

DIGITAL MARKETING FOR **HOSPITALS**

We help hospitals fill OPDs, beds and OTs with ads, local search, SEO, content and doctor branding.

Clients include NUmед, Yashoda Medicity, AmiCare and KKSwara



— WHY HOSPITALS NEED A SPECIALIST

PATIENTS DECIDE FAST, AND *CLOSE TO HOME*

"ICU NEAR ME" IS SETTLED IN MINUTES

Within a few kilometres.

TRUST COMES BEFORE THE CALL

People check ratings, reviews and doctor profiles first.

BROAD ADS WASTE MONEY

At NUmed, 18,957 broad clicks brought only 228 calls.

THE MONEY IS AFTER THE LEAD

A call becomes an OPD, then an admission or surgery. We track all of it.

— OUR SERVICES

EIGHT SERVICES, *ONE TEAM*

PERFORMANCE MARKETING

Google and Meta ads that bring calls and bookings

SEO

Rank for the treatments and doctors people search

GOOGLE MAPS (GMB) & REVIEWS

Top of the map for “hospital near me”

SOCIAL MEDIA

Reels and posts that make you familiar

PODCAST & VIDEO

Doctor-led episodes cut into short clips

DOCTOR BRANDING & PR

Doctors patients ask for by name

WEBSITE & LANDING PAGES

Pages built to book, call or WhatsApp

LEAD MANAGEMENT & REPORTING

IVR, CRM and a live dashboard

GREATER NOIDA · SOCIAL, MAPS, ADS AND REVIEWS

NUMED SUPER *SPECIALITY* HOSPITAL

From occasional posting to a steady patient pipeline.

300x

follower growth

+230%

walk-ins traced to marketing

+590%

OPD consultations

12x

revenue increase



THE PROBLEM & *WHAT WE DID*

THE PROBLEM

A good local name with little to show online: irregular posts, no ads, nothing measured.

WHAT WE DID

Built a consistent look and posting rhythm first, then added ads and review work on top.

SERVICES

Reels and creatives

Google Maps

Meta and Google ads

Reviews

Monthly reports

Organic website traffic in Search Console grew month on month over the same period.

NUMED · GOOGLE ADS

SAME BUDGET, 3× THE CALLS

What changed when we rebuilt the account in June 2026.

	MARCH 2026	JULY 2026	CHANGE
Patient calls	228	674	+196%
Cost per call	₹1,980	₹661	-67%
Clicks bought	18,957	5,699	-70%
Monthly spend	₹4.52L	₹4.46L	Same

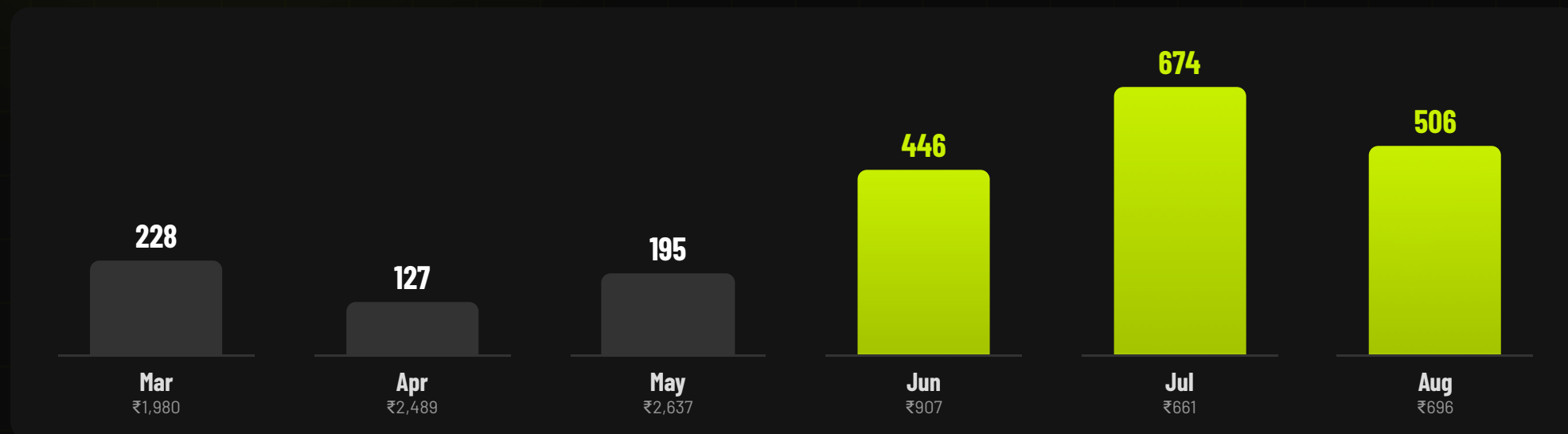
Source: NUmed Google Ads account, March–July 2026.

