



JJIMS HOSPITAL

TRANSFORMING A HEALTHCARE
BRAND FROM ZERO TO MARKET LEADER

A COMPLETE DIGITAL GROWTH CASE STUDY

BY OUR DIGITAL PARTNER



From 0 Followers to

40,000+

Community



From Brand Awareness to

10,000+

Patient Calls



Building Trust.
Driving Growth.

3X

Business Growth



Strategic. Creative.
Results Focused.

**Your Growth Is
Our Mission.**

BRANDING • SOCIAL MEDIA • WEBSITE • SEO • LEAD GENERATION • PERFORMANCE MARKETING • CRM & AUTOMATION

ABOUT

JJIMS HOSPITAL

SERVING YOU MEDICAL COMFORT



CLIENT

JJIMS Hospital



INDUSTRY

Healthcare & Multi-Speciality Hospital



LOCATION

Silchar, Assam



OBJECTIVE

Build the hospital's digital presence from scratch and establish it as one of the most trusted healthcare brands in the region.



STARTED IN 2020



TRUST



COMPASSION



EXCELLENCE



COMMUNITY

THE CHALLENGE

When we partnered with **JJIMS**,

- ❌ No digital identity
- ❌ Zero social media presence
- ❌ No online patient engagement
- ❌ No structured digital marketing strategy
- ❌ No lead generation system
- ❌ Limited online visibility



GOAL

Create a complete digital ecosystem capable of attracting patients consistently.



We identified the gaps, understood the challenges, **and built the foundation for transformation.**

OUR STRATEGY

OUR 360° GROWTH STRATEGY

At Yantra Media, we didn't focus on just social media.
We built an entire **digital ecosystem**.

SERVICES DELIVERED



Brand Strategy



Social Media Management



Website Design & Management



CRM Setup



Google Business Profile Optimization



Performance Marketing



SEO



Lead Generation Campaigns



Awareness Campaigns



Video Production



Doctor Branding



Content Marketing



Reputation Management



“ We didn't just manage social media.
We built an **integrated digital ecosystem**
that **accelerated JJIMS' growth**. ”

SOCIAL MEDIA GROWTH

SOCIAL MEDIA COMMUNITY GROWTH

From zero presence to a trusted digital community.

Our strategy turned **JJIMS** into a recognized healthcare brand online.



STARTED FROM

0

FOLLOWERS

TODAY



INSTAGRAM

37,000+

FOLLOWERS



FACEBOOK

8,000+

FOLLOWERS



OUR GROWTH JOURNEY



Building trust. Creating engagement. Driving growth. **One post at a time.**



PLATFORMS MANAGED



INSTAGRAM



FACEBOOK



LINKEDIN



TWITTER (X)



YOUTUBE



A GROWING COMMUNITY.
A STRONGER JJIMS.

Thank you for being part of
our journey.

