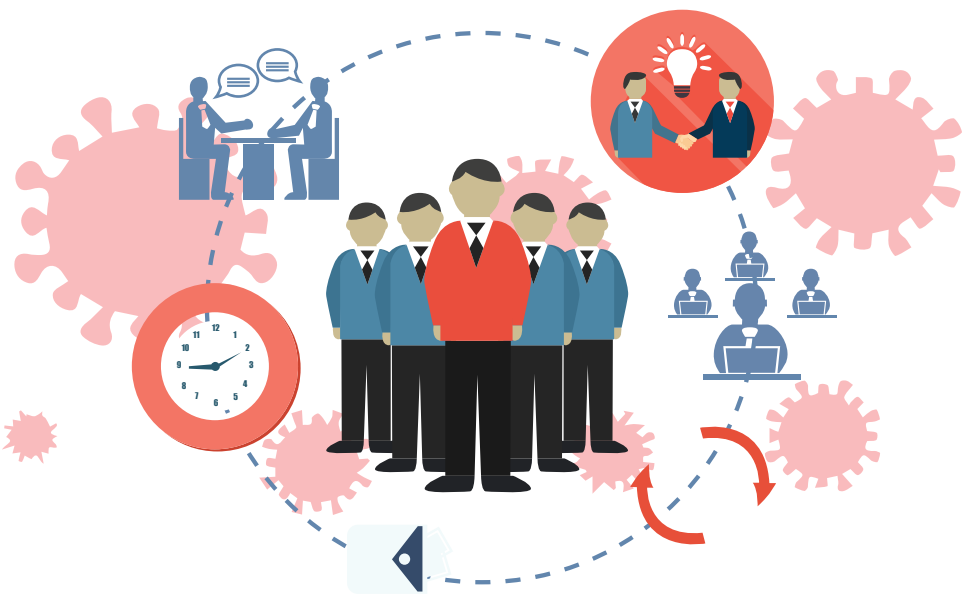


VIRTUAL CLINIC – COVID-19 SCENARIO

February 2021 • Volume-5



EDITORS

• Dr. Vinita Gaikwad • Dr. Mukesh Gupta

ABOUT TIMSCDR

The Thakur Educational Group comprises of three Trusts namely Thakur Educational Trust (Regd.), Zagdu Singh Charitable Trust (Regd.) and Zagdu Singh Educational Trust (Regd.) managed by the Thakur family and runs 16 Institutes located in Kandivali, western suburb of Mumbai.

TIMSCDR (Thakur Institute of Management Studies, Career Development and Research) is dynamic institute striving to provide quality higher education. The institute is an ISO 9001:2015 certified providing three years MCA (Master of Computer Application) course. The MCA Course of TIMSCDR is NBA Accredited. All possible ways of acquiring academic insight and undertaking appropriate academic initiatives are explored at the institute. TIMSCDR also has an ISTE (Indian Society of Technical Education) chapter. Residence-cum-study facility is available for boys and girls in secured modern Hostel Buildings with green, clean and healthy ambience situated near the Institute.

TIMSCDR is organizing next International Conference ICAIM-2020 which serves as a platform for gathering all academicians, industrialist, researchers and professionals in the disciplines of Information Technology, Agriculture and Medicine (Nutrition).

ABOUT AMC

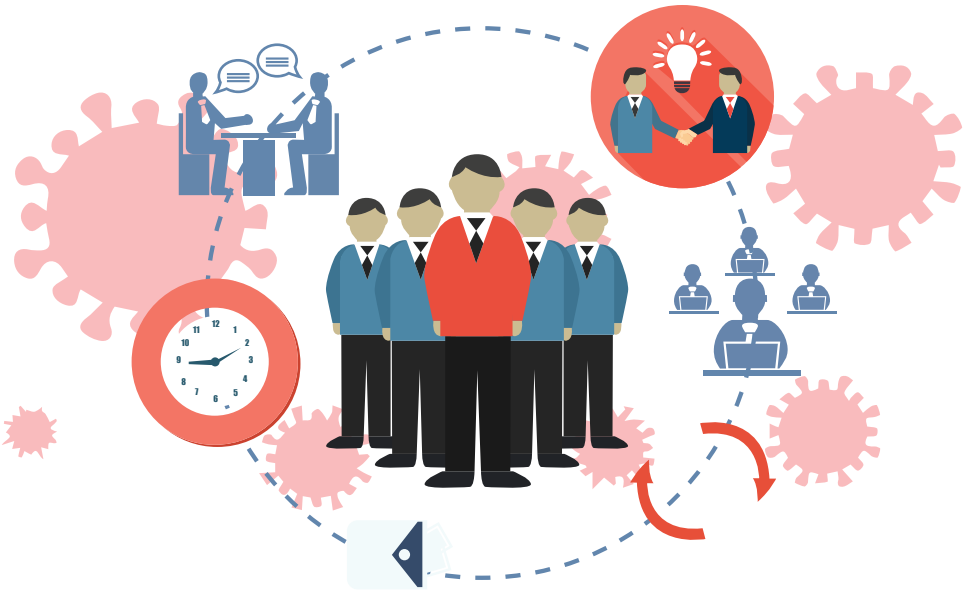
The Association of Medical Consultants (AMC) was established in 1972 by a small group of energetic active and concerned medical consultants from distant suburbs who often assembled and animatedly discussed their common problems. Over the years, the immense need rose for an organisation of this nature and the Association grew rapidly. It is now one of the fastest growing Associations of Specialist Doctors in Mumbai and boasts of a membership strength of more than 9000 Medical Consultants. AMC represents Consultants practicing at corporate and non corporate Tertiary care referral Hospitals (both Government and Private) and individual Consultants practicing through their own consulting rooms, Clinics & Nursing Homes spread across Greater Mumbai, Navi Mumbai and Thane districts. It is recognized as a frontline Medical Organization and is an important opinion making body which addresses vital public health and professional issues facing the medical profession in general and medical consultants in particular. AMC has effectively brought together consultants of various disciplines on one platform and aims to highlight and offer solutions to all the important day to day problems faced by consultants.

ABOUT MACCIA

Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA) is the Apex Chamber of the State. The Chamber plays a pivotal role in supplementing and augmenting the efforts of Government for the economic development of the State and advancement of its people. With more than 3500 direct Members, comprising of large, medium and Small-Scale Industries, Traders, Agriculturist and Professionals, MACCIA is the only Chamber in Maharashtra, which has deep-roots in all the 35 Districts encompassing 35 Talukas of Maharashtra. In addition over 800 Local Trade and Industry Associations and professional bodies having collective membership of over 700,000 business organizations from all over the State are affiliated to the Chamber and thus it virtually functions as the State's Apex Chamber.

NCSH

Nordic Center for Sustainable Healthcare (NCSH) is a cross-sectoral arena and network involving stakeholders, organizations, projects and expertise in the area of sustainable healthcare, all sharing the goal to create a more sustainable healthcare sector. The network of NCSH includes companies, hospitals, regions, universities, NGOs, clusters and more. Together they form an arena which generates collaborations, projects, business, knowledge and new innovative ideas.



Virtual Clinic — COVID-19 Scenario

February 2021

Volume-5

Copyright

This edition of Information Technology made Handy for Doctors, Volume 5, February 2021 is published in joint association by – TIMSCDR and Association of Medical Consultants – AMC

ISBN 978-0-9972694-9-9

February 2021, Volume 5

Editors

Dr. Vinita Gaikwad

Director

Thakur Institute of Mgmt. Studies,
Career Development & Research

Dr. Mukesh Gupta

Imm. past president – AMC

MD, DNB, PGDPC

Obstetrician & Gynaecologist

Contributors

Prof. Pankaj Mudholkar, TIMSCDR

Prof. Sonu Gupta, TIMSCDR

Prof. Mira Gohil, TIMSCDR

Prof. Rashmi Vipat, TIMSCDR

Prof. Rupali Jadhav, TIMSCDR

Prof. Sreeja S. S., TIMSCDR

Prof. Kinjal Doshi, TIMSCDR

Prof. Monisa Rodrigues, TIMSCDR

Forward



Dr. Deepak Baid
President – AMC

The Front Line Warriors – the Doctors, have stood strong in the Covid-19 pandemic and have helped the nation to overcome the crisis and sustain. Use of mask and PPE kits at several occasions, increased the challenge of the Doctors as they relentlessly fought to ensure the nation remains healthy and safe.

However, those Doctors who were unable to suffice the challenge of technology in healthcare had to give up on their practice. Information Technology is there to stay in the New Normal for the Healthcare sector and the globe continues to fight the COVID-19 Crisis.

Though the generation of Vaccine has brought relief, the Virus is here to stay as new variants of the same are emerging in several parts of the world.

Thus, one of the necessities in the current scenario is providing healthcare services taking into consideration the COVID-19 Crisis, i.e. as far as possible touch-less treatment through Telemedicine.

Information Technology plays a pivotal role in delivering touch-less healthcare treatments through Telemedicine. It is thus, the need of the hour that Doctors and Healthcare support staff get in tune with the using of Information Technology in the daily practice.

Telemedicine has been in immense use during the pandemic for treating cases other than those impacted by COVID-19. Online treatment session using video interactions, sending of images of infected patients across media like mail, Whatsapp, ect, use of Online Payment modes, use of Online Consultation, Online Prescription, and Analyzing Data of patients records through EHR (Electronic Health Records) are here to stay. Thus, using

technology cannot be avoided. Further, patients prefer Telemedicine consultations due to the fear of COVID-19. Doctors who are able to provide Telemedicine consultations are surviving the New Normal challenges laid down by COVID-19.

