

Case Study - A Business Expansion in Russian Market Using Digital Marketing Strategy

Author 1 - Mr. Dhiraj Pramod Shirode, **Author 2** - Dr. Madhulika A. Sonawane
Author 1 - Research Scholar (PhD), **Author 2** – Asst. Professor, North Maharashtra University
Author 1 – Crimson Interactive Pvt. Ltd., **Author 2** - School of Management Studies, NMU

Abstract - As digital persistently disrupts every aspect of commerce, digital marketing has become the fastest evolving trend in the marketing practice. Marketing in the digital era involves the utilization of electronic media for marketers to create brand awareness for active and passive customers. The comprehensive objective of this research is based on an investigation to demystify common distinctions between digital marketing and traditional marketing, with a focus on raising awareness of how online branding can help attract new customers while allowing them to interact with the brand through digital media. In the 21st century, several businesses are undergoing constant innovation in the online branding space to attain business growth.

Sustaining a business, however, has turned difficult due to traditional approaches being adopted by a majority of marketers. Building on the early digital initiatives, many businesses have experienced double digit growth by artfully drawing on the intimate digital customer success, which makes digital connectivity a certainty in today's in advertising methods. However, the time, capability, effort and usefulness to measure results made using digital media for marketing impracticable.

This research paper is intended to illustrate the major difference between online branding and traditional branding, which demonstrates the evolution and importance of digital marketing for brand awareness.

As per the current scenario of global businesses, marketers are using digital channels to make their brand popular, and this brand awareness directly impacts to the mind of customers while decision making process to buy any product or service.

Keywords – digital marketing, social media marketing, online branding, e-branding, smart-phones, digital channels, search engine, business growth.

1 - INTRODUCTION

Business expansion presents significant potential benefits and drawbacks, creating aversion among business owners to take the risk of growing a business, leading to the decision of staying small. It's never certain that expansion plans will always be successful and can result in profit pools. There is, however, a disadvantage to actively avoiding growth, as smaller businesses can be at a cost disadvantage compared to larger scale rivals. To compete, smaller firms need to contend on service and/or quality.

When a business grows, it gains a competitive edge over smaller rivals. Larger firms have more influence over market price and are also eligible of being the price setters. A larger business may have lower unit costs due to its size, able to buy materials cheaply and in bulk, and also spread the costs of expensive marketing campaigns and overheads across larger sales (traditional + digital marketing campaigns). Growth being the most powerful asset in today's turbulent economic environment, companies should be mindful of how they plan to expand in terms of digital adoption and execution in the marketing landscape.

1.1 Below are the ways in which a business can expand:

1. Internal growth - where the business grows by hiring more staff and equipment in order to increase their output;
2. External growth - where mergers or takeover combine two firms, increasing the scale of operation;
3. Franchising - where a business will lease its ideas to franchises, allowing new branches to open both nationally and globally;
4. Or expand a business within a new targeted location along with the full proof plan of business launch to gain the growth of business.

A business strategy for growth is obtained by expanding target audience across multiple geographies, marking the consumers in need for the company's services or products. Unlike relocation, business expansion entails opening up new stores in different physical locations while still maintaining the current business locations.

1.2 Definitions:

1. Business: "An organization or economic system where products and services are exchanged for one another or for money."
2. Growth: "Growth refers to a positive change in size, and/or maturation, often over a period of time."
3. Expansion: "The increase in the volume of fuel on combustion in the cylinder of an engine, or the piston stroke in which this occurs"
4. Business Growth – "The process of improving some measure of an enterprise's success."

5. Business Expansion – “Expansion is the phase of the business cycle when the economy moves from a trough to a peak.”
6. Marketing – “The action or business of promoting and selling products or services, including market research and advertising.”

1.3 Introduction of AyurMir:

With progressing era, we eventually turned busy in creating and sorting problems, and put back the real virtues. To revive and rebound back to the purpose and origin of entity, AyurMir is a company that comes up with Ayurvedic form of rejuvenation that will help to connect people to wholesomeness. The company delivers an experience of wellness that will keep people emotionally, physically and mentally in benevolence.

AyurMir is an Indian Medical Tourism Company involved in facilitating Wellness and Healing treatment across the globe. The company is tied up with various Ayurvedic Medical Centers that endow treatments to rejuvenate or repair the old ailments. Being 100% natural, the medications do not have side effects and promises to have a consistent effect if continued to live a healthy lifestyle.

The company’s philosophy is based on the very argument that every human life deserves to have a desired life. AyurMir Wellness Tourism helps people retain their mind, soul and body in unison so they can acquire better heights healthily.

Earlier AyurMir was managing business without digital platforms and there was no such brand name to provide services. So the basic idea to launch and expand business of AyurMir in multiple locations from where people are actually looking for healthcare and wellness tourism services with the help of digital platforms.

1.4 People Involved in Business Launch:

1. Founder of AyurMir – Dr. Shubhangi Sambrey is well experienced and qualified Ayurvedic physician with more than a decade's experience in the medical field.
2. Digital Growth Hacking Expert – A researcher who developed a growth hacking model for expansion of the business in Russian market.
3. Business Consultants in India – There are several business consultants who are managing the client’s journey from pick-up to drop before and after treatments.
4. Medical and Treatment Centers – Who are actively taking care of clients to get cure from the diseases.

1.5 Introduction of Traditional Marketing

Traditional marketing has always been defined by the 4P’s–Product, Promotion, Price and Place. Traditional marketing techniques typically focus on identifying the right audience segment, understanding their behavior, and providing the proper incentive to get them to buy a product or service, and in addition, there is the location or channel consideration.

Traditional marketing is a rather broad category that incorporates many forms of advertising and marketing. It's the most recognizable type of marketing, encompassing the advertisements that we see and hear every day in the physical form. Most traditional marketing strategies fall under one of four categories: print, broadcast, direct mail, and telephone.

- ✓ Print marketing is the oldest form of traditional marketing. Loosely defined as advertising in paper form, this strategy has been in use since ancient times, when Egyptians created sales messages and wall posters on papyrus.
- ✓ Direct mail marketing uses printed material like postcards, brochures, letters, catalogs, and fliers sent through postal mail to attract consumers.
- ✓ Broadcast marketing includes television and radio advertisements. Radio broadcasts have been around since the 1900s, believed to be the first commercial broadcast.
- ✓ Television, the next step in entertainment technology, was quicker to adopt advertising, with less than ten years between its inception and the first television commercial in 1941.
- ✓ Telephone marketing, or telemarketing, is the practice of delivering sales messages over the phone to convince consumers to buy a product or service.

1.6 Introduction of Digital Marketing

Digital marketing is an umbrella term for all your online marketing efforts. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with their current and prospective customers. Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means you need to meet them where they are spending time: on the internet.

