

# Digital Marketing Strategy for Indonesia Health Services: A Scoping Review

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## ABSTRACT

**Background:** Digital marketing is a strategic approach that seeks to enhance market dominance by utilizing digital technology platforms like social media and mobile applications. Hence, it is vital to devise and execute a well-defined strategy in order to cultivate an effective marketing plan for health services. The objective of this essay is to explore healthcare digital marketing tactics

**Methods:** This article employs a scoping review and the references were selected based on Preferred Reporting Items for Systematic Reviews (PISMA-ScR) criteria between 2020 and 2024 using searches conducted on Scopus, PubMed, Science Direct, Researchgate, and Google Scholar. Total of 254 articles, six article fulfilled the criteria for inclusion.

**Results:** This article show that digital marketing has many strategies depend on the need of health services. There are a number of different approaches that can be utilized, such as the SMART approach, Kotler's 5A theory, and the IDEA method.

**Conclusion:** Health services also understand and analysis of the surrounding environment, gaining an understanding of the online behavior of the target audience, and ensuring that a positive attitude is maintained in both online and offline interactions.

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## BACKGROUND

Digital marketing is being utilised widely by various kinds of business entities, including healthcare organisations, which are increasingly recognising its potential to enhance their outreach and effectiveness (Radu et al., 2017). In an era where technology is evolving at an unprecedented pace, companies are adopting a multitude of methods to navigate the rising complexity and limitless availability of digital platforms. The internet serves as a vast expanse, facilitating the seamless dissemination of knowledge across borders and transcending sociocultural barriers. This global connectivity underscores the necessity of devising and executing a well-defined strategy to cultivate an effective marketing plan for health services (Jarva et al., 2022).

In the healthcare sector, the utilisation of digital marketing is not merely a trend but a transformative approach that can significantly raise awareness, disseminate findings, foster partnerships, and actively engage with stakeholders in the digital realm (Norberta & Prayoga, 2024). For instance, a hospital may utilise social media platforms to share patient success stories, thereby not only promoting its services but also creating a sense of community and trust among current and prospective patients. This engagement is crucial, as it humanises the healthcare experience and encourages individuals to seek assistance when needed. Furthermore, by leveraging content marketing strategies, healthcare organisations can provide valuable information regarding health conditions, treatments, and preventive measures, positioning themselves as authoritative sources of knowledge in their respective fields.

Moreover, the deployment of search engine optimisation (SEO) techniques enables healthcare entities to enhance their online visibility, ensuring that individuals searching for medical information or services can easily find them. For instance, a clinic specialising in diabetes management can optimise its website with relevant keywords, such as "diabetes care" or "blood sugar management," which will increase its chances of appearing in the top search results on Google. This strategic visibility not only attracts more

patients but also facilitates the dissemination of research updates, publication of scholarly articles, and recruitment of study participants for clinical trials (Khiong, 2022).

Digital marketing strategies are particularly beneficial in fostering collaborations and financing opportunities within the healthcare sector. By utilising platforms such as LinkedIn, healthcare organisations can connect with researchers, pharmaceutical companies, and funding agencies, thereby creating a network that can enhance research capabilities and drive innovation. For instance, a research hospital might showcase its latest studies and breakthroughs on LinkedIn, attracting the attention of potential investors who are interested in funding groundbreaking medical research.

Furthermore, the data-driven nature of digital marketing allows healthcare organisations to optimise their marketing efforts based on extensive insights into consumer involvement and preferences. Analytics tools can track engagement metrics, such as click-through rates, social media interactions, and website visits, providing invaluable information that can guide future marketing strategies. For example, if a healthcare provider notices that a particular type of content—such as videos on wellness tips—receives significantly higher engagement than static blog posts, they can adjust their content strategy accordingly to maximise reach and impact.

The adoption of digital platforms can also expand the networks of healthcare services, enhancing patient engagement in unprecedented ways. Social media platforms like Instagram and YouTube serve as powerful tools for health services to connect with patients, share educational content, and foster a sense of community. For instance, a hospital might create an Instagram campaign highlighting the importance of mental health, featuring testimonials from patients and mental health professionals. This not only raises awareness but also encourages individuals to seek help, thereby improving overall community health outcomes (Sulaiman et al., 2025).

