

Be #1
on
Google



HEALTH CARE BRANDING

Digital Transformation: Roadmap



QUALITY CREST

Our Objective Towards Digital Marketing
To make our clients create a mark in digital space

What is Digital Marketing?

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

Digital marketing is creating promotion or brand awareness using internet.

Why Digital Marketing in Healthcare?

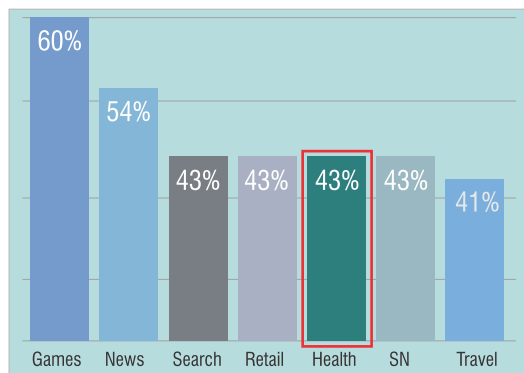
The healthcare industry is continually pursuing the next technological advancement. Whether it's a new, improved treatment, a groundbreaking facility or the expansion of physician specialties, healthcare organizations are always working to provide a higher level of care for patients.

Unlike any other industry, healthcare serves a broad audience. And today's consumers are becoming more dependent on apps and websites.

In fact, patients are relying on websites at increasing rate to make healthcare decisions. This is why it's important to stay on top of digital marketing and keep your organization at the forefront of change-even online.



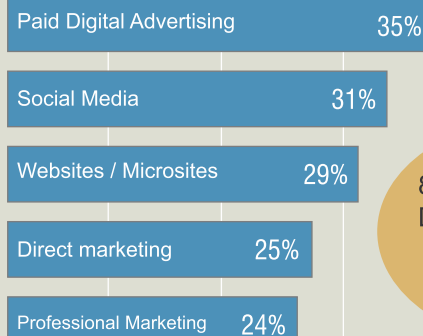
High Growth Categories



Unprecedented growth in news, search and social networks is the main reason why people are more connected, aware and active.

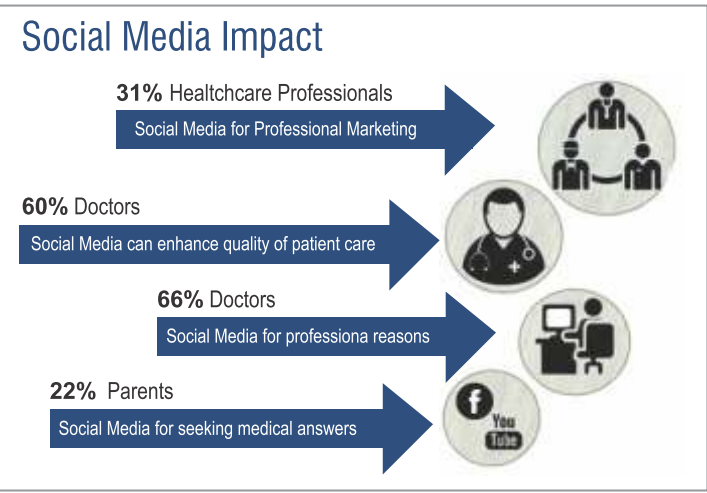
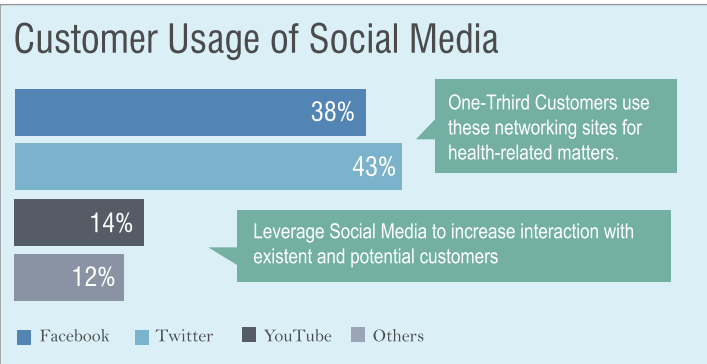
Growth Of Digital Marketing Spending In Healthcare

Top 5 Marketing Spends in 2013



85% experts say that Digital marketing has changed the face of the industry forever

Scope For Digital Marketing In Health Care



What We Offer

- Business Analysis
- Pay Per Click (PPC)
- Search Engine Optimization (SEO)
- Social Media Marketing
- YouTube Marketing
- Ad Campaigns
- Email Marketing
- Mobile App Development
- Website Development and Maintenance

With Quality Crest
"Be #1" on Google.

Healthcare Digital Marketing Strategy Includes

- Easy-to-Navigate Website
- Informational Blog
- Resourceful Emails
- Videos That Educate and Inspire
- Strong SEO Attributes
- Engaging Social Media Strategy

Benefits You Receive

- Immediate Search Visibility
- Target new and potential patients
- Reduce Costs
- Maximize ROAS (Return on Ad Spend)
- Increase Depth of Keyword Targeting
- Reinforce Branding
- Real-time "Tractability" and "Monitoring"
- Local to Global Exposure

WHO ARE WE?

Quality Crest provides varied healthcare consulting services under one roof with efficiency and expertise having an excellent mixture of team with experienced professionals from all the sectors of healthcare industry.

Having a huge clientele range from big Medical College hospitals, Super Specialty hospitals, Multi-Speciality hospitals, nursing homes, Schools & Colleges.

SERVICES WE OFFER

- Hospital Planning & Designing
- Healthcare Branding & Marketing
- Healthcare Quality Certifications
- Operations & Systems Development
- School health Services
- Turnaround projects
- HMIS (Hospital Management Information System)



QUALITY CREST

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Our Presence

Hyderabad | Bangalore | Vijayawada | Ananthapur | Karimnagar | Kurnool | Vizag
Kadapa | Warangal | Kakinada | Rajamundry | Guntur | Nagpur | Raipur