Digital marketing can work for any business in any industry. Regardless of what your company sells, digital marketing involves building out buyer personas to identify your audience’s needs, and creating valuable online content. If your company is B2C, depending on the price point of your products, it’s likely that the goal of your digital marketing efforts is to attract people to your website and pursue them to become customers without ever needing to speak to a salesperson.

1.7 Assets of Digital Marketing:

- ✓ Your website
- ✓ Blog posts
- ✓ E-books and whitepapers
- ✓ Info-graphics

- ✓ Interactive tools
- ✓ Social media channels (Facebook, LinkedIn, Twitter, Instagram, etc.)
- ✓ Earned online coverage (PR, social media, and reviews)
- ✓ Online brochures and look-books
- ✓ Branding assets (logos, fonts, etc.)

1.8 Tactics of Digital Marketing:

- ✓ Search marketing
- ✓ Social media marketing
- ✓ Email marketing
- ✓ Affiliate marketing
- ✓ Marketing automation
- ✓ A/B Testing
- ✓ Mobile marketing
- ✓ Multimedia marketing
- ✓ Message application marketing

The power of digital marketing allows geophysical barriers to disappear, empowering all consumers and businesses across the globe become potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime.

The growth in the digital marketing trends is making a very substantial impact on marketing and advertisement. The big picture of digital marketing industry cannot be complete without a short preview of the past digital marketing statistics.

2 - BACKGROUND

During the last year, the scope of business growth in planned and targeted locations of globe was analyzed, and an online web portal <http://www.ayurmira.com/> was introduced in the Russian market. After launching this web portal, the researcher has started promoting this portal and its services through digital marketing activities across the Russian region. Just because of the implementation of a digital marketing strategy, the online presence of ayurmira.com has extensively increased within 3 months. Russian people are actively engaging with ayurmira's social media channels. The website is also receiving a good volume of incoming user visits through Russian search engine "Yandex" and "Google".

2.1 Background of Russia:

Russia is the world's largest nation by land borders including European and Asian destinations, with a portion of the Pacific and Arctic Oceans, also known as the Russian Federation. It has a population of 143.5 million and is ranked as the world's 13th largest economy with a GDP of US \$1.24 billion in 2015. It has enormous natural resources and is heavily dependent on energy revenues to drive growth. Today, Russia is struggling with huge economic sanctions and a financial crisis. In addition, several unilateral acts towards neighborhood destinations dragged Russia into this position, causing the ruble to collapse. Not even the abundance of oil, natural gas and precious metals have helped the destination to stay afloat, as the price of oil plunges has diminished margins and revenues around the world.

Prior to the Revolution, Russia was extremely backward in its medical provision for the mass of the people. Since then, gigantic advancements have been made. The sanitation and public health of Russia, which were also imperfect, remain so, though to a much smaller degree, to the present day. Review of present conditions in preventive and clinical medicine in Russia is based on inquiries and inspections during a relatively short visit; and although it has been associated with much study of authoritative writings, we do not pose as competent to judge the merits of Russian medicine as a whole, but only of this medicine as we have been able to observe it.

2.2 Background of Medical Tourists in Russia:

The number of medical tourists to Russia is growing, as healthcare is made more affordable by a weak ruble. According to Russia's Association of Medical Tourism, fertility tourism is one of the most popular areas for medical tourists due to low prices and high quality. Russia has more flexible and liberal reproductive legislation than most countries. One senior diplomat refers to the notion of India seeking development cooperation with private and state medical organizations in Russia. Thus, more Russian patients are expected to be admitted to Indian private hospitals in the near future. "One of the economic magazines shared the 60 years of their development experience with people in Eurasia, including Russia." Bisaria said. "Medical tourism, which they aimed to promote in India, will also allow them to develop medical diplomacy."

2.3 Background of Medical Tourism Industry:

Despite the continuing political situation, Medical Tourism of Russia continues to hit headlines as Russians continue to research and take treatments in major clinics and hospitals abroad. As organizers of the largest Medical Tourism Exhibition in Russia, they use the opportunity to identify these Russian medical tourists. The number of Russians currently seeking health treatment abroad rose 47% in the last year making it one of the fastest growing sectors worldwide. It is now reputedly estimated that more than 70,000 affluent Russians travel each year for medical treatments abroad spending in excess of US\$.1.4 billion annually.

"Medical tourism continues to increase in popularity in Russia due to the many benefits that are associated with receiving medical treatment abroad"

3 - LITERATURE REVIEW:

3.1 Category: Medical Tourism Industry

1. Medical Tourism in India: Issues, Opportunities and Designing Strategies for Growth and Development - India is in an advantageous position to tap the global opportunities in the medical tourism sector. The government's role is crucial to the development of medical tourism. The government should take steps and act as a regulator/facilitator of private investment in the healthcare domain. Mechanisms can be evolved to enable quicker visa grants to foreign tourists for medical purposes where patients can contact the Immigration Department at any point of entry for quick clearance.

Source: International Journal of Multidisciplinary Research
Vol.1 Issue 3, July 2011, ISSN 2231 5780

Author: Dr. Suman Kumar Dawn

3.2 Category: Medical Tourism Services

2. Medical Tourism: Trends and Opportunities - Recent research on Medical Tourism has shed light on the trends affecting the market and has challenged previous assumptions regarding the medical traveler as a consumer. This research suggests that the potential for growth is substantial, and the barriers preventing consumers from entering the market are being effectively reduced. One major implication of recent research is the fact that it underscores the global aspect of the market and expands the reach of the medical tourism market.

Source: UNLV Theses, Dissertations, Professional Papers, and Capstones by Las Vegas University.

Author: Krista Wendt

3.3 Category: Strategic Approach in Medical Tourism

3. Medical Tourism Industry Challenges in the Context of Globalization - Medical tourism is about to become the new and emerging international business, a growing phenomenon involving both social and economic benefits and risks. Importing countries, namely those from which medical tourists can benefit from lower costs and reduced waiting lists, enhanced service quality risk and dispute resolution procedures. On the other hand, exporting countries, mainly those providing health services to foreign patients, can provide a reliable source of currency and prevent migration of health personnel in other countries, the risk of creating a health care system that is unfairly, foreign patients receive better medical healthcare than inpatients. Despite increasingly promoting this within the media, there is a lack of research evidence on the role and place of medical tourism in the economy of countries that have developed this form of tourism.

Source: Strategii Manageriale

Author: Carmen

4. The Medical Tourism and Health Tourism, Future Business for Romania - The identification of the health tourism potential of a geographic region, may be a first step to creating a successful strategy in order to attract new investors or new tourists. The effectiveness of the medical tourism management in Romania, indicate the quality of tourism services provided for medical needs but also the level at which there are valued and promoted. This paper present a conceptual framework in order to identify in what extent a proper understanding of the concept of medical tourism and health tourism may influence a high level of development of the tourism services and what are the most important elements that ensure a high level of promoting.

