



Analysis of Digital Marketing Strategy to Increase the Number of Patient Visits in Hospitals in the Post-Pandemic Era: A Literature Review

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ABSTRACT

Introduction : In the post-pandemic era, hospitals facing significant challenges in attracting and retaining patients amid changing consumer behaviour and increasing market competition. This article aims to analyze effective digital marketing strategies to increase patient visits to hospitals through a literature review. Using a literature review of recent studies and reports, this study explores various digital techniques and tools that have proven successful in the healthcare sector, including the use of social media, content marketing, and paid advertising content.

Research Method: Data collection was conducted on academic databases, Pubmed, Scientific books and journals, Scopus and SINTA-indexed journals reviewed in the last five years. A Literature Review was used by embedding the keywords "Digital Marketing Strategies" OR "Digital Marketing", AND "Post-Pandemic" AND "Hospital Patient Acquisition" OR "Increasing Hospital Visits". Related publications and articles were selected to be reviewed.

Findings/ Results: The findings of this study are expected to provide strategic guidance for hospital marketing managers and health policy makers in designing and implementing effective digital platforms in the post-pandemic era. The main focus of this review is to provide recommendations for the latest digital marketing techniques that can be adopted by hospitals to increase visibility and increase patient numbers.

Keywords: Digital Marketing Strategy, Increasing Patient Visits, Hospital, Post-Pandemic Era

INTRODUCTION

In the present age of technology, digital marketing tactics play a crucial role in improving the healthcare sector, particularly hospitals. The way people interact and access health services has been altered by the COVID-19 pandemic that began in late 2019. Many hospitals are being compelled to adjust and enhance their marketing approaches to effectively connect with patients during times of uncertainty and social distancing (Lee & Kim, 2022).

The pandemic has led to a rise in the adoption of digital technology by hospitals, creating new chances to boost patient visits via different digital marketing channels. Yet, hospitals encounter the difficulty of choosing the most successful tactics for acquiring new patients and keeping current ones amidst the numerous marketing platforms and tools at their disposal (Sun & Zhang, 2023; wang & Zhao, 2022).

This journal aims to review various literature related to digital marketing strategies used by hospitals to increase the number of patient visits after the COVID-19 pandemic. The focus of this review is to identify approaches that have proven successful, recognize effective approaches, along with the obstacles and possibilities hospitals encounter when putting these strategies into practice.

This literature review will discuss various aspects, beginning with social media usage, content marketing, SEO (Search Engine Optimization), and paid advertising. Analyzing prior studies can provide valuable insights for practitioners and hospital managers when creating successful digital marketing strategies in the post-pandemic era.

LITERATURE REVIEW

The Marketing Mix model is one of the fundamental frameworks in marketing theory, widely used to design and implement effective marketing strategies. Introduced by E. Jerome McCarthy in 1960 (Chaffey & Ellis-Chadwick, 2019). Marketing Mix 7P is a concept that expands the traditional 4P model (Product, Price, Place, Promotion) by adding three additional elements that are relevant especially for the service industry. This concept helps organizations design comprehensive marketing strategies, especially in service sectors such

as hospitals (Lovelock & Wirtz, 2020 ; Kotler & Keller, 2022). Marketing Mix has dramatically reshaped marketing strategies in today's digital landscape. As digital transformation continues to alter consumer behavior and market dynamics, businesses are required to adopt a more holistic approach to ensure they remain competitive (Kotler & Keller, 2022).

7P's Marketing Mix Elements



Figure 1. 7P +1G Marketing Mix Elements

(Global Journal of Management and Business Research, 2021)

Product

Product is at the heart of the marketing mix. It refers to what the company offers to the market, whether it be a tangible good or an intangible service. Products or services offered to customers. In the context of a hospital, this includes the full range of medical services, facilities and health care available. Ensure that products/services meet patient needs and expectations, and offer added value that differentiates them from competitors.

According to Kotler and Keller (2022), the product element encompasses not only the physical good but also the overall experience, brand, quality, features, and after-sales service. Companies must understand consumer needs and desires to create products that meet or exceed expectations (Chaffey & Ellis-Chadwick, 2019; Lovelock & Wirtz, 2020 ; Kotler & Keller, 2022).

Price

Pricing for products or services. This covers all aspects of the costs charged to patients, including treatment fees, administration fees, and other additional costs. Determine prices that are appropriate to the value of the services provided, competitive in the market, and affordable for patients (Chaffey & Ellis-Chadwick, 2019; Lovelock & Wirtz, 2020 ; Kotler & Keller, 2022). Price refers to the amount consumers are willing to pay for a product or service. This element is crucial because it directly impacts the company's profitability and positioning in the market. Setting the right price requires balancing between being competitive and generating enough profit to sustain operations (Kotler & Keller, 2022).

Place

The location and way the product or service is delivered to customers. In healthcare, this includes hospital location, branch network, and facility accessibility. Ensure that the hospital location is easy to reach for patients and consider factors such as access to transportation and convenience (Chaffey & Ellis-Chadwick, 2019; Lovelock & Wirtz, 2020 ; Kotler & Keller, 2022). Place often referred to as distribution, deals with how a product reaches the end consumer. It encompasses the channels, locations, and logistics involved in delivering the product. The choice of distribution channels—whether physical retail stores, online platforms, or a hybrid of both—can significantly affect consumer access and convenience. With the rise of e-commerce, many companies have shifted focus to online distribution as a way to reach a broader audience with lower overhead costs (Chaffey & Ellis-Chadwick, 2019).

