

Digital Marketing

Ramsay Health Care

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Module: LCMB7010

Assignment title: Digital Marketing

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Introduction

Digital marketing is nothing of accepting the core expertise, but about how people practice it, how it is applied and how it can be developed to interact more effectively with customers. The development of a digital marketing approach will assist to create cognizant conclusions about how to enter into the field of digital marketing and focus on the most relevant fundamentals of it. This is the critical first step in accepting how the developing digital market is related to the industry and the way it marks the association between an industry or trademark and its customers.

Ramsay Health Care is a global health care company with more than 50 years of experience in operating high-quality services. It has been grounded in Australia in 1964 by Paul Ramsay AO and has been providing health care service across 11 countries through the 480 facilities installed around the world. Ramsay Health Care has facilities in the United Kingdom where it deals bariatric surgery, hip and knee replacement, cosmetic surgery and other cures through a dedicated hospital network, including 31 hospitals across England. Currently, the industry for cosmetic surgery in the United Kingdom has a value of 3.6 billion pounds, beauty care products such as botulinum toxin and dermal plasters, nine out of ten treatments have an approximate value of 2.75millions of pounds [Ramsay Health Care]. One of the operational highlights of Ramsay Health Care in the UK is that it is expanding its portfolio by offering reconstructive and aesthetic plastic surgery and according to a research from Mintel [Mintel Press Office], the for 31% of British adults are interested in future cosmetic surgery. Therefore, Ramsay Health Care will need to invest digitally and make a strong strategy in sense of marketing in order to expand its brand and acquire customers for the future.

In order to understand the marketplace and the situation of the company in the operation environment, different analyses have been made. Thus, the obtained information will help to determine the marketing and future strategies for the company to be implemented.

Situation Analysis

SWOT analysis

Strengths

- Ramsay health care has great competitiveness in private health care sector as it has one of the largest and diverse facilities that provide health care services around the world.
- Ramsay health care has been developing the role of private health care from around the world by introducing balanced health care system, by putting emphasis on research and development and on teaching to in order to provide health care facilities to a diverse group of people.
- Ramsay Health care has invested in the training of its employees who have resulted in a large number of employees with specific background and skills.
- Ramsay health care is the respected market leader in the global market. It owns advanced technologies and apparatus that increase the satisfaction and loyalty of patients.
- Ramsay Health Care presents great strength on the social media where it has more than millions of followers and clients, on the most relevant media platforms such as Facebook, Instagram and Twitter. It has customer chat interferences as well, which offers an immediate engage and responses in a few seconds.

Weaknesses

- Ramsay health care has been serving the global market based on the demands that it encounters. However, integrating among the different operational units from around the world is becoming complex for the company over the years.
- The company has to adhere itself with the technological innovation which is necessary for serving the global market at a global standard. However, following the technological innovation on a continuous basis is a difficult job as it requires a huge amount of investment in new technologies.

Opportunities

- Ramsay health care has been serving the global market using its technological innovation and it makes it easier for the company to distribute its information in the global market instantly. In recent years, the business has put in heavily on online platforms. This investment opened new service channels for Ramsey Healthcare.

- The company has been focusing on long-term sustainable growth by expanding its activities in new areas. As it has a strong brand image in the global market, it could expand its business in new areas easily and enlarge the market share in the surgery industry.
- New trends in customers can lead Ramsay Health care to new markets. It provides an opportunity for the organization to diversify in new offers and services in a different way.

Threats

- Ramsay health care might face some global barriers when it intends to operate its business activities in the new marketplace. Potential lawsuits may hamper the general activities of the company and might face huge loss due to the lower amount of sale in the global market. The new environmental regulations may pose a risk to some present service categories.
- The completion in the global market place is stronger compared to the local market place. For this reason, the company might need innovation and proper allocation of resources to reduce the overall cost structure of the organization.

Porter's 5 forces model

The threat of new entrants: In UK, there is a growing demand for the health care products and services. Various types of technological innovation make it possible for any new company to start their operation in the existing market and grasp the market share from the existing businesses. Ramsey Healthcare must address all these experiments and create in effect obstacles to maintain a competitive advantage. It should keep in innovating in better services and invest in research and development.