Source: Springer - Vol. 1 pp 545-554

Author: Celia Dana

3.4 Category: Launch Strategy (Case Study of Cadbury)

5. Launching a New Product Into a Developed Market - This case study has examined Cadbury's ability to use innovation in a developed and crowded market-place. There were three clear elements in this process: the use of consumer research to identify a significant market opportunity product research and development combined with extensive consumer testing massive trade and consumer hype generated by a national launch.

Snacking remains the big opportunity to expand the chocolate market even further. As Fuse moves through the growth phases of its product life-cycle, the next stage is to move it into the 'super brand' league. As it does so, the key requirement will be to maintain the product's momentum by continuing to develop innovative approaches to marketing it to consumers.

4 - Research Methodology

This research is based on analytical examination because researcher has to use facts or information which is already available, and analyze these to make a critical evaluation of the material and conceptual research to develop new concepts or to re-interpret existing ones. Researcher utilizes primary as well as secondary data within the research study. Gathering primary data was given more importance since it is overbearing feature in attitude studies.

Researcher followed experimental approach because this approach has greater control over the research environment within, and some variables can be manipulated to observe their effect on other variables. Conclusion over the approach can be comprehended after taking into consideration the theory and the related hypothesis. As the hypothesis is firstly constructed and later tested, the formulation is called as testing theory. On the other hand, as the theory gets created as per orderly assessment over some well grouped information, the formulation is called inductive method. This is also termed as building theory.

Data collection in analytical research study by utilizing existing facts, information and complete analysis of the data, which need to get categorized into groups or classes. Conceptual research study relies on experience and observations, often, without due regard for system and theory.

In this research, the researcher uses observation as well as questionnaire method to understand the approach of the section. He further examines it mathematically. Thus, it is a quantitative approach. To get the dissimilarities and similarities among targeted audience, statistical tests and graphs are followed.

4.1 Data Sources:

4.1.1 Primary Data - It is gathered for a research on the basis of practical means of questionnaires, personal interviews and under the focal point of certain group debates. The primary data is incidental through the process of statistical calculation and analysis. This is a kind of precise methodology that gets followed to accurate end-results.

4.1.2 Secondary Data - The process to gather secondary data is much easier than the primary data collection. It is observation of not only the information gathered through sources that already exist but also the results and data collected after implementation of digital marketing practices. These sources are represented by various white papers, articles, internet and various kinds of print media; especially Newspaper & research editorials along with academic journals.

4.2 Sampling Method

Sample selection is the method with the help of which participants for the interview are filtered. The sample was selected of them who were the people living in Moscow city in Russia, willing to adopt healthcare and wellness tourism and those who have awareness about online platforms. Researcher followed cluster sampling method for research design.

4.3 Sample Size

The sample size of this research is limited to 30 people only. Out of which 14 people had already adopted the healthcare and wellness tourism from Russia to India. Other 10 people have the basic understanding of healthcare tourism services and its benefits. The remaining 06 people were suffering from diseases and were passionately looking for wellness tourism.

4.4 Limitations

- ✓ Research was done only in Russia
- ✓ As sample is only 30 from the total population
- ✓ Sample population chosen from specific interest/category

5 - Objectives of the Research:

- ✓ To study the importance of digital marketing in medical tourism industry
- ✓ To launch/expand the business in Russian market
- ✓ To create a digital marketing strategy for medical tourism promotion
- ✓ To study the impact of digital marketing campaign on business
- ✓ To analyze – the ROI of digital marketing campaign

6 - Research:

6.1 Overview of Current Market Players:

As medical tourism develops into a booming industry in Russia, there are top and leading market players who have resided in the industry since long. Some of the market leaders are providing medical tourism services but are not actively engaging their audience with digital marketing campaigns. So after analysis and in-depth research, researcher suggested implementing digital marketing strategy to grow business and expand to become a market leader.

- ✓ premiqamed
- ✓ healthage
- ✓ bookimed
- ✓ fe-life
- ✓ intmedtourism
- ✓ ru.health-tourism
- ✓ медицинский туризм

6.2 Overview of Approach from Current Audience:

India is one of the world's fastest growing markets for medical tourism, as it continues to become more popular among Russians seeking better and cheaper options for treatment which is either not available in Russia or requires a long wait. Many of the Russia based tourism companies are pushing India as a new destination for medical tourism among Russian-speaking patients in Russia and CIS. Despite Russia being known in India particularly for the quality of its medical education, multiple factors make Russian patients seek better healthcare options abroad. Some types of treatment, for instance, Ayurveda, Viddha, Marma, Naturopathy, Yoga and meditation are not easily available in Russia, but are easily available and accessible in India.

India had never been considered as medical tourism destination in Russia until tourism companies started promoting it.

After deep research and extensive study in Russia, AyurMir has decided to expand business in Russia to provide the right treatment to right patients at the right time and place. For the expansion of AyurMir in Russia, researcher has analyzed the marketing models which are implemented by other competitors for their brand.

6.3 Marketing elements implemented by competitors in Russia:

1. Website presence in local + global language (Russian + English)
2. Search engine optimization (SEO)
3. Local event participation like MedShow or MedTravel Expo
4. Social media presence (Facebook + Twitter)

6.4 Audience Nature:

Researcher found some vital stats of Russian audiences for creating a strong and effective marketing model for AyurMir.

- | | | |
|-----------------------------------|---|-------------------------------|
| ✓ Total Population in 2017 | – | 7.476 Billion |
| ✓ Internet penetration | – | 64.38% |
| ✓ Smartphone penetration | – | 58.60% |
| ✓ Social media penetration | – | 47.85% (Active Users are 37%) |
| ✓ Mobile social users penetration | – | 34% |

As per the above stats, researcher created marketing model for the expansion of AyurMir.

7 - Growth Hacking Model for Business Launch:

When researcher started examining the scope to explore the business in Russian market, he understood the concept of growth model in traditional as well as digital aspects.

“A growth hacking model is an equation that tells you what are different variables in your business and how they work together and convert into growth.”

