

Social Media Strategies: Building Brand Awareness Through Digital Platforms in Health Care Sector

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Abstract

The current research study aimed at examining the role of social media – as a digital marketing platform – (Information Satisfaction, Vividness, Engagement, Content and Reach) role in increasing brand awareness among healthcare sector in Jordan. Quantitative approach was adopted and an online questionnaire was distributed on a sample of (369) individuals from beneficiaries of healthcare sector in Jordan. SPSS was used in order to analyze, screen and discuss the gathered primary data. Results of study indicated that social media marketing strategies via digital platforms were responsible for 90% of the variation in brand awareness as the main hypothesis; also, sub-variables of social media marketing (SMM) were accepted as influencing brand awareness. However, it was seen that the most influential sub-variable was (Reach) which was responsible for 89.2% of the variation with brand awareness and it appeared as the most influential variable of all. Study recommended leverage the user-generated content created by customers and patients in order to showcase the quality of services or products. Further recommendations were presented in the study.

Keywords: Digital Marketing Platform, Social Media, Information Satisfaction, Vividness, Engagement, Content, Reach, Brand Awareness

Introduction

In today's digital world, social media strategies are essential for successful marketing. Utilizing a variety of different platforms, businesses are able to reach potential customers and build relationships with existing ones (Akopova et al., 2020; Hashem, 2016). Social media marketing provides organizations with an opportunity to reach a large and ever-changing audience in a cost-effective way (Kraus et al., 2021). With its ability to provide reach, engagement, and data, social media marketing provides companies with the ability to build relationships, establish trust, and maximize sales efforts. By optimizing their social media strategies, businesses are able to take advantage of the increased connectivity and reach that social media marketing provides (Reddy et al., 2020).

It was noted by Al-Dmour et al. (2020) that social media marketing can be an effective way to promote the healthcare sector by providing customers and prospective patients with timely and helpful information. Healthcare organizations can use social media to educate people about staying healthy, inform them of new treatments, share tips on healthy living, and provide support. Siyal et al. (2019) added that social media can also be used to offer discounts, promotions, and patient rewards, as well as promote health awareness campaigns. Finally, social media can help healthcare organizations stay in touch with existing and new clients, build relationships and monitor feedback and sentiment, allowing them to adjust their services and offerings accordingly.

Aufa and Sipahutar (2022) and Cheung et al. (2019) argued that social media marketing can support brand awareness by increasing visibility, improving engagement, and driving conversions. Social media can be used to give news and updates, increase brand loyalty, and reach more customers with targeted messaging. Vazquez (2019) noted that it can be used to spark conversations, create community, form relationships, and amplify messages to potential customers. Through custom campaigns and effective social media strategies, a brand can create visibility, boost conversions, and establish a strong and trusting presence (Erlangga, 2021; Hashem, 2015).

Based on above argument, and launching from previous studies; this current research study aimed at examining the role of social media – as a digital marketing platform – (Information Satisfaction, Vividness, Engagement, Content and Reach) role in increasing brand awareness among healthcare sector in Jordan.

Hypotheses Development

A study by Al-Dmour et al. (2020) examined how social media platforms may influence public health protection efforts during the COVID-19 pandemic. It proposes an integrated model which looks at the ways in which public health awareness and individual behaviors are impacted by the use of social media. It suggests that social media use has the potential to positively influence public health protection if it encourages increased public health awareness and subsequently improved individual behaviors.

Bilgin (2018) study examined the effect of social media marketing activities on brand awareness, brand image, and brand loyalty. It evaluated the results of an online survey, designed to measure these effects over a period of time. Results showed that social media marketing activities had an overall positive effect on all three measures of brand strength. Brand awareness was significantly improved with greater exposure to social media users, and also with higher engagements with the brand's activities on these platforms. Brand image was found to be more likely to be associated with an engaging, user-friendly presence on social media, while brand loyalty was boosted when marketing efforts on these platforms were consistent and engaging. Overall, the article concluded that customers are not static in today's digital world, and brands must continue to market effectively in order to improve both brand awareness and loyalty.