ITCON 2021 is a flagship event organised jointly by TIMSCDR and AMC and provides a common platform for Medical and IT professionals to get together and discuss and deliberate on how both sectors can work in the New Normal brazing out the challenge of the pandemic.

The workshop – “Virtual Clinic in times of COVID-19” is in line with the current situation of the pandemic. Creating our own Website to get in touch with patients virtually, booking appointments and accessing patient record through a secured website will be part of the workshop session.

Doctors Workshop “Virtual Clinic in times of COVID-19”, is a salutation and a way to gratify to all our Front Line Warriors, our Doctors, for their efforts in providing us healthcare services and for standing strong during the COVID-19 Crisis.

Preface



Dr. Mukesh Gupta
Imm. Past President – AMC
MD,DNB, PGDPC
Obstetrician & Gynaecologist



Dr. Vinita Gaikwad
Director
Thakur Institute of Mgmt. Studies,
Career Dev. & Research

CCOVID-19 has made our healthcare service providers - Front Line Warriors, who have fought the crisis successfully in the most challenging times of the pandemic and have also given precedence to a New Normal way of treatment – Telemedicine.

Though Telemedicine is not new, however it has evolved over the ages and now is here to stay. Information Technology is used more extensively in Telemedicine. Several technologies are a part of Telemedicine. It is essential for the Healthcare worker to get acquainted to using these technologies.

Having a Virtual Clinic – a Website, in the current times of the pandemic is very essential. People look for treatment online. If the Doctor does not have a Website it will be difficult for a patient to approach them, resulting in losing a patient. The Virtual Clinic is a window to the actual physical practice of the Doctor but virtually. Further, the Doctor can provide necessary treatment and consultations, through the Virtual Clinic, as long as the patient does not have serious life threatening issues.

Virtual Clinics work as the normal physical clinics, the patients can book Online Appointments, share their Health Records, Receive Online Consultations and make Online Bill Payments.

Virtual Clinics are also a source of healthcare information based on the Doctors speciality and proven and provided by the Doctors themselves. Virtual Clinics are seamlessly connected to Social handles like Facebook, Twitter and Instagram which provide means of healthcare engagements for the patients.

Virtual Clinics are the New Normal in healthcare amidst the COVID-19 scenario.

Contents

Virtual Clinic in times of COVID-19.....	1
Telemedicine in healthcare	1
Virtual Clinic using TeleMedicine	3
DocOnline Website.....	3
Telemedicine Process Flow	3
Website as a Virtual Clinic	5
Website creation using Wix.com.....	6
How to promote Virtual Clinic?.....	17
Digital Marketing.....	17
How to Market Telemedicine on Your Website	18
Things Require for Website.....	19
Parts of a Social Media Strategy	19
Create a Profile or Brand.....	19
How to create Facebook Business Page?	21
How to Promote a Page	25
Facebook Groups vs. Pages.....	26
How to Advertise on Facebook.....	26
Measuring and Analyzing.....	27
How to create Instagram Business Page.....	28
Setting Up Your Instagram Profile.....	29
Create an Instagram Ad	31

Virtual Clinic in times of COVID-19

In the face of a surge in cases of Corona Virus disease 2019 (COVID-19), physicians and health systems worldwide are racing to adopt virtualized treatment approaches that obviate the need for physical meetings between patients and health providers.

The COVID-19 outbreak has placed the National Health Service under significant strain. Social Distancing measures were introduced in the UK in March 2020 and Virtual Consultations (via telephone or video call) were identified as a potential alternative to face-to-face consultations at this time.

COVID-19 is breaching the barriers to virtual health care faster than anything in history.

Telemedicine in healthcare

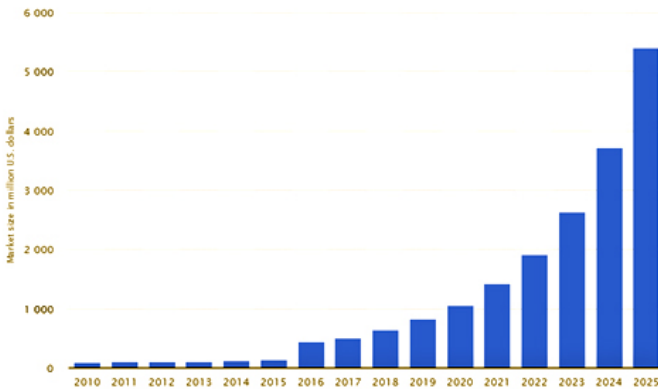
What is telemedicine?

Telemedicine is the remote communication of information to facilitate clinical care. It is the practice of medicine using technology to deliver care at a distance. A physician in one location uses a telecommunications infrastructure to deliver care to a patient at a distant site.

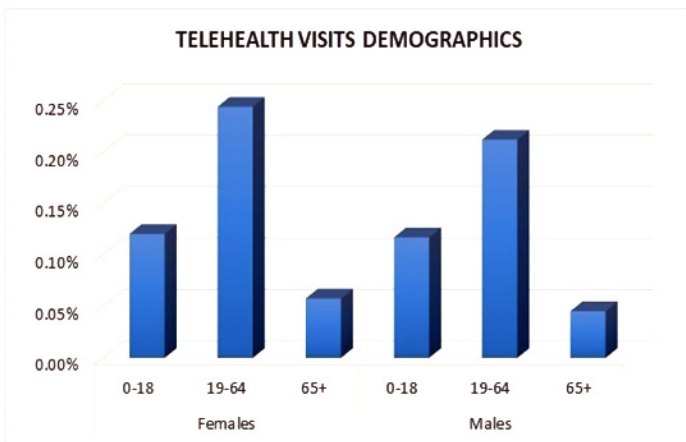
Benefits of telemedicine

- Saving cost of transportation and travelling times
- Online Consultation without leaving our workspace:
- Safe online consultations for children and elders
- Easy access to Specialists on the online platform
- Safety from Catching a New Illness
- Avoiding the hassle of Waiting Room
- Access to Better Healthcare

According to **Statista**, the market size for Telemedicine in India from 2010 to 2019, with estimates until 2025 are shown in the graph below.



Statista - Use of Telehealth across age group and gender can be seen in the graph below



Virtual Clinic using TeleMedicine

What is virtual clinic?

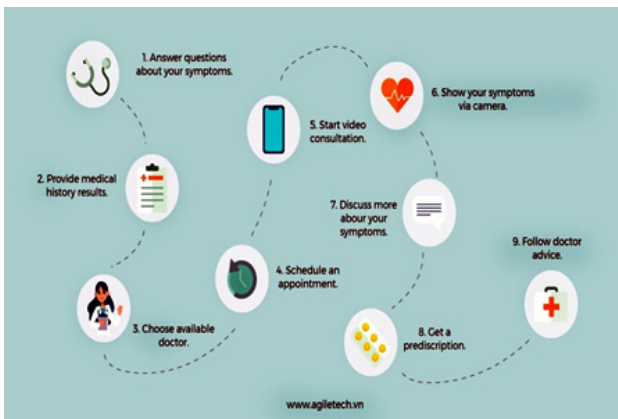
A virtual clinic is a planned contact by the Healthcare Professional responsible with a patient for the purposes of clinical consultation, advice and treatment planning. A virtual clinic or shortly VC is a computerized environment created by health care specialists in the purpose of providing clinical services including online - advising, consultation, diagnosis and prescriptions. It includes video and voice calls or video conferencing. Virtual Clinic provides a face to face and trustworthy connection between patient and health care provider to aim better health care services. (elpidacare.com)

DocOnline Website

There are several Applications available online. DocOnline is one such easy to use Virtual App for consultations through video, audio and chat. It provides preventive healthcare and helps to connect with doctors at the earliest in the hour of need.



Telemedicine Process Flow



Advantages of telemedicine Website

- For patients
 - Convenient
 - Time-efficient
 - Mobility medical record
- For providers
 - Flexibility
 - Increased revenue
 - Less operations

Main Modules in Telemedicine Website

- For Patient
 - User sign-in
 - Doctors search & filters from list of doctors in the clinic
 - Video appointment
 - Built-in chats
 - Payment Gateway
 - Video conferencing
 - Call
- For Doctors:
 - Doctor sign-in
 - Scheduling (can be done by admin staff)
 - In-app messages
 - Video conferencing
 - Call

Website as a Virtual Clinic

In the times of the COVID-19 Crisis the Virtual Clinic, which is the Website of a Doctor, plays an important role maintaining the norms of the pandemic and yet providing healthcare services to patients who are not facing life threatening issues.

The Virtual Clinic helps in reaching out to patients and connects to them in the challenging times by surpassing the barrier of distance and proving healthcare in the comfort of one's home. Connecting with Doctors through the Virtual Clinic is the cheapest and most comfortable way specifically in the times of the pandemic.

The Virtual Clinic is functional 24 by 7 and provides multiple opportunities to advertise about the specialties and facilities provided at the actual physical clinic.