People

All individuals involved in service delivery and interactions with customers, including medical staff, nurses, and administrative personnel. Provide good training, ensure quality of

service, and build a professional team to provide a satisfying experience to patients. Our Findings show that people have become even more critical in the digital age. The rise of social media and customer-centric platforms has placed a premium on customer experience (Chaffey & Ellis-Chadwick, 2019; Lovelock & Wirtz, 2020 ; Kotler & Keller, 2022). People element refers to everyone involved in the delivery of a service or the creation of a product, including employees, management, and even customers themselves. In service industries, where customer interactions are critical, the attitudes, behaviors, and skills of employees play a central role in shaping customer perceptions and satisfaction. Kotler and Keller (2022) emphasize that in the digital age, people include not only front-line staff but also online customer service representatives and chatbots, which directly influence customer experiences (Kotler & Keller, 2022).

Process

Procedures and processes involved in delivering services to patients, including administrative procedures, care processes, and hospital workflow. Improve process efficiency and quality to ensure a smooth, seamless patient experience (Lovelock & Wirtz, 2020 ; Kotler & Keller, 2022). The Process element has also undergone significant transformation. Digital technologies such as automation, artificial intelligence, and machine learning have streamlined processes, making it easier for companies to provide consistent service while minimizing operational costs. In this context, automation of marketing tasks, like email campaigns and social media management, has allowed businesses to interact with customers more frequently and efficiently without additional manpower (Kotler & Keller, 2022). In the digital age, processes have become more automated and streamlined, reducing human error and improving efficiency. In addition, technology has enabled businesses to use data and automation to enhance the process. (Chaffey and Ellis-Chadwick, 2019).

Physical Evidence

Physical elements that support services and provide an indication of service quality, such as hospital facilities, cleanliness, and equipment. Providing a clean, modern and comfortable environment and supporting the professional image and quality of hospital services (Chaffey & Ellis-Chadwick, 2019; Lovelock & Wirtz, 2020 ; Kotler & Keller, 2022). Physical Evidence in the digital world, the traditional concept of physical evidence, like store

layout or packaging, now extends to website design, mobile app interfaces, and even digital security certifications. A well-designed website or mobile app is now a form of physical evidence that can make or break a customer's trust in a brand (Zeithaml, Bitner, & Gremler, 2021; Berry, & Parasuraman, 2023). Physical Evidence element refers to the tangible aspects that customers can see or experience, which influence their perceptions of the brand and the service. In the digital age, physical evidence extends to the online environment, such as the layout of a website, the quality of digital content, and the user interface. Furthermore, physical evidence is crucial in instilling trust in e-commerce. Lovelock and Wirtz, emphasize the importance of website security certifications, customer reviews, and professional website design as forms of physical evidence that can reassure customers and encourage them to complete a purchase. The shift from the traditional 4Ps to the 7Ps is particularly significant in service-dominated sectors and the digital landscape, where intangible experiences need to be managed effectively. In digital marketing, people, process, and physical evidence play a crucial role in ensuring that customers receive a consistent and high-quality experience, whether interacting in person or online (Kotler & Keller, 2022; Lovelock & Wirtz, 2020).

Promotion

Activities to promote products or services, including advertising, sales promotions and other marketing activities. Uses various promotional channels to increase awareness, attract new patients, and build a positive image of the hospital (Chaffey & Ellis-Chadwick, 2019; Lovelock & Wirtz, 2020 ; Kotler & Keller, 2022). Promotion encompasses all the methods a company uses to communicate its product's value to the market. This includes advertising, public relations, social media, and sales promotions. The goal is to inform, persuade, and remind potential customers about the product, creating awareness and ultimately driving sales. Kotler et al. (2019) emphasize that promotion is now more dynamic and integrated due to the digital landscape, where companies leverage multiple channels—such as social media platforms, email marketing, and search engine optimization (SEO)—to create a cohesive promotional strategy. (Kotler & Keller, 2022).

The synergy between the 7Ps allows companies to provide superior value to customers by ensuring that every touchpoint—from employee interaction to service delivery to digital presence—aligns with the brand's core values. Companies that successfully manage

the extended marketing mix in the digital age can create a competitive advantage by building strong customer relationships and fostering loyalty. (Shankar & Bolton, 2022).

The extension of the marketing mix from the 4Ps to the 7Ps has become essential in today's service-oriented and digital-driven marketplace. The inclusion of People, Process, and Physical Evidence enables businesses to address the unique challenges posed by intangible services and the complex customer interactions found in the digital age. By incorporating these additional elements into their marketing strategies, companies can better meet customer expectations, deliver consistent experiences, and create lasting relationships that drive business success. In the increasingly competitive business world dominated by digital technology, a deep understanding of the marketing mix is essential for every company. The marketing mix consists of key elements such as product, price, place, and promotion, which serve as a framework for designing effective and efficient marketing strategies. Along with technological advancements, especially in the context of digital marketing, the marketing mix theory continues to evolve (Kotler & Keller, 2022).

According to Chaffey and Ellis-Chadwick (2019), digital marketing plays a crucial role in reaching consumers more effectively. They found that 60% of consumers are more likely to purchase products after seeing digital advertisements, reflecting the importance of digital platforms in the consumer decision-making process. In this digital era, quantitative data and analysis from various marketing campaigns have become increasingly important, requiring companies to utilize technology to collect and analyze data to enhance the effectiveness of their strategies (Khan & Kaur, 2020).

