Mobile Marketing Techniques to Improve Healthcare Organizations

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Abstract

The importance of mobile marketing in a company's overall promotional strategy is only growing. The amount of time spent on mobile media, the volume of searches, and the direct and indirect sales made by mobile devices all demonstrate the significance of this medium. The efficiency of mobile marketing has to be enhanced despite its growing significance, according to indicators like average order size, bounce rates, add-to-cart rates, and shopping cart abandonment. There is discussion about ways to make mobile marketing more successful. Companies should take advantage of the three main strategic benefits of mobile marketing: (1) the capacity to create location-sensitive offers; (2) the capacity to send pertinent, personalized messages and offers; and (3) the constant availability, connectivity, and engagement of mobile marketing devices with consumers Investigating the function and significance of mobile marketing, logically defining and honing its potential, and putting forth a conceptual framework for its application in a broader strategic marketing context are the goals of this study. A growing number of marketers are using mobile marketing, one of the newest direct marketing communication methods, because of the many advantages it provides to both businesses and potential clients. In terms of structure, the study looks into the benefits of including mobile marketing in the marketing mix, particularly for businesses'direct marketing strategies.

Keywords: Promotional strategy, Engagement of mobile marketing devices, Engagementof mobile marketing devices, Availability, Engagement of mobile marketing devices, Marketing mix.
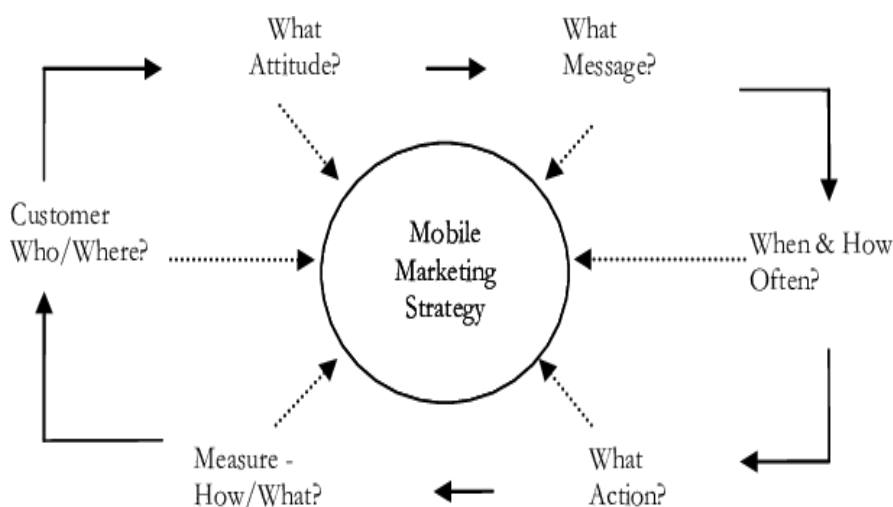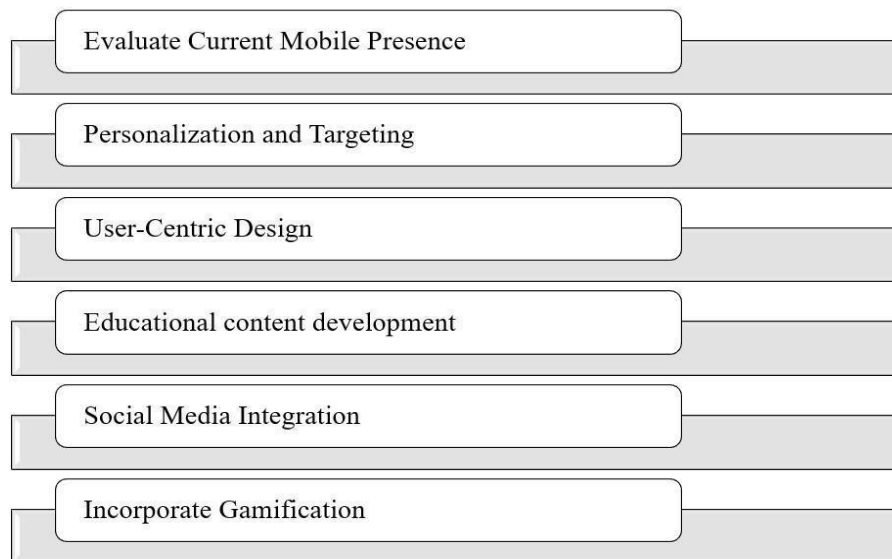
Introduction