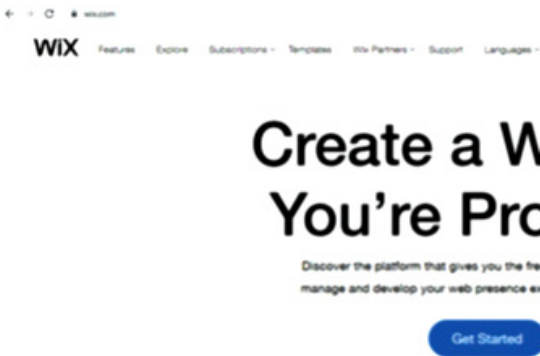
Virtual Clinic - Website - helps Doctors in providing:

1. Location and working hours of the physical clinic so that the patients can easily locate the Clinic in case there be a need of meeting the Doctor face to face.
2. Facilities and Specialization provided by the hospital can be provided easily and can be seen by all across the globe.
3. Opportunities of Global Consultations

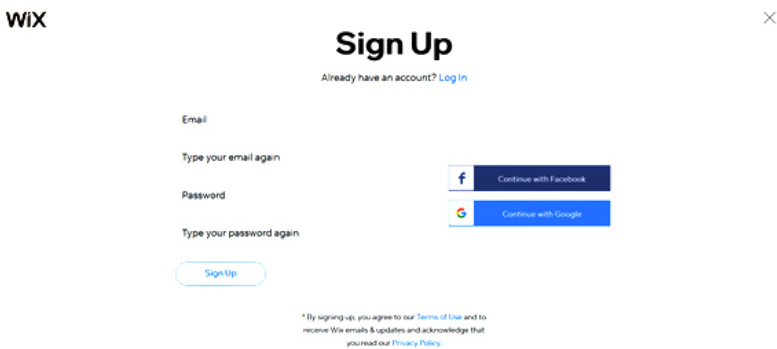
4. Frequently asked Questions by the patients can be easily posted on the website to solve their queries and enhance their loyalty towards the Doctor.
5. Patient reviews can be easily posted on the Virtual Clinic thus increasing the Word of Mouth advertising
6. Online Appointment, Online Consultation, Online Prescription and Online Billing are a part of the Virtual Clinic
7. Doctor can publish his success cases so that people become aware of the Expert Services
8. Single point Patient engagement using Social Tools like – Facebook, Twitter, Instagram

Website creation using Wix.com

1. Browse to <https://wix.com/> And Click Get Started.



2. Go to Sign In and Create your Account.



3. Wix will ask you some follow up questions to help you to create exactly what site you're looking for. These questions help Wix's ADI builder to create a site.

WIX

— LET'S GET STARTED

We want your Wix experience to be perfect for your needs. Answer a few questions to help us get to know you better.

Let's Do It

[Skip](#)

WIX

— LET'S GET STARTED

I want to create a site for

myself.

This is a website for me or my business.

a client.

Someone is paying me to create this website.

a company I work for

I'm an employee in a company and I'm building a site for them.

someone else.

I'm helping somebody with their website.

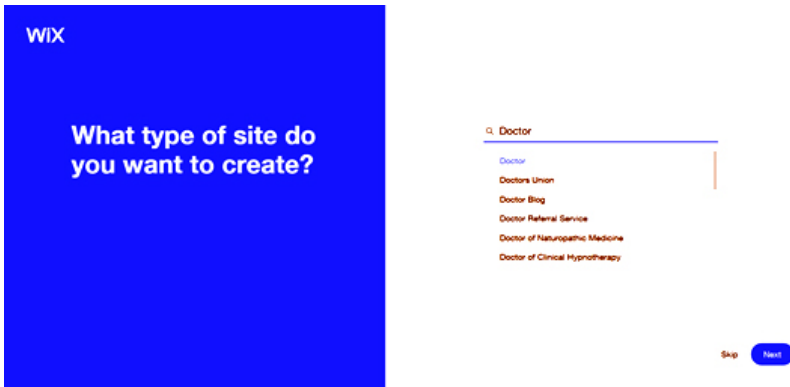
[Skip](#)

4. From here you'll have two options:
 1. You can allow the Wix ADI to create a website for you. All you need to do is answer some questions, and it'll make a site for you in just a few minutes, complete with custom text and images. It's almost magical how good it is — you should definitely try it out.
 2. Alternatively, you can use the Wix Editor to make a website on your own. For our learning purposes today, I'll first walk you through using the assistant. (It's easier, and you don't give up any control in the end.)

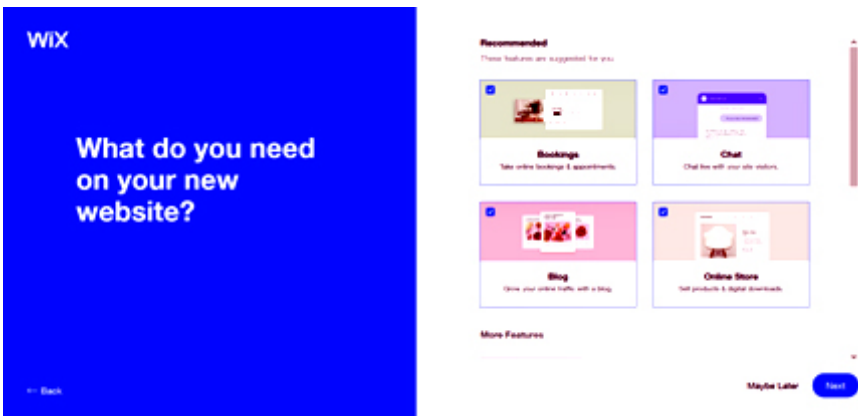
5. Create a Website using Wix ADI

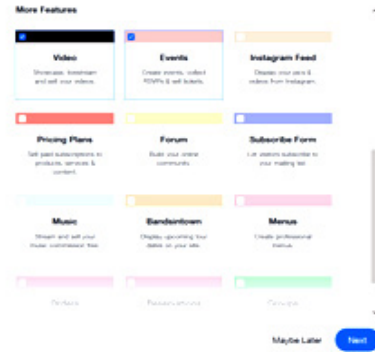


6. Now answer a simple questions and you will get your website ready in just few



7. Based on the type of site it will provide the features which you want in your website. If you want to add more features like online store, Events, Instagram Feeds, Paid Plans, Forums, Subscribe Form, Music etc. Press More Features.





8. Answer the next question.



Dr. Jash Doshi

Skip Next

9. Wix provides you a facility to import images and text from your existing website. So, if you want to import than fill the details otherwise skip the step.



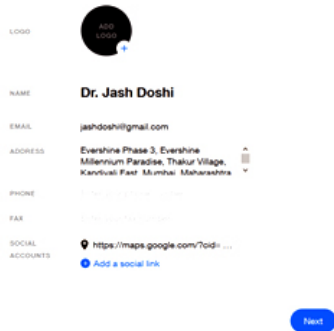
To import content, copy and paste your links :

Existing Website
Example: www.yourwebsite.com

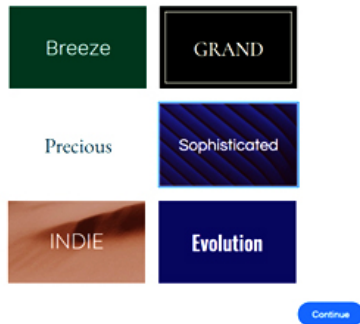
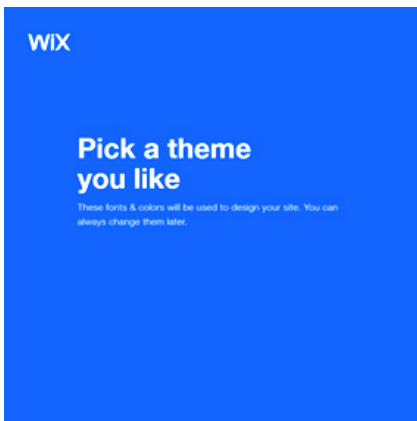
Google Places
Search for your business on Google

Skip Next

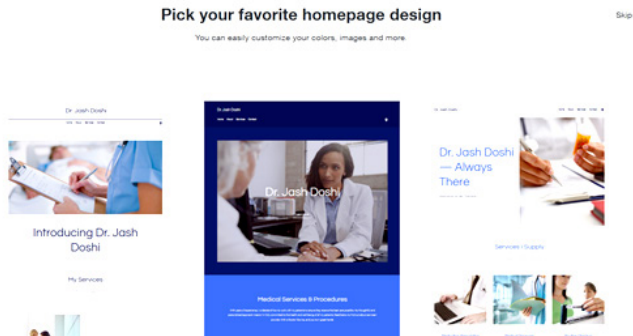
10. Review and Edit your information.



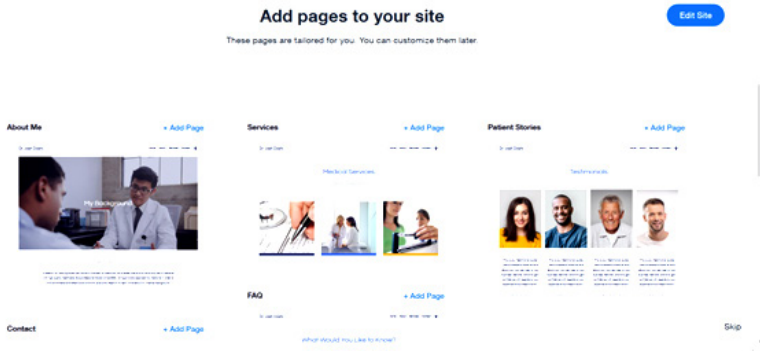
11. Based on the logo uploaded Wix will give you themes which will be used to design your site. You can easily change them later.



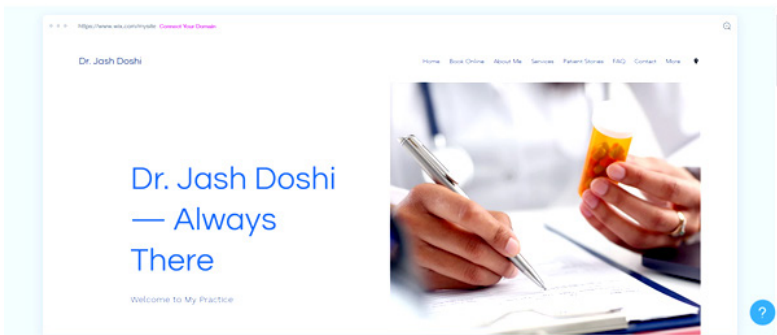
12. Based on your requirement, it will give you multiple templates, choose any one of it. If you are not happy with your template, don't worry you can change the template later



13. Now in next step based on the module selected by you WIX will give you some ready-made pages, you can choose that pages otherwise that can be included later also.