Vazquez (2019) article explores the effect of enduring involvement and perceived content vividness on digital engagement in the context of educational websites. The authors conducted an online study across three different websites offering health-related content and utilized three metrics to measure digital engagement: user totals, active visitor numbers, and revisits. The results of the study found that perceived content vividness had a significant effect on user totals and active visitor numbers, but not revisits. This suggests that the subjective perception of content vividness has a greater impact on digital engagement when it comes to initial interest in a website, rather than long-term engagement. Furthermore, the results showed no significant effect of enduring involvement on any of the digital engagement metrics. This indicates that enduring involvement does not have an effect on digital engagement in this context, since it does not seem to influence the volume of users or the number of people returning to a website. Taken together, these findings can provide insights into how to manage a website to maximize digital engagement.

Erlangga (2021) article seeks to investigate the effects of digital marketing and social media on customer purchase intention of SME food products. Through an online survey, data were collected from 318 respondents in Malaysia on the impact of the use of digital marketing and social media on purchase intention. Results showed that the use of digital marketing significantly affects purchase intention. Moreover, accessibility, content quality (CQ), attitude, and customer perceived value (CPV) were found to have a considerable impact on purchase intention. Furthermore, it was revealed that in the realm social media, customer perception of the platform, belief, customer experience (CE), CPV, attitude, CQ, and feedback loops have a considerable positive effect on purchase intention. Additionally, trustworthiness and customer engagement (CE) are found to have a significant positive impact on purchase intention. Among the factors that were studied, trustworthiness and CE have been determined to be the most influential. The findings suggest that SMEs should consider utilizing digital marketing and social media in order to improve their purchase intention.

Respati et al. (2018) article examines the impact of an integrated gamification approach on corporate health and brand awareness. The approach combines motivational and game-like activities to incentivize employees and customers to achieve health and lifestyle goals. For example, employees can be rewarded for their healthy behaviors with points, which can be redeemed for physical rewards, or for discounts on health-related services or products. Additionally, businesses can use gamification in the form of immersive content, to encourage customers to share brand-related stories and experiences. By utilizing gamification to provide employees with tangible rewards and customers with a more rewarding experience, businesses can measurably improve their overall health, brand awareness, and productivity. Furthermore, this approach allows for easy tracking and quantification of employee and customer actions, providing businesses with valuable feedback and insights which can be used to further improve their corporate health and brand awareness.

Aufa and Sipahutar (2022) article explores the effects of brand awareness and social media marketing on the intention to use medical check-up services at Universitas Indonesia Hospital. The data was collected from 374 respondents through a survey. The results showed that brand awareness, trust in the hospital, perceived usefulness of social media marketing, and perceived usefulness of online health information had a positive influence on the intention to use medical check-up

services. The findings also revealed that brand awareness directly affects the intention to use medical check-up services at Universitas Indonesia Hospital, whereas trust in the hospital, perceived usefulness of social media marketing and perceived usefulness of online health information had an indirect effect. This study provides insight on how stakeholders can increase the intention to use medical check-up services at a university hospital by increasing brand awareness, trust in the hospital, and improving the perceived usefulness of social media marketing and online health information.

Cheung et al. (2019) article examines the potential effects of social media marketing on brand awareness and brand image. A conceptual model is developed to frame the study's findings and provide a better understanding of the process by which social media marketing can help increase brand awareness and improve a brand's image. The model consists of six components, each of which represents a different opportunity to positively impact the effectiveness of social media marketing programs: Social Media Engagement, Social Media Platforms, Messages & Content, Involvement & Loyalty, Brand Awareness, and Brand Image. Through the use of these components, the authors explore how social media marketing strategies can be implemented to both increase brand awareness and, in turn, enhance brand image. The results of the study demonstrate that, when done correctly and with a great deal of effort, social media marketing can play a significant role in the success of marketing campaigns.

Model and Hypotheses

Based on above hypotheses development, researcher was able to build the following model from which study's hypotheses were extracted:

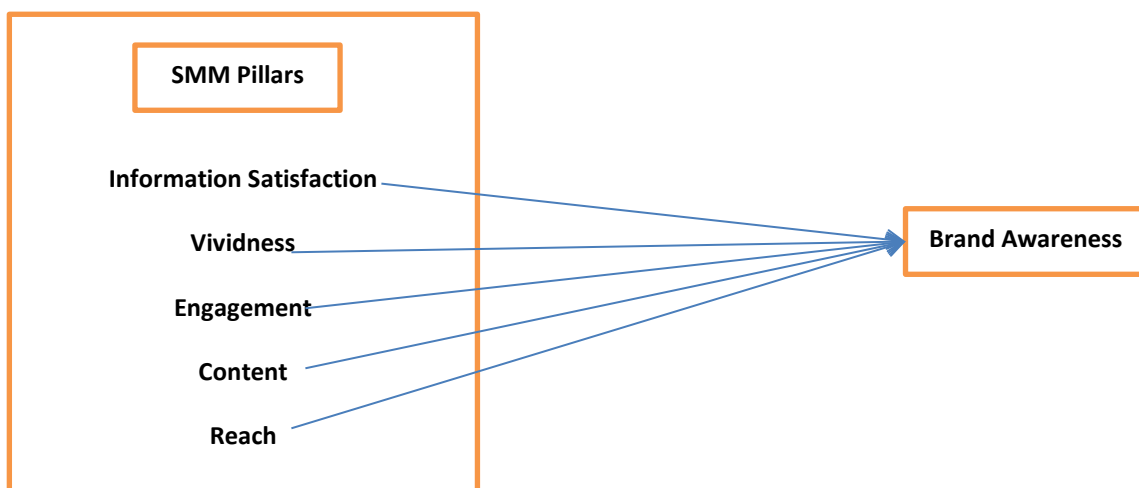


Figure 1. Study Model

From above model, following set of hypotheses was extracted:

Main Hypothesis:

H: Social media marketing has a statistically significant influence on brand awareness within health care sector in Jordan

Sub-Hypotheses:

H1: Information satisfaction has a statistically significant influence on brand awareness within health care sector in Jordan

H2: Vividness has a statistically significant influence on brand awareness within health care sector in Jordan

H3: Engagement has a statistically significant influence on brand awareness within health care sector in Jordan

H4: Content has a statistically significant influence on brand awareness within health care sector in Jordan

H5: Reach has a statistically significant influence on brand awareness within health care sector in Jordan

Literature Review

Social Media Strategies in Marketing

Social media marketing is an essential element of digital marketing strategies today. It involves creating and sharing content on social media platforms in order to achieve your marketing and branding goals. Social media marketing allows businesses to reach a larger and more diverse audience, build customer relationships, and ultimately, boost sales (Li et al., 2021). By utilizing a variety of tactics such as advertising, creating content, and engaging with customers, businesses can create a strong social presence and increase brand awareness. In addition, social media marketing provides insights into customer buying behavior, which can be used to inform future content and campaigns. With the right approach, social media marketing can be an invaluable asset to any business (Vrontis et al., 2021).

Social media marketing is the process of using social media platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, and other websites to build and maintain an online presence for an organization (Drummond et al., 2020). It involves creating and sharing content that is relevant to a company's customers, engaging with existing customers, and running campaigns to increase visibility and generate leads (Di Domenico et al., 2021).

Generally speaking, the basic strategies of social media marketing can be summarized as according to Mason et al. (2021), Quesenberry (2020) and Zollo et al. (2020):

1. **Set Up Goals and Objectives:** Before diving into social media, first consider the goals and objectives that need to be achieved through marketing efforts.
2. **Build a digital Platform:** Before you can launch your social media marketing strategy, you'll need to establish your presence on the various social networks that you plan to focus on.
3. **Engage with Your Audience:** Once you've established your presence across the different networks, you now need to engage with your audience. Whether it's answering questions or responding to comments, ensures you are connecting with your audience.
4. **Integrate Social Media into Your Other Marketing Efforts:** Social media should not exist in a vacuum. Integrating your social media efforts with your other marketing activities, such as email, organic search, and paid advertising, will help you achieve greater success.
5. **Utilize Automation and Productivity Tools:** There are plenty of tools you can use to be more efficient and productive when it comes to managing your social media accounts. Having the right tools will make it easier to work smarter, not harder.
6. **Measure Your Results:** Finally, evaluating the success of your efforts is an important part of your overall strategy. Regularly measure and analyze your data to ensure you are achieving the desired results.

Vazquez (2019) and Colicev et al. (2019) indicated to the most popular pillars of social media marketing which included:

Information Satisfaction

Information satisfaction in social media marketing is the satisfaction that a customer feels when they have been presented with all the relevant information they need to decide whether to buy or use a product or service. This includes product features, customer reviews, ratings, pricing, and delivery requirements. Getting the right information to customers in a timely manner is essential in order to ensure they have a satisfactory experience.