Digital marketing is not only impactful for large companies but also plays a significant role in the growth of small and medium enterprises (SMEs). A study by Khan and Kaur (2020) showed that SMEs adopting digital marketing strategies experienced a significant sales increase, with average sales growth reaching 30% within one year. This research, which used surveys to gather data from 200 SMEs, provides strong evidence that integrating the marketing mix with digital platforms can offer significant competitive advantages. Additionally, understanding customer needs has also become a key focus in designing effective marketing strategies. Kumar and Reinartz (2020) emphasized that companies capable of delivering relevant value to customers will gain high loyalty and increase customer lifetime value. Through qualitative analysis, this research explores how companies can create

value for their customers, which is key to maintaining market share amid intense competition (Chaffey & Ellis-Chadwick, 2019) (Khan & Kaur, 2020).

Social media, as one of the tools in digital marketing, plays a vital role in creating a loyal community among consumers. Tiago and Veríssimo (2020) found that social media use can increase brand visibility by up to 70%, highlighting the positive impact of social media in digital marketing. Using content analysis and surveys, this research reinforces the argument that companies active on social media can reach a broader audience and build stronger relationships with customers (Tiago & Veríssimo, 2020; Hassan & Shiu, 2021). Cohen (2021) proposed the integration of digital and traditional marketing to create a strong synergy in reaching a wider audience. According to him, the combination of these two approaches can enhance the overall effectiveness of marketing campaigns, with data showing that companies adopting this approach experienced a 25% increase in ROI (Holliman & Rowley, 2019; Cohen, 2021).

Finally, Shankar and Bolton (2022) developed an integrative framework for digital marketing, combining theory and practice by adopting a holistic approach to digital and traditional marketing tend to succeed in achieving their marketing goals. Overall, the marketing mix integrated with digital strategies is not only relevant but also crucial in creating value for customers and driving business growth. By understanding and applying existing marketing theories, companies can optimize their strategies to face challenges in an ever-changing market. Thus, a deep understanding of the marketing mix and digital marketing will be key to success for any company in this digital era (Shankar & Bolton, 2022).

Post-Covid-19 Hospital Digital Business Marketing Strategy Approach

Digital Marketing Strategy Approach (Digital Marketing) Digital marketing is a form of application of digital technology that creates online channels to the market (in the form of websites, emails, and other social media) which contributes to marketing activities so that it aims to gain profits and retain consumers (Widyatania & Hina, 2023).

Patient acquisition marketing campaigns aim to persuade prospective patients to choose your hospital for their healthcare needs. Patient acquisition strategies are focused on getting new patients, as opposed to patient retention tactics, which aim to keep them coming back for care (Membrillo, 2024).

Several Digital Marketing Strategy Options

Using SEO (Search Engine Optimization)

Local SEO is a critical component of patient acquisition in the healthcare industry. One of them is using Google Business Profile. The tool will ensure hospitals have listings that are optimized and aligned with the content displayed on web pages. so that Google understands the company profile, such as location and products offered. SEO can be the right tool because patients search for and visit the nearest health service providers in their city. In response to this local demand, Google and other search engines are getting smarter about putting together highly relevant local search experiences. Using SEO will optimize the Hospital website with relevant keywords, create high-quality content. Local SEO is very important to attract patients from geographical areas near the Hospital (Mokashi, 2024; Membrillo, 2024; Widyatania & Hina, 2023).

Increasing Hospital Visibility with Google Ads & Pay Per Click (PPC) Advertising

PPC ads allow you to target specific demographics and appear at the top of search results. Google Ads can be an alternative, but it takes a long time to reach patients. So in practice it is often combined with long-term SEO to start creating profit value. By containing attractive ad text and high-quality images and videos attract patients. Track performance and adjust Hospital strategy based on analytics (Mokashi, 2024; Membrillo, 2024).

Free and paid Social Media Marketing

After hospitals maximize organic search efforts, they can also use additional social media, especially Facebook and Instagram. Social media platform to interact with patients and build community. Healthcare businesses utilize social media as a primary branding platform. Can take the form of applying various content, educational videos, Twitter, LinkedIn, Facebook Live, Instagram Reels, video testimonials, and other information to provide value to the audience and contains sharing of health tips, the latest information about hospitals, patient testimonials, patient and doctor question and answer sessions (Mokashi, 2024; Membrillo, 2024; Widyatania & Hina, 2023).

Create A Website And Creative Content That Suits The Hospital Figure

creation of creative websites and blog posts, articles, and videos that discuss common health issues, treatment options, and preventive care to create a communication channel with internet searches that can be seen by many users looking for health solutions (Mokashi, 2024; Membrillo, 2024).

Email Marketing to patients

Email marketing keeps your hospital top of mind with patients and provides a direct line of communication. Build an email list of current and potential patients. Send regular newsletters with health tips, hospital news, upcoming events and personalized messages based on patient interests and behavior (Mokashi, 2024; Membrillo, 2024; Widyatania & Hina, 2023).

Marketing with Online Reputation

Online reviews and ratings influence patient choices. Patients are asked to leave positive reviews on platforms such as Google, Yelp, and Healthgrades. Monitor and respond to reviews, addressing negative feedback professionally and promptly. At the same time, this becomes feedback to build the hospital's image (Mokashi, 2024; Membrillo, 2024).

