

Abstract

The prevailing healthcare marketing has mostly been disregarded underpinning the mass marketing and fear-based campaigns that explicitly resulted in misunderstanding of communication. The existing research aimed towards exploring the wider influence of marketing within medical and healthcare sectors. It stressed over the importance of value-added strategies like personalized digital marketing and customised solutions. Moreover, through a broader analysis of four healthcare campaigns and surveying healthcare professionals, the study explicitly disseminated that affirmative and personalized messaging is far more effective as compared to fear-based approaches. The findings of the research recommended that customized and empathetic marketing strategies are significant for fostering trust and long-term relationships within healthcare industry.