Supplier's bargaining power: Ramsay health care purchases raw materials from a wide range of suppliers. The dominant provider of health care raw materials in the UK could increase their profit margin, due to which, the profitability of Ramsay health care will be reduced. As the company has a strong influence in the market, it could bargain with the suppliers and reduce the price level which enables them to offer its services to the customer at a lower cost. However, Strong suppliers in the health care kit and services sector in the UK, practice the bargaining power to raise prices higher than companies in the health care services and equipment industry.

Buyer's bargaining power: As Ramsay health care has a strong brand image in the market, the customers of the company could not bargain with the company's existing pricing levels. However, the company has been following the industry norms so that it can attract customers and increase the market share continuously. The health care consumers in the UK have low bargaining power due to the fact that they need quality services from the company.

The threat of alternative product or service: The threat of alternative product or service for Ramsay health care should be minimum as the company provides a value proposition to the existing market. Based on this value proposition, the company charges minimum prices for its services to the patients. Based on the better quality perceived from the company's services, the customers would prefer the services of Ramsay over others. In case there is a treat, to tackle the threat of substitute services, Ramsay Health Care should always act as understanding the necessity of the patients and be service oriented.

Competition between existing competitors: In the UK, there are different types of health care service providers that are specialized in different areas. For this reason, the competition among the companies in the surgery industry is minimum. If the competition between the existing competitors in a sector is severe, it will lower prices and reduce the overall productivity of the sector (Medina et al, 2019). Ramsay Health Care functions in highly competitive health equipment and services industry. Therefore, it can collaborate with competitors to expand the market size or compete in a better way by building scale.

After the SWOT analysis and Porter's 5 forces model analysis, it has been identified that there is a growing demand for cosmetic surgery treatments from around the world. As the non-surgical treatment has been booming over the years, the business should go for markets to achieve goals and objectives. There is a growing demand for higher standards of quality and safety. Therefore, the business should initiate strategies to provide high-quality standards for the patients.

Search marketing and Social networks of Ramsay Health Care

Regulatory Framework

The regulatory framework for search marketing and social networks is interrelated to each other in the sense that all of the activities taken by the organization like Ramsay health care are interconnected to each other. The company should protect the customer's data and prevent any unauthorized use of these data. The company needs to perform advertisement standards while undertaking advertisement strategies to be connected with potential customers. The Consumer Protection from Unfair Trading Regulations protect the negative actions of the organization through which they mislead the potential customers.

The UK cosmetic industry is controlled by scientists responsible for investigating and emerging new formulations and controlling product safety. If cosmetics pose a hazard to people's safety, they will be researched and evaluated scientifically, and then they will be recalled. REACH is usually an organization that manages chemicals, but since the cosmetic industry is often an expert industry with stricter laws, there are additional regulatory agencies. For instance, the European Commission Cosmetics Directive oversees the protection of European cosmetics.

The following approached are followed by Ramsay Health Care:

- **Make good buying decisions:** The problem of user experience has a strong relationship with Product Development. The online social media fan page not only allows users to interact with other consumers, but also allows them to share their experience with the organization's goods and facilities (Medina et al, 2019). People visit social networking places to view reviews about the user experience of products and services. They receive recommendation from other people who use a particular good. Accessible networks on social media provide consumers with convenient right to use of information, which increases consumer confidence to make the right purchase decisions.
- **Easy access:** Data requirements and commercial implementation problems are also strongly related to the development of product. Consumers can easily communicate with the organisation through the online pages of social media fans to learn about

product issues they can find or obtain more information about the organisation. People want to get a fast reply from the company and get accurate information, especially about technical issues (Labrecque et al., 2013). Businesses practice them as a low-cost way to communicate with customers to spread important information. Online social networks can assist businesses communicate and interact proactively with consumers. Platforms on social media are not just used to promote and sell services. It also allows consumers to contribute to product development and helps organisation respond positively to consumer service and consumer response. These interactions in social networks have a constructive impact on purchasing conclusions and permit businesses to understand customer approaches concerning their goods.