Telemedicine Marketing

Telemedicine has become increasingly popular in the post-pandemic era because it provides easy accessibility. Promotion can be done through websites, social media and email campaigns. The benefits obtained by hospitals include reduced waiting times and the ease of consulting with doctors and specialists from anywhere (Mokashi, 2024; Membrillo, 2024).

Affiliate marketing

Hospitals build networks with other parties to market products and services that they want to reach a wider range of patients (Widyatania & Hina, 2023)

Goals Obtained by the Application of Digital Marketing in the Post-Pandemic Era

Increase Hospital Visibility

By implementing SEO and PPC strategies, hospitals will be easily traced at the top of search engine results, making it easier for patients to find hospital profiles (Widyatania & Hina, 2023; Mokashi, 2024).

Brand Awareness

Leverage audience-targeted campaigns to increase brand awareness. Integrate paid advertising strategies with organic social media content to attract potential leads. The message contained includes ad text, creative, and Call To Action (Widyatania & Hina, 2023; Mokashi, 2024).

Increased Patient Engagement

Social media and content marketing increase direct patient interaction, fostering trust (Widyatania & Hina, 2023).

Outreach according to target

Digital marketing enables precise targeting based on demographics, interests and behavior, ensuring the Hospital reaches the right audience, by retargeting website visitors, app users, patients who have engaged with the Hospital on social media (Widyatania & Hina, 2023).

Cost Effectiveness

Digital marketing will provide a higher return on investment compared to traditional marketing, so hospitals reach more people with less expenditure (Widyatania & Hina, 2023).

Use various advertising media

As social media platforms evolve, it could be by incorporating carousels, lead generation forms, unique mobile experiences, or augmented reality videos (Widyatania & Hina, 2023).

Measurable Results

Digital marketing offers detailed analysis and insights, helping you track campaign effectiveness and make data-driven decisions (Widyatania & Hina, 2023).

Flexibility and Adaptability

Digital marketing campaigns can be quickly adjusted based on performance metrics, responding to trends and patient needs in real-time (Widyatania & Hina, 2023; Mokashi, 2024).

Marketing management steps

Establish evaluation objectives

An important first step is that the evaluation identification process must be specific, explicit and aligned with overall marketing and business objectives. This cannot be separated from digital marketing which is part of marketing in general. The evaluation objective is a benchmark for measuring hospital marketing performance. This process is usually developed in strategic marketing planning, then Key Performance Indicators (KPIs) are determined and general metrics/measurements are collected in marketing performance assessments (pratiwi, Ilyas, Sulistiadi, & wahyu, 2023).

Identify digital marketing KPI (Key Performance Indicators)

performance indicators that best suit and support digital marketing goals and activities. KPIs include traffic, engagement, conversion rate, ROI (return on investment). Traffic is the number of visitors who come to a website. Engagement means user interaction with content that can be reviewed in the number of likes, shares and comments. Conversion Rate is the percentage of visitors who complete a desired action, such as a purchase or registration. ROI (Return on Investment) means measuring the profits obtained from digital marketing investments (Miller & McKinney, 2023). The challenges faced at this stage are uncertainty regarding KPIs that are specific or appropriate to digital marketing, setting recurring KPI targets and linking KPIs only to financial indicators such as Return of Investment (ROI) without reference to specific KPIs. Strategies that can be used to identify KPIs include looking at previous marketing reports to clarify performance indicators and linking them to

the type of digital marketing that is considered successful or achieving targets (pratiwi, Ilyas, Sulistiadi, & wahyu, 2023).

Data Collection Tools and Techniques of Analysis

The collected data is analyzed using media analysis tools, several well-known media analysis tools such as Google Analytics are provides insights into website traffic, user behavior, and conversion metrics. Social Media Analytics are Track performance on social media platforms, including engagement rates and audience demographics. A/B Testing Involves testing different versions of content or design to determine which performs better. Heatmaps are visual representations of where users click and how they navigate through a website, helping to identify user behavior patterns (Blythe & Zimmerman, 2020).

Digital Marketing Measurement

The control and evaluation stages of digital marketing cannot be separated from choosing the right generic measurements. The generic measurement used to evaluate digital marketing aims to measure the magnitude of the impact of a type of digital marketing on hospital marketing performance, so that the classification tends to lead to the type of efficiency control according to Kotler (Kotler & Keller, 2022; pratiwi, Ilyas, Sulistiadi, & wahyu, 2023).

Patient Acquisition Costs

Patient Acquisition Costs (PAC) refer to the total expenses incurred by a healthcare provider to attract and convert a new patient. This includes costs related to marketing, advertising, and promotional activities (Becker, 2022). Patient acquisition cost (PAC) is a common measurement that is important in understanding the success of a hospital's overall marketing strategy. To calculate the total cost of this PAC, hospital management must consider a complete list of costs (SEO, digital advertising, content marketing, website development and maintenance, marketing personnel, and vendors). PAC is the total marketing costs divided by the number of new patients who come in a certain time (pratiwi, Ilyas, Sulistiadi, & wahyu, 2023).

Patient Life Time Value (PLTV)

Patient Lifetime Value (PLTV) is the total revenue a healthcare provider expects to earn from a patient throughout their relationship. This includes all visits, treatments, and services provided. PLTV helps healthcare providers assess the long-term value of acquiring and retaining patients and informs strategies for improving patient loyalty and engagement (Clark & Smith, 2023). PLTV is a generic measurement that assesses a hospital's strategy in keeping patients connected so that patients are willing to choose the same hospital for return visits, procedures and consultation appointments. (pratiwi, Ilyas, Sulistiadi, & wahyu, 2023).

