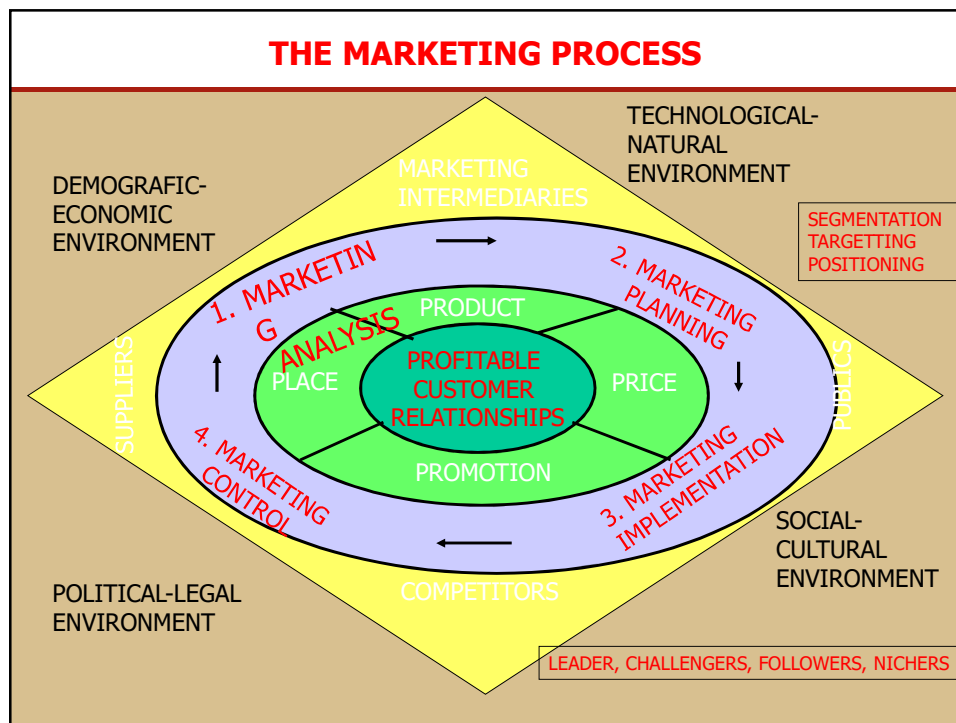


PASKA MARS S2

Session Introduction
Hospital Marketing
Concept & Implementations

By : Erlina P. Mahadewi, SE, MM, MBL



Now its IT & HC Google's World

Google AdWords

English (US)

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

Start now

Sign in to Google AdWords with your Google Account

Email

Password

Sign in

Learn more about AdWords

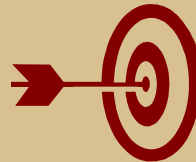
Learn about AdWords

How it works	You create your ads You create ads and choose keywords, which are words or phrases related to your business. Get keyword ideas	
Reach more customers	Your ads appear on Google When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.	Keywords are what people search for on Google
Costs and payment	You attract customers People can simply click your ad to make a purchase or learn more about you. You don't even need a webpage to get started - Google will help you create one for free. It's that easy!	
Eat local businesses		
Success stories		

The most powerful brand in the world

It's Google's World

- **Founded in 1998**
 - Delivers relevant search results by favoring pages linked to by other sites
 - Sells ads linked to search keywords
 - Annual revenue exceeds \$10 billion
- **Keys to success**
 - Simplicity
 - Speed
 - Accuracy



Google Adwords

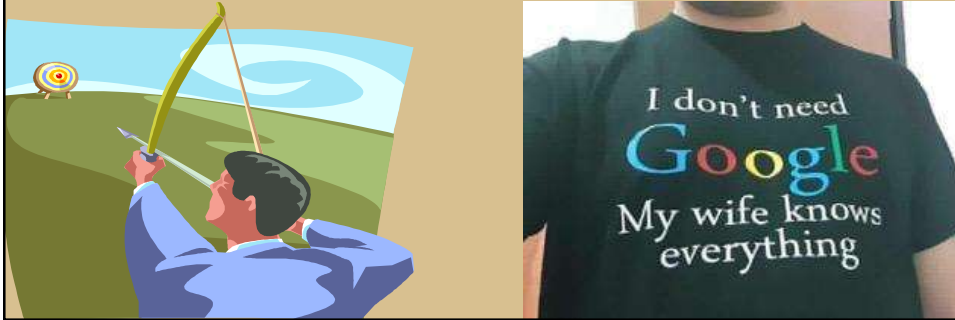
- **Keyword-targeting advertising**
 - Text ads at top or side of search results
 - Advertisers compete for top spot
 - Cost is “per click” (CPC)
- **Contextual ads**
 - Appear on other relevant Web sites
- **Site-targeted**
 - Generates sales and branding
 - Cost is per thousand impressions (CPM)

