

Public Media Solution Aims At Understanding The Woes Of Global Doctors Via Healthcare Marketing

SANTA CLARA, CALIFORNIA, USA, September 1, 2022 /EINPresswire.com/ -- Public Media Solution, a digital marketing and [PR agency in Mumbai](#) has ventured into [healthcare marketing](#). This initiative was taken to cater to the issues faced by doctors and healthcare institutions while marketing their offerings.

After providing conventional marketing and brand-building services to clients for several years, adding a new set of services under its umbrella has allowed Public Media Solution to understand the woes of Indian doctors. While doctors in India are highly respected and their services are highly valued, they often fall short when it comes to promoting their ventures. Many doctors are not able to reach out to their audiences despite

being exceptionally skilled in their areas of expertise. This is often due to a lack of marketing acumen.

Moreover, the competition within the Indian healthcare industry is immense. In order to stand out from the clutter, healthcare professionals and institutions need to create their own niche and build a brand that is visible in the industry. Having a surface-level of marketing in the age of digitization has left thousands of Indian doctors yearning for the traction they deserve.

Taking these problems into consideration, Public Media Solution has designed its healthcare marketing services specifically for the healthcare professionals who are willing to make their presence felt and get substantial engagement from multiple digital platforms. The agency offers multiple healthcare marketing services based on the specific issues faced by doctors across the country. Some of these services include healthcare SEO, healthcare SMO, and healthcare PR.



With healthcare SEO (search engine optimization), Public Media Solution helps doctors facing the issue of their services not being visible on the internet. These services revolve around helping the websites of doctors and their clinics rank high on platforms like Google when suitable services are searched on the internet. The agency also provides doctors with local SEO services to make them more discoverable by internet users in their respective localities.

Healthcare SMO (social media optimization) services are designed to help doctors build a strong and effective presence on social media platforms. From making informative posts to engaging with patients, the marketing agency helps doctors get the desired traction on the most suitable social media platforms. With healthcare PR services, Public Media Solution allows doctors to make important announcements, share inspiring anecdotes, and inform their audiences about their practices in an organic manner.

Ravinder Bharti, the founder and CEO of Public Media Solution and [Asian News](#), believes that healthcare marketing services would help Indian doctors overcome the hurdles of promoting their services amidst intense competition. He says, "We often forget how important it is for a healthcare professional and medical institution to generate adequate revenue to continue providing quality healthcare services. Healthcare marketing allows our marketing professionals to understand the issues faced by Indian doctors and design strategic solutions to let them enjoy a successful run in the industry."

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