

THE MID-MONTH *Magazine*

**Healthcare
Marketing**



Top Trend

**15MAR-15APR
Calendar**



**Personal
Branding**

**Tips &
Tricks**



BB insights

Healthcare Marketing





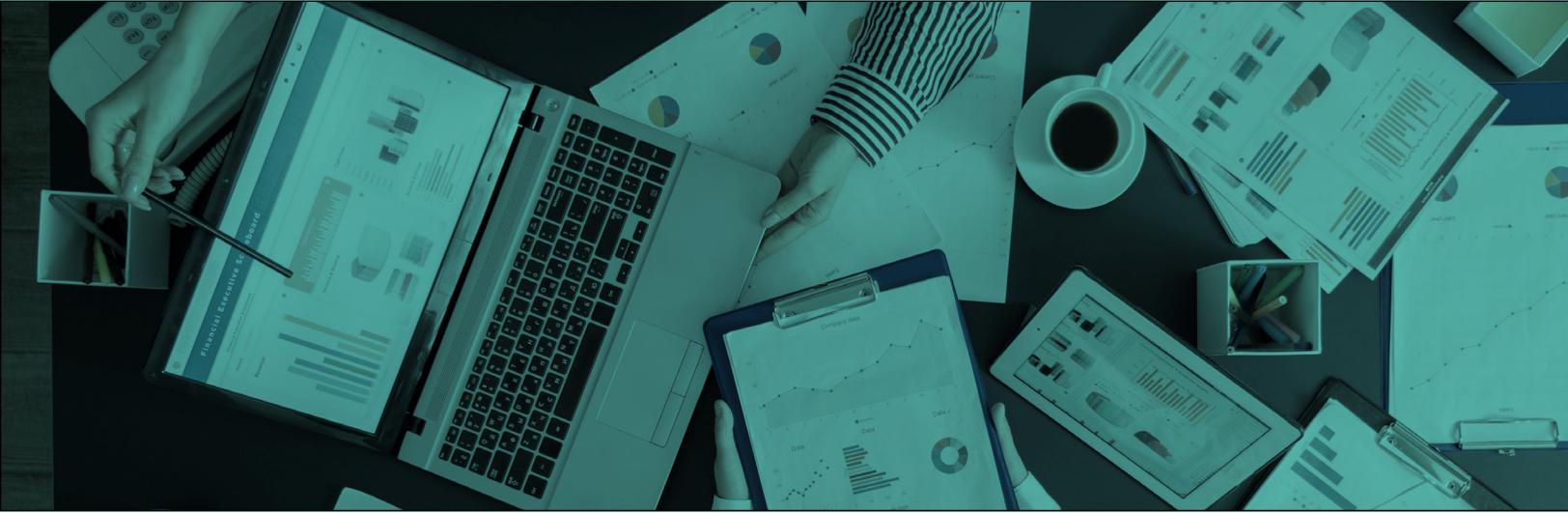
Let's talk Healthcare marketing!

While marketing is defined as the action or business of promoting and selling products and services, including market research and advertising. Healthcare marketing is somehow different and one-of-a-kind. **Healthcare marketing** is a strategic outreach and communications approach aimed at attracting consumers and customers, guiding them through their experience, and keeping them engaged with the system.

It is unique .. but challenging as well!

What makes it unique is that it is an interdisciplinary field since it includes concepts, methods, and procedures that are distinctive to both traditional and digital marketing. As a result, it faces challenges that are unlike those encountered in any other industry. These characteristics and challenges will be explored in depth through this article.

Despite the fact that we as humans face the same biological issues. Our needs, desires, cultural, socioeconomic, and educational backgrounds are all diverse. As a consequence, these variables should be taken into account while developing and planning a strategy. This might sound frustrating, but it aids in terms of determining who to target. Which ensures better outcomes.



It's not only about the patient

Although patients are the ultimate consumers, there are several other stakeholders to consider, including insurance companies, industry leaders, local and international authorities, manufacturers and distributors, and perhaps other family members! There are various such examples depending on the aspect of the market you or your business represents. That is why targeting here is far more complex and tricky!

On the other hand, people are familiar with clothes, food, fitness programs, and other similar products and services, so promoting them is pretty simple. Marketing experts merely need to emphasize the key benefits that set their product or service apart from the competition. They can give detailed information, encourage consumers to sample the product, and use traditional marketing techniques to raise awareness.

On the contrary, in fact, most healthcare services or products, are difficult to explain to the average individual. Some of them, such as reproductive care, pediatric care, and geriatric care, are even hard to understand. Whereas many people are familiar with these terms, only a small percentage of them fully comprehend what they mean. As a result, raising awareness is considerably more problematic here!



Therefore, traditional advertising approaches will not work because of the complexity of this sector's products and services. And sometimes a healthcare marketing agency is required to translate and package these vaguely defined concepts into clear language.

Tight regulations need an ace marketer

One of the most critical challenges as well is the authorities' regulations, healthcare marketing is subject to significantly more government regulation than any other industry or discipline, regarding how crucial and vital this sector is, in terms of its direct involvement with people's lives. As a result, a number of marketing practices have been outlawed and considered illegal. Professionals, fortunately, have devised innovative and substitutive ways to develop better-tailored strategies and tactics that meet the criteria and produce satisfactory results.



No need for a doctor I will google it

While building a strategy in this sector, It's very essential to understand modern market consumer or customer, who prefers to hunt for medical information online, where they may find a variety of healthcare services, providers, and patient reviews, so they can make a decision. Therefore any digital marketing strategy should include content marketing. Hospitals and HCPs can use content marketing to reach out to and educate people online. Content marketing in healthcare is beneficial since it aids in better brand exposure and increases patient engagement.



