

Assignment example

[Business](#), [Marketing](#)



Marketing Marketing indeed is an important aspect for every organization in pursuit of success considering that it is a means through which a company or organization informs its potential customers about its products and prices as well as other aspects putting an organization in the position of to offer better services than the other competitors in the same industry. In the article, Health-Law Advocates to Tweak ACA Marketing Campaign for the fall, dated Sept. 14, 2014, Louise Radnofsky shows critically the significant role that marketing plays in ensuring that the number of customers for a particular service is convinced to access certain services.

The Article Summary

The supporters and advocates for Affordable health care in their previous sign up efforts, have come to the realization that from the few lessons learnt during the sign up efforts, in which a significant number of individuals previously uninsured managed to buy the cover. From the lessons learnt during the sign up effort, the supporters, and advocates of the Affordable health care plan on implementing the same effort that saw millions of uninsured people get the cover, as a marketing strategy for the next enrolment period, in an urge to increase awareness of the importance of buying the cover. Previously, many people opted for private insurance; however, the approach faced certain technical problems prior to the sign up process (Radnofsky), an aspect that proves the success of the sign up effort. As an aspect of in for the fall, research has shown that indeed, there is an increased focus on in-person help with testimonials from real people, making more emphasis on deadlines as pertaining to Affordable health care. On the out aspect, getting a health care coverage has become an individualized

mandate, which motivates more people into signing up for the cover.

Previously the law required that all people should sign up for the cover or risk a penalty when filing their taxes (Radnofsky).

Relevance to the course

The main aspect of study in this particular course is marketing, especially on the role that it plays in making informative approach to potential customers on the benefits of a particular good or service as addressed or provided by an organization against other competitors in the same industry. Based on such a perspective, it is significantly clear that marketing increases the chances of an organization or institution getting access to a bigger market. The article Health-Law Advocates to Tweak ACA Marketing Campaign for the fall, clearly indicates that before the sign up effort by the advocates of Affordable care act, fewer people opted for Affordable health care cover, but instead went for the private insurance. However, with marketing, more people are taking up the Affordable cover in numbers up to millions.

Lesson Learnt

From the article Health-Law Advocates to Tweak ACA Marketing Campaign for the fall, it is evident that marketing plays a significant role in informative approach to potential customers within the competitive market, in ensuring that a particular service or good penetrates the market better than the goods and services offered by the competitors in the same industry.

Work Cited

Radnofsky Louise. Health-Law Advocates to Tweak ACA Marketing Campaign for the fall, Journal Reports: Health Care: Wall Street Journal, Sept. 14, 2014.

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