PLTV: PAC ratio

Patient Retention Rate measures the percentage of patients who continue to use a healthcare provider's services over a specific period. It is a key indicator of patient satisfaction and loyalty. The PLTV to PAC ratio compares the Patient Lifetime Value to the Patient Acquisition Costs (Johnson & Patel, Strategies for Improving Patient Retention in Healthcare Systems., 2021). High retention rates often correlate with better patient outcomes and increased revenue, while also reducing the costs associated with acquiring new patients. This ratio helps healthcare organizations evaluate the return on investment (ROI) for their marketing efforts and make data-driven decisions (Davis & Brown , 2022).The PLTV to PAC ratio can be used as an indicator of sustainable growth, especially regarding marketing spending (pratiwi, Ilyas, Sulistiadi, & wahyu, 2023).

Patient Retention Rate

Patient Retention Rate measures the percentage of patients who continue to use a healthcare provider's services over a specific period. It is a key indicator of patient satisfaction and loyalty. High retention rates often correlate with better patient outcomes and increased revenue, while also reducing the costs associated with acquiring new patients (Johnson & Patel, Strategies for Improving Patient Retention in Healthcare Systems., 2021). The PRR calculation is carried out by subtracting the number of patients at the end of the period from the number of new patients obtained in that period, then the result is divided by the number of patients at the beginning of the period $((PE - PN)/PS) \times 100$

PE= Number of patients at the end of a period

PN= new patients acquired during one period

PS= Number of patients at the beginning of the period
(pratiwi, Ilyas, Sulistiadi, & wahyu, 2023).

Patient Satisfaction

Patient Satisfaction gauges how pleased patients are with their overall experience with a healthcare provider, including aspects such as care quality, communication, and accessibility. High patient satisfaction is crucial for patient retention, positive word-of-mouth referrals, and overall reputation (Lee & Wong, 2023).

Measuring Paid Advertising Metrics

Paid advertising metrics track the effectiveness of paid marketing campaigns, including metrics such as click-through rates (CTR), cost per click (CPC), and conversion rates. These metrics help healthcare providers understand the ROI of their advertising spend and optimize campaigns for better performance (Robinson & Harris, 2022). Clicking on Fixed value displays the amount of users who clicked on the advertisement for the hospital. Click-through rate (CTR) is a measure of how many individuals clicked on an ad relative to how many times the ad was seen or displayed. The formula involves dividing clicks by impressions and then multiplying the result by 100. Cost per click (CPC) is the price incurred for every click made on an advertisement by a user. This value is beneficial in controlling advertising expenditures. The Cost per Conversion (CPC) is determined for a specific timeframe by dividing the advertising spend by the number of conversions. Conversion occurs when a user engages with a promoted hospital (pratiwi, Ilyas, Sulistiadi, & wahyu, 2023).

General SEO measurements

SEO measurements assess the effectiveness of search engine optimization efforts. Key metrics include organic search traffic, keyword rankings, and backlink quality. Effective SEO increases visibility in search engine results, driving more organic traffic and potential patients to healthcare websites (Thompson & Chen, 2021).

Lead Source Attribution

Lead Source Attribution identifies which channels or sources (e.g., social media, search engines, referrals) are responsible for generating leads or patients. This helps determine

which marketing efforts are most effective. Accurate attribution allows healthcare providers to allocate resources efficiently and refine their marketing strategies (Wilson & Martin, 2023).

RESEARCH METHODOLOGY

The method used in this research is the literature review approach. This approach was chosen because it provides a structured guide for identifying, evaluating, and synthesizing existing studies. In this context, the research focuses on digital marketing strategies in the post-pandemic era with the goal of increasing patient visits to hospitals.

Data was collected from various leading academic databases such as PubMed, Scopus, and SINTA, as well as scientific journals published between 2019 to 2024. The data collection process involved searching relevant literature using the following keywords: digital marketing strategies, digital marketing, post-pandemic, hospital patient acquisition, or increasing hospital visits. These keywords were selected to direct the search towards studies focusing on digital marketing strategies implemented in hospitals after the COVID-19 pandemic, with the aim of improving patient acquisition or increasing visits.

To narrow down the search results, inclusion and exclusion criteria were also applied. The inclusion criteria for this literature review were articles discussing digital marketing strategies in the post-pandemic era, focusing on hospitals, published between 2021 and 2024, and available in either English or Indonesian. The exclusion criteria included articles that did not specifically address the topic of digital marketing in the hospital sector or did not include relevant strategies for increasing patient visits.

After obtaining the search results, a two-stage article screening process was carried out. The first stage was Article Selection Based on Title and Abstract. At this stage, articles that were irrelevant to the main topic based on their title and abstract were removed. The second stage was Full-Text Article Review. In this stage, articles that passed the first screening were fully reviewed, and only those meeting the inclusion criteria were selected for further analysis.

After the screening process, the selected articles were analyzed using thematic analysis to identify the key themes related to digital marketing strategies for increasing patient acquisition in hospitals during the post-pandemic COVID-19 era. This analysis allowed

the researchers to understand recurring patterns and effective strategies that can be implemented in the post-pandemic context. To ensure the validity and reliability of the research, the triangulation method was used by verifying findings from various data sources, such as journals indexed by Scopus and SINTA.