- *Tomasz Tunguz*

7.1 Growth model will look like... (Using Digital Platforms)



7.2 Inputs for developing growth model:

1. **Brand Name** – As Ayurveda is a demanding treatment in across the world, decision of the brand name was taken on the basis of market demand (Ayurveda + World = Translated in Russian “AyurMir”)
2. **Logo** – A basic and simple intention – the company catering Ayurveda tourism services across the world, laid the foundation of the logo design with respect to “Ayurveda” + “Tourism” + “World”.
3. **Website** – As the digital era is rapidly growing in today’s era, online presence of a business is a prerequisite for branding, business launch and revenue.
4. **Content** – Content is very crucial and important factor for the online presence of a brand across many different channels. Hence, researcher suggested to publish interactive and engaging content across all possible channels and platforms such as
 - a. **Website Content:** Researcher suggested publishing informative and engaging content on website to encourage users to interact with the website. It will help increase business awareness and user engagement, adding to the sales volume.
 - b. **Public Relations:** Researcher suggested publishing the launch news in Russia for expanding the existing business entity with a brand name and identity.
 - c. **Bloggng:** Researcher also suggested ayurmir to publish informative content in the form of blog to educate and engage readers, which shall be further analyzed for prominent information.
5. **Web Presence** – Researcher started running paid campaigns (Search Engine Advertising) on multiple search engines to acquire most prominent users who are actually looking for the treatments and services provided by ayurmir. Search engines we preferred:
 - a. **Google** – Global and popular search engine.
 - b. **Yandex** – Very popular and native search engine in Russia.
6. **Social Media Channels** – As more than 80% of world population is available and spending time on social media platforms, social media channels are essential for a brand to create awareness among the target audience community.
7. **User Engagement** – Researcher suggested launching short term campaigns for awareness, engaging and persuading users to buy services provided by ayurmir in the long term. Campaigns launched by ayurmir are as follows:
 - a. **Free consultancy:** User will get online consultancy for health issues or any diseases. On the background, the accessibility was powered for users to submit a form and avail free consultancy.
 - b. **5% Discount:** Promotional campaigns were launched for users to get 5% discount on the occasion of valentine week upon sponsoring wellness or treatment package to his/her valentine mate.
8. **Affiliate Channels** – Researcher suggested making affiliation with the medical and treatment centers where clients get all treatments for fitness and wellness. Hence, users will get to know the hospitality standards of the center decide by analyzing all the pictures and reviews of the same.
9. **Traditional Support in Digital Era** – Researcher suggested ayurmir to participate in different conferences and events in the medicine and tourism industry to understand the market scope and build relationships with prospective partnership audience. It was intended for concrete brand establishment through supply chain partnerships.

7.3 Pre-Launch Strategy:

1. **Built a Pre-Launch Webpage** – Researcher suggested building a pre-launch webpage with the message that “AyurMir is coming soon; Keep your eyes on website. We are coming with something interesting for you”
2. **Built an Audience Lists** – Researcher did in-depth research to build a targeting list for a specific audience and suggested to promote pre-launch press release for creating awareness that AyurMir is coming soon for the audience with relevant services to cater to their needs.
3. **Participation** – Researcher suggested participating in various referral programs within niche industry just to increase brand awareness.
4. **Influence** – Researcher found few influencers within the same industry and started following up with the influencers and also trying to engage with the influencers proactively for encouraging them to engage with the company’s services.
5. **Contest**– Researcher ran a contest on social media to understand the persona of targeted audience and the scope of services accordingly.
6. **Pull an offer** – Researcher pulled an offer with website page to encourage visitors to get in touch with AyurMir representative.
7. **Pre-Launch Introductory Video** – Suggested by the researcher, an introductory video speech by the founder of AyurMir was rolled out to become a highly viewed video on social media platforms.
8. **Blogging** – Blogging on relevant topics, health tips and health industry news was suggested and initiated for maximizing the visitors and readership.
9. **Newsletters** – Spreading newsletters was initiated after a month for disseminating each new informative blog published.
10. **Brochure Promotion** – After participation in various referral programs, brochure promotion was initiated to increase awareness about services, its benefits and its competitive pricing.

7.4 Launching Strategy:

1. **Social Media Marketing** – researcher launched various social media channels like (*Facebook page, twitter handle, YouTube channel, Instagram page and Pinterest page*) and started promoting informative and service based posts on the respective channels.
2. **Website Launch** – after completion of website development, researcher optimized website interface as per the user and the contextual service portfolio.
3. **Blogging**– after launching blog researcher suggested to write and publish content in three formats (informative content blogs, service based blogs, and industry based news related blogs) in order to engage with users basis user preferences on the website and blogging platform.
4. **Search Engine Optimization** – researcher initiated search engine optimization to increase the ranking position of all important service based keywords.
5. **Search Engine Marketing** – researcher created a search ads campaign to increase the number of potential visitors who were looking for wellness treatments and tourism service from the targeted location Russia to specified location India.
6. **Email Marketing** – researcher started promoting email newsletters and offers to the specific audience who were actively engaging with our content and services.
7. **Affiliate Marketing** – researcher made a plan to get in touch with all respective channel partners (treatment centers, clinics, hospitals, resorts and etc.) with whom AyurMir is going to be affiliated and pursued them for affiliate channel partnership.

8. **Video Promotion** – researcher published few videos on YouTube and other channels with respect to the relevant industry-centric topics which may be highly searched by the target audience.
9. **Content Promotion** – researcher prepared few documents with informative content and promoted those documents on popular content sites to reach out to potential audience.
10. **Info-Graphics** – researcher suggested designing the entrepreneurship story in info-graphic form so users can understand the story and purpose behind launching AyurMir.

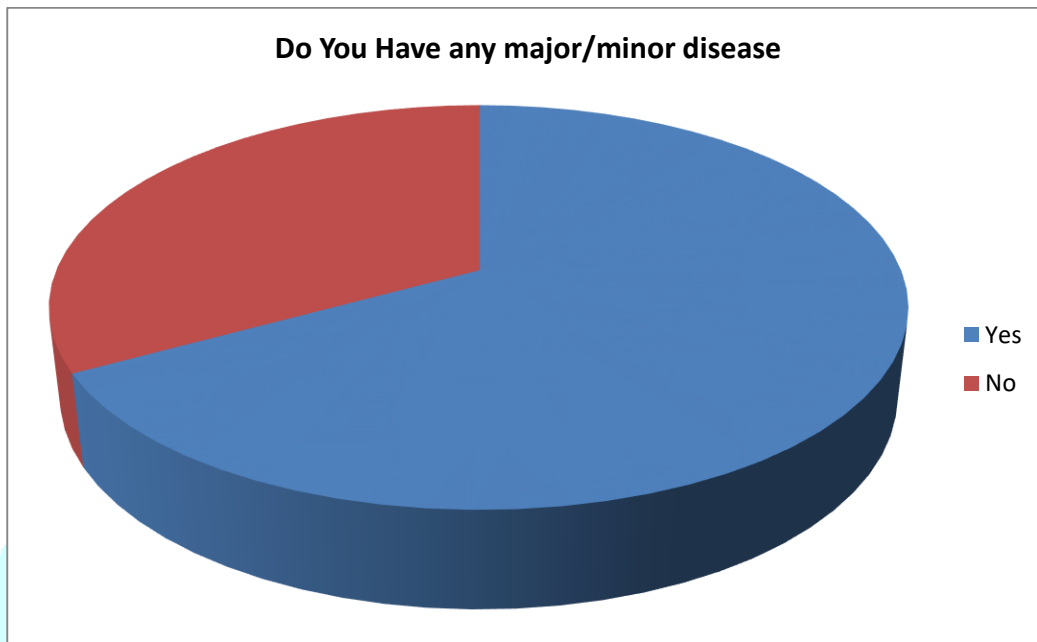
7.5 Post Launch Testing:

1. **Social Media Marketing** – After a month, social media platforms started receiving good response from users in terms of (Views, Likes, Comments, Messages)
2. **Website Launch** – After launching the website, native visitors from targeted locations who have visited the website were getting in touch with the representative of AyurMir for more details. Researcher collectively gathered the data and updated information on the website as per the information requested by website visitors to provide appropriate information.
3. **Blogging** – After launching a blog and publishing informative blog articles on that platform, AyurMir got 762 subscribers in around 2 months. As the topics selected were informative and popular, they started gaining traction through online search.
4. **Search Engine Optimization** – After researcher worked on search engine optimization for around 60-70 days, important keywords exponentially grew and ranked on top 3 positions of Google Russia (google.ru) and Yandex (yandex.ru) Russian search engine.
5. **Search Engine Marketing** – Within the first phase of text ads campaign researcher failed to make it successful. But after learning and intensive research in the 2nd phase of text campaign, AyurMir started receiving good results.
6. **Email Marketing** – While email marketing is an essential element in such cases of business launch, it was quite different in this industry and case as most of the target audience was not actively using emails in Russia. So researcher suggested creating awareness by prompting users to fill and submit a form on website, which was further used to broadcast health tips and free online health consultation through email. Hence, visitors responded to the emails positively in terms of open rate and click through rate.
7. **Affiliate Marketing** – after making affiliate channel partnerships with clinics and treatment centers, and exchanging information on each others' website, AyurMir saw increase in the number of website visitors from referral sources.
8. **Video Promotion** – after publishing useful videos on YouTube and sharing those with our target audience, users watched it with huge interest. Thus, researcher concluded that people are more likely engaging with visual content as compare to textual content.
9. **Content Promotion** – Content on website and content published on external sources with inbound links proved to be a helping hand for increasing keywords ranking within top positions of search engine queries. It also helped increase engagement with users.
10. **Info-Graphics** – Upon analyzing user preferences, researcher promoted content in infographic format across relevant channels, which was shared on multiple platforms by other users, thus proving that users are more likely to engage with AyurMir through online platforms.

8 - Data Interpretation:

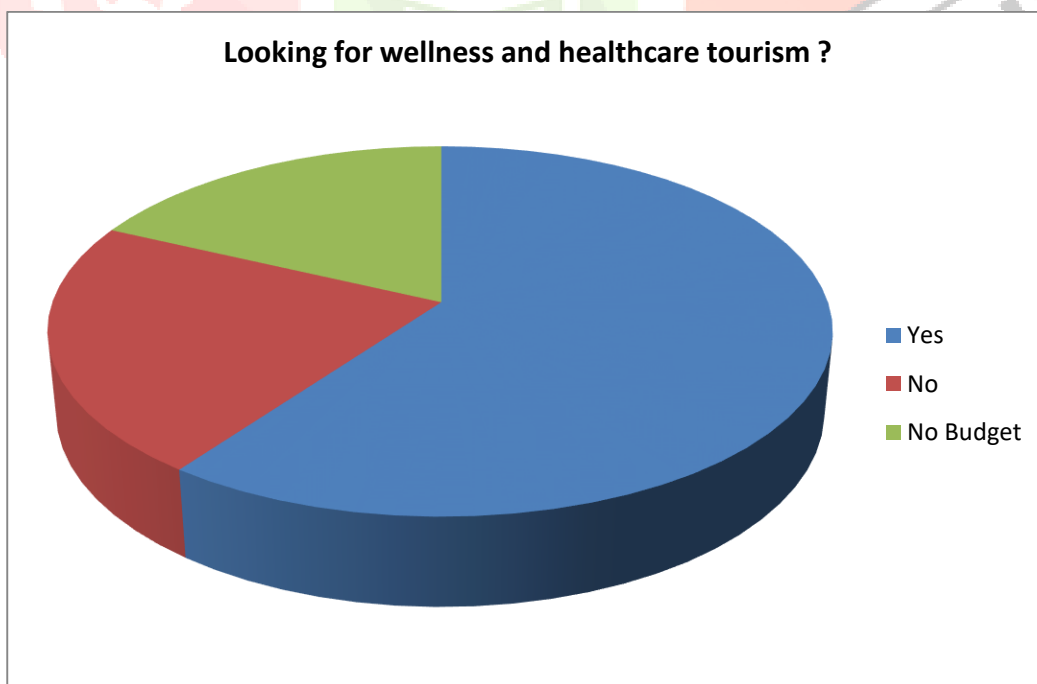
1. Do you have any major/minor disease?

- a) Yes - 67%
- b) No - 33%



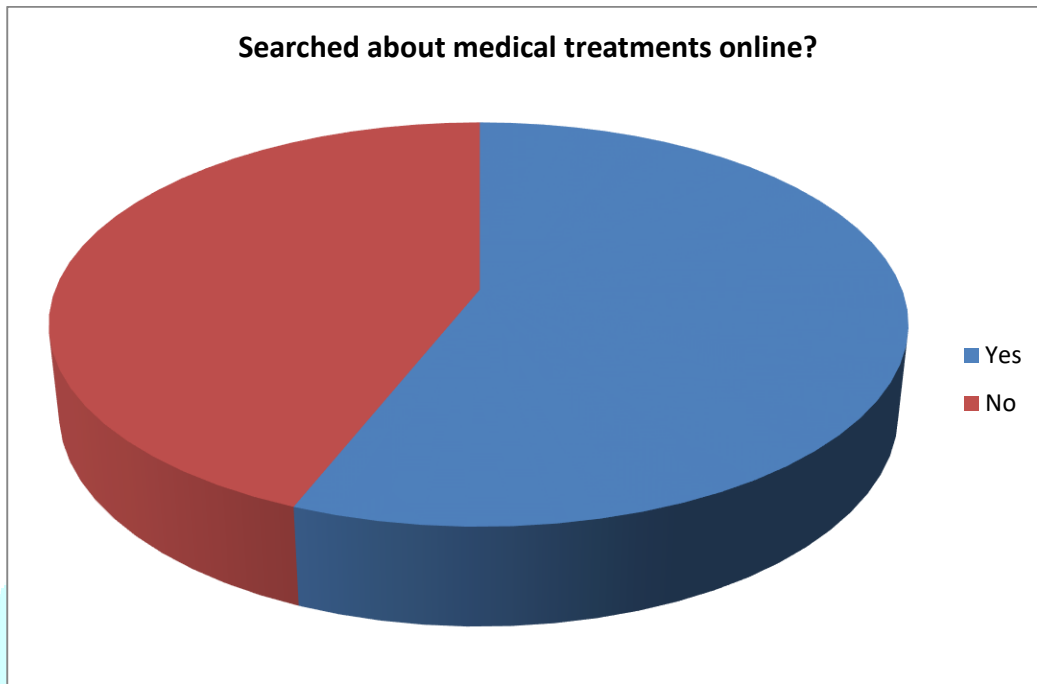
2. Are you looking for wellness and healthcare tourism to get cure?

