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Introduction

I am writing to evaluate the effectiveness of modern technologies within the workplace. I aim to present potential benefits of using workplace products and reasons why products may not be used,

by providing disadvantages of the products. I will provide a list of these modern products which have been used as marketing through social media and for information gathering. I have created an online presence through 'LinkedIn'; as required, to show how social media can be used as a business tool.

Methods of marketing in health and social care:

leaflets

Within healthcare leaflets have been used to provide patients with information regarding areas of health such as: insurance, disease identification and management, diet, new research etc. leaflets may supply patients and health carers with a means of treating health issues that patients may be dealing with, this can be done if the leaflet explains how patients can address concerns about a disease or health issue and may suggest new medicines to help manage different conditions.

By using leaflets organization within healthcare can sell products that are essential for life and are providing knowledge of different means of care for a multitude of health conditions, at a cost throughout a patient's life.

Evaluation of the use of leaflets in marketing

The benefits of using leaflets in marketing is that leaflets provide a brand name, it allows an organization to project itself into the healthcare industry and are found in many healthcare centres. Leaflets provide limited information to entice potential customers by exploring potential areas that have not been considered in health, this is done through educating a patient of a potential illness or hereditary condition that may have been previously unknown. Leaflets spark thoughts of different means to improve the quality of life and usually explore diverse topics within health that a patient would pursue to improve the quality of the patient's health and potentially extend life (Digital marketing, 2019).

Potential disadvantages of leaflets could be that leaflets can be difficult to understand by providing too much or too little information.

Patients who take leaflets may be put-off by the limited amount of information some leaflets contain, these types of leaflets may have been intended to quickly attract the patient, by using as few words as possible with a bold bright heading but may not provide the patient with adequate information to further pursue the information, however this method of marketing may work on some individuals who are desperate for information (Digital marketing, 2019).

Leaflets may also contain too much information about a specific issue but not hold the specific information for a patient with specific questions to a specific need.

Television show/Documentaries

This method of marketing allows a company to educate patients about a specific topic or theme, using video to enhance the learning experience. Within healthcare a documentary may be created to explore different aspects of the human body and how illness can trigger different responses in the body. This can be used internationally and may allow an organization to spread a message to areas of the world who have limited knowledge of a healthcare issue.

Evaluation of the use of Television show/Documentaries in marketing

The use of television as a means of marketing can allow an organization to provide a new perspective of an issue or topic to communities which may lack information. This form of marketing allows us to develop ideas on topics that would bring confusion and by using this we are able to communicate and discuss new methods of assessing a problem, it may lead to less discrimination on a specific topic and may alter economical views on how to provide funding to the issue or topic by altering views and spreading awareness.

The use of television can also produce detrimental results if used incorrectly in marketing. If a documentary lacks information about an illness or issue and companies do not update their information about a health issue and present old information or ideas it may incite a negative reaction across a community, which could lead to discrimination, hatred and exclusion from a society for people who may be presented in the documentary, this may be unintentional but is a potential risk of presenting information that may be viewed differently and misinterpreted as offensive or inaccurate, which may lead to boycotting of a company or market and great financial loss (Turnnidge,2019).

Billboards

This method of marketing projects information as a sign in a bold, colourful and rich format to capture the attention of an audience who need the message presented.

Evaluation of the use of Billboards in marketing

You'll have a captive audience. No one seeing your ad can easily turn around and go the other way. Areas where delays and traffic jams are common can offer a great deal of bang for your buck. (Duncan,2019)

Billboards present a message that can be easily read and may stick in the mind to provide information that can be used to lure a target audience to a product or concept, within healthcare this can provide a benefit to companies that are looking for a specific audience to market their product.

It can be difficult to pinpoint a certain consumer demographic using a billboard. You'll reach a large number of people from all walks of life, but odds are they won't all be interested in your particular product or service. (Duncan,2019)

Surveys

This method of marketing provides organizations with a means of gathering information from different individuals which allows them to gather feedback and create statistics based on the general public's data. It can be used to create a correlation of the medical needs of individuals and provide better care methods for the needs of a specific region.

Evaluation of the use of surveys in marketing

Surveys provide a means of data sampling, which enable companies to review trends in business and may provide them with a method of catering to the needs of the public; as a result, they may alter their product so that it becomes more palatable to their client base. However, surveys may not be accurate when drawing conclusions because a correlation of evidence or views may not explain the cause of certain attributes attached within a region, with regards to a disease or poorer health conditions.