- **Direct customer remarks:** For example, Ramsay Health Care in United Kingdom practices its fan page on Facebook to connect with its consumers because it is an economical way to get quick comments regarding its goods and facilities. With prompt contact to customer comments, it has the chance to rapidly develop goods and facilities to come across or surpass customer prospects. It can practice social networks to build brand communities and motivate them to contribute to campaigns on social media, attracting future consumers. The effective integration of social networks in marketing approaches can have a positive economic impact on the company.
- **Virus information:** The study also gets that remarks on Ramsay's service demonstrations are indicative of customer buying judgments. The fan page provides a stand to promote innovative goods. Businesses practice this network to present information about new goods to consumers, such as the time of sale, value and specifications. It is unquestionable that social networks are very common among customers (Mandal, 2017). It is also the preeminent stage to scatter important information among users of social networks. Customers have the chance to discuss the services with other customers and learn about the product. This creates service consciousness that can positively affect purchasing decisions.
- **Customer Service Manager:** To increase services, they should emphasis on responding to customer inquiries, as they can practice their comments to improve the quality of goods and facilities, develop easier-to-practice devices and allow employees to perform trade in a well-mannered and friendly way. While Ramsay Health Care patients accept awful facilities from the hospital, they can directly report the official experience of the fan page on Facebook (Mastorakis, 2011). This permits the business to swiftly answer problems and respond quickly and reinstate customer assurance. While consumers are satisfied with the goods and facilities they accept, they will extend their constructive

proficiencies online with others through electronic vocabulary. This system of commitment to the client has developed so essentially for many businesses that have begun to employ a customer service manager.

Networks on social media are a significant means for businesses to inspire satisfied customers to practice preserving customers and share positive experiences to fascinate potential consumers. As well, if customer participation is not properly managed, businesses must understand the supremacy that dissatisfied customers can play over and done with social networks. While customers are restless, negative information on networks of social media can damage the company's reputation.

Digital Marketing

Digital marketing includes all marketing determinations using electronic devices or the Internet. Ramsay Health Care uses digital networks such as search engines, social networks, electronic mail and other websites to associate with existing and potential clients (Talikoti, 2019). Through the digital marketing strategy, Ramsay Health Care could reach its potential customers around the globe in a cost-effective way and share information about the business quickly.

4i's of Digital marketing

4i's of digital marketing makes digital marketing effectiveness a bit stronger and better compared to other types of marketing efforts. The 4i's of digital marketing that can be used by Ramsay are explained as follows:

- **Intelligence:** The digital marketing effort provides intelligence to the business about the customers and the market in the sense that it collects lots of vital information regarding the customers using big data and that information can be used efficiently. Ramsay could collect data by performing market research and develop innovative system to provide better customer services.
- **Individualization:** Through the individualization process Ramsay health care could deliver a wide variety of service to the potential customers based on their preferences. As the individual's needs and preferences of the customers are different, they should approach the customers individually and provide better customer service to them.
- **Interactivity:** By using the internet, Ramsay could connect with global customers and provide differentiated marketing offering to them based on their situation. When the customers are more connected with the business, it provides them the opportunity to get the best available services from the business.
- **Integration:** As the customers of Ramsay health care are distributed in different areas, reaching them using a single media is a tough task. For this reason, the business should follow an integrated marketing approach through which all of the potential customers are connected with the business by using their own media and engage with the business quickly.

Marketing channels

Social media marketing: Social networks have evolved from a digital network to one of the most influential digital markets for socialization. Social networks, from Facebook to LinkedIn, to YouTube, create large systems and groups that allow users to communicate, share ideas, contribute in negotiations and participate in real-time (Talikota, 2019). Ramsey's website includes the visible social media buttons displayed at the bottom on the web site, with one click on the buttons it can be followed the main. Today, companies can use social media stages to generate brand consciousness in their products and facilities.

