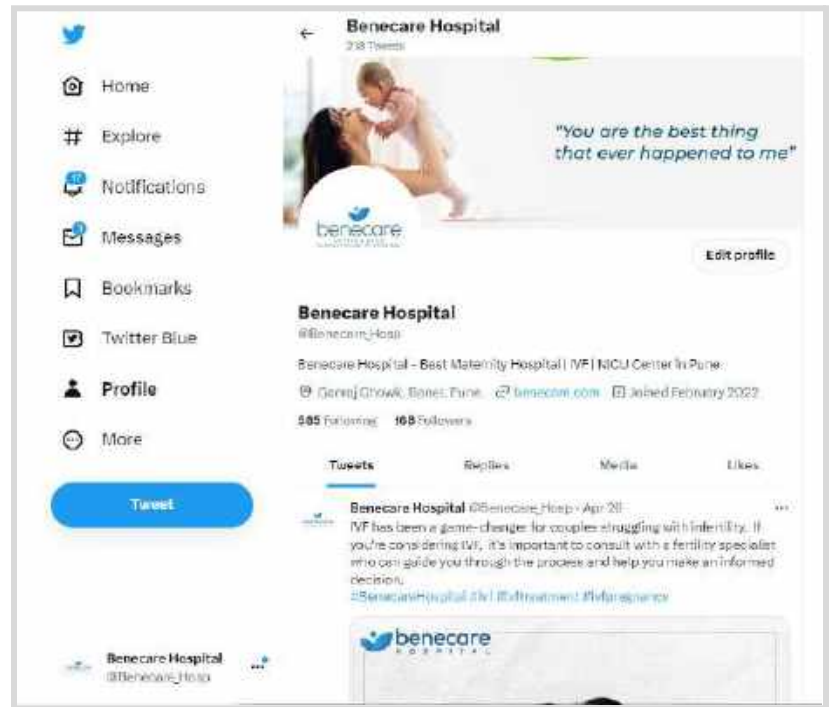
Online Presence on Social Media Platforms:

- ❖ With regular creative posting on Instagram, we promoted the client's IVF service and pre-pregnancy consultation services.



- ❖ Created a regular schedule for posting updates, approx two to three times per week on Linked In.

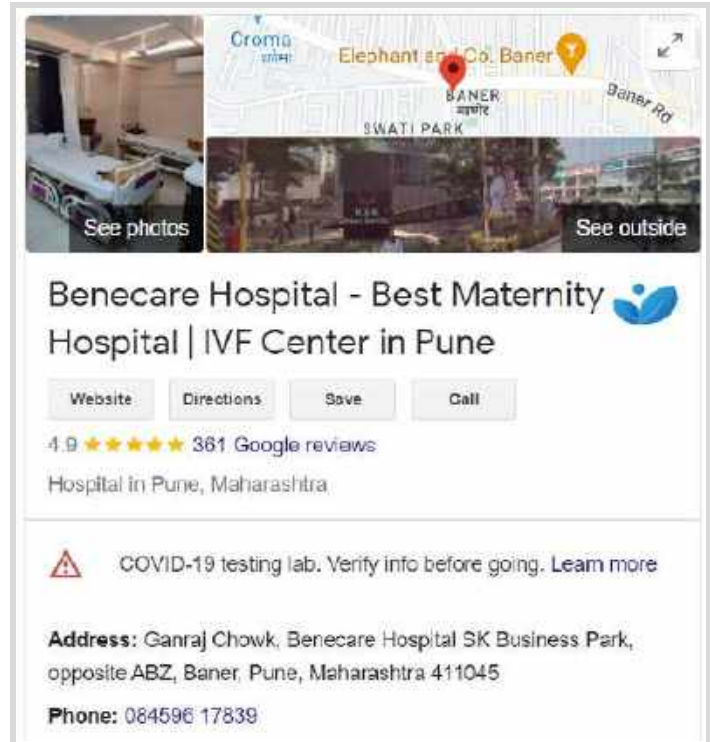
- ❖ Created a Twitter account page, and informative content posted on Twitter related to IVF and maternity.