Numerous facets of clinical practice have changed as a result of health care professional usage of mobile devices. The prevalence of mobile devices in healthcare environments has sped up the creation of medical software applications, or apps, for these platforms. These days, a plethora of apps are available to help health care professionals with a wide range of crucial tasks, including managing time and information, maintaining and gaining access to health records, communicating with patients, gathering references and information, managing and monitoring patients, making clinical decisions, and providing medical education and training .The introduction of sophisticated information and communication technologies (ICTs), such as computers, the Internet, and mobile devices, has fundamentally changed many facets of our lives. These

technological advancements have the power to hasten fundamental social transformations and promote the flourishing of human existence, leading to improved standards of living in terms of the economy, productivity, health, and social connections. Undoubtedly, these technologies have progressed quickly to become instruments that are essential for everyone. Every aspect of business has been impacted by IT,which has effectively forced companies to jump on the IT revolution's wave in order to

succeed. Unquestionably, mobile technology has transformed the way people communicate in healthcare settings. Globally, mobile technology has grown significantly. For the fourth consecutive year, the amount of mobile data traffic worldwide has increased, according to theCisco Visual Networking Index. According to the analysis, there will be an eighteen-fold rise in global mobile data traffic between 2011 and 2016. It is predicted that 10 billion mobile devices will be in use worldwide by the conclusion of that time frame.

Methodology

Improving mobile marketing in healthcare involves optimizing existing strategies and adopting new approaches to enhance engagement, patient outcomes, and overall effectiveness. Here's a methodology to help improve mobile marketing in the healthcaresector:

- Evaluate Current Mobile Presence
- Personalization and Targeting
- User-Centric Design
- Educational content development
- Social Media Integration
- Incorporate Gamification

Evaluate Current Mobile Presence:

Conduct an audit of your current mobile marketing efforts, including apps, websites, and communication channels.

Identify strengths, weaknesses, opportunities, and threats related to your mobilestrategy.

Personalization and Targeting:

Leverage data to personalize marketing messages based on user preferences, healthhistory, and behaviour. Implement targeted campaigns to reach specific demographics with relevant content.

User-Centric Design:

Prioritize user experience (UX) by ensuring that mobile interfaces are intuitive anduser-friendly.

Implement responsive design to accommodate various screen sizes and devices.

Educational Content Development

Develop and update educational content regularly to keep users informed about healthtopics.

Utilize multimedia formats (videos, infographics) for better engagement.

Provide ongoing training to staff involved in mobile marketing to keep them informed about best practices and emerging trends.

Stay informed about advancements in mobile technology and healthcare marketing.•

Social Media Integration

Strengthen social media integration by creating shareable content and encouraginguser-generated content.

Implement social media campaigns to amplify your healthcare messages and engage awider audience

Incorporate Gamification

Integrate gamification elements to make healthcare interactions more engaging.

Use rewards, challenges, and badges to motivate users to adopt healthier habits and adhere to treatment plans.

By following this methodology, healthcare organizations can adapt and refine their mobile marketing strategies, ultimately improving patient engagement, fostering better health outcomes, and staying at the forefront of digital healthcare.

Keywords: Identify SWOT in mobile strategy, user friendly, multimedia format, amplify health messages, wider audiences, healthcare interaction.

Importance
1) Mobile marketing plays a pivotal role in the healthcare industry, transforming the way healthcare providers engage with patients and deliver services. The importance of mobile marketing in healthcare lies in

its ability to enhance communication, accessibility, and overall patient care. With the widespread use of smartphones, healthcare organizations can leverage mobile marketing strategies to reach a broader audience, disseminate critical health information, and promote preventive care measures.

Mobile apps and messaging services enable healthcare providers to send personalized notifications, appointment reminders, and medication alerts, fostering patient adherence to treatment plans.