Vividness

Vividness in social media marketing is the concept of creating content that stands out from the crowd. It involves making the content visually appealing and stimulating, as well as captivating and stimulating the audience. Vivid content invites people to interact and engage with it, and it caters to all types of people, regardless of age, gender, or other demographic factors. Vivid content creates a deeper connection to the brand, and helps to build relationships with customers.

Engagement

Engagement in social media marketing is the process of interacting and building relationships with customers and potential customers on social media platforms. It involves creating, responding to, and engaging with users' comments, posts, and activities in a meaningful way that encourages participation and stimulates conversation. It also includes creating content that resonates with customers and encourages them to take action, such as sharing, liking, following, or buying a product or service.

Content

Social media marketing is the process of creating, publishing, and promoting content on social media platforms to increase brand awareness, gain customers, and drive engagement. Content on social media may include (Blog posts, Video content, Info-graphics, Images, User-generated content, Surveys and polls, Interactive content, Social media posts, Ads/promotions, live streaming events, Podcasts and eBooks

Reach

Reach in social media marketing is the total number of unique people who have seen your content, posts, or ads within a particular platform. This includes organic, paid, and shared content. Reach is often used as a metric to measure the success of social media marketing campaigns.

Marketing through Digital Platforms

Digital marketing is any form of marketing that uses electronic channels such as websites, social media platforms, email, and mobile apps. It includes a variety of strategic tactics, such as search engine optimization, content marketing, influencer marketing, and paid advertising (Williamson, 2021). Digital marketing works to promote products, services, and brands using digital technologies to reach potential customers and engage them (Desai, 2019).

According to Saura (2021) digital marketing is the promotion of products or services using digital channels such as websites, search engines, social media, email, and mobile applications. Peter et al. (2021) indicated that digital marketing is a branch of marketing that uses the Internet, mobile technologies, and other digital media such as display advertising to reach customers. On the other hand, Parker et al. (2020) defined digital marketing is a multi-faceted activity which uses digital channels to promote products and services to a target audience. It involves creating content, optimizing digital advertising campaigns, and measuring the impact of the campaigns on the target audience (Parker et al., 2020).

Brand Awareness

According to Ismael (2022), brand awareness is a measure of how much consumers recognize, think about, and choose a particular brand when purchasing a product or service. From another perspective, brand awareness is the extent to which a brand is recognized by potential customers and is reflected in measures of brand recall and brand recognition. Ali (2019) saw that brand awareness is the level of knowledge and interest consumers have in a specific product or service. It covers both top-of-mind and recognition aspects and is an indication of how well-known the brand is.

The dimensions of brand awareness according to Azzari and Pelissari (2021) and Cheung et al. (2019) included:

Recognition: referring to how many people recognize the brand.

Consideration: Whether people have thought of buying the products or services.

Relevance: refers to how relevant and useful people find the brand.

Quality: refers to how people perceive the quality of the brand.

Differentiation: referring to how the brand stands out from the competition.

Attitude: referring to how positive or negative people feel about the brand.

Engagement: referring to how often people interact with the brand online and offline.

Digital Marketing for Healthcare Sector

According to Taufik et al. (2022), digital marketing has revolutionized the healthcare sector with its profound ability to take healthcare marketing to the next level. This form of marketing enables healthcare organizations to reach potential patients in a targeted and personalized way, creating a seamless and well-organized experience for the patient (Kapula et al., 2023). With the introduction of digital marketing, healthcare organizations can access numerous platforms, such as websites, social media, and search engine optimization, to provide accurate and engaging health-related content to potential patients (Fahmi et al., 2022). Besides, digital marketing also allows healthcare organizations to use analytics to harness detailed insights that can help to shape effective and timely marketing strategies. This can enable them to stay ahead of the competition and improve the efficiency of their campaigns (Khiong, 2022).

Methods

Methodological Approach

In order to achieve the goal of the study, researcher adopted the quantitative approach which was based on the idea of collecting primary data that is analyzed through digital software. This software produces digital data indicating the results of the study. After that, the digital data is translated into actual sentences that explain the phenomenon that is being studied and indicates the intended results to be reached.

Study Tool

The study tool was the questionnaire, and the questionnaire consisted of two parts, the first dealt with the demographic information of the sample members, while the second part provided paragraphs related to the study variables based on the five-year Likert scale (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree. The questionnaire was uploaded to Google Forms for a period of 4 weeks in order to collect data from the study sample, after that the Excel file with the raw data was pulled and unloaded on the analysis software for data analysis. After 4 weeks of presenting the online questionnaire to the sample members, (369) out of (400) individuals responded, which suggested that the response rate was 92.25%, which was a statistically acceptable percentage.

