



Master 1 Marketing

1<sup>st</sup> Lesson

Dr. GOURI M

## Digital Marketing Management-Correction

You have your own business.

Choose your KPIs according to your goals.

### Answer chosen from students' attempts:

#### 1. Identify Business Type

My business is a medical appointment booking platform that allows patients to schedule appointments with doctors via a website.

#### 2. Define Goals

Increase platform usage – Attract more patients and doctors.

Improve booking efficiency – Reduce appointment scheduling time.

Enhance patient satisfaction – Ensure users have a smooth experience.

Reduce no-show rates – Minimize missed appointments.

Generate revenue – Earn from subscriptions, commissions, or ads.

#### 3. Relevant KPIs

##### User Acquisition & Engagement

Number of New Users – Tracks patient and doctor registrations.

Website Traffic – Measures how many visitors come to the site.

Returning Users – Shows how many patients rebook appointments.

##### Booking Efficiency

Total Appointments Booked – Counts completed bookings.

Booking Conversion Rate – Percentage of visitors who complete a booking.

Average Time to Book – Measures how fast users complete the booking process.

##### Customer Satisfaction & Retention

User Ratings & Reviews – Feedback from patients about their experience.

Customer Retention Rate – Percentage of users who continue using the platform.

Support Ticket Resolution Time – How quickly issues are resolved.

##### Operational Performance



No-Show Rate – Percentage of missed appointments without cancellation.

Doctor Availability Rate – How often doctors are available for bookings.

Average Appointment Lead Time – How soon patients can get an appointment.

Revenue & Financial Metrics

Revenue Per Booking – If charging per appointment.

Subscription/Membership Growth – If doctors pay for a premium listing.

Cost Per Acquisition (CPA) – Marketing expenses per new user.