

## **Health Care SMEs Products Marketing Strategy: How the Role of Digital Marketing Technology through Social Media?**

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### **Abstract**

This study aims to describe the use of digital marketing for hospital marketing. This study categorized a literature review, by conducting a critical literature review and containing scientific information, ideas, or findings contained in the body of literature, academically-oriented literature, and formulating theoretical and methodological contributions to certain topics. Then, the data or knowledge obtained will be described in the next part of the writing series systematically (discussion, opinion, methodology, and conclusion) with the following flow easy to understand and understand for readers. Based on the literature review result, this study can be concluded into six points, there are: First, the usage of digital marketing can be applied to hospital marketing service products. Second, the increasing number of patients can be seen based on the positive reviews of patients' assessment data through selected platforms. Third, digital marketing can strengthen the brand image of health facilities, at the same time, it also makes patients to find the hospital location easier. Fourth, digital marketing can be done with various options, either through applications that are designed by the hospital personally or with other variations of digital platforms such as search engine marketing. Fifth, sending marketing by email or social media, added with search engine optimization means offer many opportunities for hospitals to connect with patients, another that is a requirement and important part for healthcare organizations to keep up with marketing trends and up-to-date promotions in order to create a global brand image for future. Sixth, with constant monitoring, supervision, and a commitment to improving quality, hospitals can use digital marketing for promotion effectively.

**Keywords:** Health Care, SMEs, Products, Marketing Strategy, Digital Marketing Technology, and Social Media.

### **Introduction**

The presence of various digital platforms gives affects people's lifestyles in this millennial era. People also tend to be more consumptive because they can shop in every digital marketplace easily. One of the most popular digital platforms for shopping is social media. According to Bala and Verma (2018), social media has become the most routine marketplace to interact between sellers and buyers every day. Even, the intensity of Indonesian people's use of social media is more frequent. Based on many users globally, social media can be used for digital marketing such as promoting their brand or product. The aim is to attract potential consumers more broadly, quickly, and accurately.

Furthermore, the most important benefit and advantage of marketing using social media are increasing the number of sales products. However, marketing by social media helps the buyer in selling their product easier, finding their potential consumers, and providing potential consumers based on their interests. By using this media, potential consumers will be interested in buying health care products.

Furthermore, with the role of the digitalization era, some businessmen can take advantage of using their social media platforms for branding their products. Then, determining potential customers can be seen quickly on Instagram and Twitter through a search feature to find what they want, or hashtag feature can be used in business promotions, then the consumers can reach their business. By providing responses quickly and easily on social media, the consumer can communicate with the seller directly. It can be affected by speed, and it is needed in responding to consumers in order to increase their trust.

In addition, to attract consumer interest, increasing marketing activity on social media, not only can brand the product in their community with excellent and fast service or response but also promote product quality as well as create unique ways in promoting to grow the consumer interest. The challenges faced in using social media for businessmen, actually, are facing their competitors who sell similar products. Technological developers are often encountered by a businessman who fails to adjust in time, then finally it becomes a boomerang for business.

Moreover, in building communication, the sophistication of smartphones can be used to facilitate their work and to provide information with a wide range quickly. Based on the survey report conducted in July 2021, it was recorded that 5.3 billion people, or specifically 67% people of the world's population are mobile phone users. Furthermore, most internet users are aged 16 to 64 years and use more than one device such as smartphones, laptops of PC, tablets, or smartwatches. In Indonesia, at the beginning of 2021, more or less 202.6 million people are internet users, this number is an increase of 15.5% the last January 2020. Then, 98.3% of internet users, 16 to 64 years old, are accessing via smartphones.

According to the research finding conducted by Bala and Verma, (2018); Dunn et al. (2018), show that the ever-increasing growth of smartphone users triggers most marketing strategies by utilizing various internet and social media platforms.

The promotional activities and effort, providing information and branding product or service by utilizing digitalization media to reach consumers or customers directly, timely, personalized, and relevant are familiarly known as digital marketing. It will make it easier to convey information both in written or oral through pictures and video form. According to Widmer et al. (2019) findings, digital media for marketing communications can be carried out by companies that are engaged in the production of goods, as well as by companies in the healthcare service sector such as a hospital.

Based on this fact, this study aims to describe the use of digital marketing for hospital marketing. This study categorized a literature review, by conducting a critical literature review and containing scientific information, ideas, or findings contained in the body of literature, academically-oriented literature, and formulating theoretical and methodological contributions to certain topics. Then, the data or knowledge obtained will be described in the next part of the writing series systematically (discussion, opinion, methodology, and conclusion) with the following flow easy to understand and understand for readers.