WHAT WE CHANGED IN JUNE

- ✓ Broad match swapped for high-intent keywords
- ✓ Phone calls tracked and fed back to Google
- ✓ Job, free and course searches blocked

NUMED · GOOGLE ADS MONTH BY MONTH

CALLS JUMPED THE MONTH *WE SWITCHED*



MAR-MAY · BROAD TARGETING

40,419 clicks → 550 calls

JUN-AUG · DIGIRAPS MODEL

15,802 clicks → 1,626 calls

Cost per call fell from about ₹2,000 to about ₹700 and stayed there. Bars: calls per month · below each month: cost per call.

— MULTI-SPECIALITY · SEARCH, SOCIAL AND DOCTOR FILMS

YASHODA *MEDICITY*

Making every department easy to find, and every enquiry traceable.

+128%

qualified enquiries

200x

social engagement

-48%

cost per lead

230

content pieces delivered



FROM LEAD TO *OPERATING THEATRE*

Leads from Google, walk-ins and referrals

3,314

Came in for an OPD visit

827

Advised surgery

718

Surgeries done

380

46% OF PATIENTS WHO CAME TO OPD WENT ON TO SURGERY

16

towns sending patients, from Indirapuram to Meerut and Agra.

Source: AmiCare half-year report, January–June 2026 · surgeries counted from tracked leads.

— ADS AND DOCTOR BRANDING

WHAT EACH PROCEDURE COST, AND HOW FAR *THE DOCTOR'S NAME* TRAVELLED

PROCEDURE	AD SPEND	LEADS	COST PER LEAD
Knee replacement	₹5,88,299	542	₹1,086
ACL repair	₹2,02,185	481	₹421
Shoulder	₹46,717	173	₹271

Knee replacement leads cost more but are worth the most: 91 knee surgeries in six months.

DR HIMANSHU GUPTA

7.1M

Instagram views

7.4M

Facebook views

+4,542

Instagram followers

4.5M

Instagram reach

Recovery stories and pain-related reels did best.

— RETURN ON AD SPEND

KKSWARA

Every rupee spent on ads came back twelve times.

₹1

spent on ads

₹12

back in
patient
revenue

12X

ROAS

ROAS = patient revenue traced to ads ÷ ad spend.



— HOW WE START

THE FIRST *SIX MONTHS*

MONTH 1

Tracking live, Maps listings fixed, Google and Meta ads launched

MONTH 2

Specialty pages live, first shoot day, review requests start

MONTH 3

Wasted searches cut, retargeting on, first review against plan

MONTH 4

Budget moved to the best specialties, PR and podcast push

MONTH 5

SEO pages reach page one, camps and package campaigns

MONTH 6

Full report, and a next-phase plan built on your own data

Every week: a call with your team · Every month: a review against the plan · Always: a live dashboard.

— HOW YOU PAY

YOUR AD MONEY STAYS IN *YOUR ACCOUNTS*

AD SPEND

You pay Google and Meta directly from your own ad accounts. We never hold your media money, and the accounts and data stay yours.

ONE MONTHLY FEE COVERS

- ✓ Running Google and Meta campaigns
- ✓ SEO pages, blogs and listings
- ✓ Social posts, shoot day and podcast
- ✓ Google Maps and reviews
- ✓ Doctor branding and PR
- ✓ Dashboard, weekly call, monthly report

Fee quoted per hospital after a free audit - GST extra.

— NEXT STEP

LET'S START WITH A **FREE AUDIT** OF YOUR HOSPITAL

We'll look at your Google Ads, Maps listings, website and reviews, and show you where your next 100 patients a month can come from.

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