- a) Yes - 60%
- b) No - 22%
- c) No Budget - 18%



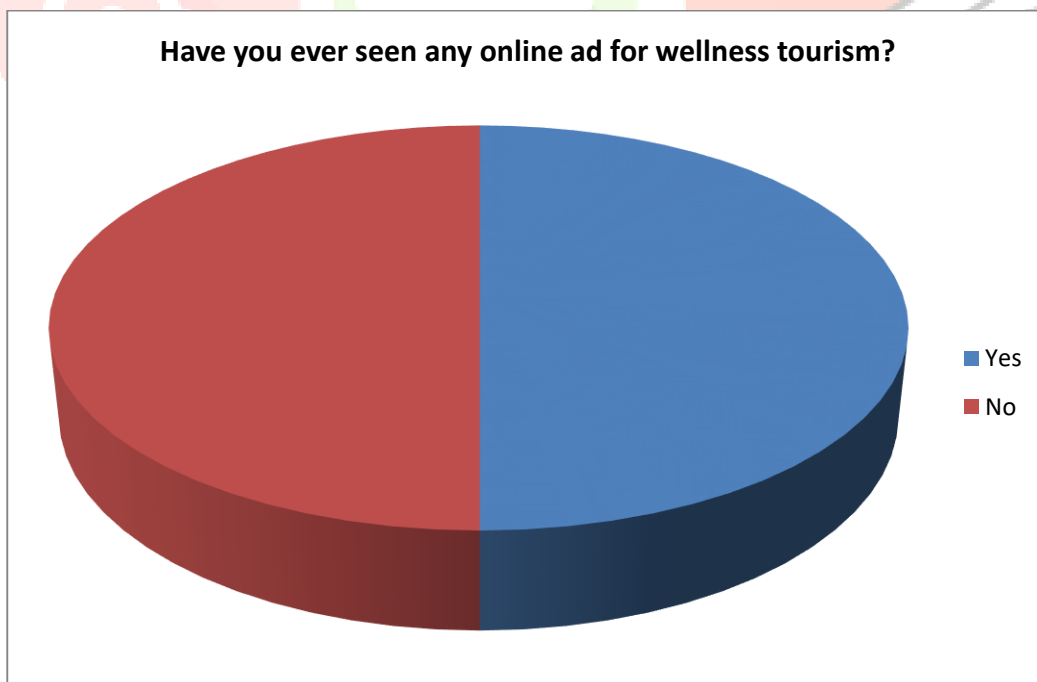
3. Have you ever searched about medical treatments or services over internet?

- a) Yes - 56%
- b) No - 44%



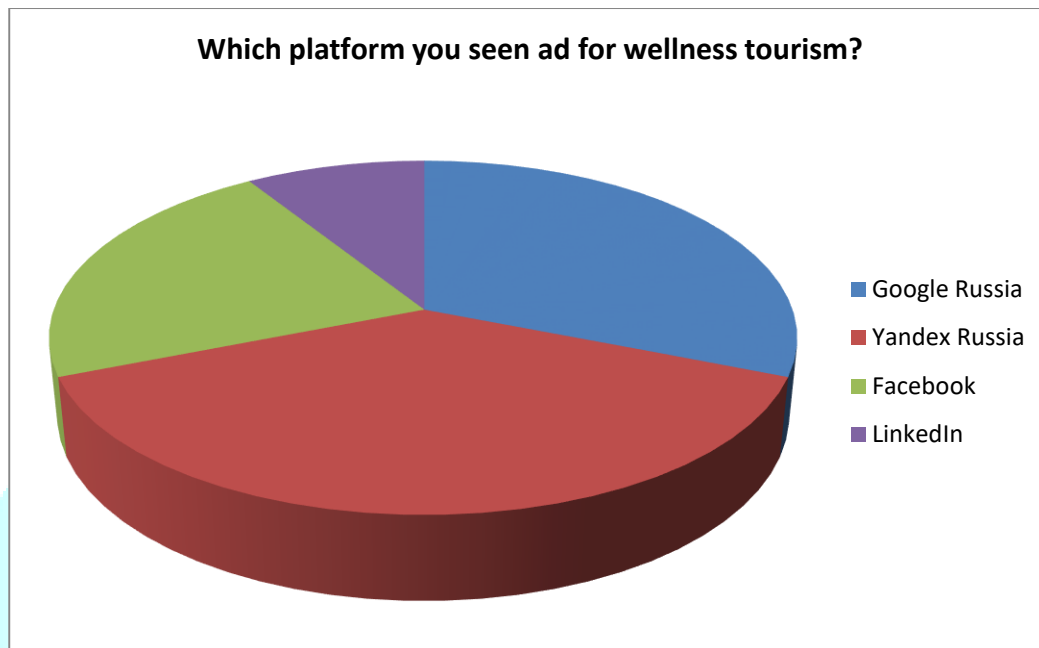
4. Have you ever seen any online ad for wellness tourism?

- a) Yes - 50%
- b) No - 50%



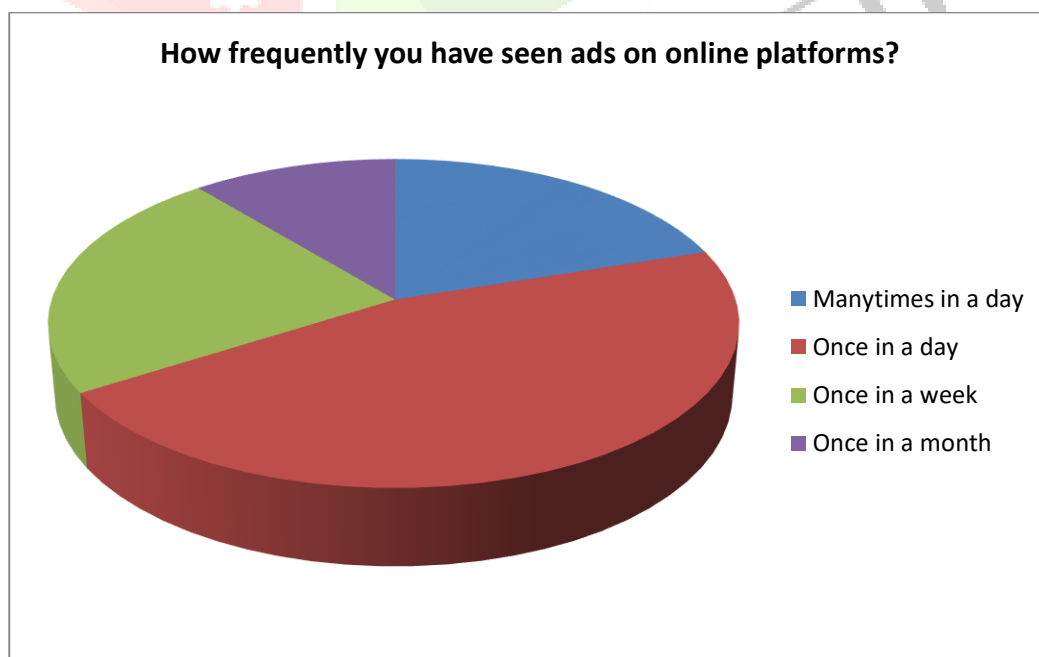
5. On which platform you seen ad for wellness tourism?