RESULT AND DISCUSSION

Table of Literatur Review

References	Purpose	Method	Results
Paningruma,, D., Ramdan, A. M., Irwantoe, T., Melinda, T. F., & Karneli, O. (2023). Analysis of Online Marketing Strategies Post Pandemic COVID-19. <i>Quantitative Economics and Management Studies (QEMS) ISSN: 2722-6247 (online) Vol. 4 No. 1 (2023)</i> , https://doi.org/10.35877/454RI.asci1381 .	The COVID-19 pandemic has had a negative impact on the company's operations, but on the other hand it has provided new opportunities in the development of digital marketing. This makes business people have to innovate in offering the products or services they offer. One of them is through digital marketing.	The type of research applied in this study is a type of qualitative research. Meanwhile, the design of this research is descriptive which comes from various literature materials such as articles, books, journals to research that has been carried out.	The Covid-19 pandemic has had a significant impact on the development of the internet in all aspects of life. The internet helps people to interact, communicate, trade without geographical boundaries at a relatively low cost, quickly, easily, and safely. With the increasing number of internet users, many companies offer various products and services, such as food delivery services through digital media and digital shopping platforms such as Shopee, Tokopedia,

			Bukalapak, Traveloka, and various other e-commerce platforms.
<p>Widyatania, D. T., & Hina, H. B. (2023). Post-Covid-19 Marketing Management Strategy In Digital Business. <i>International Journal of Management and Business Economics(IJMEBE)</i>, 99-103.</p>	<p>Digitization can be used for marketing activities so that the number of consumers owned is getting bigger and broader; digitization can also be used for financial records so that business analysis can be carried out more quickly (Harto et al., 2022).</p>	<p>This writing research method uses library research, namely in the data collection process it does not go directly into the field but takes various reference sources that support this research. This research is a qualitative research type. The data collection technique is listening and recording important information in conducting data analysis by means of data reduction, data display and a</p>	<p>The Digital Marketing Strategy approach through social media is the right strategy because it can reach all levels of society, wherever they are, without being limited by geography or time. Online marketing and digital branding also provide opportunities to introduce products to the public more effectively and do not require expensive marketing strategies.</p>

		summary description so as to get a conclusive picture regarding the online sales strategy.	
Pratiwi, Ilyas, J., Sulistiadi, & wahyu. (2023). Analysis of Control and Evaluation of Digital Marketing in The Hospital. <i>JBMS AL-KINDI CENTER FOR RESEARCH AND DEVELOPMENT</i> .	Digital marketing is an effort to promote a brand or service by utilizing digital media that can reach all the right consumers. Digital marketing is a rapidly growing and inexpensive solution that can connect hospitals with patients and potential consumers optimally without any obstacles.	The method used in this study is Literature Review, which is a library study method. While the data base used in the article search is Emerald Insight, ProQuest, and Google Scholar using the keywords evaluation, social media marketing, digital marketing, marketing controls, metrics and hospitals.	Marketing control and evaluation are used to assess the impact of the marketing program, which consists of annual plan control, profitability, efficiency, and strategic control. Annual plan control to determine marketing achievements from what is planned. Common generic measurements for sales analysis, market share analysis, sales to cost ratio, financial analysis, and scorecards. Profitability control to determine the company's profit or loss through marketing. Financial control is often the only

			<p>measure or indicator of marketing success in general. Profitability measurement k can be seen through the profitability of products, regions, customer groups, segments, trade channels, and order sizes to determine strategies to expand, reduce, or eliminate each product or marketing activity. Strategic control ensures that hospitals periodically reassess their market-limited strategic approach by conducting marketing audits.</p>
<p>Kingsley, NU. Chinedu, A, D. Rose, O,M. (2023(.Post Covid-1 Era: The Impact of Information and Communication Technology (ICT) On the Marketing of Medical. SADI International Journal of Science, Engineering and Technology ISSN: 2837-1941 Impact Factor : 6.26 Volume. 11, Number 1; January-March, 2024;</p>	<p>How the integration of Information and Communication Technology (ICT) has transformed the effectiveness of marketing strategies for</p>	<p>The study used survey descriptive research method. This is because descriptive research presents facts concerning</p>	<p>There has been a significant increase in the use of ICT tools such as social media, e-commerce platforms, and telemedicine in marketing medical and healthcare</p>

	<p>medical and healthcare products in Nigeria, like social media, e-commerce platforms, telemedicine, and digital marketing in reaching and engaging healthcare consumers and professionals.</p>	<p>the nature and status of the situation as it exists at the time of the study.</p>	<p>products. Healthcare companies have increasingly utilized digital channels to reach consumers, including targeted online advertising, content marketing, and virtual consultations. ICT has enabled healthcare marketers to reach a wider audience, including those in remote or underserved areas, through online platforms and digital communication.</p>
<p>Suhail, M,T. Khan, M,A. Attree, A,K. (2021). Impact of Covid-19 Pandemic on Digital Marketing. EPRA International Journal of Environmental Economics, Commerce and Educational Management Journal DOI: 10.36713/epra0414 ISI I.F Value: 0.815 SJIF Impact Factor (2021): 7.743 ISSN: 2348 – 814X. Volume: 9 Issue: 9 September 2022</p>	<p>How digital marketing strategies response to the pandemic's unique challenges and changes in consumer behavior and preferences, including increased online shopping, changes in media consumption habits, and</p>	<p>This study likely employs an exploratory research design. This allows for the identification of new trends and patterns. Descriptive methods might be used to outline changes in digital marketing</p>	<p>Many of the changes in digital marketing practices initiated during the pandemic are expected to persist, Many businesses increased their digital marketing budgets, focusing of marketing spend towards digital channels such as social media, search engine marketing, and online</p>

