

Unraveling the Digital Strategies of MedPlus

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Abstract: *With advancements in technology, and in the era of a competitive landscape, businesses are investing and adapting to the digital world to make their presence more impactful and convenient to the customers. With the huge boom in digitization, digital literacy has also gained momentum worldwide. This technological advancement has been a boon to many players in the dynamic market as they have the liberty to set up physical stores and E-commerce stores, while some businesses are being lucrative taking advantage of just E-commerce platforms and technology to be disruptive in this space. This work accentuates the digital presence and digital marketing approaches by MedPlus, one of the players in the healthcare domain, which is into brick-and-mortar business as well as an online mart for pharmaceutical requirements and diagnostics. The strategies adopted by MedPlus to leverage its Search Engine Optimisation, Customer engagement initiatives, Social Media presence, and ways of driving traffic to the website, along with other important strategies to stay afloat in the business, primarily in the realm of digital marketing are emphasized in this work.*

Keywords: Digital Marketing, MedPlus, SEO, E-commerce, Online presence, Customer engagement

1. Introduction

MedPlus was the brainchild of Dr. Gangadi Madhukar Reddy currently serving as the Managing Director and CEO, founded in the year 2006 with the vision of setting up a retail brand in the pharmaceutical domain with authenticity, trust, and credibility to fill the gap in the market and to channelize the availability of medicines, and related products with efficiency driven by value and technology to have enhanced supply chain.



At present, MedPlus has a wide presence and operates across 581 cities in 10 states namely, Tamil Nadu, Andhra Pradesh, Telangana, Karnataka, Odisha, West Bengal, Maharashtra, Kerala, Chattisgarh, and Madhya Pradesh, and has more

than 3,975 stores. This company also has 21,000 plus employees spread across a range of business activities.

In addition to this, there are subsidiaries of MedPlus, namely: MedPlusMart.com, MedPlusLab.com, MedPlusLens.com, and MedPlusIndia.

The revenue generated by this company is also on the profitable side. The operating cost has risen from 100 to 500 Cr in 2022. It has also had an upsurge in its EBITDA by 137.52% as well as its net worth by 115.04%. As of 2023, it is claimed to have been India's second-largest pharmacy retail network. MedPlus's operations encompass retail, wholesale, manufacturing, and contract manufacturing of privately labelled pharmaceutical products, FMCG goods, diagnostic centres, and wellness products. They also serve their customers via omni-channel platforms both online and offline mode. Their latest add-on is the facility to order medicines through WhatsApp.



Customers' expectations from MedPlus

MedPlus has been one of the most known players in providing medicinal, healthcare, and related products and health-related services like diagnostics. Customers tend to develop a bond and rely on a brand for its authenticity, ease of usage, operating protocols, and availability of products and services.

MedPlus being an e-commerce and retail shop in the health care domain also is known for the above-mentioned

attributes. The business model where customers can easily upload their prescriptions and get the medicines delivered is one of the thriving reasons for the brand, while availability and convenience of accessing medicinal and related products is another point that customers entrust on.

Hence, supply and delivery of correct, authentic, and well within the promised duration are also what customers expect from MedPlus. Pricing is yet another critical aspect, MedPlus provides interesting offers and discounts on

