MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

DIGITAL MARKETING STRATEGY FOR HEALTHCARE INDUSTRY

"Empower Healthcare Growth Through Targeted, Compliant, and Data-Driven Digital Marketing."

Schedule

Venue	Fees
In-House	ASK FOR THE QUOTATION

► **Available delivery methods:** In-House Training

Introduction

The healthcare industry is undergoing rapid digital transformation, and marketing practices must evolve to meet the expectations of digitally savvy patients and professionals. This course equips healthcare marketers, strategists, and administrators with the tools and frameworks necessary to develop effective, ethical, and compliant digital marketing strategies tailored for hospitals, clinics, pharmaceuticals, and health-tech organizations.

Objectives

By the end of this course, participants will be able to:

- Understand the digital marketing landscape in the context of healthcare
- Develop a comprehensive digital marketing plan for healthcare services
- Leverage social media, SEO, content marketing, and paid advertising effectively
- Apply patient-centric and ethical digital communication strategies
- Measure campaign success using key performance indicators and analytics

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Why Attend

This course bridges the gap between digital innovation and healthcare-specific marketing needs. It emphasizes regulatory compliance (e.g., HIPAA, GDPR), trust-building, and personalized patient engagement—key elements for successful healthcare outreach in the digital age.

Target Audience

- Hospital and clinic marketing professionals
- Healthcare business development managers
- Health-tech entrepreneurs and startups
- Pharmaceutical marketing teams
- Public health communicators and healthcare consultants

Individual Benefits

- Gain confidence in developing data-driven marketing strategies
- Learn best practices for marketing in a highly regulated industry
- Enhance your digital marketing skill set across channels
- Create content strategies that resonate with both patients and professionals

Organizational Benefits

- Improve patient acquisition, engagement, and retention
- Enhance brand visibility and reputation across digital platforms
- Ensure compliant communication in sensitive healthcare settings
- Drive service growth with efficient use of digital tools and analytics

Instructional Methodology

- Case studies from global healthcare organizations
- Hands-on practice with digital tools and platforms
- Group projects and content development exercises
- Guided digital strategy planning workshops

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Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

Training Hours: 7:30 AM – 3:30 PM

Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Digital Marketing in Healthcare

Module 1: Healthcare Consumer Behavior in the Digital Era (07:30 – 09:30)

Module 2: Digital Transformation in Healthcare Marketing (09:45 – 11:15)

Module 3: Healthcare Compliance and Ethics in Digital Communication (11:30 – 01:00)

Module 4: Building a Healthcare Brand Online (02:00 – 03:30)

Day 2: Website Strategy, SEO & Content Marketing

Module 1: Optimizing Healthcare Websites for Patient Engagement (07:30 – 09:30)

Module 2: SEO Best Practices for Healthcare Search Visibility (09:45 – 11:15)

Module 3: Content Marketing Strategy for Trust and Authority (11:30 – 01:00)

Module 4: Developing Patient-Centric Content (02:00 – 03:30)

Day 3: Social Media & Paid Advertising in Healthcare

Module 1: Choosing the Right Social Channels (07:30 – 09:30)

Module 2: Creating Compliant Social Media Campaigns (09:45 – 11:15)

Module 3: Google Ads & Facebook Ads for Healthcare (11:30 – 01:00)

Module 4: Budgeting and ROI in Paid Campaigns (02:00 – 03:30)

Day 4: Email Marketing, Video, and Influencer Outreach

Module 1: Email Campaigns for Patient Retention and Education (07:30 – 09:30)

Module 2: Storytelling Through Video and Visual Content (09:45 – 11:15)

Module 3: Working with Healthcare Influencers and Ambassadors (11:30 – 01:00)

Module 4: Automation and CRM Integration (02:00 – 03:30)

Day 5: Analytics, Strategy Development & Capstone Project

Module 1: Key Metrics, KPIs, and Google Analytics Basics (07:30 – 09:30)

Module 2: Using Data to Optimize Campaigns (09:45 – 11:15)

Module 3: Building Your Digital Marketing Plan – Final Workshop (11:30 – 01:00)

Module 4: Presentations, Feedback & Certification Wrap-Up (02:00 – 03:30)

Certification

Participants will receive a **Certificate in Digital Marketing Strategy for Healthcare Industry** upon successful completion of the course. This certification verifies competence in applying digital strategies ethically and effectively within healthcare organizations.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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