The implementation of digital marketing strategies can significantly improve the relationships that healthcare organisations maintain with their patients and the competitiveness of their markets. By prioritising patient-centred communication and engagement, healthcare providers can build trust and loyalty among their patient base. For example, a healthcare provider that actively responds to patient inquiries on social media and provides timely updates on services or health advisories demonstrates its commitment to patient care, which can differentiate it from competitors who may not engage as effectively.

As healthcare organisations navigate the digital marketing landscape, it is essential to prioritise ethical considerations, transparency, and compliance with relevant legislation. The responsible and accurate distribution of healthcare research material is paramount, as misinformation can have dire consequences for patient health and public trust. Therefore, healthcare organisations must ensure that their marketing practices adhere to established ethical standards and legal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) in the United States, which governs the privacy and security of health information.

The integration of digital marketing strategies into healthcare organisations is not only beneficial but essential in today's digital age. By leveraging platforms for communication, education, and engagement, healthcare providers can enhance their visibility, foster collaborations, and improve patient outcomes. The data-driven insights gained from digital marketing efforts allow organisations to refine their strategies continuously, ensuring that they meet the evolving needs of their patients and stakeholders. As the healthcare landscape continues to evolve, those organisations that embrace digital marketing while adhering to ethical standards will undoubtedly lead the way in delivering effective and compassionate care. The objective of this essay is to explore healthcare digital marketing tactics (Pasaribu et al., 2022).

## METHODS

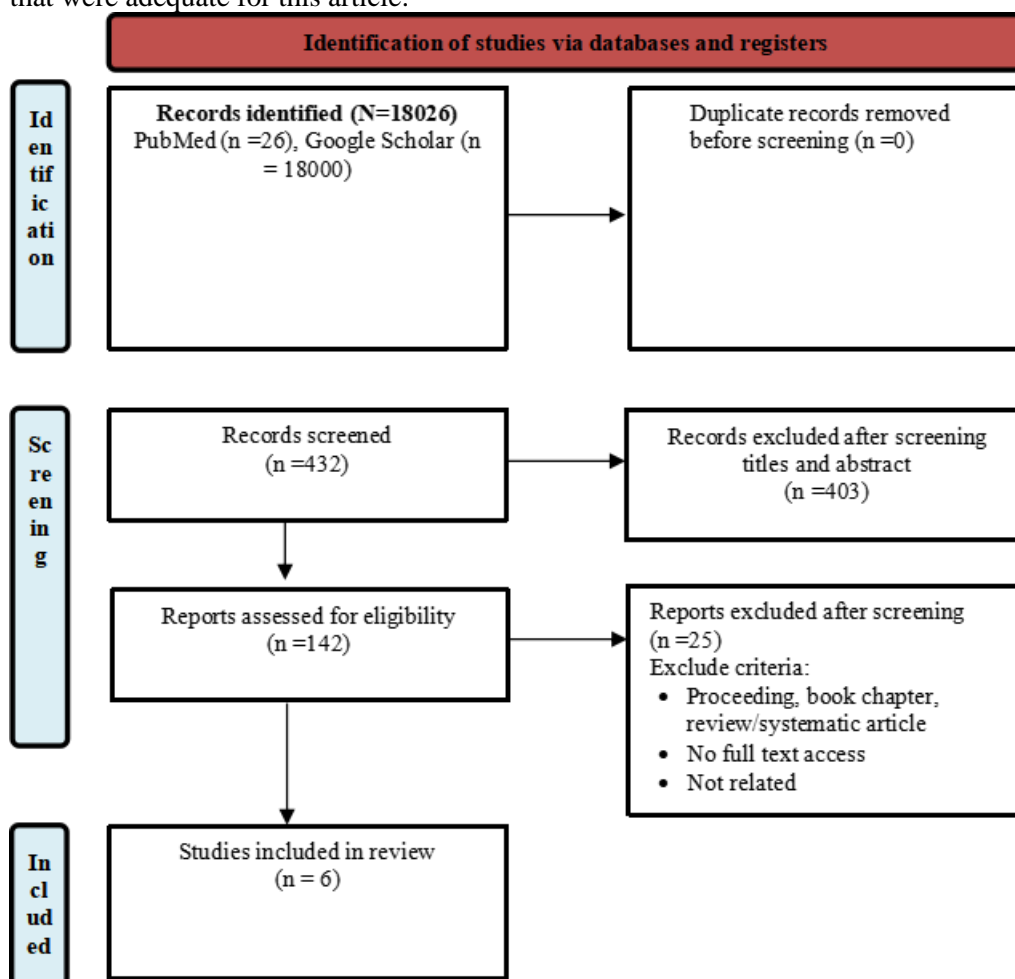
This article employs a scoping review, a literature review that tries to map the major ideas, evidence sources, and gaps in a given field of study. Without necessarily summarizing the research findings or rating the caliber of the included studies, it offers a comprehensive summary of the body of knowledge already available on a subject. The references in this article were selected based on Preferred Reporting Items for Systematic Reviews (PISMA-ScR) criteria. This article's references were found between 2020 and 2024 using searches conducted on Scopus, PubMed, Science Direct, Researchgate, and Google Scholar between May 13 and 24, 2024. MeSH phrases, Boolean operators (AND/OR), and keywords that met PICOS framework eligibility requirements were employed in article searches. (Table 1).

