

DFY Traffic By Shourya Maji-Changing The Way Physiotherapists & Chiropractors in India, Market and Promote themselves.

Helping Physios and Chiros in India charge premium price and getting clients/patients at will.
The only digital marketing experience that is personalised and customized around your
healthcare business.



by almost every single industry, India's healthcare industry is at the helm of integrating digital marketing now. India's healthcare industry was expected to hit 280\$Bn by 2020, a huge part of which results from digital media. **According to WHO, there should be 1 physiotherapist for every 10,000 citizens. India has just 5000 qualified physios and chiropractors, which entails that India is short of 95000 physiotherapists. The demand is high and supply is low.** This means, there is just the need for the right marketing. DFY Traffic has this covered for you.

DFY Traffic knows you better than any other one out there. They know, it hurts to charge less than your service deserves, just because you are in a competitive market.

" We proudly say that, while all the other marketing agencies and consultants out there just provide the same service to everyone, we provide it with the customized way. We are more inclined towards giving our clients an experience and a sense of belonging. We also teach them certain things so that they can do a lot of things without relying on others or outsourcing. I suggest you to go check our [website and book a free consulting call with us](#) or just E-mail us at letstalk@shouryamaji.in for any queries."

- Shourya Maji (Founder and Consultant DFY Traffic.)

Here are some stats for why you should be really interested in this. According to a survey conducted by Google –

- People between 18 and 24 years of age are more than two times likely to discuss health-related matters in social media than those between 45 to 54 years of age. 90% of respondents in the 18 – 24 age category say that they trust medical information available in social media.
- **About 60% of doctors say that social media has significantly improved the quality of care offered to patients.**
- **Consumers are big-time researchers**
- As per Cisco's VNI Mobile forecast highlights, 2016-2021, mobile data traffic in India will grow 7-fold from 2016 to 2021, a compound annual growth rate of 49%.
- Furthermore, according to Google Trends, India ranks among the top five countries for search terms like 'mobile health', 'health apps', 'medical apps' and 'mHealth'. This confirms that the Indian population is interested in Online Health.
- **8 out of 10 patient conversions start at a search engine.**
- **Search drives nearly 3x as many visitors to hospital sites compared to non-search visitors.**
- **44% of patients who research hospitals on a mobile device scheduled an appointment.**
- **53% of patients who did not watch a hospital video were unaware they existed.**

So, WHAT is DFY Traffic, and WHY DFY Traffic?

- DFY Traffic is a **marketing and consultation program found by Shourya Maji**, that focuses solely on **helping physiotherapists and chiropractors in India, get more clients/patients and charge premium prices for the valuable services they provide to their clients.**
- The problem is that, most of the **business owners do not get leads, traffic**, and even if they do get, they are **unable to convert them**, and finally they are **unable to retain** most of the clients. Also, due to this competitive market, they try to charge lower.
- Most of the digital marketing agencies, build traffic and get business owners lead, but that's all that do.
- DFY Traffic, has sorted this out for you. **They customize their programs centered around**

your healthcare business. They get you traffic, and know what? They teach you sales, along with doing the sales for you. They teach you how you can charge premium prices for value services without being afraid of the competitive market.

So, why are you waiting before you get the most ultimate digital experience for a physiotherapist or chiropractor in India?



Media Contact

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