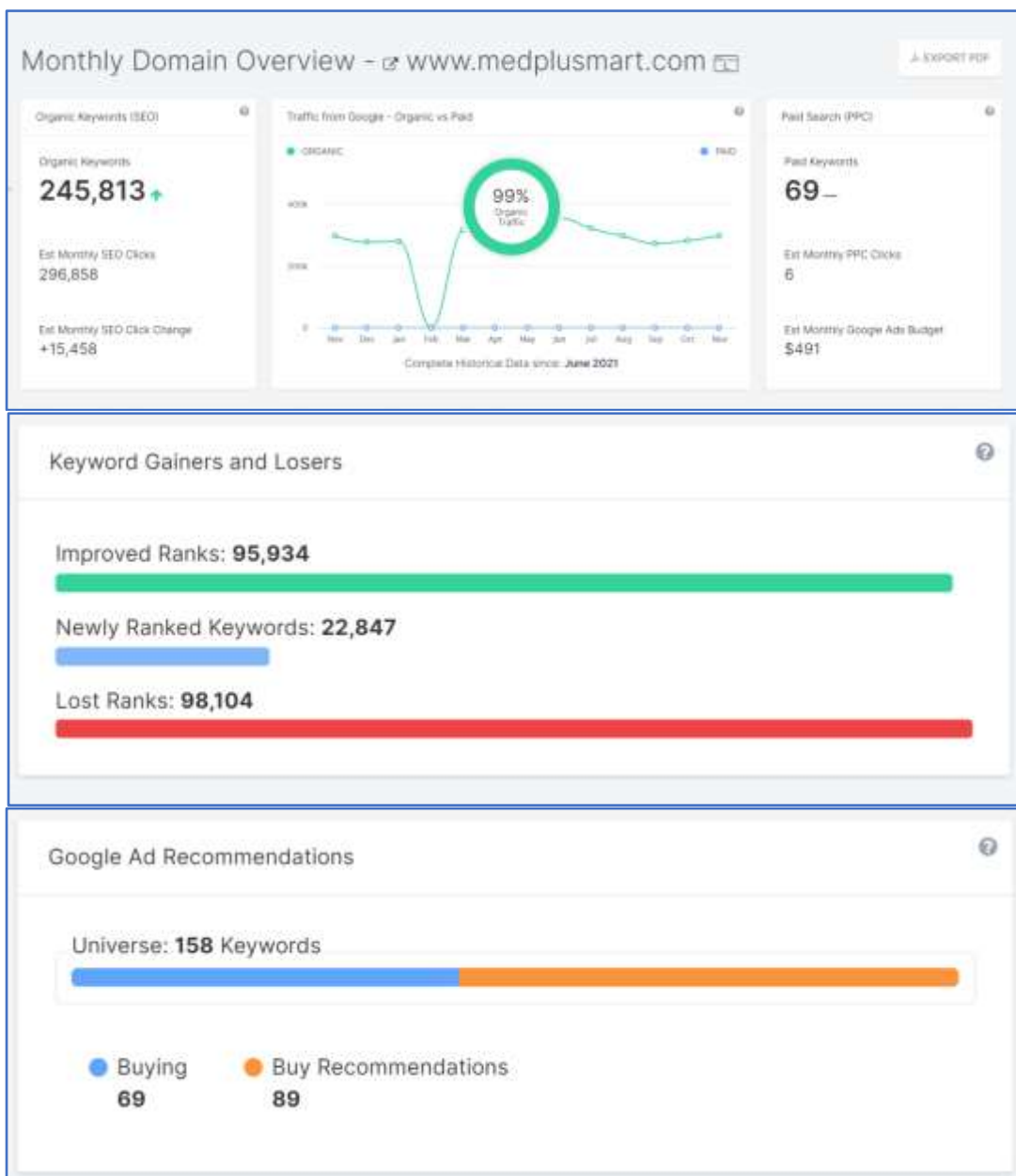
various products, and services which are expected from the customers.

Keyword bidding and Google Ads:

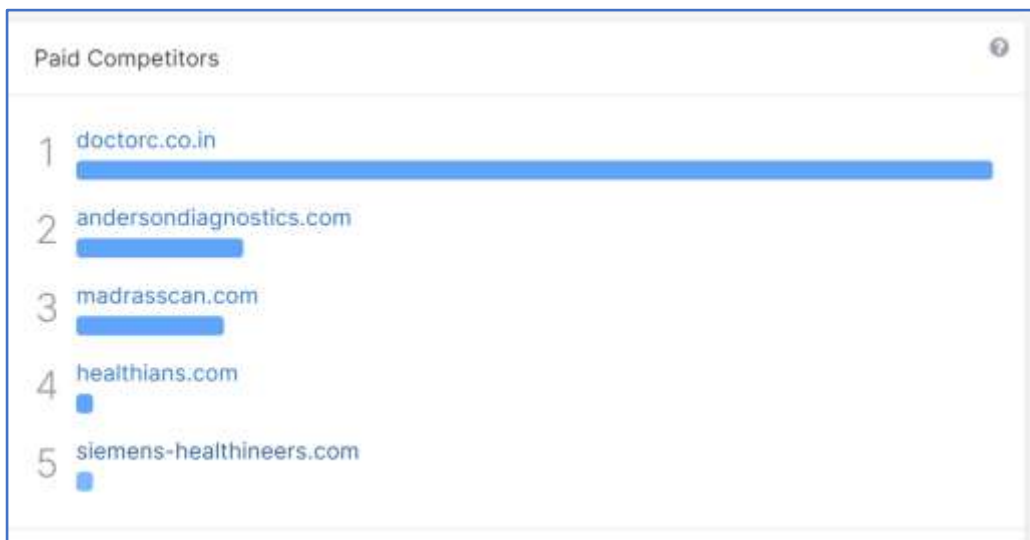
“Keywords”, and “Key-phrases” are short and identifiable words to recognize a product/service. They play a critical

role in contributing more traffic to a particular website. MedPlus being in a digital space also has a set of keywords that pushes traffic to the website.