	<p>heightened sensitivity to health and safety messages.</p>	<p>strategies, practices, and consumer behaviors resulting from the pandemic.</p>	<p>advertising. Consumers spent more time online, leading to greater engagement with digital content, including social media, streaming services, and online news. It can influencing long-term marketing strategies and consumer engagement practices.</p>
<p>Putri, S, V. Ruswanti, E. Kusumapradj, R. (2023). Effectiveness of Digital Marketing on Revisit Intention Outpatients of Brebe Regional General Hospital. Jurnal Sosial dan Sains. VOLUME 3 NOMOR 10 2023 P-ISSN 2774-7018, E-ISSN 2774-700X</p>	<p>The objective is to determine the influence and effectiveness of digital marketing in terms of people, physical evidence, process and promotion on the intention to revisit outpatients at the Brebes Regional General Hospital.</p>	<p>Using the Quasi Experiment al Pre and posttest method on the digital group and conventional group and the Logistic Regression method</p>	<p>This Study show that there is a difference and there is effectiveness in the digital marketing group on the promotion variables (0.45), process (0.56), physical evidence (0.37) and intention (0.54). There is a difference and effectiveness in the conventional group on the process variable (0.35). There is a simultaneous influence of the 4P variables on the intention to revisit by 70.5%.</p>

<p>Lee, S, M. Lee, D. (2020). Opportunities and challenges for contactless healthcare services in the post-COVID-19 Era. <i>Technological Forecasting & Social Change</i> journal homepage: www.elsevier.com/locate/techfore</p>	<p>To review existing research, reports, and publications on contactless healthcare services, particularly those accelerated or developed due to the COVID-19 pandemic and to gather quantitative data from healthcare professionals, patients, and technology providers about their experiences and perceptions of contactless healthcare services.</p>	<p>Determined based on the research objectives and the need for statistical significance. Data collected directly through surveys, interviews, and case studies. Data collected directly through surveys, interviews, and case studies</p>	<p>The pandemic has led to a transformation in healthcare service delivery, emphasizing the importance of remote and flexible solutions. This shift has introduced new models of care that are expected to persist beyond the pandemic. Many of the changes driven by the pandemic are anticipated to be long-lasting. Contactless healthcare services are likely to continue being a significant part of the healthcare landscape, reflecting ongoing trends towards digitalization and remote care.</p>
<p>Ajer, A, K. Ovredil, E. (2023). Integrating Digital Innovation Mechanisms in Digital Infrastructures: The Case of Digital Remote Care. <i>Health Services Insights</i> Volume 16: 1–11 © The Author(s) 2023</p>	<p>How digital innovation mechanisms can be effectively integrated into existing digital</p>	<p>This research is designed as a qualitative case study of the phenomena of DIN</p>	<p>There are 3 key mechanisms driving innovation, namely idealistic entrepreneurship, anchoring, and remote</p>

<p>Article reuse guidelines: sagepub.com/journals-permissions</p>	<p>infrastructures , particularly within the context of digital remote care, includes understanding the processes, tools, and frameworks that facilitate the seamless incorporation of innovative digital solutions.</p>	<p>practices related to DRC in the hospital sector.</p>	<p>infrastructure that must be present to deliver results realized through sustainable production. The lack of strategy can hinder early initiatives from getting off the ground. However, the report also highlights challenges such as technical issues and regulatory barriers that need to be overcome to fully realize the potential of digital remote care solutions. The findings provide valuable insights and recommendations for healthcare organizations and policymakers to optimize the integration and effectiveness of digital innovation in remote care.</p>
<p>Ceocea, R, A. Ceocea, C. Prepelita, A, F. (2022). Digital Marketing in Post Pandemic Conditions. Studies and Scientific Researches. Economics Edition, No 35, 2022.</p>	<p>Investigate how the COVID-19 pandemic has influenced digital marketing</p>	<p>The study likely adopts an exploratory research design to understand</p>	<p>The study suggests that the digital transformation accelerated by the pandemic will likely</p>

	<p>strategies and practices. This includes understanding how businesses have shifted their approaches to digital marketing in response to changing consumer behaviors and market conditions during the pandemic.</p>	<p>the changes in digital marketing practices and strategies in response to the COVID-19 pandemic. This design helps in identifying new trends, practices, and challenges.</p>	<p>continue, with businesses increasingly relying on digital channels and technologies for marketing and customer engagement. The integration of online and offline channels into a cohesive omnichannel strategy is expected to be a key focus for businesses looking to provide a seamless customer experience.</p>
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Some Impacts of Digital Marketing in the COVID-19 Era

- **Consumer Behavior:** COVID-19 shifted consumer preference from traditional shopping to online shopping due to its convenience and safety.
- **Business Strategy:** Businesses adapted by moving to online sales and delivery services, such as grocery delivery, in response to the pandemic and increased technology use.
- **Human Resources:** The pandemic led to widespread remote work and adjustments due to Large-Scale Social Restrictions (PSBB) in Indonesia.
- **Financial Sector:** The economic impact of COVID-19 included reduced buying and selling activities, supply chain disruptions, layoffs, and project delays, affecting both companies and service providers (Titin , Bangkara, Irdiana, Antoni, & Siregar, 2022).