Population and Sampling

The study population consisted of all beneficiaries of healthcare sector in Jordan which included patients and their family members who were above 18 years old. A convenient sample of (369) individuals responded to the online questionnaire.

Statistical Processing

The researcher used SPSS v. 23rd in order to handle raw data; Cronbach's Alpha was used in order to test consistency and reliability of study tool, Alpha scored 0.947 which was higher than 0.70 indicating the consistency of study tool. Other statistical tests included:

- Mean and standard deviation
- Percentage and frequency
- Multiple regression

Statistical Results and Discussion

Demographic Results

As it appeared in table 1, frequencies and percentages of sample responses to the questionnaire indicated that majority of the sample were males forming 56.6% of total sample, regarding educational level, it appeared that majority of the sample held BA degree forming 56.9% with an income of more than \$ 1000. Regarding age, majority of the sample were within age range of 40-50 years forming 47.7% of total sample.

Table 1. Demographic Statistics

	f	%
Gender		
Male	209	56.6
Female	160	43.4
Educational Level		
Diploma or Less	104	28.2
BA	210	56.9
MA	44	11.9
PhD	11	3.0
Income		
\$500 or less	38	10.3
\$ 501-\$ 750	69	18.7
\$ 751 - \$ 999	123	33.3
+\$ 1000	139	37.7
Age		
18 – 28	44	11.9
29 – 39	133	36.0
40 - 50	176	47.7
+ 51 years	16	4.3
Total	369	100.0

Descriptive Statics

Table 2 below presented mean and standard deviation of questionnaire statements, through mean and standard deviation it appeared that content scored a mean of 3.27/5.00 as the highest compared to the least mean which was scored by engagement with mean of 3.12/5.00. Going deeper into analysis, it was seen that the statement articulated "all content of the health institution I follow is suitable and matches reality" scoring a mean of 3.80/5.00 compared to the lowest mean scored by "I see that social media accounts are effective and efficient" with mean of 3.02/5.00. However, it appeared that all variables and statements scored higher than mean of scale 3.00 which was statistically accepted.

Table 2. Descriptive Statistics

	Mean	Std. Deviation
all provided information are relevant and of value to customers	3.4173	.90549
All information serves my needs regarding any service	3.3225	.93922
the information are precise and recent	3.3252	.91630
there a continuous update of information regarding the healthcare facility I follow	3.3306	.92909
all available information are related to my search	3.1111	1.09152
Informative Satisfaction	3.3014	.85174

procedures and prices are highlighted in the content of social media	3.6016	1.17543
there is no hidden fees other than the announced	3.1924	1.11235
offers and discounts are real and clear	3.5989	1.19173
all queries matches reality	3.6802	1.27504
procedures are vivid and easy to approach	3.5230	1.18190
Vividness	3.5192	1.06541
I always check what is new on social media regarding health institutions	3.0732	1.11685
I see that social media accounts are effective and efficient	3.0298	1.18031
I benefit from all health advises that the health institution recommend	3.2087	1.24993
all posts are close to social needs and helpful for individuals	3.1111	1.17080
I check the updates whenever I see the notification regarding the healthcare institution	3.2033	1.13463
Engagement	3.1252	1.04831
I am currently satisfied with the content of health institutions I follow	3.7073	1.10629
the content I come across matches my search	3.6694	1.08806
the content that I come across is suitable for all ages	3.7290	1.08209
the content that are published on social media regarding health institutions are informative	3.7480	1.03415
all content of the health institution I follow is suitable and matches reality	3.8022	1.04850
Content	3.7312	.94841
I share all the posts that are helpful for others	3.2602	1.09721
I always follow what the health institution recommend on social media	3.1707	1.17289
I apply a lot of health advises that I come across on social media	3.0678	1.08260
the health institution I follow answers all my questions	3.2060	1.21623
I don't feel vague when I visit the health institution as I am aware of all procedures from their social media platform	3.5447	1.01819
Reach	3.2499	1.00082
I recognize the health institution as soon as I see their logo	3.1192	1.08692
I prefer to seek medical services from the health institutions I follow	3.2520	1.21981
Answering my queries from health institution page builds up more trust	3.5962	1.00924
I always depend on the information I get from the healthcare institution that I follow	3.0623	1.08794
I notice the brand as soon as I see the health institution	3.2005	1.22159
I trust the health institution due to its continuous development on social media	3.5474	1.02869
Awareness	3.2963	.95726