Google Rapidly Expanding

- **Beyond online search advertising**
 - Automated purchase of radio ads
 - Magazine and newspaper ad-buying
 - YouTube
 - Google TV Ads
 - Partnership with Nielsen Media Research
 - New varieties of online ads

Rapidly Changing Media Environment

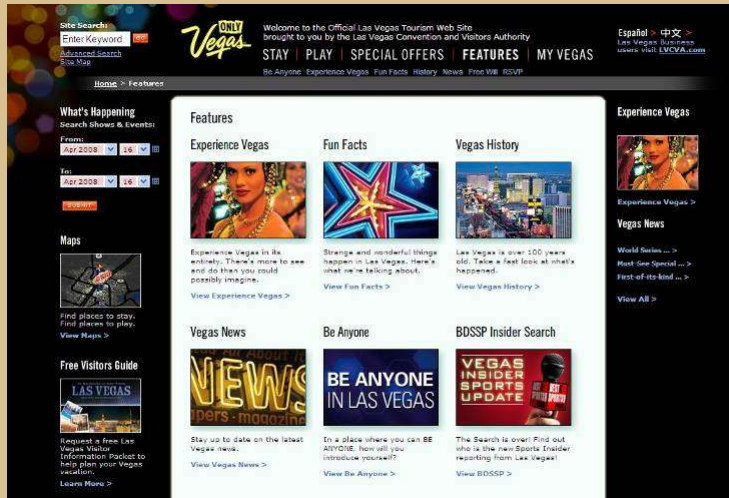
- Increasingly difficult to target audiences & communicate effectively
 - Consumers no longer passive recipients
 - They demand more than information
 - From a myriad of sources



Integrated Marketing Approach

- Traditional mass media
 - Television, radio, magazines, newspapers, billboards
 - Now drive consumers to Web sites
- Online strategies
 - Provide detailed information
 - Be experiential, entertaining, interactive
 - MySpace, YouTube, Facebook, wireless mobile media devices, e-mail

The New Look of Advertising



Interactive, Informative, Entertaining

What is Marketing?

- An organizational function
- Processes for creating, communicating, and delivering value to customers
- Managing customer relationships in ways that benefit the organization and its stakeholders

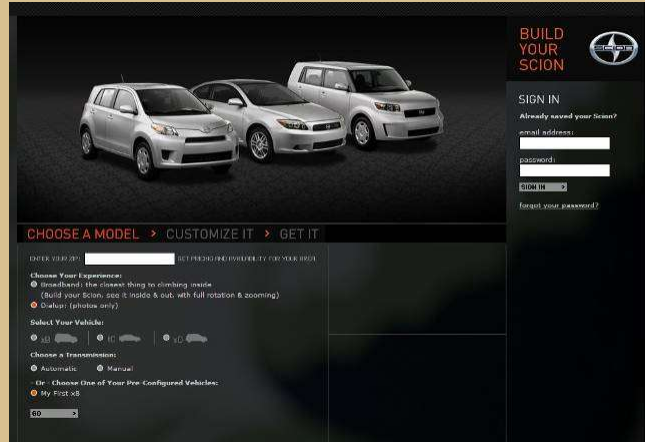
Value

Relationship Marketing

Mass customization

Customer relationship management (CRM)