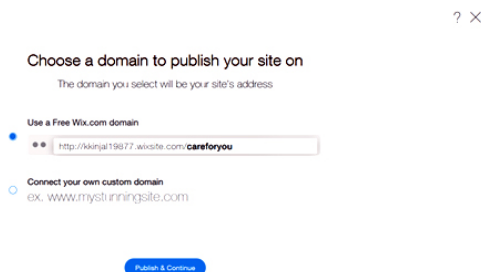


14. After adding all the page your website is almost ready and if you want to edit any content of the website you can just click the content and it will give you editing options.



15. Publish and go live Your website is now ready for publishing. Before you click the button in the top right corner to publish your first Wix website, you can preview it.

16. Once you hit the “Publish” the website button you will see your domain name appear in the popup. You can choose to connect your Wix site to your own domain (by pointing your domain name servers to Wix) or leave it on default.

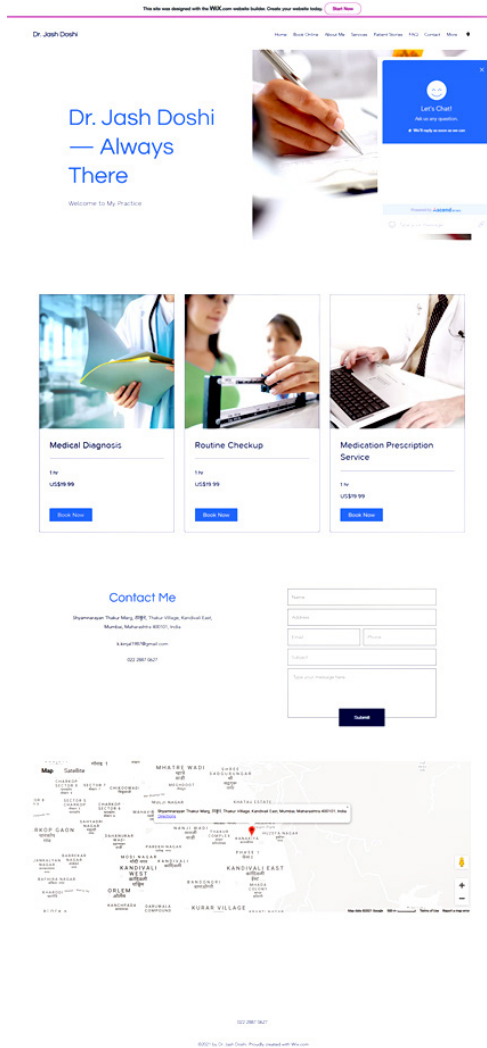


Click on done button and your website is available.

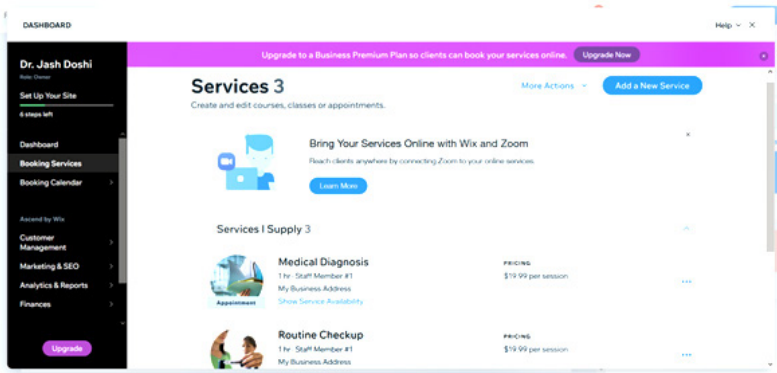
Congratulations!



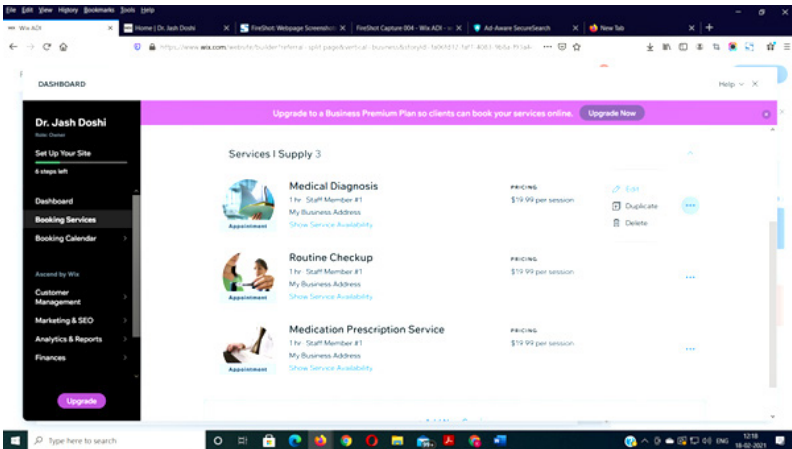
Now here is your website with all the modules and functionalities that you have added in previous steps. You can see modules like Online Booking, Services, Patient Stories, FAQ's, Contact, Live Chat etc.



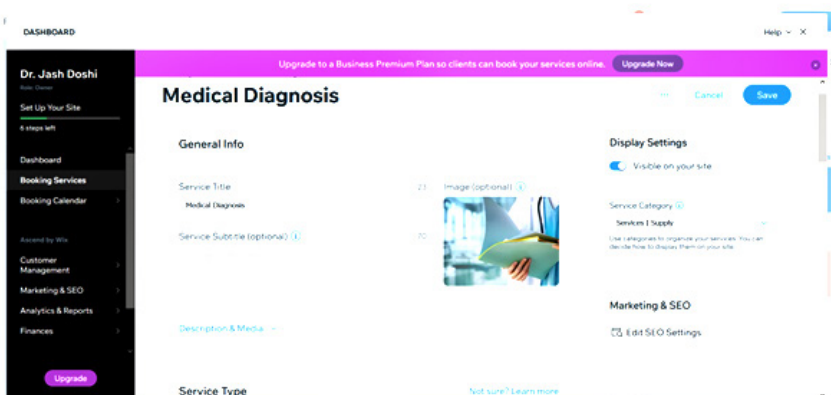
If you want to create any services than you can add that service using Dashboard -> Booking Service Section.



By clicking on the three dots you can edit the existing service.



Here, you can edit the service information.




Even you can create one to one or one to many services. And following are some settings that you have to configure while creating a service.

Medical Diagnosis

... Cancel Save

General Info

Service Title 23 Image (optional) ¹
 

Service Subtitle (optional) ¹ 70

Description & Media ¹

Service Type

Not sure? [Learn more](#)

Appointment
A private appointment that can be booked whenever a staff member is available. ¹

Class
Regularly scheduled sessions for multiple participants. Clients book each session separately. ¹

Course
A complete set of sessions for multiple participants. Clients book them all in advance. ¹

[Clear all](#)

Service Details

Session Duration Buffer time ¹

Staff who can provide this service ¹
 [+ Add staff](#)

Price per Session Amount ¹

Copy

Type of Location

Video Conferencing
[+ Add Video Conferencing](#)

Pricing Plans (Memberships & Packages)

Let clients book this service with a plan. [Add](#)

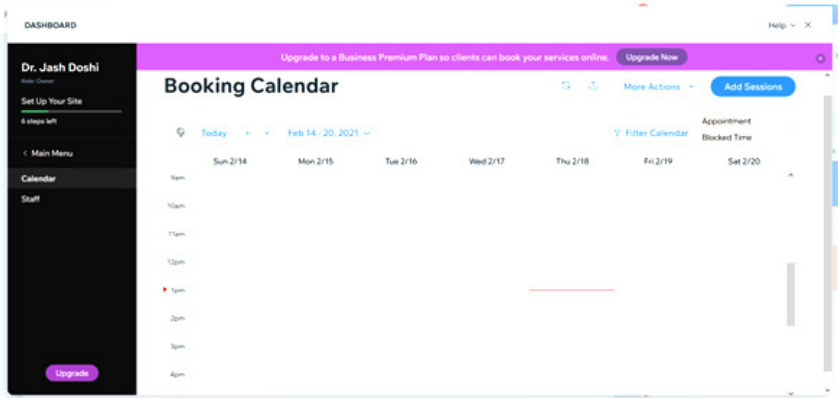
Additional Settings

Set payment preferences, customize your booking form and more. [Show More](#)

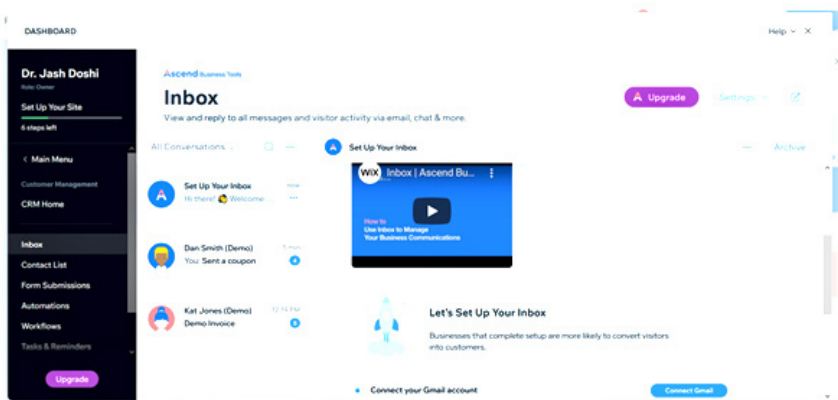
Online Booking Preferences
Accept online bookings, manually approve requests and more.
 [Customize](#)
To take online bookings, upgrade to a Business & Commerce Premium Plan. [View Plan](#)

Payment Preferences
Accept payments online or in person, and request a deposit.
 [Customize](#)

If you want to create your personalized appointments and Blocked Time than you can create it with Booking Calendar.



