



Health Marketing and Social Media: Changing Perception and Behavior

Presented by: Yanelly Allen



Background

- Around the world, billions of us use social media every day, and that number just keeps growing.
- In fact, it's estimated that by the end of 2018, 2.44 billion people will be using social networks, up from 970,000 in 2010.



The Better Epidemic

Online Perception Versus Real Life

Social Media



Real Life



Cycle of Consumer Behavior with Social Network

80%

Try something a friend recommends

74%

Recommend new products

50%

Remember an ad of their friends

Through shares and likes by their friends, people learn about products and services.

50 % of Facebook users – more likely to remember an ad if “their friends are featured in it” (Nielsen)

50%



57%

57% of US adults who go online read reviews and consumer ratings before buying items on the Internet.

Expect exclusive deals 56%

Want to know about new products & services 34%

Want the company to hear them 22%

Expect a response for positive feedback 72%

Expect a response for negative feedback 57%

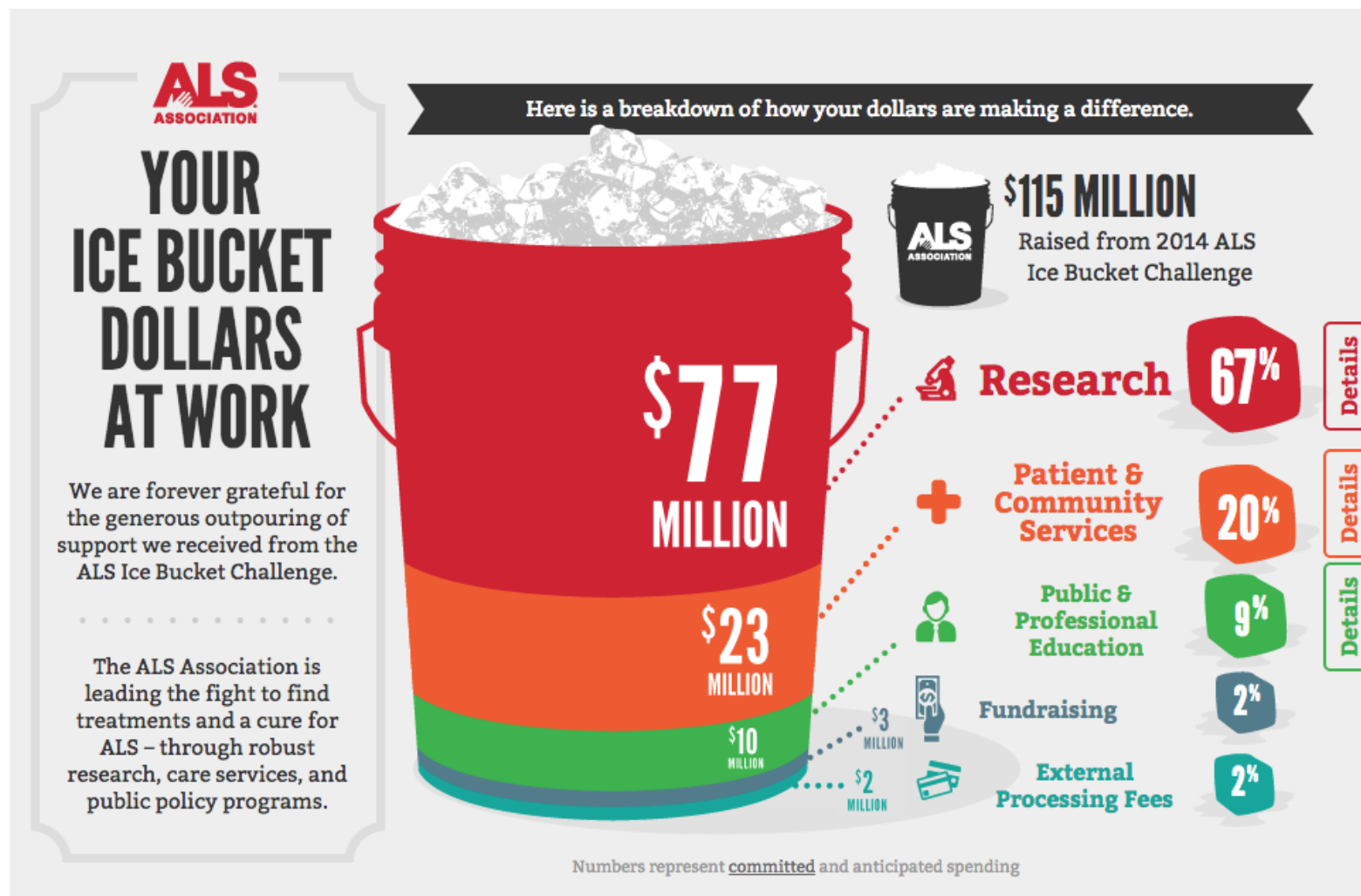


Benefits of Social Media in Healthcare

- Helps official agencies and experts share important information fast and in real time.
- Changes the way we interact with our providers. Online channels provide consultations outside the office.
- Allows groups of people, such as patients suffering from the same conditions to stay in touch.
- Makes it easier for large numbers of people to rapidly share information.

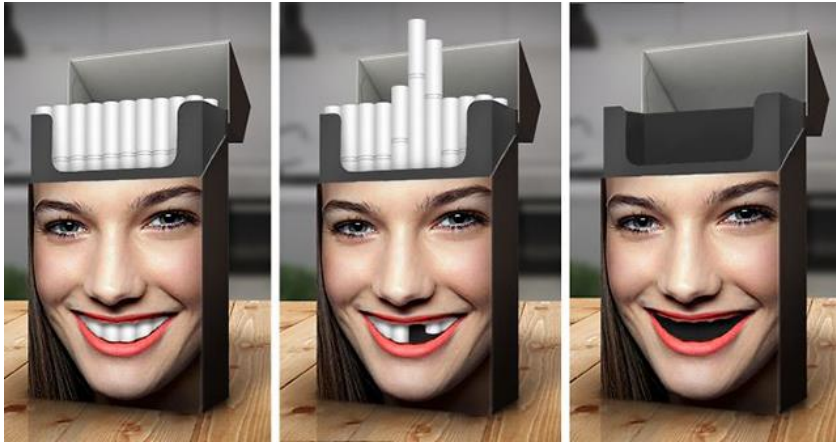
+ Viral Impact

ALS Ice Bucket Challenge





Healthcare Marketing Campaigns



The root of tooth decay may be time spent with this bottle.

When juice, soda, milk or formula stay on your baby's teeth too long, the sugar in these drinks can cause tooth decay.

TAKE THESE STEPS:

- Don't use a bottle as a pacifier
- Don't put your baby to sleep with a bottle
- Avoid putting sugary drinks in bottles

For more information, call 311 or visit nyc.gov and search for "TEETH"

NYC Health

TIME IS UP FOR BACTERIA AND PLAQUE.

dental hygiene
DR. MED. DENT. WALTER MORETTO
www.waltermoretto.ch



Changing The Behavior

- Provide information that is of value, which helps to change the perception.
- Once the perception has shifted, the behavior change starts to evolve.
- Social media removes barriers, enabling communication to flow easier.
- Health marketing campaigns are used to support the message.



+

Thank you!