- **Customer comments** are crucial to creating convertible content. Most customers now leave a large amount of information on their social networking sites and online and search engines (Mogilko, 2016). This information offers valued consumer data that the brand needs to analyse. Customer-oriented marketing specialists practice a variety of implements to better understand their customers. Because there are a lot of tools available online, even small teams have no reason to dig deeper.
- **YouTube Analytics:** Users on YouTube send 300 incredible 60 minutes of video to YouTube each minute, and their analysis can provide a lot of customer information. When marketers discover who the public is, they can create more tailored video that meets their requirements and upsurges conversion rates. The retention ratio indicates the average viewing time of the video (Purwar, 2019). This is vital as Google practices retention rates to measure whether the public finds the video fascinating. If the retaining rate is extraordinary, the search sequence is great. If the usual retaining rate is little (less than 25%), marketers should think through dropping the length of the video. By looking at the results of the analysis of each video, marketers can understand the relationship between viewers and video and while they left. When the seller detects that the viewer generally leaves the video, he can enhance a request to access the place regarding ten seconds before the point.
- **Google audience retention tool:** Google Surveys is alternative unlimited instrument to clearly understand who the consumers are by applying a personalized survey to a particular
- **Marketing specialists** can determine what data they need to gather on age, location, sexual characteristics, family structure and income to ensure they are applicable to the video and viewers. These attention individuals are always available. Marketing specialists get many results every few weeks, not in a few days or a few weeks, and marketing

specialists are very helpful when writing a newsletter. The costs are not high, the price of each answer starts from 10 cents.

- **Google Trends:** By means of Google Trends, marketers can verify expectations about the benefits of their audience. Google Trends can help if marketing specialists try to find out what topics a viewer might like. Sellers are a magnificence marque, and sellers want to keep the next trend in temperament video records. Using Google Trends, marketing teams can now identify ascending and descending beauty trends. Google Trends displays the most widespread matters in the niche market. When marketing specialists recognize what they are fascinated in, they can generate video that meets their needs (Wolny, 2014). For instance, if people are concerned with sketching, marketing specialists can post some summary contents on YouTube.
- **Google Analytics:** Google Analytics is the most widespread analysis software. It monitors traffic to the site and the presentation of several web pages. With Google Analytics, marketing specialists can also learn about visitor resources, time spent on the website and its geographical distribution. Destination channels are especially important for sellers and retail websites. This characteristic permit marketer to know the number of consumers is in the buying procedure. Marketing specialists can also find out how many have left purchases at some time (Wolny, 2014). With this information, marketing specialists can adjust strategies and facilitate the shopping experience. Google also shows the keywords that people practice discovering their websites.
- **Email marketing:** Email marketing is an operative way to construct and uphold associations with potential customers and maintain associations with prevailing clients. As potential customers grow through sales channels, companies can help them crack specific difficulties and attain specific objectives, instead of forcing them to sell suddenly.
- **Digital advertising:** Advertising through digital media makes it possible for the business to promote its services to a large audience in the most cost-effective manner. Through the digital advertising system, Ramsay could deliver its information to a wide variety of customers quickly.
- **Public relations:** Through the public relations strategy, the business deliberately provides favorable information to the public to build public awareness about the company and its services which makes them different from the competitors. Ramsay could use different types of PR tools and techniques to attract potential customers in the business.
- **Offline Promo:** Offline promo is an effective tool through which Ramsay could easily gather the customer mostly those customers that are not connected to the online media

that much. If the business follows both the online and offline media for attracting the customers, it will increase the level of customers and diversify the area of business.

- **Mobile App:** Nowadays, the daily life of most people is related to the use of mobile devices and mobile apps. The inclusion of mobile applications makes business accessible to customers. Also, the mobile app can be a great tool for building a Customer Loyalty Value. Ramsey Health Centre uses its mobile app to build a better customer relationship, it has faster and more reliable feedback and enables easier visibility of the services to the customers.

Owner media

By using the company's own website, it could deliver the most appropriate and relevant information to the customers and alter the information from the company's website when needed.

- **Web design:** The website should be designed in such a way that the customers could get their necessary information quickly. The website provides a general idea and impression to the customers regarding the company and its value proposition.
- **Structure:** Ramsey website is characterized by contemporary outshining design easy to read with contrast and hierarchy. With the contrast of the colors they use between the web sites background and the text color, help the site's readability by making the content easy on the visitor's eyes. Outstanding design also encompasses a business' brand.
- **Tracking:** The tracking measure marketing efficacy and to also helps to target better a site's customers. With the tracking you can see where exactly customers are completing an action or not and to make improvements.
- **Navigations:** By making the proper use of website navigation, the business could increase the user's website using experience which will make them delighted and deliver the services in a meaningful way.
- **Contents:** By using appropriate content, the business could deliver the message to the customers in a meaningful way. The contents could be textual, imagery, videos and sound etc. The user experience could be enlarged if proper contents are used for delivering the information.

