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Implementazione del SEO tramite il Web e il Social Media Marketing.

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Introduction

I decided to analyze and build a one-year business plan 2013-2014 for the company NoemaLife Spa. Its software solutions help to make the Healthcare System more efficient, by reducing costs and improving the quality of the patient care process, and of services generally.

My purpose was to find, in the Communication & Marketing Area, new potential improvement for the actual market, dividing the study in four macro-areas:

*Researching Marketing.* To do a correct analysis, we had to categorize the 6P of marketing. We needed, for the trimester October-December 2013, studying the United Kingdom healthcare system NHS, intended for both public and private healthcare organizations. Besides, we wanted to pursue new cooperation relationships among competitors and partners in this country and, in particular, with a leader in the UK: CliniSys Group.

*The Promotion Marketing* concerns events and meetings where different clients and firms can show and share their products' launch, and promote themselves, like the 9th edition of “La Città dello Zecchino” in Bologna. Moreover, we built new ideas for the Annual Chemistry Meeting AACC in Chicago, which NoemaLife joins since 2010. Each year the company stuff need to study the analysis and results of the event, collect references and full the CRM with new contacts, plus the possibility of become known from the international underground.

*The Web Marketing* is the more important section for an international firm, interested in the evolution. We will analyze the possibility of growth, in the World Wide Web, the influence and the SEO, the positioning and the optimization on the net thanks to the Google Devices and the “Netiquette”.

*Social Media Marketing.* Finally, I monitored and refined the company’s Twitter market and activity, including the influence the firm has on the net. I have deeply studied the digital monitoring tools that could help me in this task. My last work has been the Comparative Analysis of a range of competitors in the HalthCare IT Solutions sector. It is a competitive analysis about their social activity, in order to find a guideline for NoemaLife social networking.
Conclusions

My studies involved interesting discoveries and marketing strategies, in order to reach particular choices and purposes, directions and priorities.

It seems that the Healthcare system, since 2012, multiplied the use of social technology inside their organization. It involves all the Mobile devices and i-Medical Apps, platforms that will enable physicians to prescribe efficiently the right application to the right patient. Companies are creating the infrastructure needed to address these issues and to enable mobile health to be as integral to care management as medicines and other therapies.

As fun as apps can be, there are serious issues that must be considered when it comes to developing and using apps related to health. New studies consider the potential value they provide throughout a patient’s journey. They clearly demonstrated that, to date, most efforts in app development have been in the overall wellness category.

For example, systematic curation and evaluation of apps can provide physicians and patients with value-added information to aid decision-making. Moreover, apps provide integration into other aspects of patient care, including electronic medical records (EMRs) and patient portals.

Finally, the iMedical App communicates with HCP/patients and provide links to social networks. As new medium, it entered the business and, eventually, the healthcare social media got start. It is a global shift in how patients and the healthcare industry connects.

In the NoemaLife Business Plan, I spoke about the AACC Sponsorship Brochure for the 2014 event, in which the product AACC Mobile App was the first to be “Sold Out” with a cost of $25,000 by Stago Group. Thus, the reasons are its increasing visibility, the guaranteed ROI and the right target. The AACC Mobile App informs and provides information in a variety of formats, instructs, captures user entered data, displays, guides thanks to a Campus map and it is able to alert and provide reminders about booths and conferences.
Since the healthcare industry is changing with incredible speed, and one of the major contributors to this change is the dramatic upsurge in healthcare communication brought on by social media, Healthcare Social Media Analytics can bring incredible value by segmenting, analyzing and curating online healthcare discussions.

A great deal for the matter are the present Digital Monitoring Tools (Klout, Tellagence e Little Bird TweetStats, TweetBeam, Twittwall e TwitterCounter). The use of these systems helps to understand the next step for a marketing campaign, for the correct social networking or, in case, in order to avoid mistakes.

About Facebook, my final project strengthened the company’s choice to reject this social medium: despite it is true that it is the largest network of its kind in the world and growing at an amazing rate that does not mean it is suitable for NoemaLife business. The reasons are its informal setting and the lack of control: even if the viral effect is prominent, users can publish every opinion and go out-of-topic and become less professional.

The company does not believe the effort required compares favourably with the investment necessary to achieve better results on other social networks (Twitter or Linkedin), with highly engaged or regularly commenting followers. An advice can be to create circumscribed internal group.

Another suggestion is about Social Network sponsored updates: despite the accessibility of social media, broadcasting a company messaging to audiences outside of its following it is a challenge. The sponsored component help it to make sure the communication lands in front of the appropriate target and allows campaign managers to adapt and optimize ads.

Last, but not least, Career Days or recruitments have an increasing value on the social media market, which consist of application forms and candidates management.

To this end, there is Linkedin Talent Solutions: this option has a big return on investment. It is definitely more verifiable rather than other informal social networks.
Linkedin Talent Solution provides several advantages for the Human Resources: it has a huge visibility on the net, is easy to join, the posts are generally “shared” on every citizen social wall, in order to develop connections between general users and the recruiting company.

In conclusion, an online application, in full transparency, conveys directness, openness, fairness.
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