OUR CONTENT STRATEGY

We created content that
EDUCATED, INFORMED
and **CONVERTED.**

CONTENT TYPES



Doctor Videos



Health Awareness



Reels



Patient Awareness
Campaigns



Festival Creatives



Topical Marketing



Medical Infographics



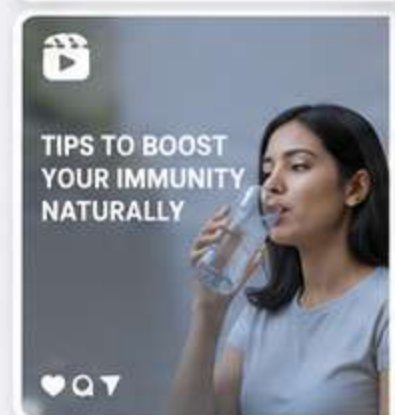
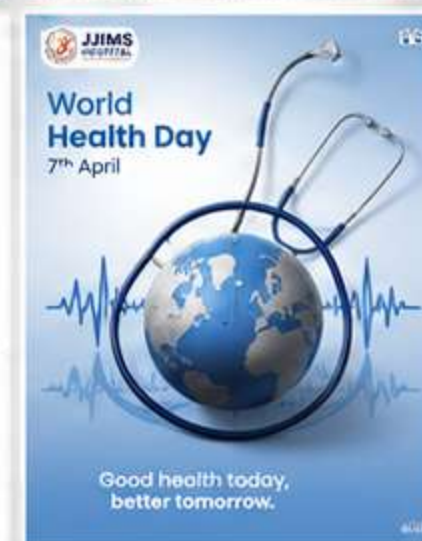
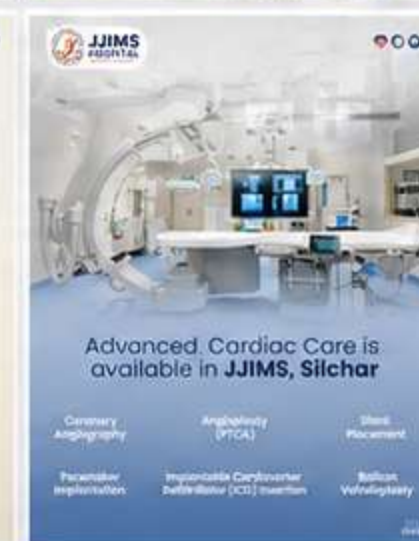
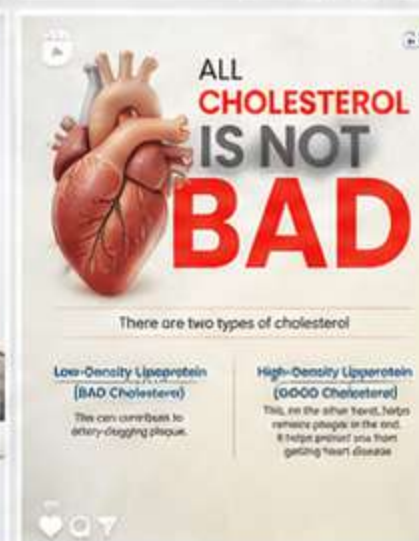
Patient Testimonials



Engagement Creatives



Hospital Infrastructure
Showcase



CONSISTENCY HELPED BUILD TRUST
WITHIN THE LOCAL COMMUNITY.



Educate



Engage



Build Trust



Drive Action



ORGANIC GROWTH WITHOUT HEAVY AD SPEND

AVERAGE MONTHLY ORGANIC REACH



100,000 – 250,000
PEOPLE

No dependency on large
advertising budgets.

Through strategic content and consistent engagement, we achieved sustainable organic growth.

- 

SUSTAINABLE
GROWTH
- 

REAL
ENGAGEMENT
- 

CONSISTENT
RESULTS
- 

BUILDING TRUST
NATURALLY



Total Reach
982,023 ↑ 1,362%
vs previous 90 days



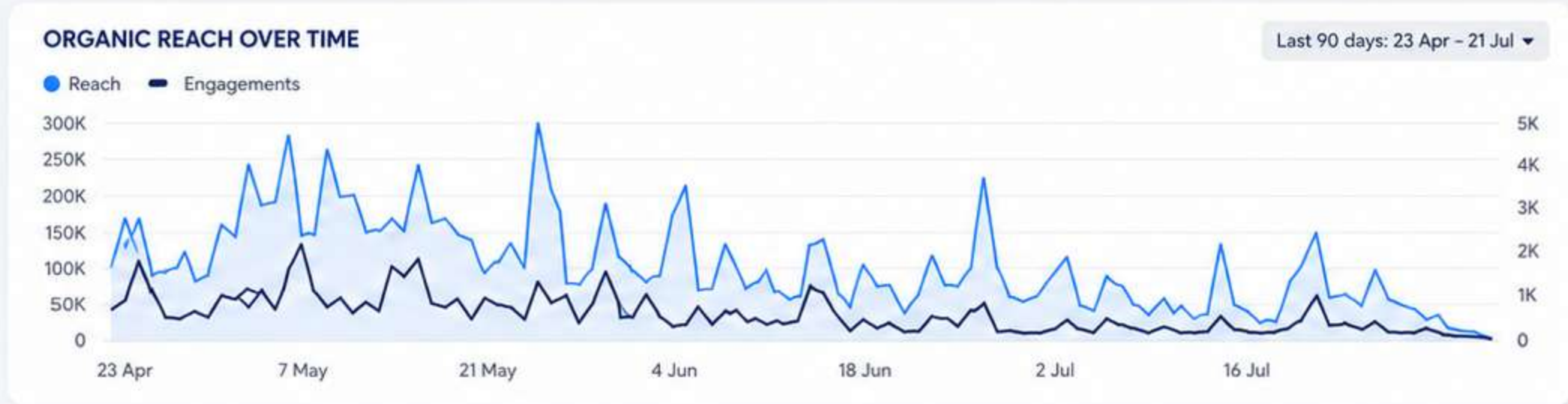
3-Second Views
17,852 ↑ 577%
vs previous 90 days