Here you will get CRM Inbox, you can answer live chat questions from the CRM Inbox.



How to promote Virtual Clinic?

Digital Marketing

- Digital marketing is the marketing of services or products using digital technologies mainly on the internet
- As the number of users of social media sites are increasing and their dependency on social medias for selecting services made it compulsory to market our business online.

Benefits of Digital Marketing

- Marketing online helps to
 - reach your target audience much faster
 - stay in touch with your clients
 - advertise your services
 - manage your brand

How to Market Telemedicine on Your Website

1. Create Effective Messaging to Market

The screenshot shows a website layout for 'Urgent Care'. On the left, there's a section titled 'Urgent Care' with a sub-section '24-7 Virtual Urgent Care' and a 'Learn More' button. Below that is a section for 'Understanding Coronavirus/COVID-19' with an image of the virus and a 'Learn More' button. The main content area is titled '24/7 Virtual Urgent Care' and includes a paragraph about 24-hour care, a 'What is a Virtual Care Visit?' section, and a 'Conditions Your Online Doctor Can Treat' section with a list of ailments. On the right, there's a blue 'Connect Now' box with contact options and a 'Start Your Virtual Visit' button with a photo of a doctor and patient.

Urgent Care

Urgent vs. Emergency Care

▶ 24-7 Virtual Urgent Care

Understanding Coronavirus/COVID-19

Coronavirus (COVID-19) is a respiratory illness that can spread between people in close contact with one another. Learn about symptoms, how it spreads and CDC recommendations.

[Learn More](#)

24/7 Virtual Urgent Care

Turn to 24-hour virtual urgent care at UNC Health Care when you or your family needs medical care and walk-in clinics are closed. Find prompt treatment of common childhood and adult illnesses to help you feel better—anywhere, anytime.

What is a Virtual Care Visit?

A virtual care visit at UNC Health Care allows you to talk to a doctor online using video chat, or a telephone call. You can get 24/7 urgent care for yourself or your children—2 years old or older.

Conditions Your Online Doctor Can Treat

Use UNC virtual urgent care for diagnosis and treatment of non-emergency conditions, including:

- Acne
- Allergies
- Cold
- Flu symptoms
- Constipation
- Cough
- Headache
- Insect bites
- Nausea and vomiting
- Pink Eye
- Rash
- Respiratory problems

Connect Now

Connect through one of these online or telephone options:

- Visit [UNC Urgent Care 24/7](#)
- Download our free mobile app from [Google Play](#) or [iTunes](#)
- Call [1.888.909.9681](#)

Start Your Virtual Visit

2. Have a Telemedicine Webpage That Features an FAQ
3. Homepage Banners, Pop-Ups, and Other CTAs

The screenshot shows a banner with a dark background and a white text box. The text reads: 'BEST STANDARD OF CARE' at the top, 'COVID-19 Office Updates' in large white letters on a red background, 'We now offer TeleVisit for current patients.' in bold, and 'For more urgent matters, our office is seeing patients in person. Please call 703-858-5885 to schedule an appointment or a televisit.' in smaller text. There is a close button (X) in the top right corner.

BEST STANDARD OF CARE

COVID-19 Office Updates

We now offer TeleVisit for current patients.

For more urgent matters, our office is seeing patients in person.
Please call **703-858-5885** to schedule an appointment or a televisit.

CENTERED TREATMENTS FOR EAR, NOSE, AND THROAT

4. Help Patients Decide If Telemedicine Is Right for Them on Your Appointment Scheduling Page
5. Make Sure Telemedicine Marketing is Part of Your SEO Strategy

Things Require for Website

1. **Website Name** : Domain Name
2. **Website Hosting**: disk space - the amount of space available on the server for storing the content of your site.
3. **Database**: To store medical record patient
4. **Google Play Store Account**: To store .Apk file
5. **Database**: disk space the amount of space available on the server for storing the medical records of patient.

Parts of a Social Media Strategy

- Identify Your Target Market
- Who are your customers?
- What characteristics do they have?

What age group do they Social Media Marketing

- Learning come from?
- What social media applications are they using?

Create a Profile or Brand

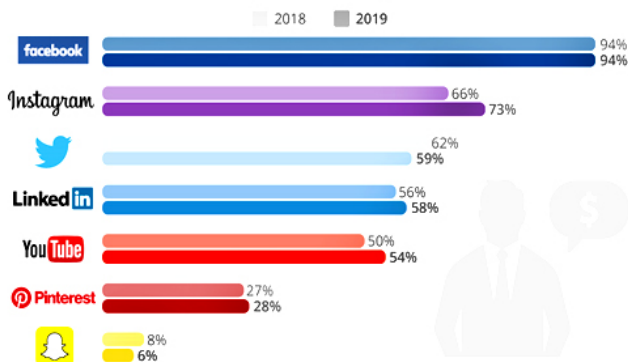
As you create your online profiles, think about your screen name

1. Website Domain Name – <http://www.icaim2018.edu>
2. Facebook – <http://facebook.com/pages/icaim2018>
E-mail – admin@icaim2018.edu

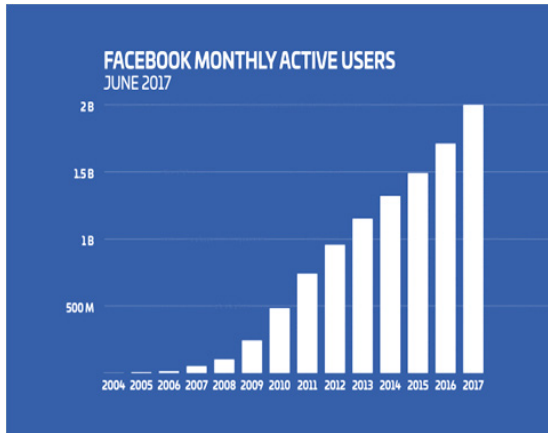
Social Media Statistics

Marketers Warm Up to Instagram

% of social media marketers working with the following platforms



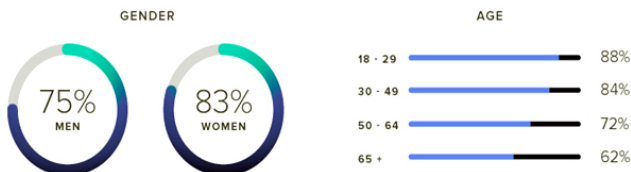
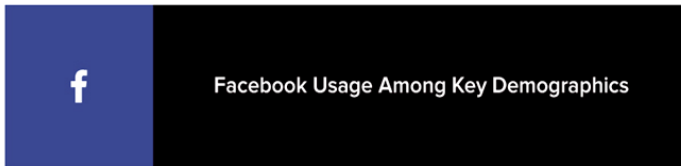
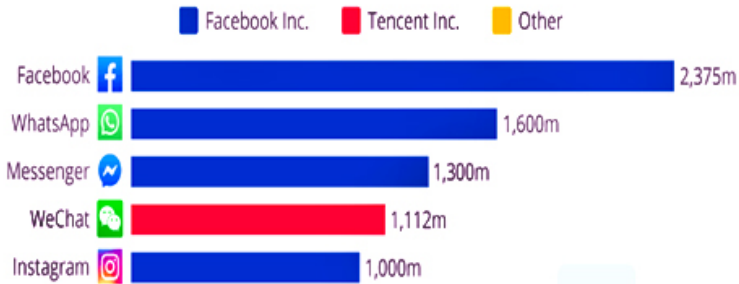
Facebook Statistic



Social Media trends for 2020

Facebook Inc. Dominates the Social Media Landscape

Monthly active users of selected social networks and messaging services worldwide*



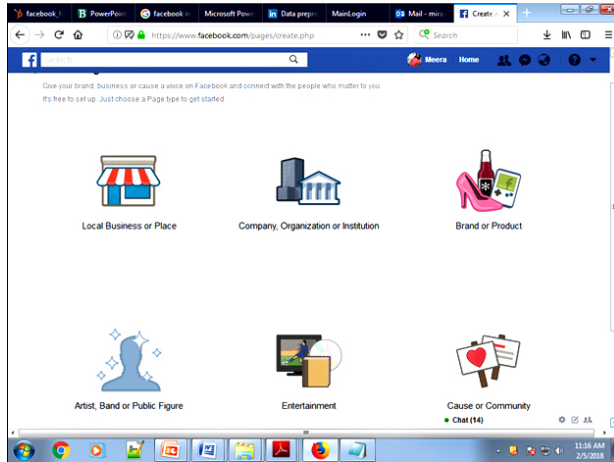
How to create Facebook Business Page?

Aside from individuals creating personal profiles and engaging in the Facebook community, business users can also create a Page for their business or a Group for a community of users.

Setting Up a Business Page

A Page is similar to a Profile except that it is, by default, public and users can become a “fan” of your Page without first requiring approval from the Page admins. Creating a Page is completely free but will require your time to build and maintain.

Step1: To get started, visit www.facebook.com/pages/create.php (Note: you must be logged in to create a Page.) You will walk through a simple wizard to create your Page. As shown in below figure, select the category of the business page which you are looking for.



