TIER 2 MARKETING

Nursing home marketing in smaller cities

How families in Tier 2 and Tier 3 towns actually choose, and what a 30 to 80 bed hospital should build first.

Swipe →

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THE DIFFERENCE

"

In a metro, digital creates the first contact. In a smaller town, digital confirms a decision that started with a GP, a relative or a scheme card.

If that moment fails, the referral leaks to the competitor two streets away.

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HOW DEMAND WORKS

Five routes into a nursing home

1. GP and RMP referrals: easy to refer to beats better known
2. Family decision-makers, often in another city, checking late at night
3. Language: haddi doctor near me, typed in Roman script
4. Price first: approximately how much, and will my card work
5. Scheme and insurer empanelment as a demand driver

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SCHEMES

Rs 5 lakh

per family per year under PM-JAY, extended in 2024 to all senior citizens aged 70 and above

Say Ayushman card accepted in the local language at the gate. It does more than most advertisements.

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BUILD ORDER

Profile first, then phone, then website

1. **Google Business Profile in the local language**
   Right category, signboard name, 24-hour phone, services listed one by one

2. **A WhatsApp line with a named owner per shift**
   Quick replies for the ten common questions; no diagnosis by front desk

3. **A six to ten page bilingual website**
   Doctors, procedures, schemes accepted, directions, emergency

Most small hospitals spend lakhs on a website while the profile shows wrong timings.

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CHANNELS

Local media and digital do different jobs

NEWSPAPER	New doctor, new facility, camp announcements; hard to measure
CABLE, FM	Emergency number awareness, doctor health talks; no targeting
HOARDINGS	Name, direction, emergency number, scheme acceptance
SEARCH ADS	Emergency, delivery, specific procedures in a defined radius
META, YOUTUBE	Doctor videos; reaches family members living away

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TRUST

People choose doctors, not buildings

- Put real doctors forward: qualifications, years, languages, procedures
- Phone-recorded local-language videos on common conditions, educational only
- Honest camps: clear-value screenings, results and written advice for all
- Insurer and TPA empanelment often beats advertising as a growth investment

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AVOID

Rules apply to hoardings and scrolls too

- Best, guaranteed, 100 percent success
- Keywords stuffed into the profile name; risks suspension
- Becoming 90 percent scheme business: busy and short of cash
- Broadcast lists without consent or an easy opt-out

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READ THE FULL GUIDE

Nursing home marketing in Tier 2 cities, in full

- Empanelment rules and the margin trade-off
- The minimum WhatsApp set-up for a small hospital
- Splitting a modest budget and tracking sources
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