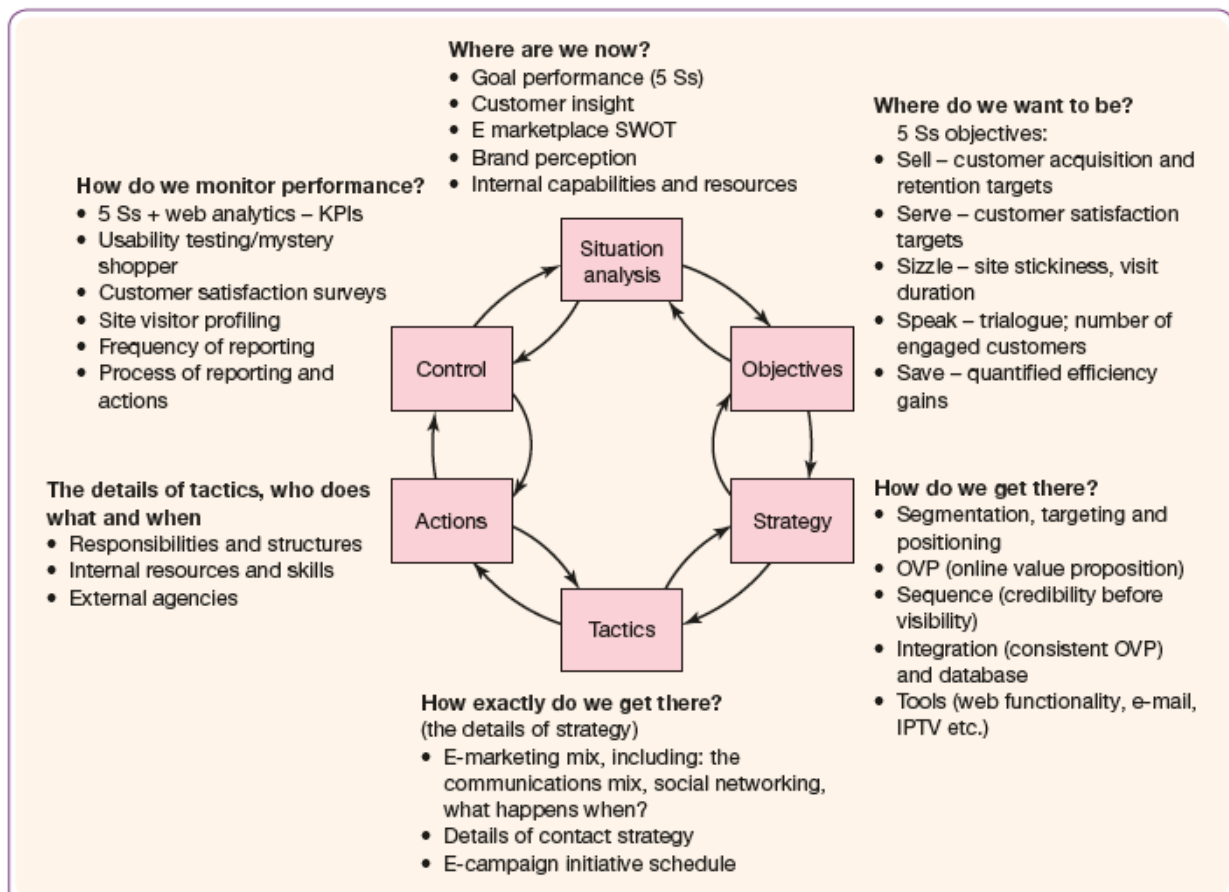


Fig. 1 Schematic presentation of SOSTAC planning framework applied to digital strategy development [Chaffey and Ellis, 2017].

