

Digital Marketing of Health Care Product and its Impact on Coronavirus Disease-19

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ABSTRACT

"It is health that is real wealth and not pieces of gold and silver." -**Mohandas K. Gandhi**

In this article, corona virus affected on global level has thrown many challenges to faced by many sectors and business. It has surprised the economies of developed, underdeveloped and developing countries. In such challenging times some businesses have edge over other businesses like telecom, internet service providers, pharmacy companies, unorganized retail, health sector and etc. This paper is conceptual nature and shows digital marketing and highlights. Digital Marketing is spreading awareness about the pandemic through their promotional campaign and marketers are heavily promoting online channels, online media for consumption and deferred payment systems using creative digital marketing strategies. This research paper show some highlights on current digital marketing trends and the effect of coronavirus disease-19 on company's marketing strategies and activities, also reveal some common marketing strategies adopted by renowned companies like digital marketing, social media marketing, email marketing, 4Ps of marketing, advertisements. Digital marketing has breathed a new life in the healthcare industry by strengthening the visibility of your hospitality services in the online space. Through digital marketing, you can reach out to patients and healthcare aspirants worldwide, build trust among the audience, and expand the growth of your healthcare services.

Keywords: Online channels, Digital marketing, Healthcare industry, Email marketing

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INTRODUCTION

The healthcare e-commerce market consists of sales of healthcare products and their related services. E-commerce is also known as internet commerce or electronic commerce and refers to the sales and purchase of goods and services using the internet. The coronavirus pandemic is a current tragedy to everyday human life, affecting billions of people worldwide while infecting millions. The virus has resulted in adverse effects on the global economy, industries, and organizations, thus involving the marketing strategy and expenditure. Several countries implemented the complete national lockdown, which impacted multiple areas of their economy, especially small businesses enterprises and corporate. Due to the total federal lockdown, digital marketing is essential since traditional marketing strategies are not successful. Governments have been enforcing different formulations to minimize the effect of coronavirus disease (COVID-19) on public health through lockdown procedures, restrictions on the movement of individuals, and social distancing practices (Sharma, 2020).^[1] The use of a digital marketing strategy has increased over the years, and the expenditures on the plan have also increased. This marketing strategy is dominating the COVID-19 economic crisis due to various reasons. First, most events like flea markets, conferences, fairs, trade shows, and workshops scheduled in the second quarter of the year 2020 were cancelled or were conducted virtually. Furthermore, in the remaining quarter of the year, the planned events are likely to be affected by the pandemic. Therefore marketers are looking at various ways to spend their marketing capital across the globe. They have to continue building their brand and generate the required leads and sales during the pandemic period. These make the digital marketing strategy a vital way for marketers to spend their marketing capital (Hamilton, 2020).^[2] One of the most popular and effective marketing strategies is social media marketing (SMM). More than 2.8 billion people worldwide

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use social media, making it a powerful platform to market brands and products. This marketing strategy is guaranteed to improve brand awareness and the level of engagement. During this period of the COVID-19 pandemic, people worked from home, buying less, and a good number doing home-schooling. However, with these challenges, marketing during the COVID-19 period is vital to promote and advertise various brands worldwide. Therefore the current most powerful tool that marketers are using is data and social media engagements (He and Harris, 2020).^[3]

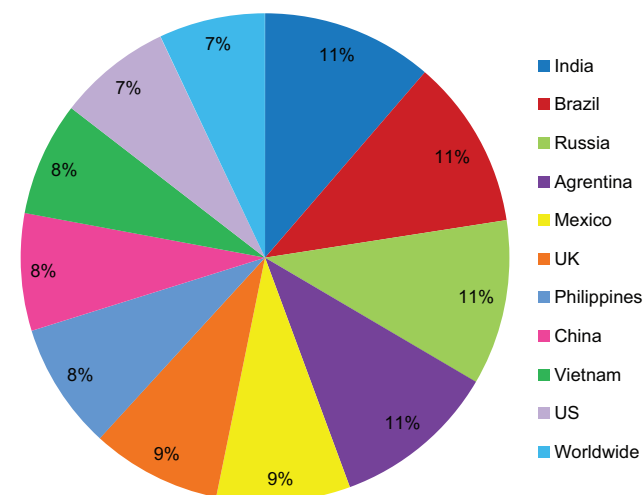
Healthcare has become one of India's largest sector, both in terms of income and service. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is rapid growing coverage in public as well as private sectors. Indian healthcare delivery system is categorised into two major components public and private. The Government, i.e. public healthcare system, comprises limited secondary and tertiary care institutions in key cities and focuses on providing basic healthcare facilities in the form of primary healthcare centers in rural areas. In India, population is living in rural areas.

SMM

Digital marketing are one the major role in SMM is a very important part of the digital marketing strategy for healthcare product providers. This person is responsible for interacting with patients on social media channels. He or she must know all about your company's area of expertise in order to find the target audience and keep it coming. Ideally, a social media expert for a healthcare provider should be knowledgeable about medicine and the healthcare industry. If not, he or she would often need to work with one of the certified medical specialists in order to provide the correct information to the patients. When looking for an SMM expert, you need to check out his or her social media presence. The results of such an expert's previous work should be easy to track. Ideally, the person should have experience with SMM strategies for healthcare providers. (Sharma, 2020)^[1] E-commerce has transformed the way business is done in India. Social media is booming in the healthcare industry and paves a great way to make you stay connected with your patients even at the time of uncertainties. SMM provides better opportunities to target patients under different age groups, gender, medical conditions, health issues, etc. The government of India developed a Facebook Messenger chatbot that effectively answers questions, and directs citizens to the right resources by countering misinformation. Being a healthcare representative, with an active social media presence, you can build public awareness about staying healthy during pandemic times, provide tips to maintain both mental and physical health, clear the doubts of patients through your expertise, and many more.



