

MEDICAL CONTENT MARKETING FOR PROMOTION HEALTHCARE SERVICES IN A REGION

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Content marketing is a strategic marketing and business process aimed at creating and disseminating valuable, relevant, and consistent content to attract and retain a clearly-defined audience and, in the end, stimulating the profitable activity of the customer [1]. The population's need for quality, valuable and exciting information is used in various spheres of activity, including promoting medical services. An essential difference between content marketing and other digital marketing tools is the absence of direct advertising. The unique feed of the material can produce a "viral" effect, which brings the potential client closer to the expected decision-making – uses the service of a particular clinic or company. For spreading content, clinics most often use social networks, news, and medical portals, own sites. Figure 1 presents the most common forms of content marketing that, when applied comprehensively, can ensure maximum availability (comprehension) of the material shown.



Figure 1 – Content marketing forms

It is also necessary to consider that health services are the product of passive demand. It means that consumers may not think or know about these services until they are needed. That is why it is crucial to create a positive image of the health center and develop positive associations. Particular attention should be paid to content marketing in the medical sphere of a region [2; 3]. One of the main features of medical marketing in the CIS countries is the relatively short existence as a separate area. And while the medical centers mostly adapted to the new conditions – have official websites, run business pages on Facebook, Instagram, blogs in YouTube, then dental clinics (despite the high level of competition), state medical institutions should start by solving the fundamental problems – the creation of their websites, registration in social networks, stimulation of reviews, ensuring a certain degree of transparency.

In this way, the medical content marketing of Sumy region was analyzed. Common errors for medical institutions were highlighted. They need to be corrected to attract clients with "buns", increase the level of trust in the medical brand, positioning the institution as a leader [4] (see Fig. 2).

Some activities can improve interaction with clients. Examples of this can be creating entertainment content: exposing myths and superstitions (which are sufficient in medical topics), motivation and inspiration for a healthy lifestyle and overcoming of diseases,

preventive activities of various diseases, humorous stories, neat jokes. Such activities help to involve visitors in the discussion by describing their stories, questions and listening to short online consultations [5].

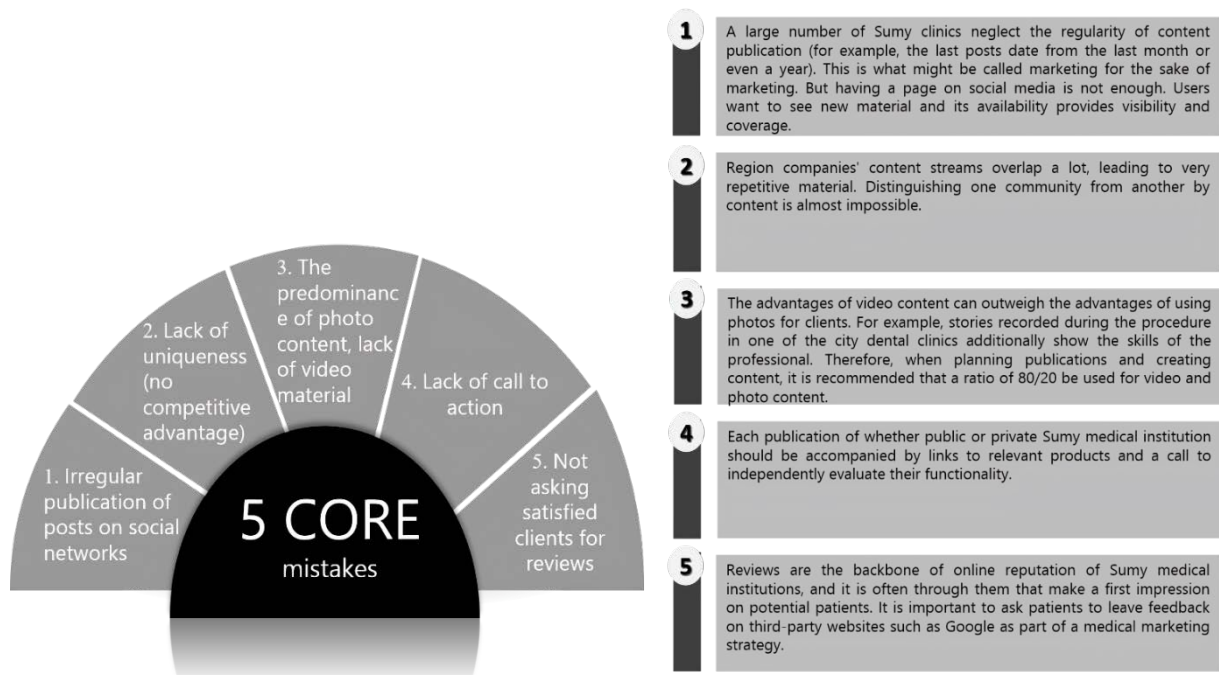


Figure 2 – Five major mistakes in medical content marketing of Sumy region medical market players

Thus, regional medical communities need to concentrate on several services, provide expert materials, complement them with live photos, write about doctors or create a separate blog. All health facilities development activities should be based on a common marketing strategy, specific goals, and commitments to achieve these goals. All this is to create a reliable reputation of the medical institution and a well-deserved trust of consumers.

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