SOSTAC Model

SOSTAC is a popular marketing model which is used for developing digital marketing strategy. It is a strategic tool that helps the business to develop the marketing plan by using proper steps. Ramsay Health Care could develop the digital marketing strategy by following the tactics given below:

- **Situation analysis:** The business should consider the current situation i.e. its customers, existing competition in the market, performances of the business and current condition of the marketplace. For example, Ramsay health care could get help from the Forrester Research which is a market research company that provides advice and suggestion regarding the current condition the market by using quantitative market research (Forrester, 2019).
- **Objectives:** Here, the main objective of the digital marketing plan is to engage the customers by doing which the business will be able to achieve its core objectives which are maximization of wealth and increasing the sales level. The digital marketing plan will increase the retention and acquisition rate of the customers.
- **Strategy:** By using the TOPPP SITE tactics, the business could figure out how it can

reach potential customers. The strategy might include social media marketing, content marketing, marketing automation and some other similar type's strategies. Ramsay could make partnership to some similar type's organization and develop proper marketing models for reaching the customers.

- **Tactics:** There are different types of tactics and tools that can be used for achieving the objectives described before. For example, the business could engage with the euromonitors, an independent organization that provides strategic market research advices to its partners and clients and get information about the global market to get global opportunities (Euromonitors.com, 2019).
- **Actions:** The implementation of the marketing plan is necessary as it ensures that the strategies and tactics are undertaken properly. The guidelines that are developed in the strategy and tactics phase will be implemented in this phase.
- **Control:** There should have proper control after the implementation of the strategies and tactics otherwise the stated objectives may not be fulfilled properly. Ramsay could conduct survey to evaluate whether the goals and objectives are fulfilled properly or not. The customers' satisfaction level is another consideration in this regard (Forrester, 2019).

Marketing communication strategies by Ramsay Health Care

Ramsay Health Care has more than 220 hospitals in the United Kingdom, Australia, France and Indonesia and more than 8,000 beds and daily surgical facilities with around 25,000 employees. In the United Kingdom, Ramsay Health Care has a system of thirty hospitals and three neurology departments that provide specific conduct and maintenance for the contracted NHS (Mandal, 2017). Ramsay Health Care has more than 3,500 employees in the United Kingdom. Ramsay Health Care UK is a subsidiary of Ramsay Health Care Australia. It was established in Australia by Paul J Ramsay in 1964.

Ramsay Health Care became the prime private hospital operator in Australia during the acquisition process in the local market. The acquisition includes additional private hospital collections, the largest of which was Affinity Health Care in 2005 and the number of hospitals in Ramsey increased from 35 to 69. Ramsey also has a past of entering state hospitals in Australia. In 1994/1995, Ramsey Health Care won the offer of two repatriated hospitals: Hollywood Hospital located in Perth and the Greenslopes Hospital located in Brisbane. This approach is ongoing, and two private / state hospitals are under development in 2012.

Ramsay Health Care's first adventure out of Australia was in Indonesia, where it nowadays operates three private hospitals. They were bought in 2005 after buying Affinity Health. Then,

in 2007, the business developed Capio, the fourth prime private hospital operator in the United Kingdom. In 2010, the company's development approach moved to France, and in March 2010, it acquired 57% of Proclif SAS, a group of French hospitals known as RamsaySanté (Mogilko, 2016). Ramsey's expansion in France continues. The Clinique Convert Hospital was acquired in May 2011. Ramsay Health Care said it was the first step to expand the RamsaySanté business and plans to expand it further. The business presently functions nine hospitals in France.

In the United Kingdom, Ramsay's growth was due to an increase in the number of NHS patients, an increase of 77.3% since 2016, an increase of 75.5% in 2015, but in 2017/2018, the number of NHS patients decreased significantly. Self-funded clients are also indispensable, and Ramsey focuses on "advanced care" advertising for private patients. In recent years, Ramsay Health Care in the United Kingdom has found some difficulties: in June 2018, the worth of Ramsey on six UK websites has decreased by £ 70 million. The company celebrates the government's commitment to further fund the NHS in June 2018 but does not expect immediate benefits and expects the working conditions of the United Kingdom to keep on inspiring in the intermediate-term [Forrester, 2019].