The Scion Web Site



Consumers can now customize the car they want to purchase

Marketing Mix

- The four Ps

Product

Price

Place

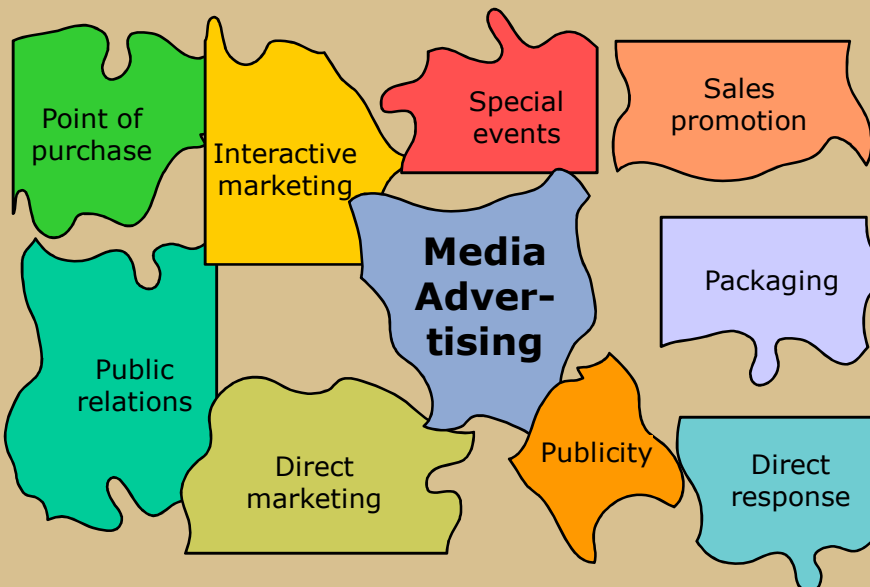
Promotion



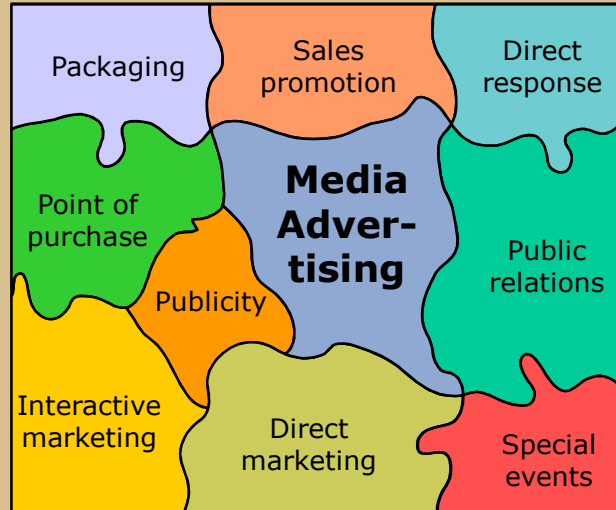
Coordinated Marketing Elements Build Image



Traditional Marketing Approach



Contemporary IMC Approach

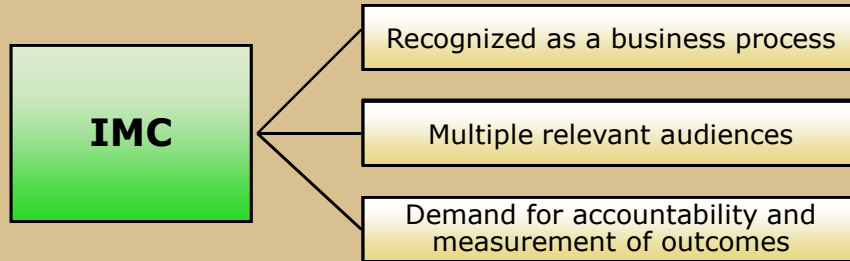


Defining IMC

IMC is a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programs with consumers, customers, prospects employees and other relevant external and internal audiences.

The goal of IMC is to generate short-term financial returns and build long-term brand value.