Hypotheses Testing

Main Hypothesis:

H: Social media marketing has a statistically significant influence on brand awareness within health care sector in Jordan

Using Multiple Regression test, we found – as in table 3 below - that the F value of 654.473 is statistically significant at the 0.05 level, and that the r value of 0.949 shows a high degree of correlation between the variables. In addition, the independent variables are responsible for 90% of the variation in the dependent variable. In other words, Social media marketing has a statistically significant influence on brand awareness within health care sector in Jordan.

Table 3. Testing Main Hypothesis

Model		Unstandardized Coefficients		Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	.538	.075		7.143	.000	.949	.900
	Satisfaction	-.106	.026	-.094	-4.063	.000		
	Vividness	.046	.028	.051	1.653	.099		
	Engagement	.081	.023	.088	3.479	.001		
	Content	-.080	.031	-.080	-2.608	.009		
	Reach	.922	.029	.964	32.033	.000		

Table 4. Testing Sub-Hypotheses

Model		Unstandardized Coefficients		Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	1.047	.159		6.583	.000	.606	.367
	Satisfaction	.681	.047	.606	14.602	.000		

H1: Information satisfaction has a statistically significant influence on brand awareness within health care sector in Jordan

Model		Unstandardized Coefficients		Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	1.316	.134		9.791	.000	.626	.392
	Vividness	.563	.037	.626	15.384	.000		

H2: Vividness has a statistically significant influence on brand awareness within health care sector in Jordan

Model		Unstandardized Coefficients		Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	1.233	.109		11.361	.000	.723	.523
	Engagement	.660	.033	.723	20.046	.000		

H3: Engagement has a statistically significant influence on brand awareness within health care sector in Jordan

Model		Unstandardized Coefficients		Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	1.009	.161		6.262	.000	.607	.369
	Content	.613	.042	.607	14.647	.000		

H4: Content has a statistically significant influence on brand awareness within health care sector in Jordan

Model		Coefficients					R	R Square
		Unstandardized Coefficients		Standardized Coefficients				
	B	Std. Error	Beta	t	Sig.			
1	(Constant)	.361	.056		6.462	.000	.944	.892
	Reach	.903	.016	.944	55.010	.000		
H5: Reach has a statistically significant influence on brand awareness within health care sector in Jordan								

Using Linear Regression test; sub-hypotheses were tested and analyzed, and it appeared the following:

In the 1st sub-hypothesis, t value of 14.602 was statistically significant at the 0.05 level, and that the r value of 0.606 showed a **high degree of correlation** between the variables. In addition, the independent variables were responsible for **36.7%** of the variation in the dependent variable. In other words, Information satisfaction has a statistically significant influence on brand awareness within health care sector in Jordan.

Testing 2nd sub-hypothesis indicated that t value of 15.384 was statistically significant at the 0.05 level, and that the r value of 0.626 showed a **high degree of correlation** between the variables. The independent variables were responsible for **39.2%** of the variation in the dependent variable. In other words, Vividness has a statistically significant influence on brand awareness within health care sector in Jordan.

3rd sub-hypothesis revealed that t value of 20.046 was statistically significant at the 0.05 level, and that the r value of 0.723 showed a **high degree of correlation** between the variables. In addition, the independent variables were responsible for **52.3%** of the variation in the dependent variable. In other words, Engagement has a statistically significant influence on brand awareness within health care sector in Jordan.

4th sub-hypothesis indicated that t value of 14.647 was statistically significant at the 0.05 level, and that the r value of 0.607 showed a **high degree of correlation** between the variables. In addition, the independent variables were responsible for **36.9%** of the variation in the dependent variable. In other words, Content has a statistically significant influence on brand awareness within health care sector in Jordan

The final and 5th sub-hypothesis indicated that t value of 55.01 was statistically significant at the 0.05 level, and that the r value of 0.944 showed a **high degree of correlation** between the variables. In addition, the independent variables were responsible for **89.2%** of the variation in the dependent variable. In other words, Reach has a statistically significant influence on brand awareness within health care sector in Jordan.