Ramsay Health Care is measure of the Private Hospital Alliance (formerly H5), pressing Westminster for the character of health and private businesses in Westminster services. In the United Kingdom, Ramsay's business is Ramsay Health Care UK Operations Ltd. It is done through. The last account provided by the Chamber of Companies is the accounting year ending June 30, 2018 (Talikoti, 2019). Total revenues this year were £ 419.3 million (2017: £ 440.7 million) and earnings before taxes were £ 75.8 million (2017: £ 14.5 million). The company's fiscal income during the year was 2.4 million pounds in 2017, while it was 11.1 million pounds. After taxes, the total profit increased by TL 52.5 million compared to 2017 and became TL 64.7 million. The account was published by Australian parent company Ramsay Health Care. The account is accessible for the year of the account ending in June 2018.

According to HSJ, Ramsay Health Care relies heavily on the NHS selection and reservation systems among all private providers that offer outsourcing services and publicly funded jobs. Ramsay Health Care operates the NHS in almost all hospitals and clinics. In 2010, Ramsay Health Care was an auction-goer in the bidding process for the operation of the Hinchingsbrooke Hospital, Ramsey finally takes away from the procedure in August 2010. In August 2017, Ramsey received a 7-year spine surgery contract worth £ 30.8 million in Dorset.

Marketing strategy for the digital age

Ramsay Health Care is today the largest revenue-generating company in health care industry of United Kingdom and one of the most appreciated brands. What helps the company become the industry's prominent health care business is the marketing approach for its services, especially the cosmetic surgery service. Ramsay's marketing strategy is one of the most effective strategies in history, as it helps to change the structure of a company based on costs and developed an authorized service provider (Mogilko, 2016). While the perceptions of people in the health care business continue to change, Businesses must keep up with this and provide customers with advanced and developing tools. Therefore, Ramsay Health Care should also change to get the top positions in the market, Ramsay's new marketing strategy is fundamental to development.

Evolution and improvement are an important part of this technology. Customers never trust positive technology goods; they always struggle to do their best. This has forced technology producers to quickly create new devices to meet customer needs, and Ramsay Health Care has never unsuccessful with this component for several years. The community has always valued gadgets, while maximizing the comfort and reducing time expended on annoying/simple jobs (Mandal, 2017). Currently, Ramsay Health Care has motivated innovation, not to meet the requirements of society, but to really create a demand for people. In addition, Ramsay Health Care has a motivating and complete service portfolio. The service collection includes oncology, cosmetic surgery, ophthalmology and hip replacement etc.

Ramsay Health Care reached an incredible peak with its cosmetic surgery service, which helped make the brand representation of superiority and dependability for the customer. In addition to the services, Ramsay Health Care is also known for its customer facility. However, product changes are the strongest aspect of Ramsay's marketing mix.

Ramsay Health Care marketing portfolio pricing strategy

Ramsay's marketing strategy includes two pricing approaches:

- **Skimming price:** Ramsay Health Care is the market leader in health care with cosmetic surgery service. Like other health care business in UK, Ramsay Health Care also uses low prices to capture its competitors (Labrecque et al., 2013). For example, the hip replacement is Ramsay's new services with the motive of serving more people that claim to be the most required services of ever for the aged people. There is no doubt that this service will act perfectly on a global scale. Ramsay Health Care will make fewer prices and easily take consumers from its challengers.
- **Competitive prices:** It is one of the preferred parts of Ramsay's marketing approach. In fact, unlike other services, Ramsay Health Care is difficult to take advantage of its

competitors. Of course, Ramsay Health Care is a real brand, but in lieu of appliances, it is not possible to beat it (Faisal, 2016). In addition, the market is also a leader in plastic surgery. For this reason, it is very important to practice competitive prices for Ramsay Health Care to resist this tough competition. In addition, Ramsay Health Care never arrived too late in creation and innovation but was the first to recognize most of the changes.

Place in Ramsay's marketing strategy

Ramsay Health Care practices network marketing in its business. Under this approach, only service providers will consider the business's sales. People that exhibit the health care services will inevitably include Ramsay, as the business is a world-renowned brand and Ramsay Health Care can be a customer alternative.

