

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?



INCREASE **SOCIAL** ENGAGEMENT



GROW **AWARENESS**



SPARK **CONVERSATIONS**

LINKS TO LIVE INDUSTRY EXAMPLES

- [Type 2 Diabetes Risk Calculator](#)
- [Cost of Smoking Calculator](#)
- [PIFA vs ELISA Cost Savings Calculator](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- What is the ideal amount of medical insurance for you?
- Which is the best hospital according to your budget?
- What is the best hospital according to your medical history?



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 plastic 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 one at -----?
- Why is --- pathology lab better than --- ?



GROWING **MQL**