- ❖ Posted relevant and informative content related to healthcare, wellness, and community events.
- ❖ Last month's record on Facebook page

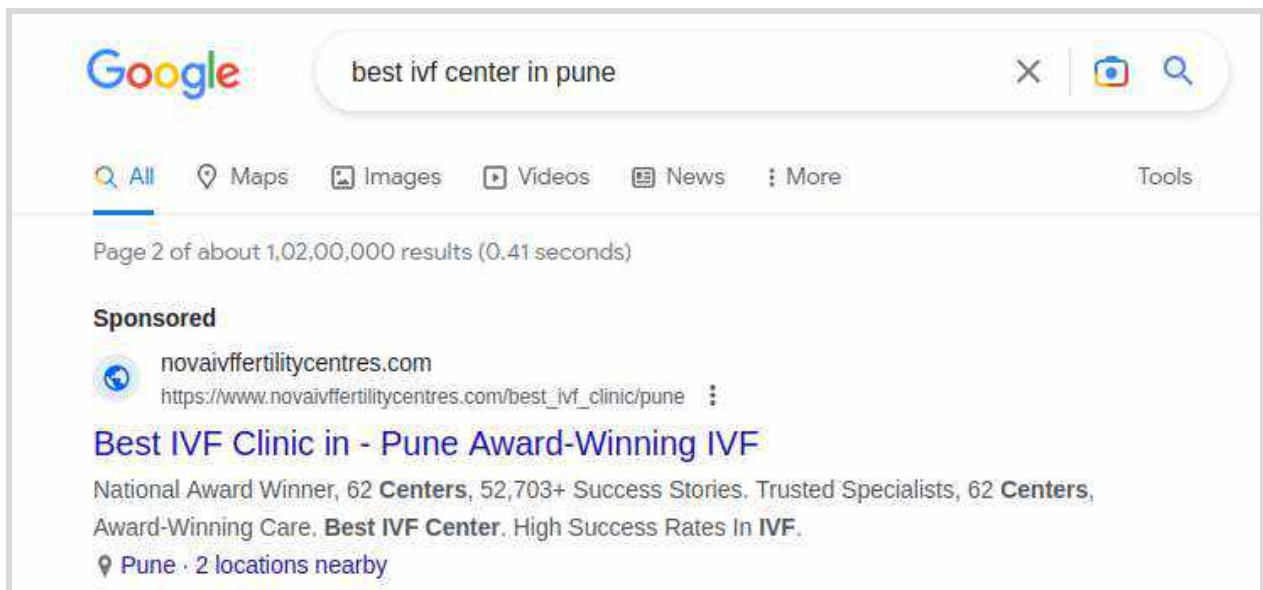


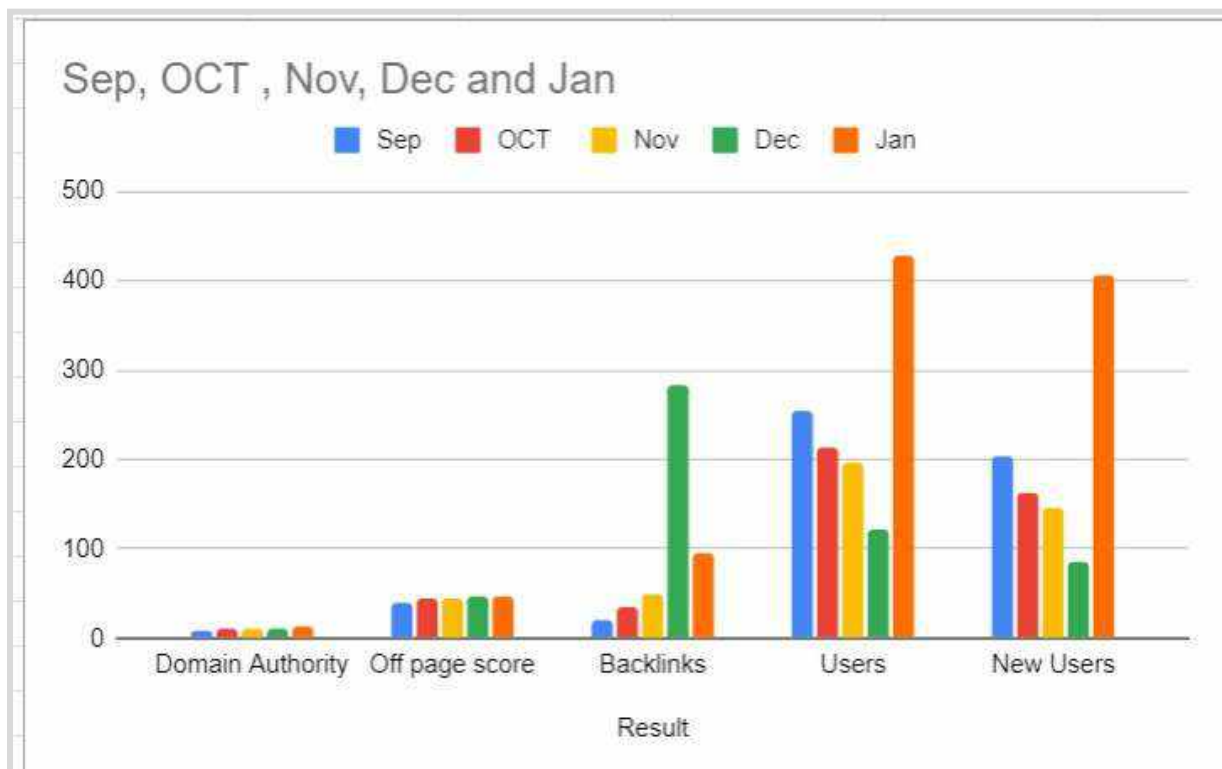