1-Minute Views
282 ↑ 48%
vs previous 90 days



Watch Time
3d 17h ↑ 476%
vs previous 90 days

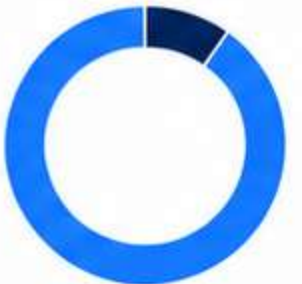


VIEWS BY CONTENT TYPE

Followers (blue), Non-followers (black)

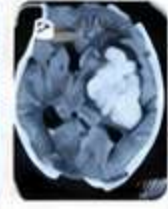
Content Type	Percentage
Text	44.7%
Photo	29.1%
Multi-photo	18.4%
Reel	7.2%
Multimedia	0.3%
Link	0.2%

VIEWS BY FOLLOWERS VS NON-FOLLOWERS



89.7% Non-followers, 10.3% Followers

TOP ORGANIC CONTENT

Thumbnail	Date & Time	Views
	16 May 14:31	107,648
	4 May 09:10	57,410
	9 June 14:10	43,499
	27 May 17:54	30,511
	5 May 08:30	27,240
	12 May 10:43	25,083

[View all content insights](#)



Our focus has always been on value-driven content and meaningful engagement.
That's how we turn **views into trust** and **trust into patients.**



GOOGLE BUSINESS PROFILE GROWTH

One of the strongest growth channels.

