

## Marketing of Dental and Medical Clinics via Social Media



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## ABSTRACT

The research aims to investigate the different ways to deploy social media tools and techniques to market dental and healthcare clinics in the context of Islamabad Pakistan. With the mounting competition in the dental and health care sector in Islamabad, many of the doctors are on the lookout to make use of infallible methods for exponential growth in their businesses.

To rise to the occasion, we endeavour to discover the ways with which social media platforms become prominent in the eyes of dentists and General Practitioners to spread the word fast. As it is commonly believed in, it is an onerous task to stay on active round the clock on social media, which is why, this project, also unravels important ways for the clinicians to remain aptly perform social media activities without much let or hindrance.

To embark upon the project endeavour, fifteen interviews are conducted with the seasoned clinicians and other staff members who are well versed with the operations of social media mechanics to market dental or health care clinic under contemporary circumstance.

Finally, the outcomes of the research sensitize the root causes behind clinicians' inertia on being lagged behind to deploy the remarkable force of social media in contemporary world. Each objective of the project report is comprehensively filled under the auspices of deep insights of interviews who shared intimate pros and cons of social media.

This project on finding the status and prospects of social media to market dental and healthcare business inside of Islamabad, Pakistan; paves the way for successive research since it attempts to disseminate instrumental information that may drive the clinicians to adopt social media technology there and then.

**Keywords:** social media, social media marketing, social media optimization, Media tools

## Table of Content

### **Chapter 1**

<b>1. Introduction.....</b>	<b>1</b>
1.1 Project Purpose.....	4
1.2 Project Goals: .....	4
1.3 Scope Statement.....	4
1.4 Project Objectives.....	5
1.5 Anticipated Benefits.....	6
1.6 Key Success Factors.....	6
1.7 Major Deliverables.....	7
1.8 Time Frame.....	8
1.9 Estimated Budget.....	8
1.10 Constraints.....	9
1.11 Assumptions.....	10
1.12 Potential Risks.....	11
1.13 Information Requirements.....	11

### **Chapter 2**

<b>2. Literature Review.....</b>	<b>13</b>
2.1 Health Care sector.....	13
2.2 Health care Regulations.....	13

2.3 Social Media Technology.....	14
2.4 Social Media Technology in Business.....	14
2.5 Social Media for CRM (Customer Relationship Management).....	15

**Chapter 3**

<b>3. Research Methodology.....</b>	<b>18</b>
3.1 Nature of Research.....	18
3.2 Data Source.....	18
3.3 Working Sample.....	19
3.4 Sampling Technique.....	21

**Chapter 4**

4.1 SWOT Analysis.....	22
4.1.1 Strengths.....	22
4.1.2 Weaknesses.....	23
4.1.3 Opportunities.....	24
4.1.4 Threats.....	25
4.2 PESTEL Analysis.....	26
4.2.1 Political Factors.....	26
4.2.2 Economic Factors.....	27
4.2.3 Social/Cultural Factors.....	28
4.2.4 Technological Factors.....	29
4.2.5 Legal Factors.....	30

4.2.6 Ecological Factors.....30

**Chapter 5**

**5. Data Analysis.....31**

Objective #1.....32

Objective#2.....36

Objective#3.....39

Objective#4.....40

**Chapter 6**

**6. Conclusion and Recommendations.....42**

**Bibliography**

**Reference**

**Appendix**