

CASE STUDY

Ahana Hospitals - Social Media Marketing

THE CLIENT

Ahana Hospitals was established by Mrs. Sharmila Vikhram and Dr. Vikhram Ramasubramanian in the year 2009 with a mission to deliver affordable, high-quality, comprehensive neuropsychiatric healthcare services to every patient in need and from all walks of life. Within a short period since its inception as an 8 bedded neuropsychiatric centre, Ahana Hospitals has steadily grown to a 120 bedded integrated neuropsychiatric health care organization with hospitals, pharmacies, clinical research centers and rehabilitation centers, providing dedicated health care services for a gamut of neuropsychiatric disorders such as alcohol dependence, schizophrenia, depression, anxiety disorders, marital problems, child and adolescent disorders - mental retardation, learning disability, autism, ADHD, etc.

THE CHALLENGE

In essence, Ahana Hospitals needed to actualize a more cohesive and multi-layered social media marketing strategy. This strategy would better educate and engage with the public about mental health issues, enhance patient access to services, create awareness and manage public relations issues.

THE STRATEGY

Dot com Infoway developed a robust social media strategy based on overall business goals for the hospital, all the while tailoring the strategy to Ahana Hospitals' key services and target audiences.

Pivotal components to the hospital's strategy involved:

1. Our core strategy was to concentrate on brand awareness and building a digital ecosystem.
2. Brand awareness was driven through promoting special days, events and festivals.
3. Created crisp and engaging content to gain attention from the prospective audience.
4. To create an Ecosystem/community by spreading the message of good mental health.

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THE RESULTS

1. We received direct messages on Facebook fan page; twitter handle & LinkedIn profile from the patients for the services offered by Ahana Hospitals.
2. The page had only 347 likes before we started working on the Facebook account. Currently we are at 4,935 page likes.
3. Average monthly reach is around 4k per month.
4. Client has established self-brand within peer community.