Step 2: After choosing required category insert page name, category name, address and phone number to create the business page as shown in the following figure and you will get your business page.

Local Business or Place

Page Name, for example, Pat's Cafe

Page Category, for example, Coffee Shop

Street Address

Mumbai, Maharashtra

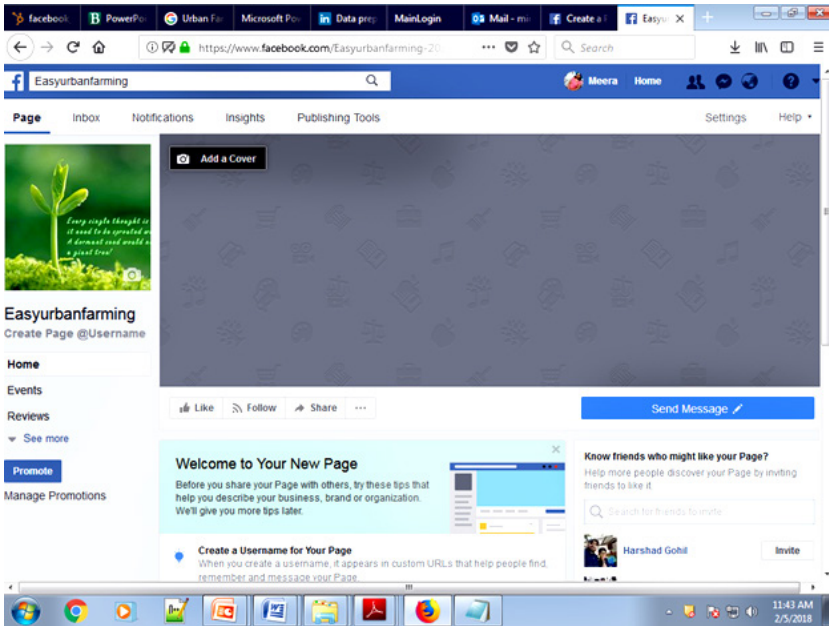
400101

Phone

By clicking Get Started, you agree to the [Facebook Pages Terms](#).

Get Started

Figure: Facebook category create page under local business category



Step 3: Click on publishing tools option

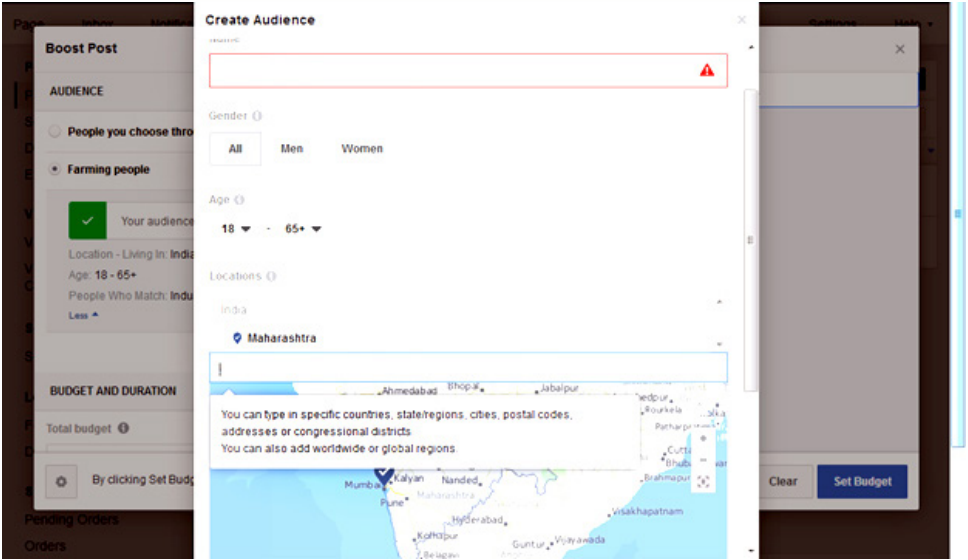
Step 4: In publishing tool option click on +Create option than create new page post dialogbox will come

Step 5: In “Create new page post page” you can add post

Step 6: For the target audience selection choose Boost post option of “Create new page post” page

Step 7: In “Boost Post” option click on Create New Audience

Step 8: Using Create Audience dialog box one can create audience for their business based on gender, age, locality, interest are and Simultaneously exclude the audience based on demography, behavior or interest area as shown in following figure



Step 9: Based on the given detail the boost post require to pay some publishing charges

How to Promote a Page

Now that you've built your Page, you need to get some fans. Here are a few ideas to get you started.

1. **Create an engaging Page.** Use applications like the discussion board and YouTube video box to add more interesting and engaging content to your Page. Give users a reason to become a fan of your Page and engage with you.
2. **Leverage the viral nature of Facebook – the news feed.** The added benefit of creating an engaging page is that every time a fan engages with your page – from becoming a fan to posting a comment to attending an event – that activity is published to their “news feed” which is seen by all of their friends on Facebook. When a user first logs into Facebook, they see a feed of their friends’ recent activity, so each and every activity of your fans on your page gets shared with a greater network, giving your business more visibility.
3. **Draw on your existing network.** You most likely already have email subscribers and blog readers – so make sure they know that they can now become a fan of your business on Facebook. Consider emailing your opt-in mailing list, including a link to your page in your email signature, blogging about your Facebook page, and posting a link or badge to your page on your website or blog.

4. Make your Page publicly searchable. By default, your Page will be public so that it can get indexed by search engines and give you the opportunity to drive organic search traffic to your Page. If you don't notice your page showing up in searches, make sure you have set it to be publicly indexed and searchable. Go to Edit Page and then Settings and set your page to be "Published (publicly visible)."
5. Use Facebook Ads for an extra push. Facebook ads allow you to advertise a website or something on Facebook, including Pages, groups, and events. If you're familiar with Google Adwords, the system for building and running ads on Facebook is very similar. A later section will dive deeper into how to set up and optimize Facebook Ads.

Facebook Groups vs. Pages

In most cases, businesses should create a Page to represent their company on Facebook. In a few cases, however, it may make sense to create a Facebook group instead or in addition. The key distinction between groups and pages is that a group is for a community of people with a common interest, while a page represent a brand or entity of which there are "fans." Here are some of the differences in functionality:

How to Advertise on Facebook

Facebook ads allow you to promote your business, get more fans for your business Page, and drive more leads for your sales team. Facebook ads allow you to advertise a website or content you manage on Facebook (like a group, Page, or event).

To get started, go to <http://www.facebook.com/advertising> and click "Create an Ad". (Note: you must be logged in to create an ad.) Follow the step-by-step instructions to create your ad.

First, choose your destination URL. This can be an external website or something you already on Facebook, such as a Facebook Page, Group, or Event. Enter the title and description for your ad and choose an image (images are recommended because they increase click-through rate).

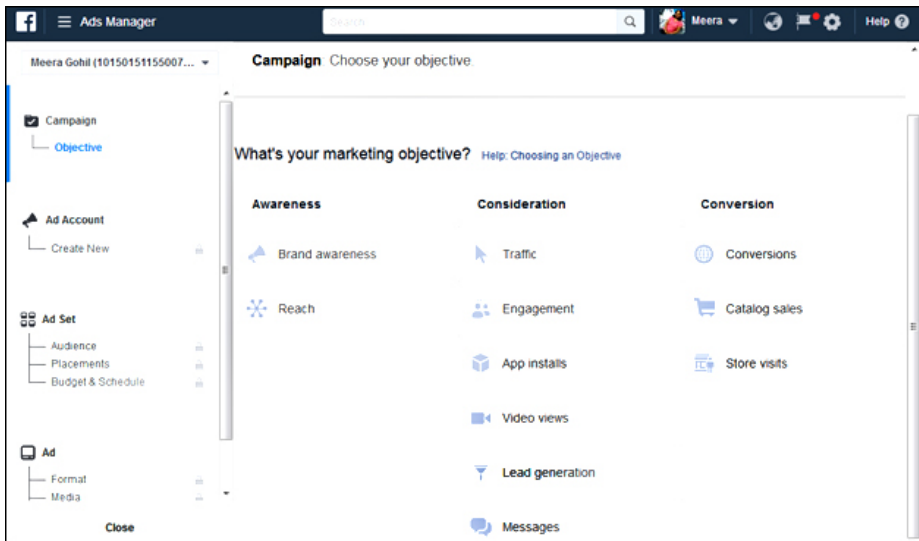


Figure: ad objective in Ads Manager dialogbox

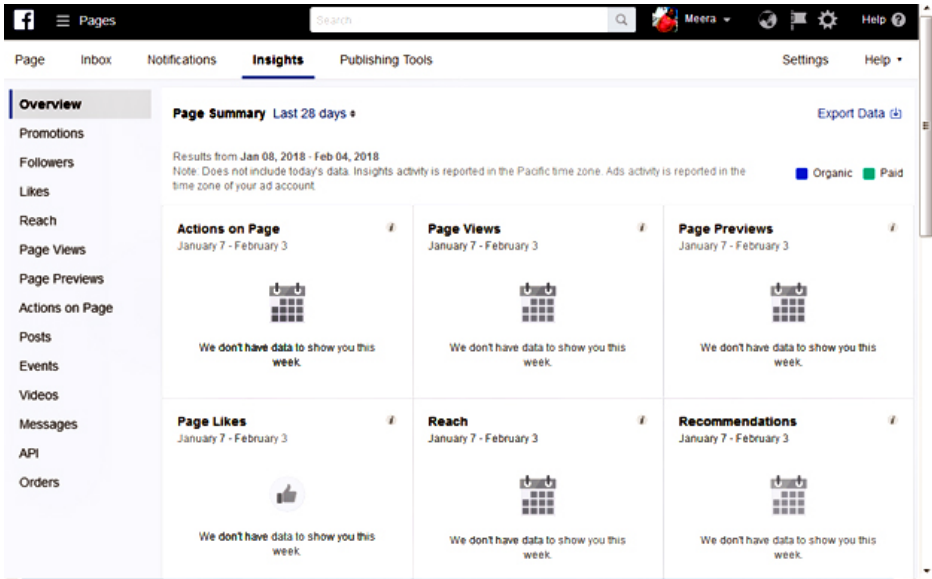
- Step 1: Go to home page and click feature “Create ad”
- Step 2: select the ad category as per your objective as shown in the below figure
- Step 3: After selecting category select facebook page from which you want to post your facebook ad
- Step 4: select audience for the generated ad
- Step 5: select place or demography for right audience
- Step 6: payment option for ad promotion
- Step 7: promote your ad