Criteria	Inclusion
Population	Indonesia
Intervention	Digital Marketing Strategies of health services
Comparison	No
Outcome	Strategies of Digital Marketing on health services
Study Design	Free access original research articles Published on 2021 – 2025 Articles use English and Indonesia

The primary keywords included in the study's article search were derived from the eligibility criteria based on the PICO(S) architecture. In addition to using search field tags in the article search database, the article search strategy uses the AND / OR tool between the primary keywords.

**RESULTS**

According to the PRISMA diagram, there were a total of 254 articles that were used as references. These articles covered a wide range of topics, including articles from Springer, PubMed, 94 articles from Science Direct, and 251 articles from Google Scholar. Following this, a total of fifty-one articles were eliminated prior to the screening phase known as the title and abstract screening because it was determined that they were duplicates. Afterwards, it was discovered that 127 articles exceeded the inclusion criteria; therefore, these articles were eliminated from the screening selection process. throughout the last phase of the process, it was identified that 68 articles fulfilled the criteria for inclusion; however, resulting from a screening of the articles, barely six articles were ultimately retrieved that were adequate for this article.



**Table 1. Data Abstraction**

Title	Purpose	Method	Result
Digital Marketing in Hospital Health Services. (2024)	To improving hospital health services by examining the role of digital marketing	Literature review that used with basic concepts of digital marketing and strategies.	Using SMART criteria, the impact of implementing a marketing strategy is to increase public trust. Although digital marketing has a good impact, its implementation has limitations such as not being able to be done on referrals and public services.
Digital Marketing Analysis in Dental Healthcare: The Role of Digital Marketing in Promoting Dental Health in the Community. (2023)	To show the impact of digital marketing for the number of patients visiting in dental clinics.	Used descriptive method with survey approach.	Digital marketing gives a positive impact for dental healthcare services. Digital marketing increasing the number of dental patients. This study shows the important of digital marketing strategies.
Enhancing healthcare services and brand engagement through social media marketing: Integration of Kotler's 5A framework with IDEA process. (2023)	To integrated IDEA process from Kotler's 5A on digital marketing for healthcare.	Literature review	This article showed significant positive impact from brand engagement and digital marketing. With Kotler's 5A framework can help organization of healthcare to develop their social media marketing strategies. It also can improve their brand engagement and services
How digital technologies reshape marketing: evidence from a qualitative investigation. (2023)	This article finds how to implementing digital marketing by companies.	This study used qualitative method with in-depth interview	Digital marketing widely used by companies. Digital technologies has impact for pricing, marketing analysis, and also helping client to creating value.
Digital marketing of nutraceutical and pharmaceutical supplements: marketing ethics and consumer comfort. (2022)	This article defines the nutraceutical supplement and for customer behavior analysis during COVID-19	Quantitative method with deductive research approach also used questionnaires for collecting primary data.	Digital marketing ethics can affect the level of marketing comfort. This research collects the impact of information privacy of unauthorized access until the impact of ethics problem of digital marketing.
Digital Marketing Implementation Strategy in Hospitals During the COVID-19 Pandemic: Review. (2022)	To find the strategies of digital marketing implementation for hospital.	Literature review	Digital marketing implementation on social media, mass media, and many platforms can help the hospital to do the Integrated Marketing Communication and give contactless service for patients.

## DISCUSSION

Digital marketing is a strategic approach that seeks to enhance market dominance by utilizing digital technology platforms like social media and mobile applications (Proença & Martins, 2023). Social media is a technological and ideological that build in a group of internet-based applications. Since 2000s, social media continually increase in popularity (Bengtsson & Johansson, 2022). Platforms of social media characterized by diverse functions and features so it flux constantly (Rhee et al., 2021). Social media plays a vital role in medical education and marketing of healthcare (M et al., 2023).