In conclusion, healthcare marketing is a relatively new concept. Its origin comes from the understanding that this field has its particular characteristics and requirements, which traditional marketing tactics lack. The article above had clearly summed up the situation.

That is why hospitals, HCPs, medical centers, and others in this industry require such a specialized marketing strategy to achieve their objectives and overcome these challenges.

References

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Personal Branding

Brand, Branding, and Personal Branding!

A brand is a commercial and business concept that helps customers recognize a specific firm, product, or person. Yes! A brand might be a person! and this is what we are going to discuss later in this article, but first, let's take a look over branding in general.



Branding is the method of building and shaping a brand in the minds of customers to provide meaning to a particular organization, product, company, service, or individual. It's a method used by businesses to help customers immediately recognize and try their brand, as well as give them a reason to choose their products or services over the competition's.

People sometimes tend to confuse company logos, slogans, and other recognized marks with their brands. Despite the fact that these terms are sometimes used interchangeably, they are, in fact, different. While the formers are considered marketing tools that companies use to advertise and market their products and services. These tools, when utilized collectively, form the brand identity. Keeping the company's brand at the forefront of people's

minds is what successful marketing aims to. This could be the deciding factor in whether or not someone chooses your brand over your competitor's.

You and your business need branding in order to capture people's attention and get the interest of your intended audience.

It's what turns neutral customers into brand ambassadors and turns one-time purchasers into permanent customers. It's what your business needs in order to stand out, establish a good influence, and push your business forward.



Branding is crucial because it allows you to stand out from the crowd. It doesn't matter what kind of business you have, what industry you're in, or who your target consumer is. Since you're in business, you're right up against some tough competitors. It helps us as well to identify the ways in which you are distinct, exceptional, and one-of-a-kind. It also explains to your customers why they should pick you over your competitor.

Branding additionally aids in the public recognition of a brand. You should be recognizable if you want to develop a successful brand. It includes creating an eye-catching logo, website, and other brand assets that aid in the development of a distinct style and enhance market recognition.



Now What Is Personal Branding ?

It is the intentional effort to create and influence public perception of an individual by positioning them as a figure in their marketplace, increasing their validity, and distinguishing themselves from the intense competition, with the target of boosting their career, expanding their circle of influence, and having a greater level of impact.

The way you promote yourself now is through your personal brand. You want the world to see you as a unique combination of skills, experience, and personality. It's how you tell your story and how it reflects your actions, words, and attitudes.

You use your personal branding to distinguish yourself from others. If done correctly, you can bind yourself as a brand to your business in order to ensure better outcomes.

People are now willing to believe persons they know, or they think they do!

This has demanded a thorough rethinking of how companies sell themselves. Indeed, one of the reasons why influencer marketing has become so popular in recent years is because of this.

Steve Jobs employed personal branding to identify himself as Apple's face long before the term was even formed. Elon Musk's personal brand is likely to be more well-known than Tesla's corporate brand itself. And when we mention this concept we can never forget Donald Trump!

Currently, everybody is considering social media platforms in order to construct a personal brand, build an image, and stand out in the field. Marketers from all professions utilize it as a major branding strategy. Because of the numerous benefits, it provides to one's business and professional goals, using social media is becoming increasingly significant. You can't, however, develop your personal brand in a single day. It necessitates consistent work and the correct combination of strategies.

Briefly, your personal brand is critical to your professional success since it revolves around how you promote yourself to current and potential clients. If you are an expert who aspires to be a leader in your field, it would be a good idea now to take an action!

References

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Tips & Tricks

Ramadan Muubarak



Ramadan is almost here! It's time for worship, family, and mindfulness, everything is different during Ramadan, that's why your marketing plan should be smartly and wisely adjusted!

It's worth it to double the efforts - People spend more time on social media during Ramadan and spend more money on purchasing products.

It's your perfect time to shine - Furthermore, during the holy month, consumers are more willing to try new brands and products.

START EARLY - The Ramadan rush begins 10 days before the holy month begins and reaches its peak by the time we reach the first day of the month.

Keep Sohor time in mind! - late-night hours are perfect to share more posts, tweets, and stories. Patterns changes completely during this month, play it well!

Followers in Ramadan are one of these types: the foodie, the shopper, the spiritual, and the one who seeks entertainment, **know your audience!**

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BB insights



Mother's Day

We are going to share this great experience at Business Box!

We wanted to take Mother's Day packages to a next level when organizing the Mother's Day campaign at a community pharmacy, so we got to know our audience precisely!

In order to do so, we divided and grouped our target audience based on the mother's age, and adjusted packages accordingly, making it easy for clients to select the most appropriate package. Each package includes hair, skin, and nail care items as well as multivitamins customized to each group.

And, as you might expect, the results so far have been excellent! customers are enjoying the shopping experience more, and ROI is at its peak!

Here you can find more details about the packages and classification!

Top Trends



#SuperBowl



Jordan

#PTD_ON_STAGE_SEOUL
#InternationalWomensDay



KSA

#يوم_التأسيس
#InternationalWomensDay



UAE

#PTD_ON_STAGE_SEOUL
#InternationalWomensDay



QATAR

#PTD_ON_STAGE_SEOUL
#InternationalWomensDay



15 Mar

Calendar

15 APR

MARCH

18 March

mena stem cells forum
global recycling day

19 March

mena stem cells forum
World sleep day

21 March

Mothers day

APRIL

1 April

April fools day

2 April

- First day of Ramadan
- World Autism Awareness



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