ACHIEVEMENTS



16,000+

Business Profile Interactions



1,700+

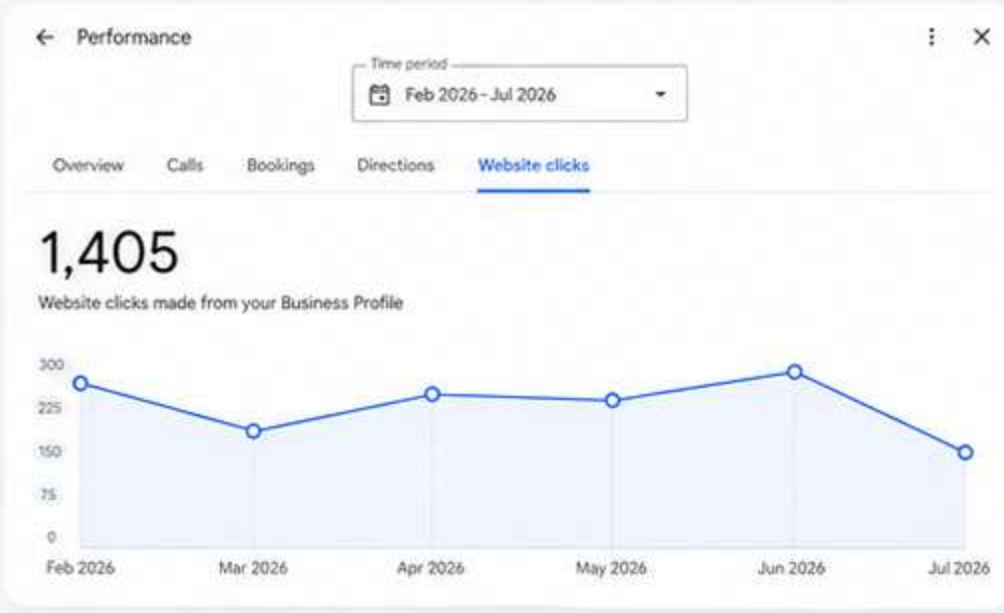
Website Visits



10,000+

Patient Calls Generated

(LAST 6 MONTHS)



STRONGER LOCAL VISIBILITY
Ranking higher in local search results



MORE PATIENT ENGAGEMENT
Calls, messages & directions from potential patients



CONSISTENT GROWTH EVERY MONTH
Sustainable results without heavy ad spend



BUILDING TRUST ONLINE
More reviews, interactions & patient confidence



TRANSFORMING VISIBILITY INTO TRUST.
DRIVING REAL RESULTS.

LEAD GENERATION PATIENT ACQUISITION STRATEGY

We executed multiple data-driven campaigns to **attract**, **engage** and **convert** potential patients.

WE EXECUTED MULTIPLE CAMPAIGNS INCLUDING

- Lead Generation
- Brand Awareness
- Engagement Campaigns
- Local Awareness
- Doctor Promotions
- Seasonal Campaigns

RESULT

- Consistent increase in patient enquiries.
- Higher appointment bookings.
- Better brand recall.

We're here to **help you**

Book an Appointment or Submit your Enquiry

Full Name

Phone Number

Email Address

Preferred Department

Submit Enquiry



JJIMS HOSPITAL
CARE • COMPASSION • EXCELLENCE



16,751+
Total Enquiries Generated

11,047+
Calls Generated

4,299+
Direction Requests

1,405+
Website Clicks Generated

Consistent
Growth in Every Month

CAMPAIGN EXAMPLES

ADVANCED
CARDIAC CARE
YOU CAN TRUST



LEAD GENERATION

WORLD
HEALTH DAY
7TH APRIL



BRAND AWARENESS

SPINE HEALTH
MATTERS



ENGAGEMENT CAMPAIGN

YOUR HEALTH
MATTERS
RIGHT HERE
IN SILCHAR



LOCAL AWARENESS

MEET OUR
EXPERT
NEURO SURGEON



DOCTOR PROMOTION

THIS MONSOON
TAKE CARE OF
YOUR HEALTH



SEASONAL CAMPAIGN



Data-driven strategies. Consistent engagement. Measurable results.

Turning clicks into patients. Building trust that lasts.

WEBSITE & DIGITAL ECOSYSTEM

BEYOND SOCIAL MEDIA, WE BUILD DIGITAL EXPERIENCES THAT HEAL.

Yantra Media built and manages a complete digital ecosystem that **connects, engages** and **converts** visitors into **patients**.