Some surveys provide an incentive for completion therefore may lead incorrect results. Surveys may be confusing due to the wording and may lead to incorrect answers due to a lack of multiple choice questions or poorly written questions.

Bus advertisements with celebrities

The use of celebrities in bus advertisement may enable a company to promote their product or idea better, due to the association that a celebrity may bring, from their previous career actions and lifestyle.

Evaluation of the use of Bus advertisements in marketing

By placing an advertisement in a public location, the probability of their product being seen is increased also the number of people who can see it due to the celebrity endorsement, this may be a result of a fan base that may follow the celebrity which may add a sense of trust towards the product due to the celebrity association.

The cost of endorsing a celebrity may cause a loss for the company. The product may not sell as effectively if the celebrity is found to not use the product or expresses negative views about the product, other brands may endorse the celebrity and may lure more fans to other organizations.

Charity advertisements in shops

This provides an organization with further means of funding a product or an idea which consequently may provide better care to be given to the patients in need. It enables an organisation to present their needs to the public for aid.

Evaluation of the use of Charity advertisements

This means of marketing may attract people who chose to volunteer their time and may draw in support from donations. It may create merchandise to sell in addition to using a medical slogan to encourage the public to donate for the required health cause. Funding from donations would provide medication for patients in need but may not be enough for all members of the community, they may also be taken incorrectly if patients are not educated on how to use them.

Application software

This refers to applications that may contain information about medical needs, for example when to administer insulin for a diabetes patient or may be used to provide information for health carers of new products that their patients may benefit from.

Evaluation of the use of Application software

Applications may become faulty and require constant updating of medical information. Adverts may be presented within the application, which allow users to have additional information regarding their condition. Applications are easier to carry as compared to books and medical notes. Applications require time to be developed and may require costs that are unaffordable in poorer countries.

Applications may drain the battery life of a device. Applications may have multiple notifications, which may provide medical information but consequently may become irritating to use if they cannot be quietened or turned off.

Posters

Posters can be used to provide information about a health issue by promoting an event, they can be found on walls and streets and can provide knowledge of local businesses.

Evaluation of the use of posters

They may be impacted by the weather and may become unsightly, multiple posters may be stacked on each other making it difficult to understand.

Social media in marketing:

YouTube

This website provides a means of advertising for different content creators, it enables them to produce videos that may enable patients to gain additional information about a disease and communicate within different communities within different platforms, patients can follow youtubers who can educate them on their various conditions and provide additional feedback for queries they may have.

Evaluation of the use YouTube

YouTube may provide a means for patients to communicate with different individuals from around the globe who may provide information on various diseases. This platform may enable off medication due to incorrect views on their health.

Modern technology in healthcare:

Smartphones

Smartphones can be used by health care staff to renew their knowledge of medical diagnosis; this can be done through various websites and apps.

Evaluation of the use of Smartphones in marketing

Smartphones are small and easy to carry, can store a large amount of information and update medical staff of new research; this would allow medical professionals to seek out a diagnosis of unknown diseases in the form of crowdsourcing as a potential reference. With the development of new medical applications smartphones can help in diagnosing patients, even in countries with limited medical equipment. Smartphones may be limiting the amount of information found on a specific illness. They may ring unexpectedly and cause irritation.

Interpreting software/hardware

This allows health care professionals to communicate with patients in their preferred language to better assist them in care.

Evaluation of the use of Interpreting software/hardware in marketing

They can be very simple to use and may translate a language instantly, they may be small and portable and can provide a means of providing health care that previously would not have been available.

The battery can run out and they may become damaged over time. They have a limited amount of languages that can be translated. they may be costly and may not always provide an accurate translation

Tablets

Tablets can be used to find information about a patient care needs and speed up the process of finding out patient's condition. Medical application can provide a faster means for monitoring changes in a patient's conditions

Evaluation of the use of tablets in marketing

They enable medical staff to present information of different conditions for patients and colleagues to debate and compare diagnosis. Continuous use of tablets may lead to eye strain and increased tiredness. Tablet allow medical staff to present information to patient in ways that are easier to understanding this may provide a better method for patients to connect with their illness through a better understanding of possible diseases they may have.

Tablets may be very costly to buy and may contribute to the spread of infections from patients to health carers. Tablets may break over time and may become a risk to health care staff due to glass injuries.

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