Retail E-Commerce Sales Growth, 2021



(Source: eMarketer, May 2021)

From the above chart shows that in the products and services using the internet of buying goods. There are 11% of the respondents is highest using online buying goods in India, Brazil and Russia. It's followed by 9% of the respondents are using online buying goods in Argentina and Mexico. 8% of the respondents are using E-commerce service in China, Philippines and Vietnam and 7% of the respondents are other countries of using internet service. Therefore the COVID-19 period using only online shopping majority people like because lockdown in the major reasons.

IMPACT OF COVID-19 ON HEALTHCARE INDUSTRIES

The healthcare industry is currently under massive pressure due to the rise of COVID-19. Medical professionals like doctors, nurses, and other medical staff are working overtime to control the rising pandemic. With shopping malls and grocery stores being closed indefinitely, people resort to online shopping apps to purchase the essentials items like rice, flour, canned, and jarred vegetables, milk, and milk products has shot up during the pandemic. In addition to these, the sale of face masks, soaps, hand washes, sanitizers, and cleaning supplies. As offices remain shutting, the sale of home furniture, especially tables, chairs, lamps, and home improvement goods, has also soared. However, not all industries are doing well at the time of this pandemic period. The luxury goods industry, retail, travel and tourism, and the aviation industry have seen a steep fall in their revenues after being hit by the global pandemic. Online consumer protection is one of the challenges that the COVID-19 pandemic has highlighted. There have been reports of fraudulent and deceptive practices, with some online sellers offering fake or unsafe hand sanitizers, surgical face masks or disinfectants for sale, and of price-gouging practices by certain manufacturers and retailers seeking to cash in and profit from the surge in demand. The increased number of small packages ordered directly to consumers has raised challenges with regard to compliance with health and safety regulations in importing countries, as well as with regard to protecting the health of the workers involved in handling and inspecting the goods. In part, the reason for the latter challenges is that regulatory agencies and other authorities responsible for assessing product conformity with such regulations are not necessarily equipped to inspect large volumes of small packages entering, for example, through postal or courier services (WTO, 2020).^[4]

ONLINE HEALTHCARE IN INDIA

The retail and other verticals have gone online, the time and money to access healthcare in large cities is increasingly an issue. Online business enables this in the privacy of their homes at their own time and convenience without having to travel long distances for consultation. Consumer Demand: A massive shift in popular mindset about healthcare is underway that will generate the consumer driven demand for healthcare products and services. Consumers, now in India have started demanding services that can cater to them in a personalized manner. Technology: Technology innovation is creating the tool that delivers what the consumers want. It offers us ways to measure outcomes, improve quality, make diagnosis less expensive and personalize therapeutic approaches to increase the likelihood of success. The current healthcare record keeping procedure in India is very scattered too. We are still using the paper-based records, which are disorganized and which is often illegible and very poorly linked with general demographics.^[5]

FUTURE OF ONLINE HEALTHCARE IN INDIA

The future of healthcare in India is very promising as we are seeing a paradigm shift in the way things are done. The records are now being maintained online, which does not have a shelf life and can be accessed throughout, from anywhere. It has seen huge transition over the period of time and moved beyond patient records to "Health Biographies" and in the coming years, we might see a change of cyber physicians who will look after people's health and detect changes through sensors. This will prompt swift preventive measures of treatments. The online healthcare space is very large and it is only increasing day by day with the growth in technology and mobile internet/apps. Features like Video Conferencing, Telemedicine, Online Consultancy, Elderly Care Givers, and Palliative Care Givers are some of the new opportunities/innovations in the healthcare sector, which is changing the entire scenario of healthcare in India. Future of e-Commerce in healthcare is the brightest. Healthcare e-Commerce today is like the time, when in telephone landlines era, the mobiles service was just about to hit India. After taking a holistic view of the industry trends, healthcare e-Commerce is poised for an exciting period of exploding growth in a period of 3–5 years.^[6] This is expected to lead to substantial investments in supporting infrastructure, innovative and game changing business models.

CONCLUSION

The current COVID-19 pandemic a distinctive situation that presents almost every business with either a supply shock, a demand shock, or both. It caused a certain level of bankruptcy for many companies. The default affected virtually all the sections of businesses, including marketing strategies and expenditure. Businesses shifted their marketing strategies to take various directions while cutting down their marketing expenditure. Some industries, like travel and hospitality, have been significantly affected.^[7] On the other hand, multiple businesses, such as streaming and other online services, experienced varied effects. This pandemic caused many marketers to be up on the challenge of shifting and thinking through innovative and creative marketing practices and strategies. Additionally, some businesses have refocused their expenses on mission-based, cause-related, and purpose-driven marketing to satisfy their customers' digital media

consumption, increasing sharply. Lastly, in such an occurrence, the chosen marketing strategy should be based on the actual incremental value and execution of the possible strategy to optimize and maximize that value. This strategy may have a significant positive impact on the business, and this might be the key to survival. People around the world are dealing with multiple problems at once due to the impact of COVID-19.^[8] Some are worried about losing their jobs, some have lost their near and dear ones, and some are worried about their children's education, while some are hardly making ends meet. The growing pressure on the healthcare industry only suggests that this sector is on the verge of facing a huge crisis in the coming days. To prevent further disruption, all healthcare marketers should come forward to showcase their leadership in this tough time by facilitating clear communication. Take this opportunity to fulfill the mission of the healthcare industry by caring for your community. Play your part in eradicating misinformation on COVID-19 and promote safe living through measured marketing efforts.

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