

SOCIAL MEDIA MARKETING IN MEDICAL PROFESSION- AN EMPIRICAL STUDY OF LUCKNOW CITY

Iftexhar Ahmad¹ & Brijendra Singh Yadav²

¹Assistant Professor, Aashlar Business School, Mathura, Uttar Pradesh, India

²Professor, G L Bajaj Institute of Management and Research, Greater Noida, Uttar Pradesh, India

ABSTRACT

In today's technology driven world, social networking sites have become an avenue, where retailers can extend their marketing campaigns to a wider range of consumers. The tools and approaches for communicating with customers have changed greatly, with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2099). Advertising has gone a long journey from print media to social media and today, social media is such an important platform, which cannot be ignored by the businesses to remain competitive in the market. As far as medical profession is concerned, the practice of physicians and surgeons normally do not call for advertisement as they rely on publicity through word – of – mouth endorsement. If we talk about practicing doctors word – of – mouth publicity does what an advertisement cannot do.

The aim of the present paper is to find out the usefulness of social media marketing with an eye on word – of – mouth publicity generated through the use of social media in medical profession.

KEYWORDS: *Social Networking, Retailers, Physician, Surgeons, Campaigns*

Article History

Received: 15 Nov 2017 | Revised: 15 Dec 2017 | Accepted: 12 Dec 2017