Official Website

Modern, responsive and SEO-friendly website



Website Maintenance

Regular updates, security and performance optimization



CRM Integration

Streamlined lead management and follow-ups



Landing Pages

Conversion-focused pages for campaigns & services



Performance Tracking

Monitor every click, call and conversion



Lead Funnels

Data-driven funnels that nurture and convert leads



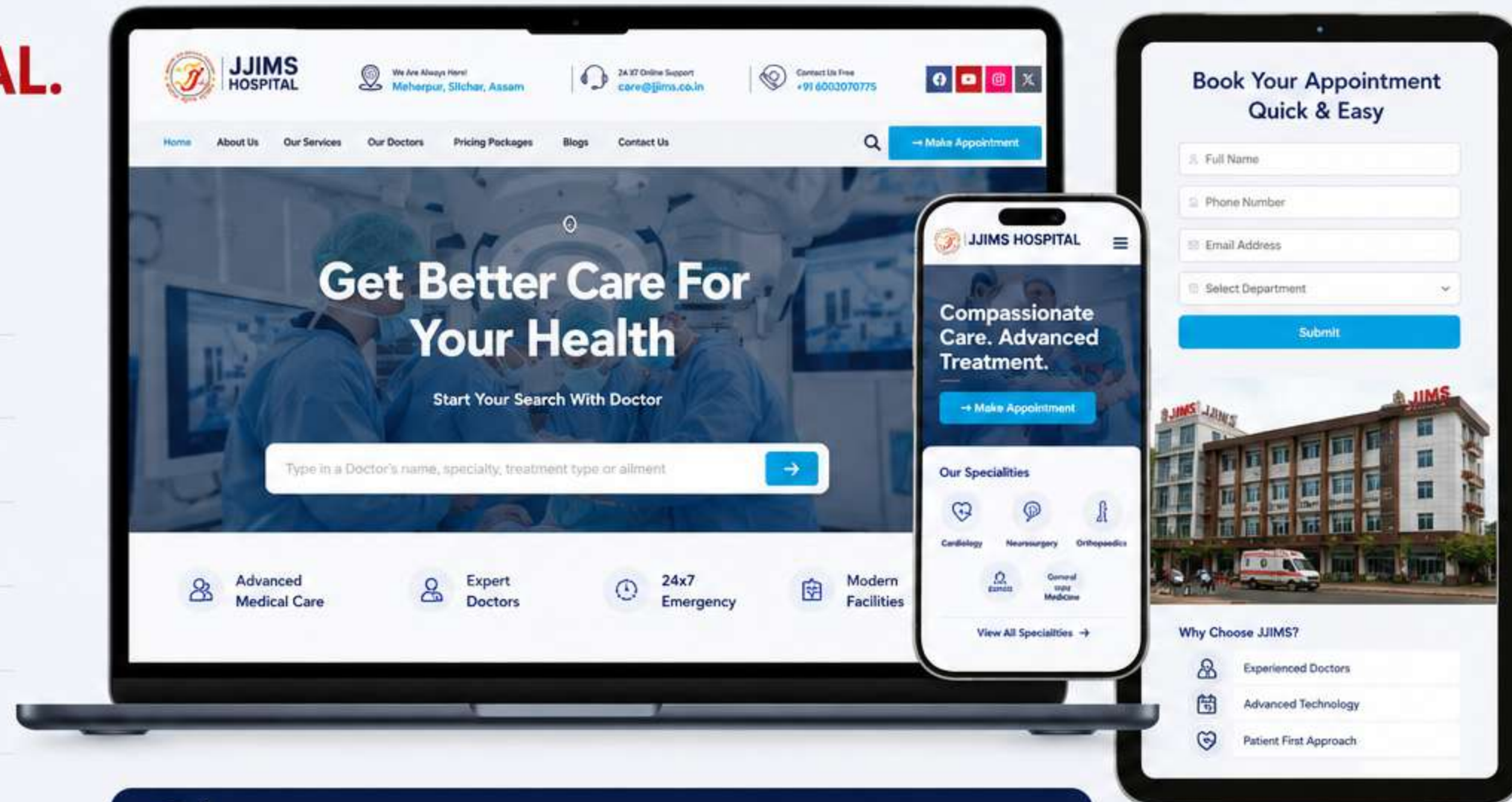
Analytics & Reporting

Advanced insights for better decision making



User Experience Optimization

Better experience. Higher engagement. More bookings.



Everything works together to **convert visitors into patients**.

THE DIGITAL JOURNEY



Visitor Arrives



Engagement With Content



Lead Capture & Nurturing



Enquiry / Call Generated



Appointment Booked



Patient Served

PERFORMANCE SNAPSHOT

(Last 6 Months)



16,751+

Profile Interactions



11,047+

Calls Generated



4,299+

Direction Requests



1,405+

Website Clicks

BUSINESS IMPACT



Consistent Increase in Patient Enquiries



Higher Appointment Bookings



Better Brand Recall

BUSINESS IMPACT

THE RESULTS

Through consistent branding and digital marketing, the hospital experienced **remarkable growth and measurable impact**.