Mobile marketing facilitates seamless access to health resources, telemedicine services, and educational content, empowering individuals to take an active role in managing their health. This technology-driven approach not only improves patient satisfaction but also enhances efficiency within the healthcare system by streamlining processes and reducing administrative burdens. In an era where connectivity is paramount, mobile marketing in healthcare contributes significantly to building a patient-centric, technologically advanced ecosystem that ultimately improves health outcomes and promotes overall well-being.

Mobile Marketing Framework

Developing a comprehensive framework for mobile marketing in healthcare involves integrating various components to achieve specific objectives. Below is a framework that outlines key elements for improving healthcare through mobile marketing.

Now, let us look at the constructs of our study through the theoretical lens of S-D Logic. Each construct we define in our study builds upon this idea of "value co-creation" rather than the process of singular creation and delivery of value to the customer. For instance, the "utilitarian motivation" construct consists of the following variables: "time and money", "payment", "convenience", "refund", and "lockdown". Among those variables, "time and money" is measured by how the mHealth App usage helps to save the user's time and money and, therefore, includes the perception of the cost of service - which directly links to both the user and the firm (or the mHealth platform). Similarly, the construct "perceived quality" consists of the following variables - "responsiveness", "effectiveness", and "resource quality." Now, "responsiveness" is measured by the agility of the responses by the firm's resources (such as doctors and clinicians) to user's needs with diligence - which is again a combination of the values co-created by the user and the firm (or the mHealth platform). The proposed conceptual framework for this study depicting all the constructs and their associated variables is presented in this figure.
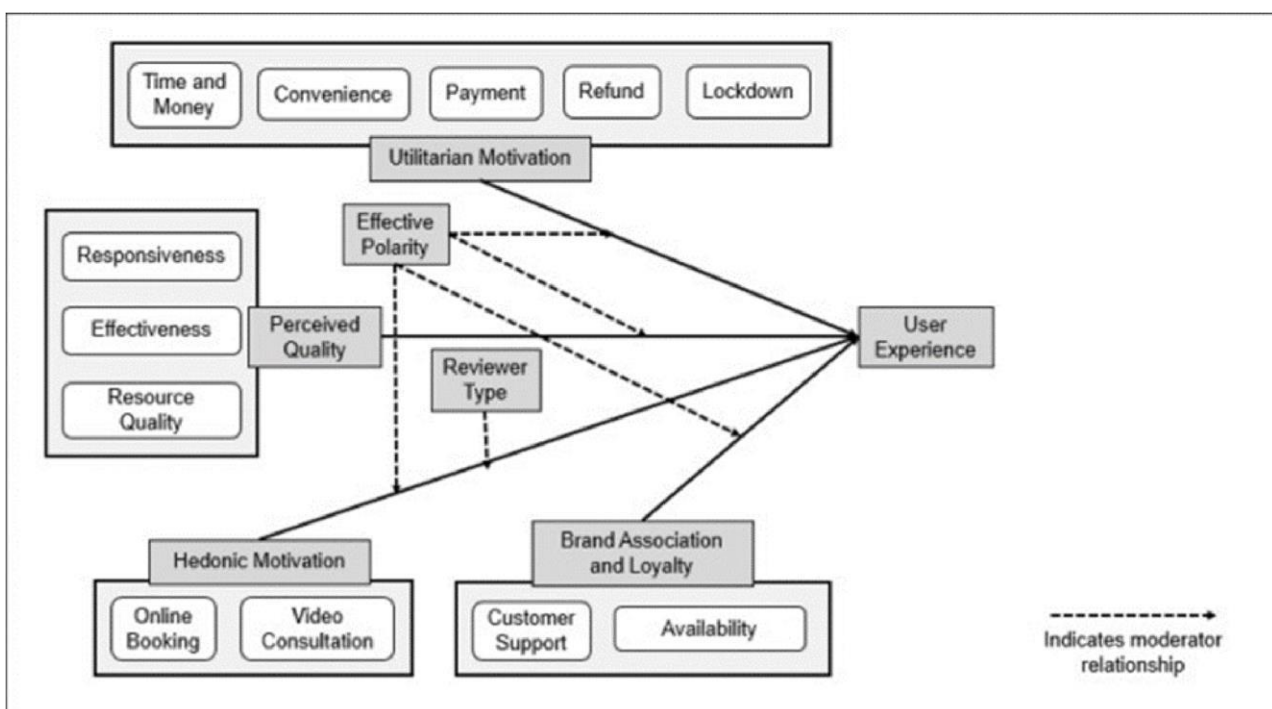
Strategy

