

Example of essay on media strategy

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



Abstract

This paper will reflect over a media strategy regarding Stanton Medical Group. It will reflect over positive and negative concerns to help. It will use articles from Forbes Magazines, one of the elites and most respected business magazines in the United States to address these concerns.

Main Body

In the article, “ Three Elements of an Effective Social Media Strategy,” it targets the negative concerns the Stanton Medical Group was facing. One of them was that they were advertising in some of the elite and prestige clinical journals as well trade newspapers. They were not receiving anything. It was also mentioning that for over past five years, they had advertised aggressive. That is another negative trait according to this article.

This article suggests recommends being real. An idea for that would be to create a commercial that brings connections to patients and doctors. A commercial that show a doctor helping a patient. Another approach is a commercial that shows the doctor actively listening and showing empathy to the patients.

The reasons this marketing process is needed because in health care it essential that people feel their doctors care. The doctor’s wants to belong a company that take cares of their patients and them. Aggressive harassing with doctors can put many doctors on the fence. That brings the world to mouth marketing strategy.

No matter how many scholarly articles, trade magazines’, the noblest is the word of mouth. The marketing strategy is to give the commercials with

enough empathy and top rated technical's to take care of patients. The marketing strategy is also to treat the doctors like a family.

In the news with the Obama Care, there are those doctors who are for it. Then there are some who are against it. It would be necessary as marketing tactics to decide the reasons for this. It can be done. An example of this is William Beaumont Hospital in Royal Oak MI. They have their main campus in Royal Oak and the second one in Troy. Majority of the staff is proud to work for that hospital, because of how hospital provides for them, how they take care of patients.

This cover the other two points of this articles which are being focused and being consistent. Again, this is repeat for it plays a key role in the fate of business success. With the Station Medical Group not attracting doctors, it can put them on the verge of collapse.

Features are always parts in the design of marketing tactics. In the article, “Five Tips For Humanizing Social Media Strategy,” it defines the quality of the human touch when creating marketing's tips. It saying to avoid coming off like a robot. In the health care field, it not only the patients that have to be targeted for marketing. It also the family of patients.

Stanton Medical Group marketing strategy was probably not working due to again being to aggressive and sounding like a robot. Again, the marketing strategy for them is to provide empathy, care and understanding. They must make the social trends with that same process. When they created their marketing ads, they need to keep this rudiment questions in mind. Would this be a place I want to bring my sick love one too? Do I want to want work for a place that put the patient's welfare and my welfare lasts?

References

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