- a) Google Russia - 31%
- b) Yandex Russia - 38%
- c) Facebook - 22%
- d) LinkedIn - 09%



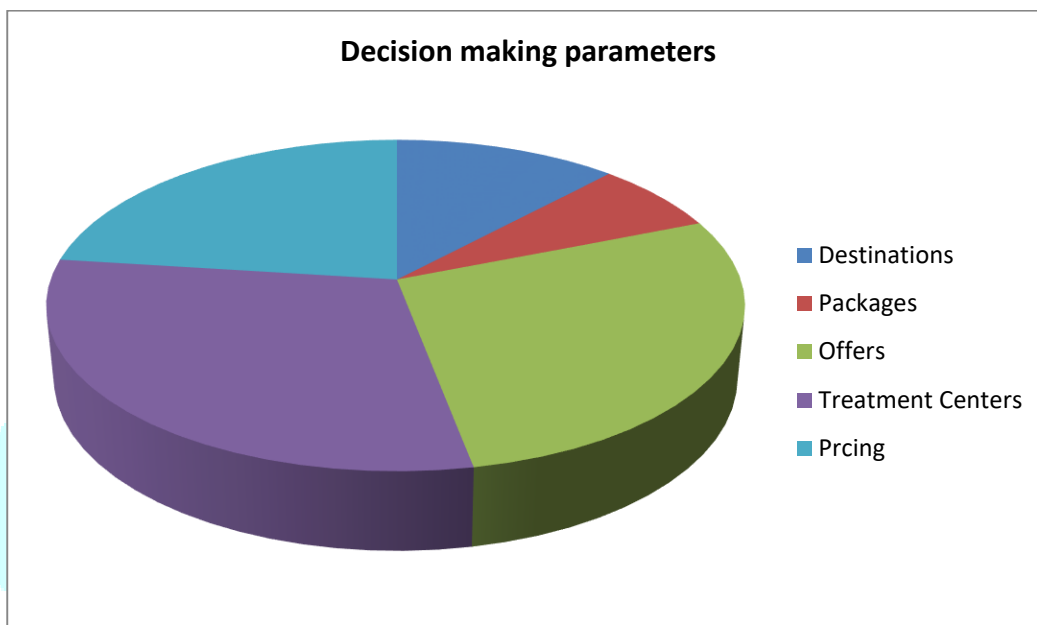
6. How frequently you have seen ads on online platforms?

- a) Multiple times in a day - 20%
- b) Once in a day - 46%
- c) Once in a week - 23%
- d) Once in a month - 11%



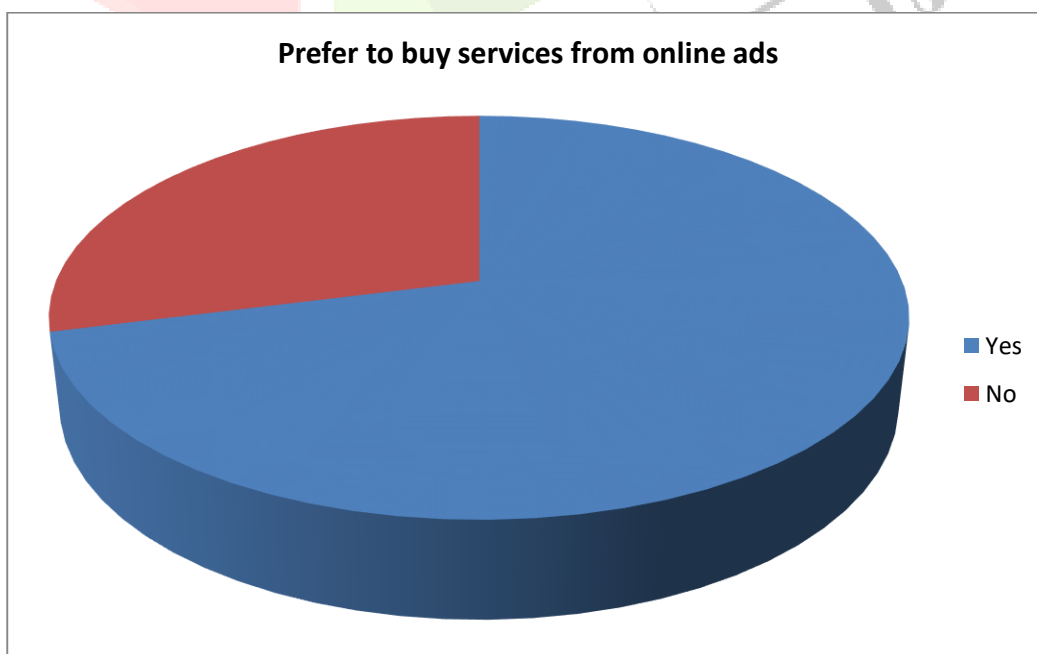
7. On the basis of which parameters you made decision to click on online ads?

