

You are
what you share !

Case Study

Hash**TAG**it
Digital

A LEAD AT INR 45, 50% OF COST OF CLICK

Abstract

Sometimes being a brand isn't enough. Even before a healthcare giant begins to flourish, its visibility gets defeated. With hospitals changing the way of doing business, there has been a clear shift to being customer-centric approach and build long-term relationships. Digital marketing tactics have brought in authenticity and dependability making communication more personal for customers – an aspect that is the soul of the healthcare domain.

A renowned corporate group's flagship healthcare division is this mother and child-based hospital, which is present in tier 2 cities. Having completed 3 years of success, they approached us with the intent of making it special and distinct for them. We decided to run a campaign to celebrate one lucky 'mom-to-be' for a complimentary delivery package.

Running this campaign on Google would have diluted, as the audience ideally does not search for "free delivery" on Google. HashTAGit's Digital Strategy Team deployed the campaign on Facebook and Google display ads to draw maximum visibility. In addition, these platforms filtered audience selection according to certain demography attributes – age, gender, geography, etc. Targeted digital property optimized cost of ad spends to 1/4th of relevant keywords per click charges. Additionally, it allowed XY impressions for brand building.

About Customer

- The customer is a leading "Mother & Child Single Super Specialty Hospital" based out of tier 2 city of northern part of India. The hospital is a flagship healthcare division of an Indian multinational corporate.



Customer Scenario

This hospital intended to generate “impressions” and “leads” to improve hospital branding and revenues; it had completed three years of its operation. Working out a right combination of platform and the timeframe for the campaign we decided to offer one free delivery for a lucky winner. While hospital wanted to focus on Google ads to promote the campaign and were also open to evaluating other potential options to leverage. The major considerations in focus were:

- How to generate maximum impressions with a limited budget?
- How to convert campaign into a call for action to ensure leads?
- Which platforms and mediums to be leveraged for maximum benefits?
- How to generate most relevant leads?
- How to optimize cost of click and cost of lead?

How HashTagit worked?

HashTAGit designed a call-for-action campaign and went live using only Facebook, Instagram, and Google Display ads - breaking the conventional shackle of the idea suggested by the client of using Google AdWords. We felt that it was not about direct active customers to an action page. This churned interest in the relevant population by filtering them through careful demographic selection process and thereby optimizing cost of ads. The following key actions were taken:

- Platform leveraged: Facebook, Instagram, Google Display ads. These were chosen since they were offering highest reach for a per-dollar spend.
- Call for action: Campaign was built to be a call for action - where the relevant category of the customer was asked to download an information book to participate in the lucky draw.
- Demographic selection and targeted advertising: The initial campaign was created for pregnant females in the age group of 22 to 37 in the radius of 10 km from the service location. The second campaign was directed towards expecting fathers in the same geographic location.

Mom-to-be



Father-to-be



This campaign run by HashTAGit surpassed all expectations generating over 100,000 impressions, 8000 traffic on the landing page and 328 leads with a lead cost as low as INR 45.

180,000 plus impression

8000 traffic

328 leads

Cost per Lead INR 45, as against INR 80 click charges



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About HashTAGit

Many organizations across the globe have crossed the success path by relying on HashTAGit for its online promotional activities. HashTAGit successfully offers Digital Marketing, Social Media Optimization & Marketing, Search Engine Optimization, Web Development and Advertising services to help clients share what they are.

For more Information about HashTAGit, visit www.hashtagit.in