Discussion

Current study aimed at examining the role of social media – as a digital marketing platform – (Information Satisfaction, Vividness, Engagement, Content and Reach) role in increasing brand awareness among healthcare sector in Jordan. Quantitative approach was adopted, and an online questionnaire was distributed on a convenient sample of (369) individuals from beneficiaries of healthcare sector in Jordan including patients and their family members. SPSS was employed in order to process the collected primary data; results of study accepted the main hypothesis as it was found that social media marketing strategies via digital platforms was responsible for 90% of the variation in brand awareness as the main hypothesis, which means it was accepted that social media marketing has a statistically significant influence on brand awareness within health care sector in Jordan. Other results of study included:

- Individuals who took part in the study showed a high level of familiarity with social media marketing as they were able to understand how social media is employed for marketing goals.

- All sub-variables of social media marketing (SMM) were accepted as influencing brand awareness. However, it was seen that the most influential sub-variable was (Reach) which was responsible for **89.2%** of the variation with brand awareness and it appeared as the most influential variable of all.
- In the 2nd rank, it appeared that engagement was influential on brand awareness as it was responsible for **52.3%** of the variation which accepted the sub-hypothesis.
- The 3rd rank was for the sub-variable of (vividness) was influential and it was responsible for **39.2%** of the variation
- In the 4th and 5th rank, it appeared that (content) in (information satisfaction) were responsible for 36.9% and 36.7% respectively and accepting both sub-hypotheses as influential.

The study was able to prove that social media as a digital platform for marketing healthcare sector is influential in reaching the goals and promote the sector for the interested audience. The study was able to reach results that supported the fact that social media can be used to effectively market health care services by providing important information about various health services to prospective clients, connecting patients with doctors and promoting wellness programs, sharing educational resources to increase preventative care and health awareness, promoting health-related campaigns and initiatives, and engaging patients through social media groups and activities. Additionally, social media can be used to strengthen patient-provider relationships by providing an additional layer of communication and coordination agreeing with Aufa and Sipahutar (2022).

Reach appeared to be the most influential sub-variable of all, it was seen through analysis that reach in social media marketing is the total number of unique users who have seen a particular ad or piece of content. Reach reflects the size of the audience, which in turn can have a big impact on how successful a campaign has been in terms of generating brand awareness and engagement.

Generally speaking, social media marketing can increase promotion of health care sector by allowing health care providers to create valuable and engaging content to share with potential patients. This content can include educational articles about health topics, hospital successes, patient stories, and anything else related to healthcare which matched results by Cheung et al. (2019). In addition to that, study found that reaching more people by targeting your content to a specific audience and advertising on platforms like Twitter and Facebook.

In addition, engagement more people in the marketing campaign can build relationships with potential patients by engaging with them on social media. Respond to comments, answer questions, and provide helpful information when needed as according to what came along with Erlangga, 2021. Social media marketing let followers know about upcoming health-related events and webinars, or even offer them exclusive discounts, also, it enables the use testimonials and influencers to build trust and credibility. Ask existing patients to share their positive experiences with your health care services on social media. Not to mention the utilization of tools such as polls and quizzes to increase engagement. These tools are great for gathering data and surveying user preferences agreeing with Vazquez (2019).

Conclusion

Social media marketing is a powerful tool to reach potential and existing customers within the healthcare sector. It can be used to educate the public on health topics, share industry news, promote health products and services, create patient engagement, and build trust in the industry. Additionally, social media can be utilized to connect with key influencers and healthcare professionals on timely topics and build relationships in the healthcare space. Based on previous discussion and conclusion; current study recommended:

- Investing in developing a strong web presence with content tailored to the healthcare sector
- Provide useful and informative content in order to maximize engagement and extend reach.
- Leverage the user-generated content created by customers and patients in order to showcase the quality of services or products.
- Develop a comprehensive digital advertising strategy to reach target audience and help build brand awareness. Include both paid and organic channels to maximize visibility and reach.

- Take advantage of influencer marketing by finding key individuals and organizations to promote brand within the healthcare sector.
- Utilize social media platforms for customer service and establish a presence by engaging with existing and potential customers. Utilize automated tools to help with customer service inquiries.
- Incorporate video content in social media strategies and consider live streaming events focused on industry.
- Make sure you review your analytics regularly in order to optimize strategies and stay on top of any changes or trends within the industry.

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