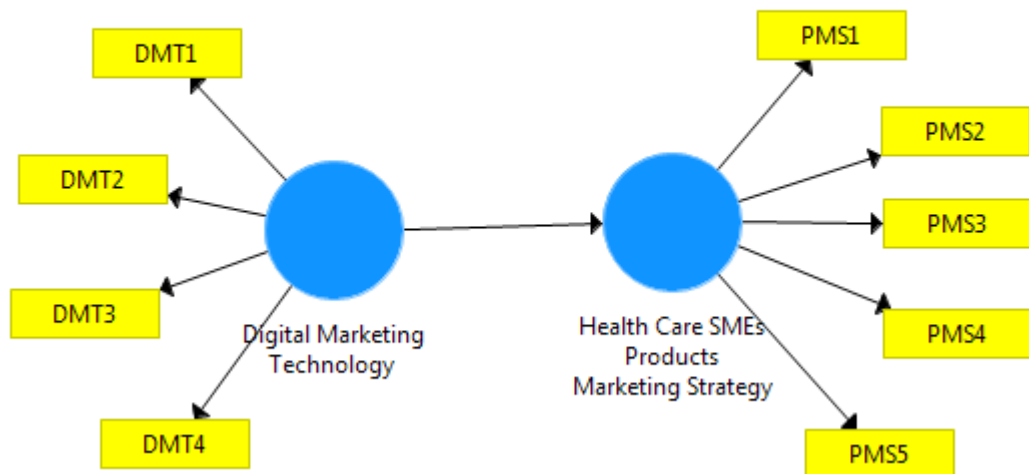


Fig 1. Conceptual Framwork

### Discussion and Opinion

Digital marketing is the usage of digital technology to build deeper relationships between markets places, products, and services by utilizing online database channels to reach the market or potential consumers personally. The minimal cost can be limited by using digital market pave, but the product promotion

results can be achieved effectively because there is found link and match; and goal-oriented which targeted with measurable communication.

The research was conducted by Bala and Verma, (2018); Widmer et al. (2019) show the necessity and need of digital marketing to promote medical care services through expanding the business. The digital marketing method shows that it is able to attract new patients while still providing quality health care services and ensuring patient satisfaction. Thus, every patient who comes will recommend visiting the health facility. In one agreement with Bala etc, Tsoy et al. (2021); Vieira et al. (2021); Widmer et al. (2019) also conclude that the important role of social media in promoting health facilities. Moreover, research conducted by Bala and Verma, (2018); Dunn et al. (2018); Harris et al. (2019) also states that the application of digital marketing can strengthen the brand image of health facilities for medical tourism services, as well as make it patients easier to find the location of the hospital selected in the medical tourism scheme. Digital marketing at one hospital is carried out through the establishment of a special application by the hospital that contains information and promotions related to services provided to patients and the community.

Furthermore, it is necessary to add information and knowledge in increasing digital awareness for creating a company name that is remembered by consumers as always in several steps to an effective marketing or digital marketing strategy, namely understanding the target market and identifying consumers in detail with identification. Paying attention to competitors in utilizing digital marketing in carrying out promotional activities for seizing the market is needed. Identifying in depth what promotive modeling is used, even, if necessary for involving third parties to design designs such as websites, and forms of advertising the use of promotive language used also part of the necessary factor.

However, determining the selected digital media, online digital media that will be used according to the wishes of suitable consumers and fit with the service or product goal of a brand, for example, social media such as YouTube, Facebook, WhatsApp, Instagram, and others is needed. Optimizing the potential of the channel and selecting a digital media channel is adjusted to the purpose of the message to be conveyed including the consideration of consumers who will receive it before focusing on the choice of the selected digital media channel by increasing spending both cost and promotive time. In addition, evaluating results, analyzing the effectiveness of online digital media usage for promotions that have been carried out, whether they have met the achievement indicators that have been made or not, then taking corrective steps if they do not meet the targets.

According to Bala and Verma, (2018); Vieira et al. (2021); Widmer et al. (2019), highlighted that the usage of existing analytical data to measure whether the program that has been carried out has been able to achieve the agreed effectiveness standard if not, it is necessary to revise the program that has been set. Moreover,

other research states that hospitals need to carry out effective digital promotions, the internet has made it easier for consumers to give reviews or ratings to something. Many patients decide to choose medical/hospital services by relying on ratings or reviews/ that appear on the search engine. The internet has opened up new opportunities in health marketing.

However, social media is visited daily by millions of users worldwide. Indirectly, digital media is taken by all companies when planning marketing strategies. Even, though many studies some scholars mention that social media is a prospective digital marketing digital platform that is widely used by health care facilities, both in practice independent clinics, and hospitals social media such as Facebook, Twitter, and YouTube offer many opportunities for hospitals to connect with their patient. In general, social media features have an integrated system which interconnected with other social media such as IG and FB.

Moreover, a case study showed that Facebook is the most recommended platform, after Twitter and Instagram. Marketing the product supported with using images or videos on social media has been getting a lot of attention related to health care facilities. It is a reason why social media platforms are one of the health care marketing trends which integrated with the highest levels of engagement in terms of patients. According to Tsoy et al. (2021); Vieira et al. (2021); Widmer et al. (2019) concluded that in the current era of technological advancement and digitization, hospitals have to take advantage of social media as a digital platform for marketing and promotion the product, in order to be able to create a brand image globally. It is related also to the effective use of social media and affects the reputation of the house brand or seller. Through constant monitoring & supervision, then supported with the commitment to quality improvement, hospitals can use digital marketing for marketing effectively, and to promotive, preventive, curative, and rehabilitative actions additionally.

## **Conclusion**

Finally, based on the literature review result, this study can be concluded into six points, there are: *First*, the usage of digital marketing can be applied to hospital marketing service products. *Second*, the increasing number of patients can be seen based on the positive reviews of patients' assessment data through selected platforms. *Third*, digital marketing can strengthen the brand image of health facilities, at the same time, it also makes patients to find the hospital location easier. *Fourth*, digital marketing can be done with various options, either through applications that are designed by the hospital personally or with other variations of digital platforms such as search engine marketing. *Fifth*, sending marketing by email or social media, added with search engine optimization means offer many opportunities for hospitals to connect with patients, another that is a requirement and important part for healthcare organizations to keep up with marketing trends and up-to-date promotions in order to



create a global brand image for future. *Sixth*, with constant monitoring, supervision, and a commitment to improving quality, hospitals can use digital marketing for promotion effectively.

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