

HOSPITALS

INTERACTIVE CONTENT

STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- How well do you know the deadly Nipah virus?
- Find out if you can give first aid in case of an emergency.
- What is your risk of getting a lung infection?
- How much do you know about hospitals?



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [Are you at risk of getting a heart disease?](#)
- [Which type of Yoga is the most suitable for you?](#)
- [PIFA vs ELISA cost savings calculator](#)
- [If you pass this quiz, you must be a medical student!](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- What is the ideal medical insurance plan for you?
- Which hospital should you go to for treatment?
- Which hospital specializes in _____?



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

COST CALCULATORS

- How much do you spend on doctor visits in a month?
- How much will a rhinoplasty surgery cost you?

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much do you save by using the ----- mobile app to book appointments?
- How much do you save by using ---- health check packages?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Why is your hospital stay at ----- better than -----?
- Which pathology lab is better? --- or ---



GROWING **MQL**