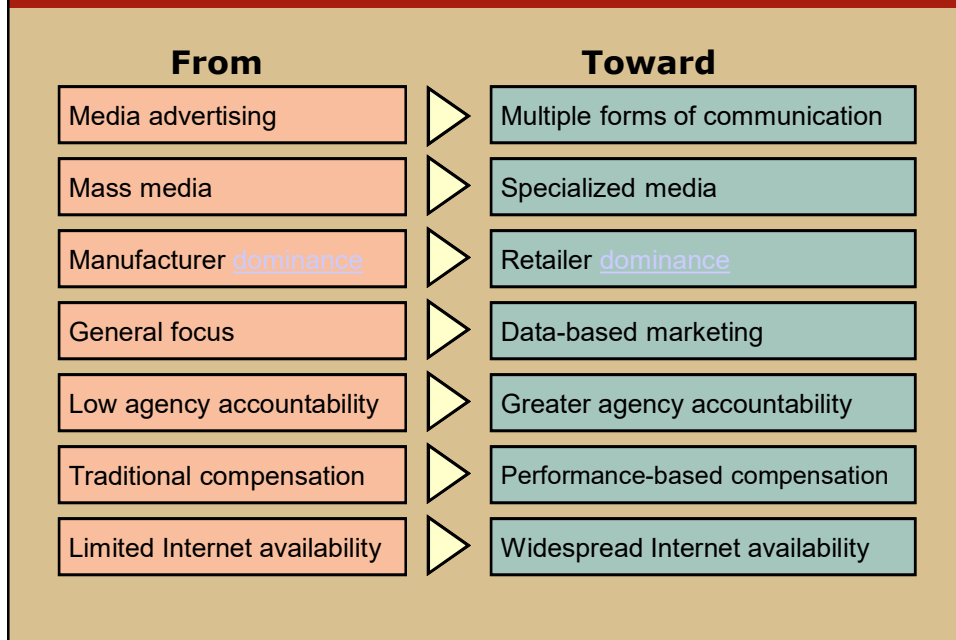
Contemporary Perspective of IMC



Growing Importance of IMC

- Strategic integration of communications functions
 - Avoids duplication
 - Synergy among promotional tools
 - More efficient and effective marketing
- Rapidly changing environment
 - Consumers
 - Technology
 - Media

Behind the Growing Importance of IMC



The Role of IMC in Branding

- Brand identity is a combination of
 - Name
 - Logo
 - Symbols
 - Design
 - Packaging
 - Performance
 - Image or associations

IMC plays a major role in developing and sustaining brand identity and equity

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Closing Session

Hospital Branding, IMC, Pricing & PR, Publication, Advertizing

Erlina P. Mahadewi, SE, MM, MBL

The Most Valuable Brands in the World

Rank	Brand	Brand Value (Billions)
1	GoJek	\$165.32
2	Microsoft	58.71
3	IBM	57.09
4	General Electric	51.57
5	Nokia	33.70
6	Toyota	32.07
7	Intel	30.95
8	McDonald's	29.39
9	Disney	29.21
10	Mercedes-Benz	23.57

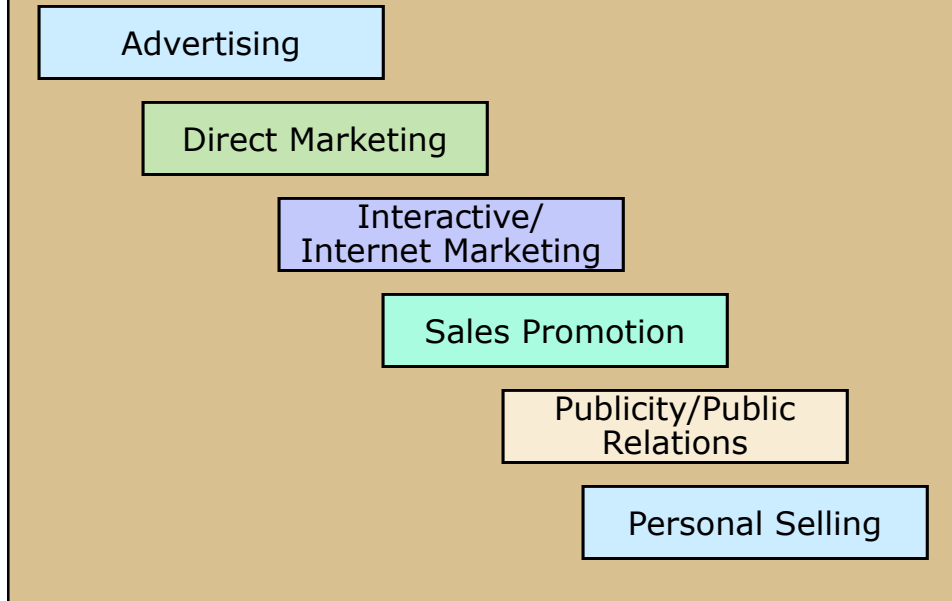
Finding New Ways to Build Brands

- Consumers are driving the trend
 - They view brands as a form of self-expression
 - They know more about brands and the companies that make them
 - Cynicism about corporations is at an all-time high
 - They seek and share information with other consumers via the Internet

Finding New Ways to Build Brands

- Get consumers involved
 - Apple Computer lets consumers test products in [store](#)
 - Starbucks positions stores as a community gathering place
- Interaction can be the best marketing
 - MySpace
 - Facebook
 - Google