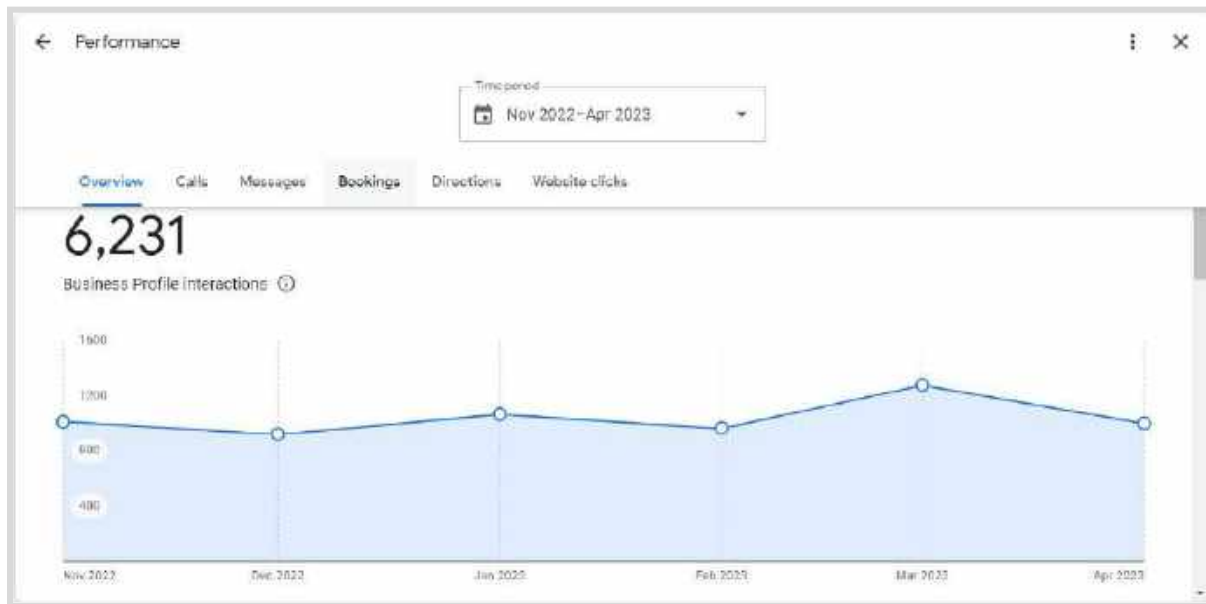
- ❖ Get discovered with Google My Business - it is the key to unlocking online success for businesses everywhere.
- ❖ We have opened a google my business account for more customer attraction.