A thorough analysis of the effectiveness of keywords incorporated by MedPlus has been depicted using SpyFu, as under:

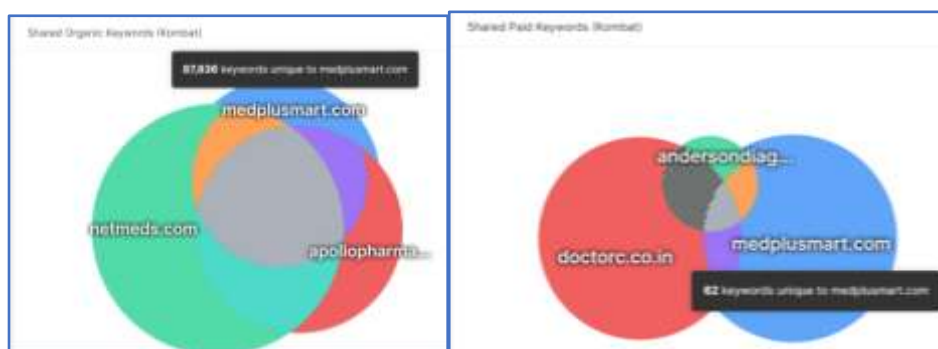


There are prevalent competitors for MedPlus, directly in the competition are brands like PharmEasy, NetMeds, 1MG by Tata, and so on. In terms of digital competition as paid competitors, doctors.co.in, andersondiagnostics.com and madrasscan.com top the list.



A strong comparison and efficiency of keyword usage between MedPlus and its competitors is as follows, which as seen, MedPlus has 87,836 unique keywords than its

counterparts in the category of shared organic keywords and 62 unique keywords belonging to the category of shared paid words.