The Promotional Mix



Advertising

- Paid forms of non-personal communication
 - About an organization, product, service, or idea by an identified sponsor
 - No feedback from audience
 - Important for products and services aimed at mass consumer markets
 - Cost effective

The Most Common Forms of Advertising



Consumers

National Advertising

Retail/Local Advertising

Primary vs. Selective Demand Advertising

Business-to-Business Advertising

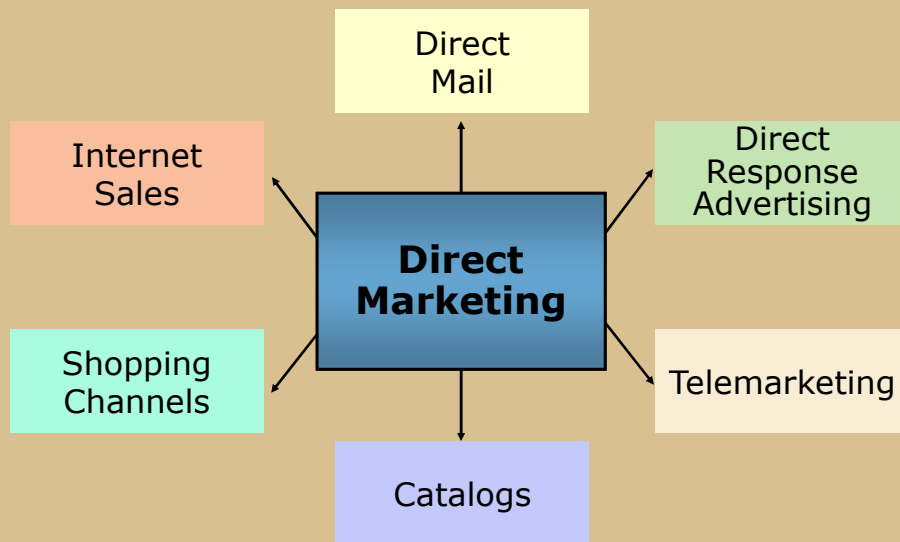
Professional Advertising

Trade Advertising



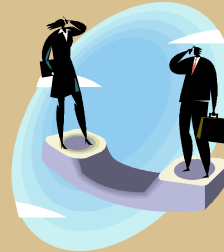
Organizations

Direct Marketing

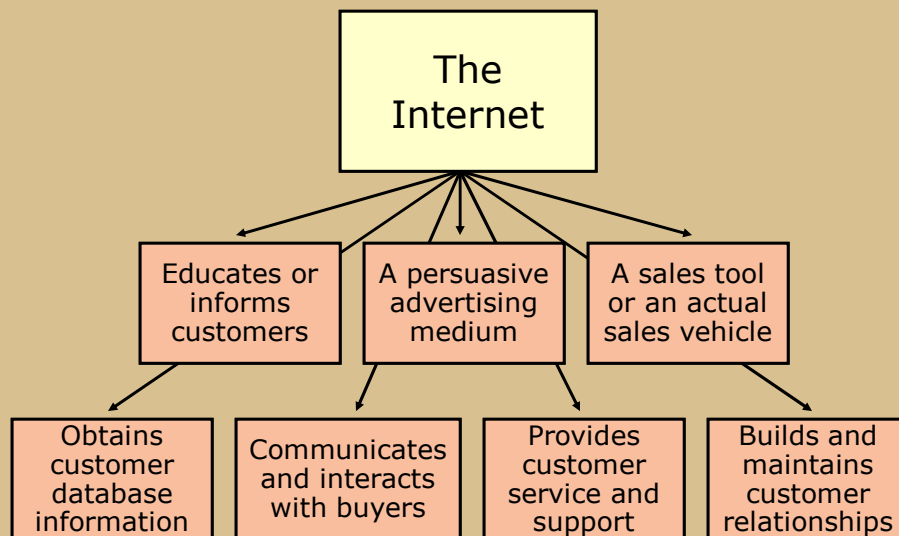


Interactive/Internet Marketing

- **Back-and-forth communication**
 - Users participate in and modify the form and content of information
 - Happens in real time
- **Interactive media**
 - Internet
 - CD-ROMs
 - Kiosks
 - Interactive television
 - Digital cell phones



Using the Internet as an IMC Tool



Sales Promotion

Coupons
Samples
Premiums
Contest/Sweepstake
Refunds/Rebates
Bonus Packs
Loyalty Programs
Events