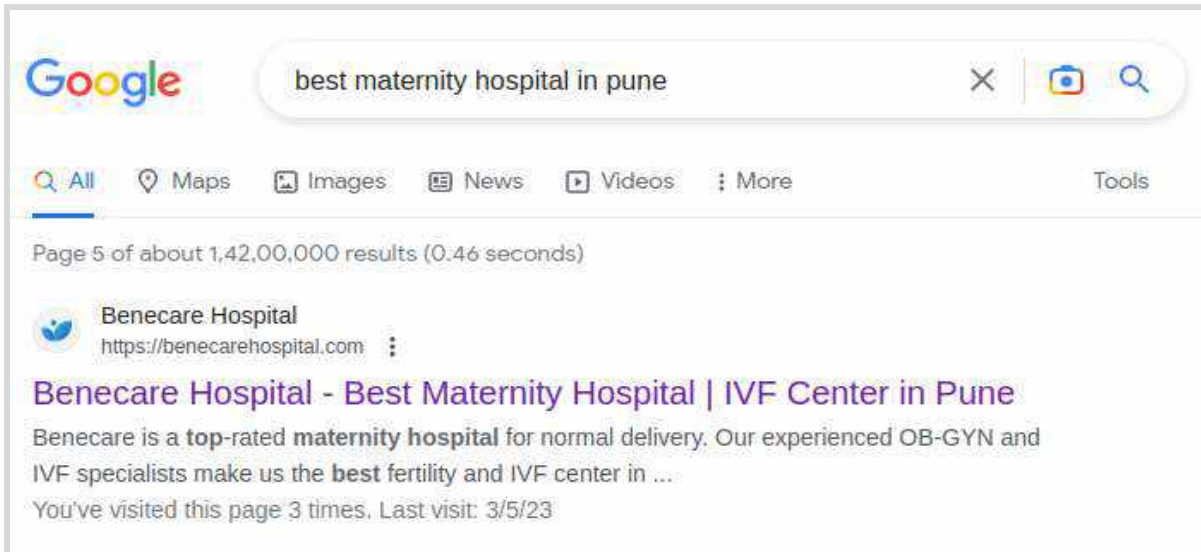


Search Engine Optimization:

- Increased Patient Volume
- Increased Patient Volume on website traffic and social media engagement
- Resulted from ROI
- The search engine specific keywords resulted in appearing on the first page of google search results.
- Off page SEO resulted increase in new users







The Result

- Patients clicked more on the website after targeting keywords relevant to their requirements, such as "IVF hospital" and "fertility treatments."
- Through social media pages and posts on various platforms such as Instagram, Facebook, Linked In, Twitter, patients engaged and got informative and engaging content related to IVF treatments, such as success stories of past patients, details about the hospital's services, and expert opinions on fertility issues.
- A Google my business account helped for patient searching related Best IVF Centre in Pune Benecare Hospital easily available on the first page of Google.
- Also, Paid Ads campaigns were launched that targeted users who had shown an interest in IVF treatments, fertility issues, or other related topics.
- Now Benecare is a well known hospital in pune because of their best services and facilities and our digital Marketing efforts for their IVF and gynecology treatment facilities.

Consult with us

Rise to the Top with First DigiAdd: Your Partner in Market Dominance