WHAT WE DID



Strategic Branding

Built a strong and trustworthy brand identity across all platforms.



Digital Marketing Campaigns

Executed multiple campaigns for lead generation, awareness & engagement.



Website & SEO

Built and optimized a modern website for better visibility and conversions.



Google Business Optimization

Optimized GMB profile to increase discoverability and local reach.



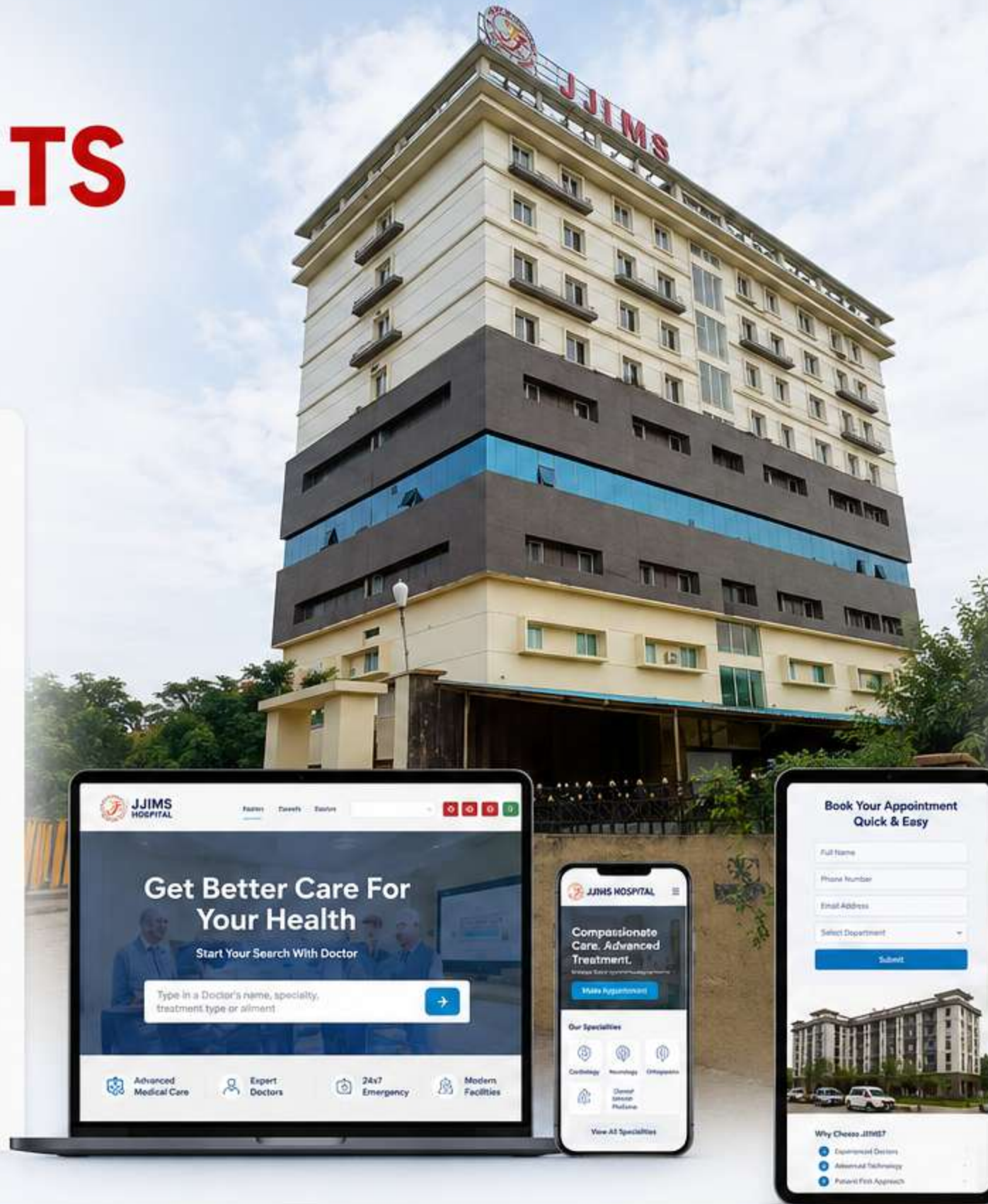
Content & Social Media

Consistent content creation that educated, engaged and built trust.