Consumer-oriented
[For end-users]

Trade Allowances
POP Displays
Training Programs
Trade Shows
Coop Advertising

Trade-oriented
[For resellers]

Sales Promotion

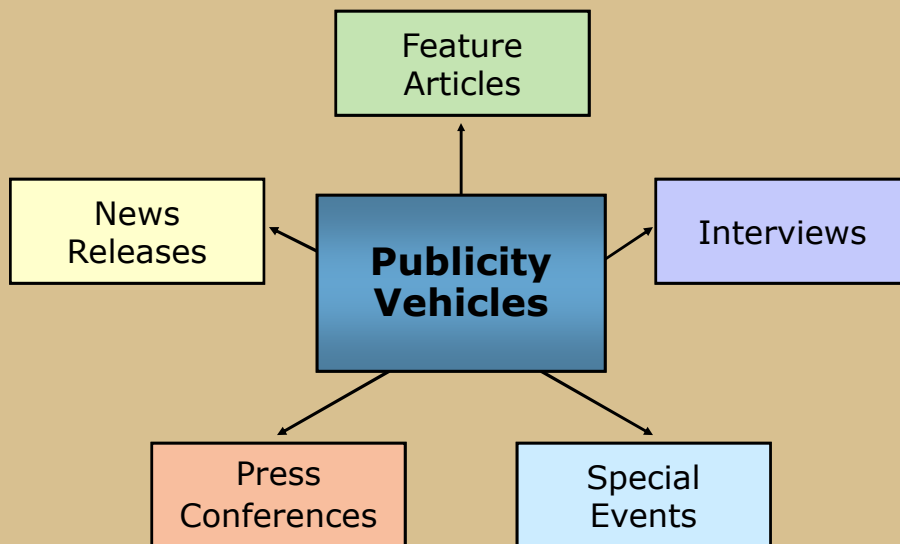
\$ALE!

- Most of the promotional budget now goes to sales promotion
 - Declining brand loyalty
 - Increased consumer sensitivity to “deals”
 - Larger and more powerful retailers are demanding more trade promotion support

Advertising Versus Publicity

Factor	<i>Advertising</i>	<i>Publicity</i>
Control	Great	Little
Credibility	Lower	Higher
Reach	Measurable	Undetermined
Frequency	Schedulable	Uncontrollable
Cost	High/Specific	Low/Unspecified
Flexibility	High	Low
Timing	Specifiable	Tentative

Publicity Vehicles



Public Relations



Systematically planning and distributing information in an attempt to control and manage image and the nature of the publicity received.