Measuring and Analyzing

A key part of any marketing activity is measuring and analyzing the results of your efforts. Here are a few of the metrics to consider:

1. **Reach:** Total number of fans, group members, and/or friends.
2. **Post Engagement:** Level of engagement and number of conversations with potential and current customers and fans. Face book’s built-in analytics, Insights, lets you track valuable metrics such as page views, wall posts, discussion threads, and photo views. Check out the Insights for your page by visiting your page and clicking on “View Insights” in the left-hand navigation.

Other analysis like post liked, post viewed, recommendations, action on page etc can be used for further analysis



How to create Instagram Business Page

1. Introduction to Instagram

Photo and video sharing site where beautiful images are shared with the user's followers. Filters can be added to alter the image and transform the mobile phone shots into something stunning. Following figure shows the statics about the Instagram which tells us that it is very powerful medium for business branding and promotions.

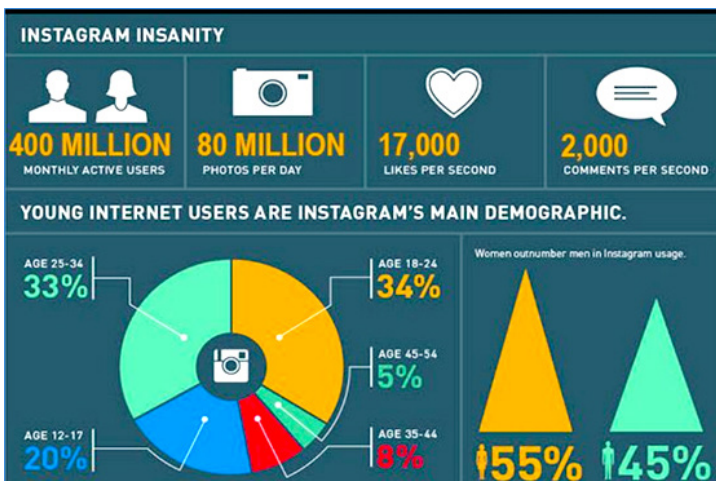


Figure : Instagram statistics

2. Technical Requirement

Technical requirement for the Instagram is its login profile as well as login profile of Facebook also.

Setting Up Your Instagram Profile

- Creating your account with Instagram is free and very straightforward. You need to download the Instagram app on your mobile or tablet (you are unable to create an account on a computer) and then will be talked through setting up.
- Just like Twitter, choose a username, a good profile picture and write a short bio. This should all be consistent with your branding, and presence on other social media sites. It makes sense to use your logo as a profile picture and (if you can) your business name as your username.
- You can edit your details at any time, so don't worry if you change your mind later on down the line. Like with your other social media channels, you may want to make seasonal changes, or add any accomplishments in your bio.
- It is similar to Twitter. @ mentions, # hashtags and follows all work in the same way. Every user has a profile showing all their pictures and the people they follow and are following as shown in the below figure.

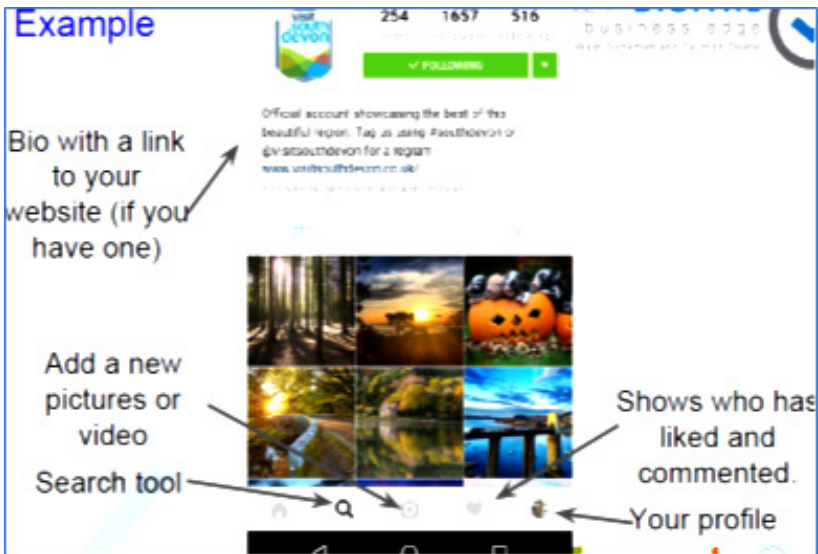


Figure: Instagram page

3. What you can do with Instagram?

- #1 Share up to 10 photos and videos in one post;
- #2 Users can now save content that they love so they can easily access it at a later time; (Personal & Business)
- #3 Users can like each other's comments on posts;
- #4 You can see how many views your video has had;(Personal & Business)
- #5 A tap on a photo ad reveals the call to action; (Business)
- #6 News Feed Visibility Shifts With Algorithm;
- #7 Introduces Stories; Saved Instagram Stories, IOS only;
- #8 Business profiles starting to roll out;
- #9 Live Video (Personal & Business).
- #10 The ribbon icon on the right-hand side under the CTA is where users can save content on Instagram.

4. Building your Instagram brand

4.1 Business Profile

Go to your Instagram app and tap on your profile photo at the bottom right. Next, tap on the settings wheel icon (Apple) or 3 dots (Android) at the top right. Tap on the Switch to Business Profile option as shown in the figures below. This option redirect to the Facebook create page option.

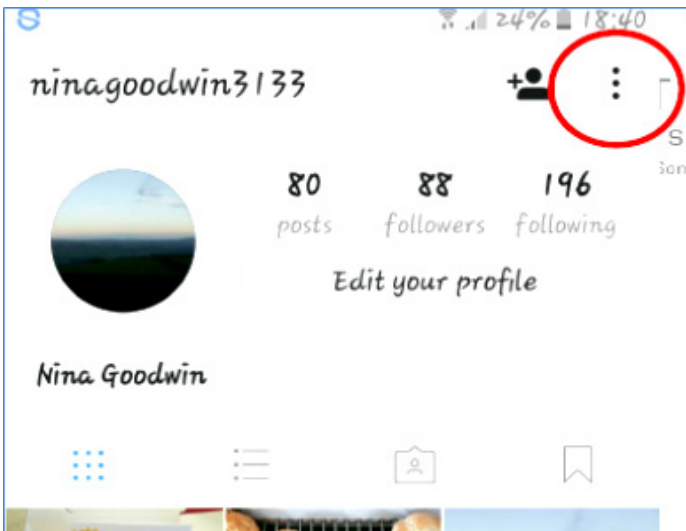


Figure: Three dots at the top right for user profile

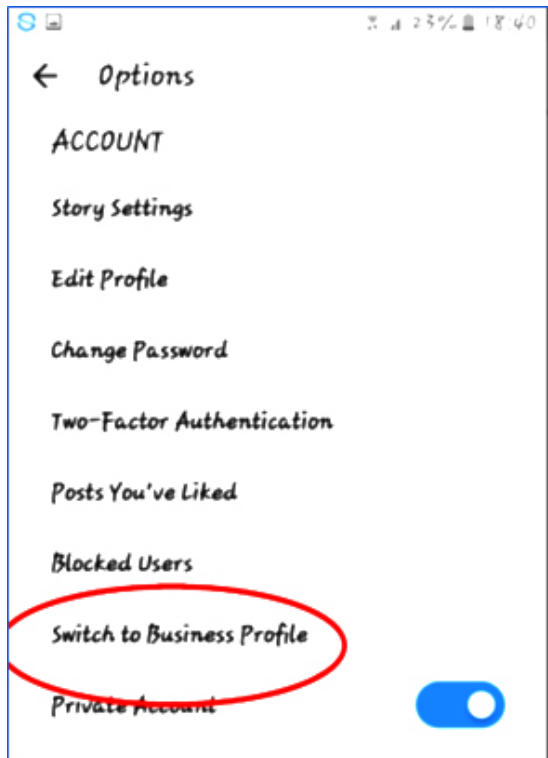


Figure: Business profile option in instagram

4.2 Instagram Create Ads

You can create Instagram ads using ad creation. You'll create Instagram ads the same way you create Facebook ads. All you need to do after creating your ad is make sure that you've selected Instagram in the Ad Preview section. However, there are a few things you'll need to know before you start creating Instagram ads.

