YOUTUBE ADS

When video ads actually book patients

Search captures demand that exists. YouTube creates it. Judge it by month-one cost per lead and you switch it off too early.

Swipe →

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WHERE IT FITS

YouTube is strongest when three things hold

- **The decision is considered, not urgent**
  Joint replacement, cataract, fertility, maternity, health checks
- **Trust in the doctor decides the choice**
  Video is the closest thing to a first consultation
- **One treated patient funds thousands of views**
  A general OPD consultation usually does not

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WHERE IT FAILS

Do not run YouTube for these

- Emergency care. Nobody watches ads in an emergency.
- Low-value single consultations
- Services where you cannot handle extra enquiries
- A call centre that leaks a third of enquiries

Check your enquiry-to-appointment rate before adding top-of-funnel spend.

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FORMATS

One shoot, four cuts

SKIPPABLE	60 to 90 second doctor explainer; first 5 seconds must stand alone
15 SECOND	Non-skippable launch or new location message
BUMPER	6 seconds: name, specialty, location, for frequency
SHORTS	Vertical 9:16, 15 to 60 seconds, quick doctor tips

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THE SCRIPT

Structure a doctor-led 60 to 90 second ad

1. 0 to 5s: the patient's situation, doctor on screen from frame one
2. 5 to 20s: name, qualification, specialty. No superlatives.
3. 20 to 50s: when to see a specialist, options, recovery
4. 50 to 70s: what happens next at your centre
5. Last 10s: one action. Book, call or WhatsApp, on screen.

Good audio beats cinematic lighting. Real consultation room, subtitles on, no stock families.

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NEVER INCLUDE

What keeps a hospital ad compliant

- Before and after images or guaranteed results
- Testimonials without documented consent
- Best, No. 1, most advanced, or named competitors
- Prices as urgent offers for a medical decision
- Fear-led openings that frighten rather than inform

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TARGETING

Target the place and the content, not the condition

- ✔ Location by presence: city plus districts patients travel from
- ✔ Content and channels: regional news, cooking, cricket, devotional
- ✔ Language versions: Telugu, Tamil, Marathi, Hindi feel personal
- ✔ No remarketing from condition pages, no uploaded patient lists

Google restricts health-based personalised ads; DPDP makes Customer Match without specific consent a risk.

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BUDGET RULES

Size the spend with a test, not a benchmark

- One procedure, one location, one creative set at a time
- Run a few weeks, not a few days
- Keep search and local SEO funded to capture the lift
- Budget for a proper shoot and a refresh every few months

Illustrative: a 6-week joint replacement flight at around 3 lakh rupees, judged on branded search and calls.

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MEASURE IT

Five levels, not last-click leads

DELIVERY	Unique reach, frequency, CPM
ATTENTION	View rate, watch time, percent watched to 25, 50, 75, 100
BRAND	Brand lift and search lift
ACTION	Calls, forms, WhatsApp starts, engaged-view conversions
BUSINESS	Appointments, procedures, assisted conversions

Geo tests and offline conversion import are the methods leadership believes.

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READ THE FULL GUIDE

YouTube Ads for hospitals, in full

- Which Google Ads campaign types run video
- Doctor-led ad structure, second by second
- Brand lift, geo tests and offline conversion import
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