In the millennial era, the existence of diverse digital platforms has an impact on people's lifestyles. Additionally, because they can readily shop in every digital marketplace, people tend to be more consumptive. Social networking is one of the most widely used digital commerce channels. Bala and Verma (2018) state that social media has emerged as the mostcommonplace platform for daily interactions between consumers and merchants. Even so, Indonesians use social media more frequently and with greater intensity. Considering a large number of users Social media can be used globally for digital marketing, including brand or product promotion. The objective is to draw in more prospective customers in a more rapid, accurate, and wide manner. Moreover, utilizing social media for marketing has the primary advantage of raising sales figures for products. However, social media marketing makes it easy for the seller to sell their goods, locate new customers, and provide potential customers with information based on their interests.
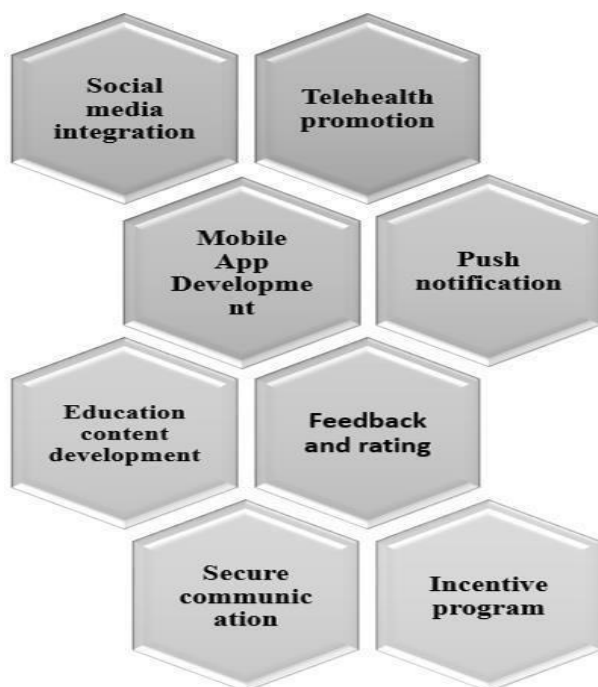
Challenges

Slow loading speed

The average load time for a mobile page is 15.3 seconds, but the ideal load time is zero to four seconds. Here's what that means for your healthcare marketing strategy: • Your competitors' websites are probably slower than the market likes

You need to work with a web developer who knows fantastic UX

UX web development is a gap your in-house marketing team might struggle to fill. In thatcase, you can work with healthcare marketers specializing in web design and web development to ensure faster load times.

Unresponsive websites

Chances are, you've visited a website that failed to adapt to your mobile device. The experience was likely a red flag that made you question the brand's legitimacy.

61% of people will move on to a competitor's site if they don't like yours

50% of people who like your brand will choose a competitor based on mobilefriendliness

48% of smartphone owners interpret unresponsive sites as proof that a brand doesn'tcare about them

30% of consumers feel like visiting a site that isn't mobile-optimized is a waste oftime

On the other hand, 67% of people are likely to purchase from a mobile-adaptive site, and 75%of people will return to a UX-enriched mobile healthcare site.

The data is clear: a mobile responsive healthcare website is crucial for recruiting andretaining patients.

Legal Issues

A multitude of legislation and professional restrictions pertaining to marketing and marketing communication activities severely restrict physicians as a professional group in terms of whatconstitutes acceptable marketing activities directed towards their current or potential consumers. State medical boards in the United States set limits on what constitutes acceptable

medical marketing comments made by doctors, and these regulations differ from one state tothe next. As per Etna Interactive (n.d.), several states prohibit the utilization of patient testimonies in any way.

Conclusion

In conclusion, mobile marketing in healthcare holds immense potential for enhancing patient engagement, streamlining communication, and facilitating efficient healthcare services. Leveraging mobile platforms can empower healthcare providers to deliver personalized information, promote preventive care, and foster a stronger patientprovider relationship. As the digital landscape continues to evolve, integrating thoughtful mobile marketing strategies can contribute significantly to the overall improvement of healthcare delivery and patient outcomes.

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