By leveraging online technologies, digital marketing builds stronger market ties and promotes goods and services through quantifiable, individualized, and cost-effective online communication (Elrod & Fortenberry, 2020). The implementation of a digital marketing strategy has the potential to yield the best possible outcomes in terms of boosting the number of visits to health services.

Digital marketing strategies can be carried out using the SMART method, which consists of Specific, Measurable, Achievable, Relevant, and Time-bound (Abdylah, 2024). In this specific situation, it is necessary to have a variety of facts, including the patient's features, geographical conditions, and internet behavior, among other things. Strategies that can be implemented include the creation of content ideas that include videos, articles, and infographics. These ideas can be created with the help of search engine optimization (SEO) and search engine marketing (SEM) in order to optimize the performance of search engines. This will allow search engines to optimize the name of our health services when people are searching through search engines.

Digital marketing has been shown to have a considerable favorable impact on raising the number of visitors to dental clinics, according to research that was carried out by (Nazeli et al., 2023). It is necessary to have an awareness of the data patterns that are generated by digital marketing in order to make use of digital marketing. The continuation of the strategy that needs to be carried out, such as paying attention to the rates that are being offered, is determined by these patterns. Creativity is required for digital marketing, including the capacity to communicate with users and the ability to display information in the form of infographics. Having said that, it is equally essential to take into consideration the environment surrounding health care. In situations where the majority of the environment is occupied by activities on the internet, digital marketing may be a possibility. In addition, various social media platforms cater to a variety of audiences, and the various social media platforms necessitate the utilization of distinct strategies.

Combining the IDEA marketing process (which stands for Identify, Develop, Engage, and Assess) with Kotler's 5A theory (which stands for Aware, Appeal, Ask, Act, and Advocate) is the next method that requires consideration (Hung et al., 2023). This method has been demonstrated to be effective by research, which led to a favorable response coming from greater awareness derived from content that was posted.

The use of digital marketing has the potential to assist us in the health sector in gaining the trust of both current and potential patients by spreading our name throughout the health sector (Pascucci et al., 2023). This is one of the advantages of using digital marketing. Through the use of digital marketing, patients and health services are able to communicate without being constrained by the constraints of time and location. While digital marketing appears to be effective, it is important to note that only certain components require digital marketing. For instance, digital marketing is not always required for all parts. There is evidence that digital marketing has a good impact, such as the findings of a study carried out by (Zoupos & Spais, 2022), which demonstrate that out of 370 questionnaire responses, 274 individuals made bold purchases of medicine. When it comes to digital marketing, however, the most important thing to keep in mind is maintaining a high level of ethics for patients (Julianti et al., 2022). Providers of services ought to demonstrate bravery in order to deliver quality service. Following that, if patients are interested in going to a health service facility, they should be encouraged to do so by providing them with excellent service, similar to what they receive at their own mobile phone.

## CONCLUSION

In this era, putting digital marketing into action is a very straightforward process. The degree of complexity, on the other hand, is taken into account when designing this convenience. For digital marketing of health services to be successful, it is necessary to have a strategy that is adapted to the existing environmental conditions, particularly the manner in which patients behave when they are online. There are a number of different approaches that can be utilized, such as the SMART approach, Kotler's 5A theory, and the IDEA method. In order to increase the likelihood of frequent appearances in search engines, digital marketing can make use of a wide variety of supplemental strategies, such as search engine optimization (SEO) and search engine marketing (SEM). For digital marketing strategies to be successfully implemented, it is necessary to give careful consideration to a number of things, including doing an analysis of the surrounding environment, gaining an understanding of the online behavior of the target audience, and ensuring that a positive attitude is maintained in both online and offline interactions. Furthermore, digital marketing attempts must also take into account the circumstances of internet users, including being aware of the prevalent trends, applying suitable grammar, and swiftly replying to inquiries when engaging in online communication. While digital marketing does have a significant impact, such as increasing awareness, it is important to note that the

implementation of digital marketing methods is not required for all healthcare services. In the future, marketing strategies should continue to place an emphasis on the market share that the health service currently holds. The basic goal of digital marketing is to significantly increase the level of awareness among the target audience.

### CONFLICTS OF INTEREST

The authors declare that they have no conflict of interest.

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