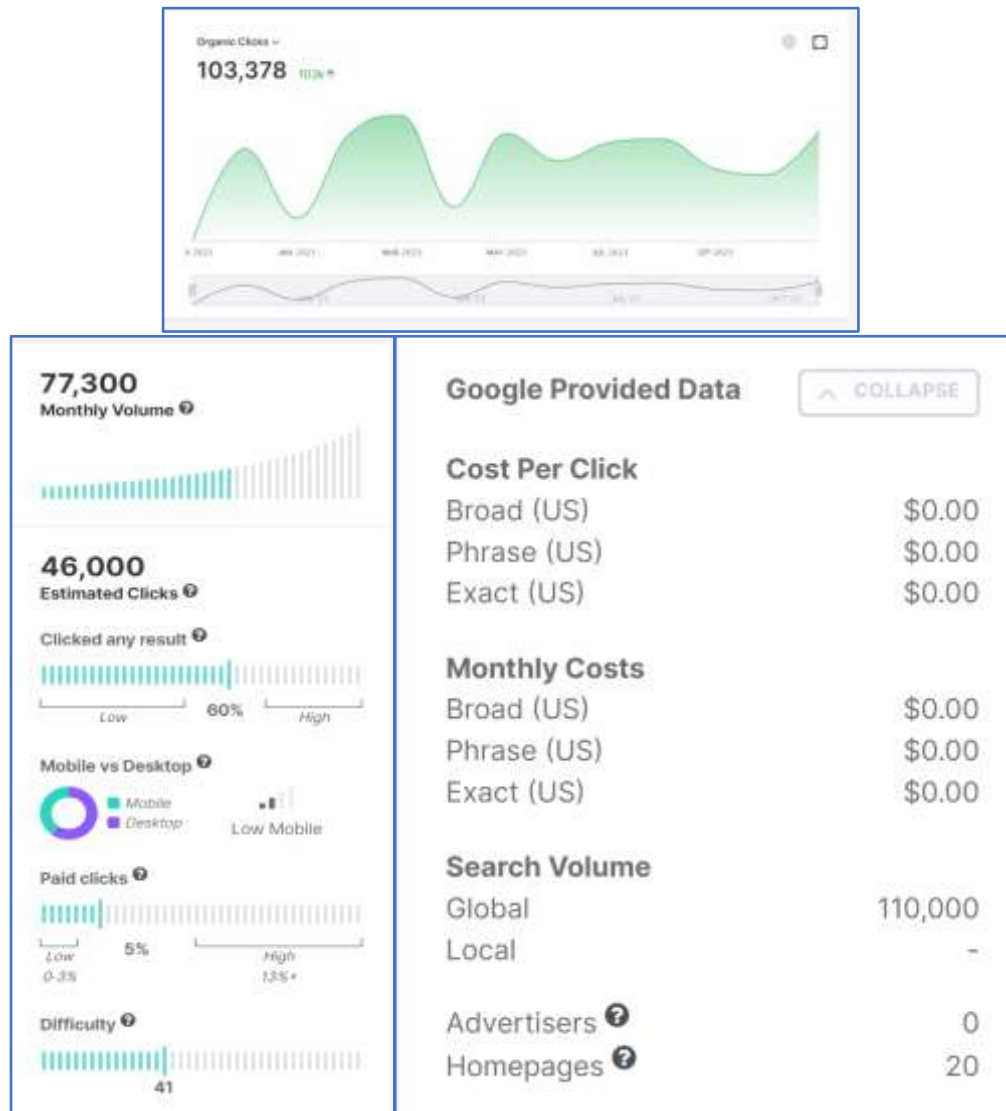


Total Keywords: 245,817 Total Volume: 27M Total SEO Clicks: 297K

Keyword	Volume	Rank (Change)	SEO Clicks (Change)	KD	CPC (B)
medplus https://www.medplusmart.com/	77.3k	1 -	12.7% -	41	-
medplus near me https://www.medplusmart.com/storelocator	33.1k	1 -	5.4% -	39	\$0.68
voot https://www.medplusmart.com/product/voot	2k	95 42↓	4% 3%↓	21	\$0.01
medplus near me https://www.medplusmart.com/	33.1k	2 1↓	2.8% 2.6%+	39	\$0.68
medplusmart https://www.medplusmart.com/	14.8k	1 -	2.4% -	11	-



Depiction of an increased rate of organic clicks is as follows:



According to SimilarWeb, MedPlus predominantly follows direct marketing strategies which are effective by 74%, 22.47% by organic search, and 2.84% by referrals. Other channels like social media and email are found to at 0%

Inbound links also known as backlinks, contribute to visibility, enhanced traffic, and access to a website through other websites. Inbound links are one of the measures to understand that the website has a high-quality demand and could be very useful to serve a particular purpose. MedPlus’s Inbound link is as follows:



loyal customer base. Some of the online platforms they are present on include Facebook, Youtube, LinkedIn, Instagram, and X (previously known as Twitter)

Below is a snippet of their recent Social Media Posts across Facebook, Instagram and LinkedIn:



MedPlus has a channel on YouTube called “MedPlus ONE TV”, where reputed doctors conduct sessions on many disorders and health conditions primarily in Telegu Language, they also put out some informational content related to well-being and show huge discounts on health packages.

“MedPlusONE TV” has gained a large viewership on YouTube, for its offering which was endorsed by some celebrities too. The below image is from their YouTube channel which features the late singer, S.P Balasubramanium Sir as the brand ambassador.



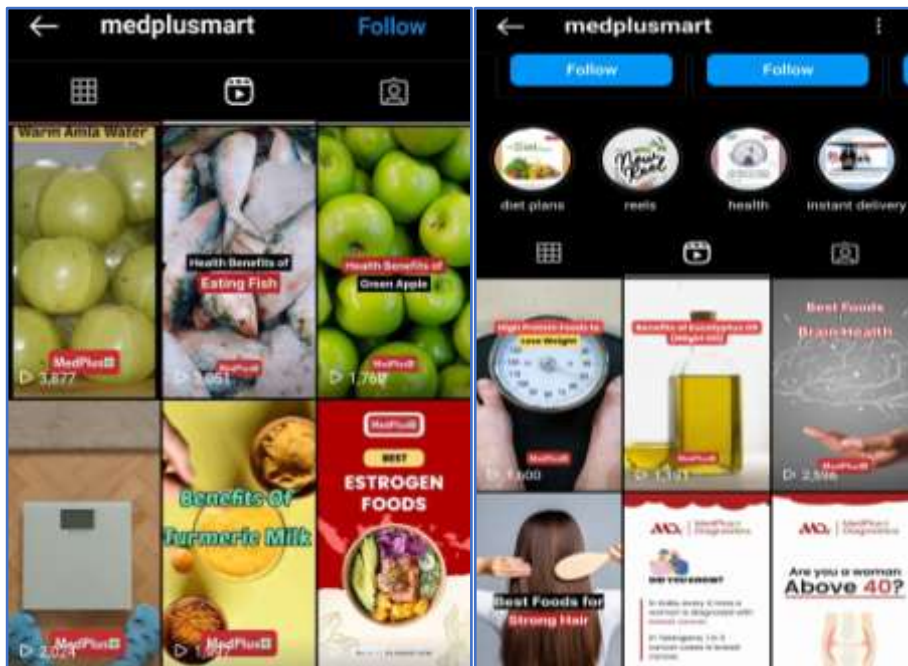
Offers and discounts are also put out on social media to attract more customers as their strategy:



Instagram Reels has been a great feature for brands to engage their audiences with gripping content and easy videos that could be informative, educational, and simply recreational. MedPlus also has created some reels that are

mostly informative and educational to shed light on many aspects of health and well-being.

Below is the snippet of their Instagram reels:

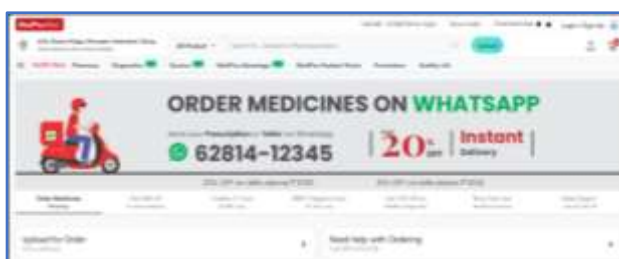
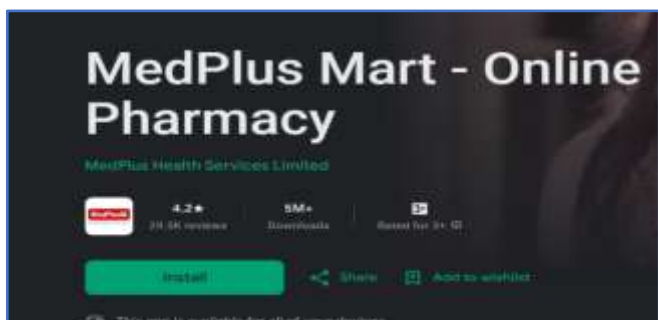


MedPlus App

It has its own app through which users can create their personalized accounts and make their purchases seamlessly. It uses some strategies to attract customers by offering offers and discounts on various platforms and occasions. It also promises instant delivery.

MedPlus on WhatsApp

Users can order medicines on WhatsApp and avail offers as applicable to the users using the app or website. This feature of ordering via WhatsApp is their latest addition to their online services.



Online Reputation Management

Most of the brands incorporate, Online Reputation Management (ORM), to maintain a positive and an impactful digital presence to counteract negative feedback, opinions, or news corresponding to the brand. MedPlus has been in the news for its service, product offerings, and work

culture. It has received the limelight for its market disruption and innovation, but on the flip side, it also has obtained negative and hateful comments from users/ workers on multiple platforms. It has also successfully addressed the issue and most likely has also improved the services.



2. Limitations

There was no data found on Email marketing/ campaigns done by MedPlus. However, users can contact them using the email address on their website.

3. Recommendations

- From the in-depth analysis of their digital presence and marketing campaigns, they can display their Ads on platforms like Google Ads, Facebook Ads, etc to further leverage their offering, discounts, and services.
- They can have tie-ups with platforms like Amazon, Myntra, and Flipkart to accelerate their sales.
- They can enhance their marketing strategies via emails and SMS to have their customers hooked to their brand.

4. Conclusion

MedPlus has been popular for its wide range of products, from pharmaceutical and over-the-counter drugs to FMCG. It has carved its way to be successful in the market and has taken advantage of the technology to accelerate its digital presence.

It has simplified the process of availing medicines and products from its stores via its omnichannel presence and delivery. The app has also been very popular for users to order and track their products and can connect directly to clinics and diagnostic centers just by uploading the prescription.

In terms of their digital marketing strategies, they have a decent SEO technique they have harnessed but also have a huge scope for making their presence evident via Ads and in adding keywords, and incorporate Email marketing strategies.

With growing competition, MedPlus can work its way to have its content impactful across platforms to make it more engaging and promising to combat negative word of mouth and accelerate its online sales.

In this work, an in-depth analysis was done to shed light on the strategies they use such as Search Engine Optimisation techniques, keywords used, comparison of other rival brands, their social media activities, customer engagement

through discounts, and how they can digitally level up their brand. Additionally, online tools like SpyFu, SEMrush, SimilarWeb, and Robots.txt checker were used to conduct the analysis.

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