Lead Nurturing & CRM

Streamlined enquiry management and follow-ups for better conversions.



JJIMS
HOSPITAL
CARE • COMPASSION • EXCELLENCE

THE IMPACT



3X BRAND GROWTH

Stronger recognition and trust in the community.



10,000+ CALLS GENERATED

High-quality patient enquiries through multiple channels.



16K+ GOOGLE INTERACTIONS

Profile interactions in the last 6 months.



GROWING PATIENT TRUST

Positive engagement and loyal patient base.



STRONG DIGITAL PRESENCE

Consistent visibility across search, maps & social media.



INCREASED PATIENT FOOTFALL

More appointments. More visits. More lives impacted.



The digital ecosystem became one of the hospital's **strongest and most reliable** patient acquisition channels.



120,000+
PATIENTS SERVED



60+
EXPERT DOCTORS



35+
SUPER SPECIALTIES



CARE • COMPASSION • EXCELLENCE
Our Commitment. Always.

WHY IT WORKED

OUR SUCCESS FORMULA

A proven step-by-step approach that turned strategy into **sustainable business growth**.



01 | RESEARCH

Deep understanding of the hospital, audience, competitors and market trends.



02 | STRATEGY

Data-driven strategy tailored for brand positioning, visibility and patient acquisition.



03 | CONSISTENT CONTENT

High-quality, value-driven content that educates, builds trust and engages.



04 | COMMUNITY BUILDING

Engaging with the local community and building long-term relationships.



05 | PERFORMANCE MARKETING

Targeted ad campaigns to generate leads, increase enquiries and boost conversions.



06 | GOOGLE OPTIMIZATION

Optimized Google Business Profile and local SEO for maximum visibility.



07 | CONTINUOUS ANALYSIS

Regular tracking, reporting and insights to refine and improve performance.



08 | BUSINESS GROWTH

Consistent improvements leading to measurable growth and real results.

WHAT THIS APPROACH DELIVERED



3X BRAND GROWTH

Stronger recognition and trust in the community.



10,000+ CALLS GENERATED

High-quality patient enquiries through multiple channels.



16K+ GOOGLE INTERACTIONS

Profile interactions in the last 6 months.



GROWING PATIENT TRUST

Engaging content and community connection built long-term trust.



INCREASED APPOINTMENTS

More enquiries converted into appointments and footfall.



STRONG DIGITAL PRESENCE

Consistent visibility across search, maps & social media.



INCREASED PATIENT FOOTFALL

More appointments. More visits. More lives impacted.



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EXPERT DOCTORS



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**CARE
COMPASSION
EXCELLENCE**
Our Commitment.
Always.



Small improvements every month
created exponential long-term results.



We Are Always Here!
Meherpur, Silchar, Assam



24 X7 Online Support
care@jjims.co.in



Contact Us Free
+91 6002070775



From **Zero** *to* **One** of the Region's **Strongest Healthcare Brands**

This journey demonstrates what happens when
branding, technology and **performance marketing**
work together.



STRATEGIC
BRANDING



ADVANCED
TECHNOLOGY



PERFORMANCE
MARKETING



SEO & ONLINE
VISIBILITY



CREATIVE
PRODUCTION



GROWTH &
RESULTS

Yantramedia

Digital Marketing | Branding | Websites | Performance Marketing | SEO |
Creative Production

“ We don't just
market brands—
we build businesses. ”