Promotion in Ramsay's marketing strategy

Ramsay's marketing approach practices a variety of promotional formats. Ramsay, like other popular brands, believes that ads are one of the finest promotional methods to attract potential customers (Chaffey and Ellis, 2017). In addition to advertising, Ramsay Health Care also adopts different promotional strategies to allow customers to take its services. For example, Ramsay Health Care regularly offers discounts, sponsorship events and participation in national and global festivals. Therefore, Ramsay's marketing strategy also assists the organization in improvement in dissimilar ways.

- **Sponsor:** Ramsay Health Care is one of the leading businesses in the world. Today it has 3,500 staffs internationally. Ramsay Health Care is known for the quality of its services, but in addition to cosmetic surgeries,
- **Ad:** Ramsay Health Care does not focus on advertising such as other brands, but always promotes its most significant services. Cosmetic surgery itself has become a great success for Ramsay's marketing department.

The future of digital marketing

At present, sellers are confronted by the rapidly changing challenges of digital era: this process creates more channels, opens up innovative ways for consumers and businesses to interrelate, develops prevailing and innovative goods and facilities based on data. Digitization gives customers power. Traditionally, businesses have faced deterioration in customer relationships as expectations change. Though, digital leaders such as Facebook, Uber and Airbnb create advanced business representations that give customers a greater understanding and better control (Coll, 2019). This changes the customer expectations about how it interacts with the service, the conversations in which customers can participate and innovative goods to meet their requirements.

As marketing specialists focus more on data, they face some important challenges:

- **Potential clients and guidance:** Today, broad market-based positioning is recognized as a difficult way to convey messages about customers to related goods and facilities. This caused customers to be barraged with inappropriate deals, so marketing had little value. To upsurge the significance and probability of successful marketing contact points, marketers must be able to quickly anticipate and react to customer needs. To this end, more and more markers rely on logical models that can forecast customer behavior through the intention captured in the interaction (Medina et al, 2019). The practice of detailed data sets, such as clicks and social networks, necessitates access to innovative analysis tools and techniques. Collecting web page interactions, clicking on the site, moving and logging in and turning them into viable information for the customer is a great challenge.
- **Provide perfect customer involvement:** Accepting a complete approach to the consumer is crucial to observe, accomplish and optimize the customer experience. To confirm an uninterrupted experience across all channels, marketers must be able to integrate data and map customer travel. The capacity to aggregate this data and link customer operations and communications through a single consumer identifier is crucial to solving the trip and customer experience (Mandal, 2017). Furthermore, numerous marketing tasks tend to have customer experience from start to finish and make this task not only required but also essential. For businesses with data distribution in and out of business, this is a separate attitude. This is not insignificant, as the data ecosystem becomes more complex, both inside and in the cloud. Insulating operational silos can only crack constricted business difficulties: marketing groups must work organized throughout the organization to integrate channels, goods, customers and marketing information to achieve a broader impact.
- **Development of skills and talents:** The recruitment, upbringing and retention of people who help process data become increasingly important for organizations to practice the information in decision-making processes (Mogilko, 2016). Overall knowledge of the necessary skills is evolving, and it is clear that a person's unicorn cannot be found. Businesses must capitalize on data analysis and creation teams that feed and prepare data, analyze data sets, visualize results and connect consequences to business users, working together to repeat the results. As the number of experts, information scientists and information engineers continue to grow, Businesses should consider the best way to create groups and how to update skills. As innovative implements and expertise continue to evolve, team training is crucial to reveal the full prospective of this feature. Data analysis can create information, but not necessarily value: it is information and

action that enhance value (Purwar, 2019). Data analysis and science teams can help vendors discover new information. Nonetheless, traditional marketing groups should improve their levels of information knowledge to turn understanding into action. Data security is ethics for the organization; otherwise, information and analysis cannot be used.

Conclusion and recommendations

For marketing specialists, diversification presents important challenges and unlimited opportunities. The division of the market into increasingly minor function clusters in various media means that each possible marketing network will cover a smaller viewer, but that these activities are more specific and relevant than ever. The technology also helps marketers solve fragmentation problems by providing us with increasingly complex tools to monitor multiple integrated activities across multiple networks and viewers. Digital marketing allows expanding reach in a unique way, while reducing focus. Ramsay Health Care should focus by building a sustainable differentiation as well as building scale so that it can compete better. Otherwise it should try to collaborate with competitors to increase the market size rather than just competing for small market.

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