Trends and Challenges in Digital Marketing

Digital marketing strategies involve creating structured plans to achieve goals, adapt to changes, and engage customers effectively. These strategies build an efficient marketing framework aligned with business objectives, leveraging data and technology. Innovations like

the web, mobile, social media, and customer support systems have transformed how businesses interact with customers, helping them grow, establish connections, and improve sustainability. Customers now gather product information independently through various digital channels (Hidayah, Sholikhah, Setyowati, & Safitri, 2022; Paningruma,, Ramdan, Irwantoe, Melinda, & Karneli, 2023). Advertisers must comply with global data protection regulations to avoid penalties. Transparency is also crucial, as advertisers must handle customer data responsibly. Additionally, Indonesia faces challenges with internet infrastructure, leading to unequal web access and ranking 57th out of 100 in the inclusive internet index, highlighting the need for further development in its digital economy (Chawla, Wagh, Jadhav, Ali, & Ghewa, 2020).

The Role of Technological Innovation in the Development of Online Marketing Post-COVID-19

The current development of information technology has created new types and opportunities for businesses. More and more business transactions are conducted electronically (E-Commerce), from the ordering process, payment, to product delivery, all communicated via the internet. With the advancement of information technology, everyone can conduct buying and selling transactions with ease (Khiong, 2022). The internet has had a significant impact on all aspects of life. It helps people interact, communicate, and even trade without geographical boundaries, at relatively low costs, quickly, easily, and safely in the new normal era. With the increasing number of internet users, many companies have started offering various products and services using this medium in recent years. One of the benefits of the internet is as a medium to promote products/services (Putri & Hermawan, 2021). Technological advancements have revolutionized online marketing, facilitating e-commerce with seamless transactions from ordering to delivery. The internet allows for cost-effective, fast, and safe interactions and trade, transcending geographical limits. As internet usage grows, businesses are increasingly using this platform to promote their products and services (Khiong, 2022).

The COVID-19 pandemic accelerated the shift to digital marketing as physical store visits declined. Businesses quickly adapted by focusing on online sales and digital branding to survive. Advancements in technology, including the internet and digital communications, have transformed how businesses operate, create products, and engage with customers. This has led to new opportunities and efficiencies for both businesses and consumers. In particular, internet marketing—through websites, social media, and email—has become

crucial, with Indonesia leading globally in e-commerce adoption (Irwanto , Murniati, & Fauziyah, 2021)

The ongoing evolution of information technology, encompassing networks, the Internet, wireless communication, telephone systems, and digital cabling, continually transforms the landscape of business. These advancements enable both businesses and traditional enterprises to innovate in product and service offerings while fostering the emergence of new business models. This shift not only disrupts entire industries but also generates new employment opportunities and alters daily business operations. Furthermore, from the consumer's viewpoint, the application of information and communication technology presents numerous advantages, such as enhanced efficiency, convenience, comprehensive product information, competitive pricing, discounts, and product differentiation (Paningruma,, Ramdan, Irwantoe, Melinda, & Karneli, 2023).

Digital marketing can reach all levels of society, wherever they are, without being limited by geography or time. Online marketing and digital branding open up more opportunities to increase effectiveness. Digital marketing accompanied by improving service quality will strengthen marketing and patient visit numbers. Research by Bastian, Jeremias, and O'Brien (as cited in Rosmadi, 2021) shows that using social media for marketing is an effective strategy. Digital marketing, which uses various online tools like social media, facilitates interaction between businesses and consumers and supports market research. According to Widyatania & Hina (2023), digital marketing reaches a broad audience without geographical or time constraints. It enhances marketing effectiveness and patient visits, especially when combined with improved service quality. Digital marketing makes it easier for business people to conduct market research (Widyatania & Hina, 2023).

CONCLUSION

The Covid-19 pandemic has not only had an impact on technological advances in the marketing sector such as the world of business and finance, such as online sales on various e-commerce platforms but has also had an impact on the world of health. The pandemic has led to significant changes in digital marketing within the healthcare sector, enhancing service knowledge and improving branding. Hospitals now use online channels like websites, emails,

and social media to attract and retain patients. Marketing control, according to Kotler, involves assessing marketing activities to make necessary adjustments, including evaluating annual plans, profitability, efficiency, and strategy (Kotler & Keller, 2022).

Digital Marketing is carried out through the development of special applications that contain information and promotions related to services provided patients and the public, including SEO (Search Engine Optimization), Google Ads & Pay Per Click (PPC) Advertising, Facebook, Instagram, Blogs, Articles, Email, Video and Telemedicine. Marketing efficiency control evaluates how effectively a hospital's marketing budget is used, ensuring that spending aligns with the results achieved. It involves assessing sales force performance, advertising, promotions, and distribution. Key aspects include checking profit plan compliance, budgeting, measuring promotional efficiency, analyzing media costs, evaluating profitability by customer and location, and training staff on the financial impacts of marketing decisions (pratiwi, Ilyas, Sulistiadi, & wahyu, 2023).

However, with the rapid development of technology there are challenges experienced in the form of security and privacy, but according to Brandon Gaille, 86% of clients are actively taking steps to improve internet-based security through data protection regulations implemented by countries, industries, and security associations around the world. In a review by the economic intelligence unit ranked Indonesia 57th out of 100 countries in the internet inclusion index, showing that there is still a lot of work to be done to achieve a digital economy.

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