Public Relations Tools

Cause-related
Marketing

Publicity
Vehicles

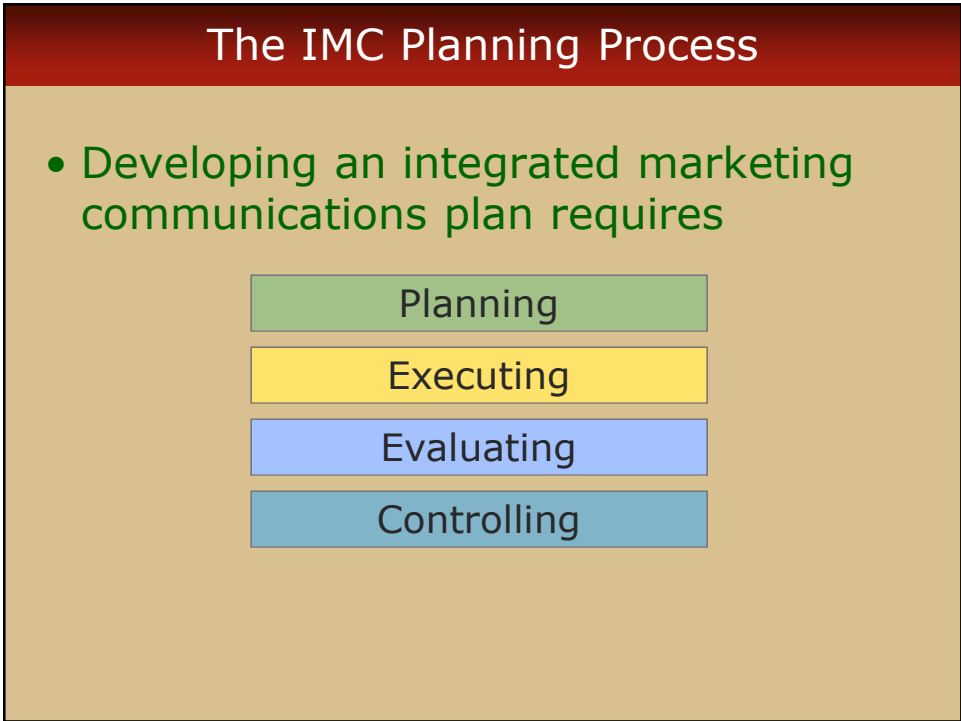
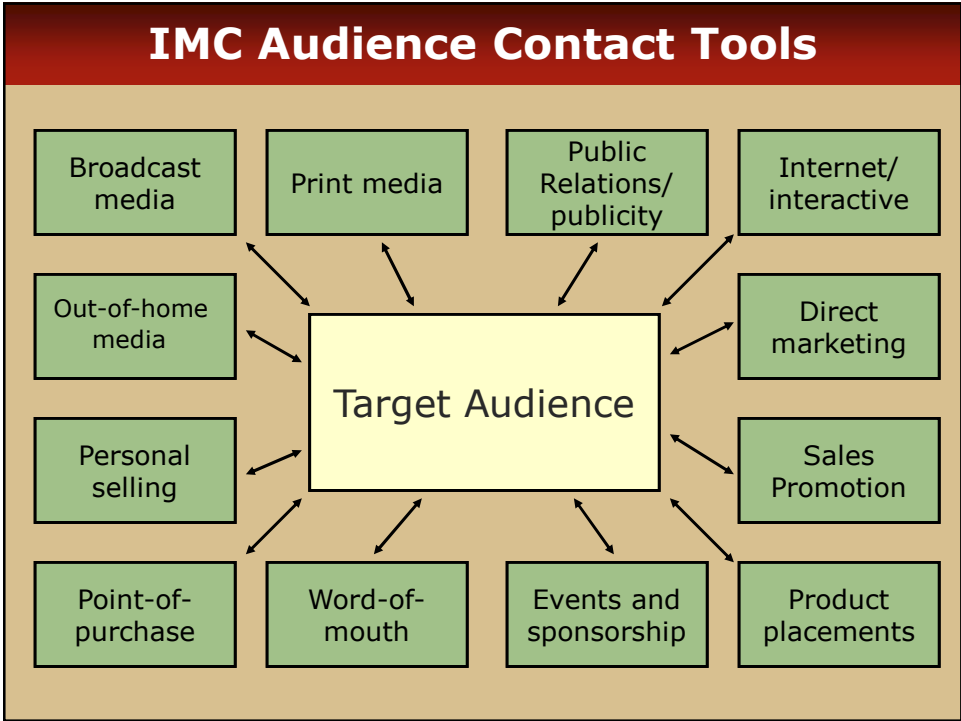
Special
Publications

Community
Activities

Corporate
Advertising

Public Affairs
Activities

Special Event
Sponsorship



Basic Elements of a Marketing Plan

1. A detailed situation analysis

2. Specific marketing objectives

3. A marketing strategy and program

4. A program for implementing the strategy

5. A process for monitoring and evaluating performance

Model of the IMC Planning Process



Personal Selling



- **Person-to-person communication**
 - A seller attempts to assist and/or persuade prospective buyers to make a purchase or act on an idea

HEALTHCARE SALES



- **To the Hospitals & Physicians** (read page 455)
 - Will the product help me take better care the patients?
 - Or create more efficient at what I do?

Test Your Knowledge 1

_____ is nonpersonal communication, neither directly paid for nor run under, identified sponsorship.

- A) Advertising
- B) Sales promotion
- C) Publicity
- D) Public relations
- E) Personal selling

Test Your Knowledge 2

The _____ is a written document that describes the overall marketing strategy and programs developed for an organization, product line, or brand.

- A) promotional plan
- B) marketing plan
- C) communications plan
- D) marketing audit
- E) situation analysis

Test Your Knowledge 3

Why are marketers decreasing the use of mass media advertising and increasing the use of integrated marketing communications?

- A) The mass market has become fragmented.
- B) New technologies have given consumers greater control over the communication process.
- C) Use of the Internet and electronic commerce is growing.
- D) New global markets are emerging.
- E) All of the above.

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THANK YOU
For the Attention

Dr.(cand) Erlina P. Mahadewi, SE, MM, MBL