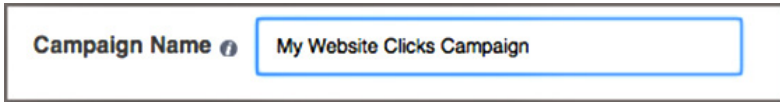
Create an Instagram Ad

1. Go to ad creation option of facebook.
2. Choose an objective from the list. Keep in mind that only the following objectives will allow you to create ads that will be eligible to appear on Instagram.
 - o Brand awareness
 - o Reach
 - o Traffic (for clicks to your website or to the app store for your app)
 - o App installs

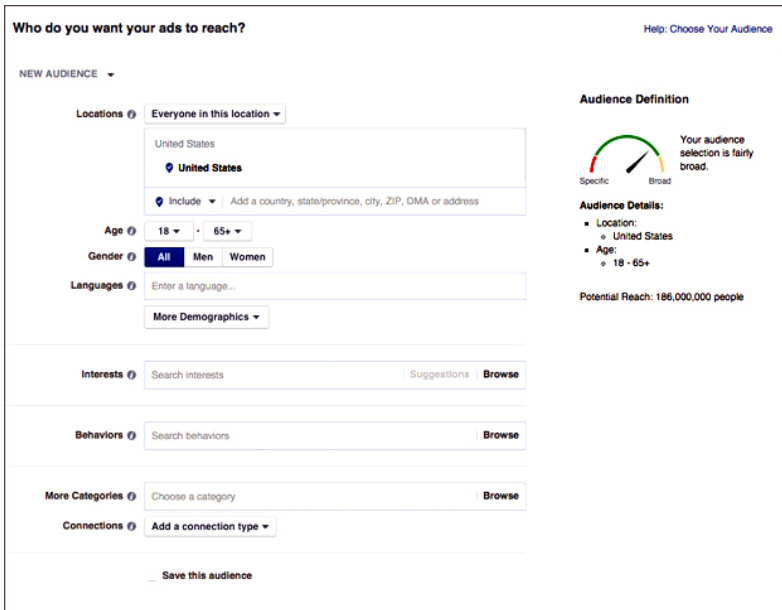
- o Engagement (for post engagement only)
- o Video views
- o Conversions (for conversions on your website or app)

Note: Some of these objectives may look different when you create an ad. Learn more about the changes to objectives.

3. Next to **Campaign Name**, add a name for your campaign or use the default name that appears.



4. In the Audience section, create an audience for your ad. You can choose audience characteristics such as age, gender, interests and more. Learn about the targeting options available.



5. In the Budget & Schedule section, you can choose a budget and set your ad's schedule.

o Set your budget and schedule

How much do you want to spend? Help: Budgeting & Pricing

Budget ⓘ

Schedule ⓘ **Per day** (continuously starting today)
 Lifetime Budget (J date)

Optimize For ⓘ

Pricing ⓘ Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served.

- Get the most engagements for your post at the best price - You'll be charged for impressions
- Set the amount a post engagement is worth to you

How much do you want to spend?

Budget ⓘ

Schedule ⓘ

Start	4/10/2015	<input type="text" value="11:50 PM"/>
End	5/10/2015 <small>(Pacific Time)</small>	<input type="text" value="11:50 PM"/>

Your ad will run until **Sunday, May 10, 2015**.
You'll spend up to **\$350.00** total.

Optimize For ⓘ

Pricing ⓘ Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.

- Get the most website clicks at the best price - You'll be charged for impressions
- Set the amount a click to your website is worth to you

Ad Scheduling ⓘ **Run ads all the time**
 Run ads on a schedule
Ad scheduling only works with lifetime budgets.

6. If you choose, you can set your optimization and bid options manually. In the Optimize for Ad Delivery section, you'll update how you want to optimize your ad. In the Bid Amount section, you can choose a Manual bid.

How much do you want to spend?

Budget ⓘ **Daily Budget** ▾ \$10.00
\$10.00 USD

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Optimize For ⓘ **Link Clicks to Website / Pay per Impressions** ▾

Pricing ⓘ You'll be charged each time your ad is served.
 Get more link clicks at the best price.
 Set the bid you're willing to pay per link click.

- Next to Ad Set Name, add a name for your ad set or use the default name that appears.

Ad Set Name ⓘ **US - 18+**

- In the Format section, choose the type of creative you'd like your ad to include.

How do you want your ad to look?

A single image or video in your ads
Show only one image or video at a time in your ad. [Learn more.](#)

Multiple images in one ad
Show up to 5 images at a time at no extra cost. [Learn more.](#)

[Learn more about these ad formats in the Ads Product Guide](#)

What creative would you like to use in your ads?

Select Images
Upload your own images, choose images from your Facebook Page or use images from the stock image

Select Video
Upload your own video or choose from preexisting videos from your video library.

- In the Creative section, choose a Facebook Page to represent your business on Facebook's News Feed.
- Below Instagram Account, choose an Instagram account. If you haven't added an Instagram account through Business Manager or your business's Page, click Add an Account and follow the steps to set up your Instagram account. If you don't have an Instagram account, your Facebook Page can be used to represent your business on Instagram.
- Fill in the details of your ad like the Headline, Text and Call-to-Action Button. Click Show Advanced Options for additional creative options. Keep in mind that creative options may differ based on the ad objective you choose.

12. Below Ad Preview, you'll see all of the placements your ad will be shown on. By default, all of the placements will be selected. It's recommended that you run your ads on Facebook and Instagram at the same time. However, if you'd like to only show your ads on Instagram, click Remove next to all of the placements except for Instagram.

What text and links do you want to use? Help: Editing Ads

Connect Facebook Page
Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Jasper's Market +

or Turn Off News Feed Ads

Instagram Account
Using the selected Page to represent your business in your Instagram ad. ⓘ

Jasper's Market OR Add an Account

or Remove Instagram as a placement

Headline ⓘ
Organic and local

Text ⓘ
The best produce comes from your own backyard.

Show Advanced Options ▾

Ad Preview
1 of 1

- Desktop News Feed Remove
- Mobile News Feed Remove
- Desktop Right Column Remove
- Audience Network Remove
- Instagram Remove

Instagram
Jasper's Market Sponsored

The best produce comes from your own backyard.

LEARN MORE

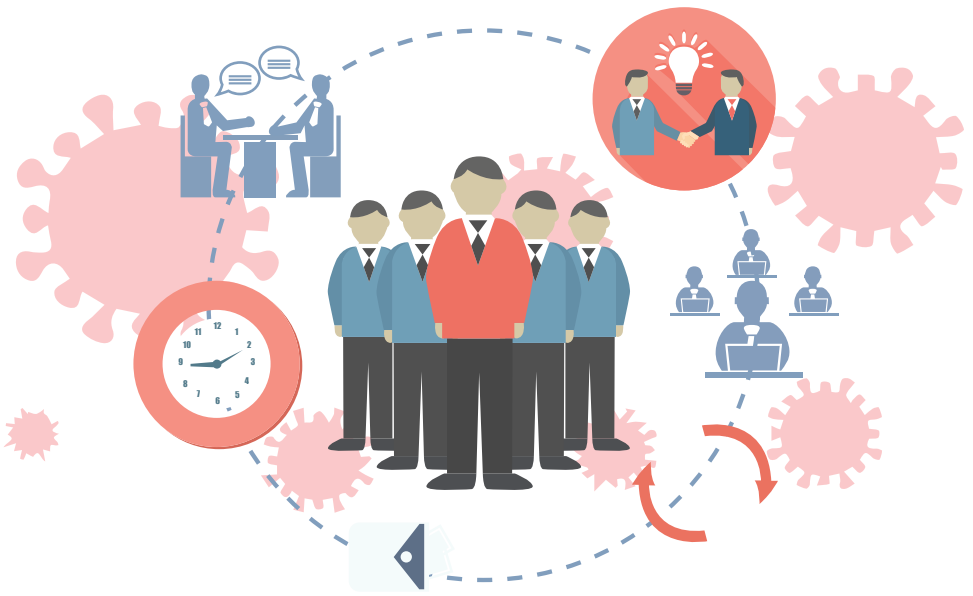
Review Order Place Order

13. Once you've completed your ad, click Place Order in the bottom-right corner.

Create an Ad

4.3 Top Tips for Instagram Success

- Try to get your business name as your account name;
- Use keywords in your bio;
- Link to your website in your bio;
- Choose good quality pictures that represent your business;
- Use the Hashtags (#) you found during your research – use at least 11 (up to 30).



INSTITUTES MANAGED BY



THAKUR EDUCATION GROUP



Thakur Vidya Mandir
High School &
Junior College
(1990)



Thakur College of
Science &
Commerce
(1992)



Thakur
Polytechnic
(1998)



Thakur College of
Engineering and
Technology
(2001)



Thakur Institute of
Management Studies,
C D and R
(2001)



Thakur Institute
of Career
Advancement
(2001)



Thakur Institute
of Management Studies
and Research
(2002)



Thakur Public
School
(2003)



Thakur Institute
of Aviation
Technology
(2006)



Thakur Shyamnarayan
College of Education
and Research
(2007)



Thakur International
School
(2008)



Thakur Shyamnarayan
High School
(English Medium)
(2013)



Thakur School of
Architecture &
Planning
(2014)



Thakur Vidya Mandir
Global School
(Azamgarh, U.P.)
(2016)



Thakur College of
Science
(2016)



Thakur Ramnarayan
College of
Arts & Commerce
(2017)



Thakur Ramnarayan
College of Law
(2018)



Thakur Global
Business School
(2020)



Thakur Institute of
Hotel Management
(2020)



Thakur Educational Campus, Shyamnarayan Thakur Marg, Thakur Village,
Kandivali (E), Mumbai - 400 101.

•Tel: 6730 8301, 02, 28840484/91 • Telefax: 28852527

Email: timsedr@thakureducation.org • Website: www.timsedrmbai.in • www.thakureducation.org