- a) Destinations - Yes (12%)
- b) Packages - Yes (07%)
- c) Offers - Yes (28%)
- d) Treatment Centers - Yes (30%)
- e) Pricing - Yes (23%)



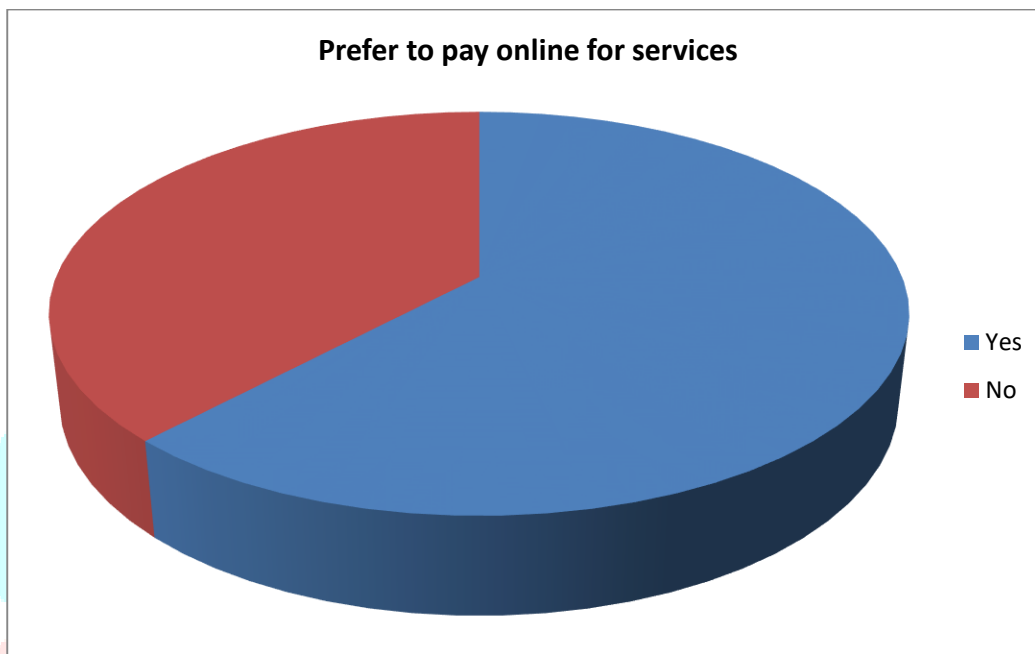
8. Do you prefer to buy services from website after seeing online ads?

- a) Yes 71%
- b) No 29%



9. Do you prefer to pay through website for buying online services?

- | | | |
|----|-----|-----|
| a) | Yes | 62% |
| b) | No | 38% |



10. What you check online before buying services after checking ads?

- | | | |
|----|-----------------|------------------------------------|
| a) | Pricing | Competitive and cheaper |
| b) | USPs | Benefits, hospitality |
| c) | Quality | Accommodation, treatment results |
| d) | Others (If any) | Reviews, feasibility, destinations |

9 - Findings:

- a) During this research, researcher found **67%** of total sample size is facing some of the major or minor diseases. Out of those, **60%** people are looking for suitable treatments to get cure.
- b) Out of approximately **60%**, **56%** people are searching for medical and wellness tourism services over the internet.
- c) **50%** of above people had seen online ads of AyurMir, out of which 38% people had seen ads on Yandex Russia, **31%** on Google Russia and **22%** on Facebook.
- d) At least **46%** people had seen AyurMir ads frequently on many of the online channels such as search engines and social media platforms.
- e) Mainly people were clicking on ads and engaging with the website through online channels because of treatment centers where AyurMir provides treatment services, and offers and pricing. Apparently, the proportions were distributed among **30%** treatment centers, **28%** offers and **23%** pricing.
- f) **71%** of people from total sample usually preferred buying services through online platforms and **62%** people preferred making payment transactions through websites.

- g) Mainly people were looking for wellness tourism services and buying it with the help of few parameters such as:
 - Competitive and cheap pricing,
 - Hospitality and other benefits provided by agency
 - Accommodations and treatments provided by centers
 - Past reviews of centers and places to visit at destinations etc.
- h) When researcher tested the growth hacking model after implementation, it positively impacted on website performance and user experience extensively.
- i) Overall suggestions related to digital marketing of AyurMir was accepted and implemented completely to grow performance and business.
- j) Earlier, AyurMir was established in UAE, and now it's a well-known brand for wellness tourism agency across Russia.

10 - Suggestions:

According to this research and study researcher has few suggestions for AyurMir to grow business in terms of clientele and revenue.

- a) Due to the existential interest of Russians in the Indian market for the wellness and medical tourism, there is immense opportunity for sales increment and business growth. AyurMir needs to make B2B channel partnership with large scale treatment centers
- b) AyurMir needs to launch native language micro website
- c) AyurMir needs to promote maximum visual content to engage with active users of website and social media channels.

11 - Conclusion:

According to the findings of the above research and study, researcher would like to conclude that:

- a) During business launch, branding is a very crucial aspect for the business.
- b) Online branding for brand establishment plays vital role for creating awareness of AyurMir.
- c) Digital marketing played very important role for promoting services to the targeted audience in specific location.
- d) Also, traditional marketing activities like participation in local and niche service based conferences to get in touch with industry influencers helps widen branding.
- e) AyurMir got very positive results in terms of website performance and business growth with the help of growth hacking model.
- f) Overall business expansion in Russia market from UAE was successfully walking in positive direction with the help of digital marketing strategy to hack the business growth.
- g) Digital marketing has proven that it has made positive impact for business owners in terms of increasing brand awareness, sales and revenue.
- h) With the help of comprehensive study, researcher can say that digital marketing is definitely evolving in the industry and stands exceptionally helpful for various things including:
 - Business launch
 - Product/Service Promotion
 - Branding

12 – References & Books:

12.1 BOOKS -

1. Business research methodology
by – C. R. Kothari

12.2 DATA COLLECTION -

1. Personal Interviews.
2. Questionnaire

12.3 ONLINE DATABASE -

1. Wikipedia
2. www.yahooQuestions.com
3. www.google.com
4. <http://www.worldometers.info/world-population/russia-population/>
5. https://www.rbth.com/business/2017/03/09/medical-tourism-to-russia-is-booming_716761
6. <http://www.medicaltourismmag.com/the-rise-of-medical-travel-in-russia/>
7. <http://www.medshow.ru/eng/>
8. <http://ayush.gov.in/>
9. <https://www.imtj.com/medical-tourism-events/>
10. <http://www.mitt.ru/en-GB>
11. <http://mtec.com.ua/eng/index.php>
12. <http://www.medhalt.com/page/medical-tourism-events>
13. www.moz.com
14. www.searchengineland.com
15. www.searchenginejournal.com
16. www.searchenginewatch.com
17. www.marketingland.com
18. <https://neilpatel.com/blog/>

12.4 LITERATURES -

1. <http://businesscasestudies.co.uk/cadbury-schweppes/launching-a-new-product-into-a-developed-market/the-launch-strategy.html>
2. <https://blog.gleam.io/prelaunch/>
3. <http://zenithresearch.org.in/>
4. <https://digitalscholarship.unlv.edu/thesesdissertations/1483/>
5. <http://www.strategiimanageriale.ro/papers/140205.pdf>
6. https://link.springer.com/chapter/10.1007/978-3-319-27570-3_41
7. <http://businesscasestudies.co.uk/cadbury-schweppes/launching-a-new-product-into-a-developed-market/the-launch-strategy.html>