

Alma Mater Studiorum – Università di Bologna
Scuola di Lettere e Filosofia

Corso di laurea magistrale in
Scienze della Comunicazione Pubblica e Sociale

Tesi di Laurea in
Modelli di Marketing

TITOLO

CASE STUDY NOEMALIFE. BUSINESS-PLAN 2013-2014

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

CANDIDATO

Mariangela Santucci

RELATORE

Chiar.mo Prof.
Massimo Di Menna

Sessione III

Anno Accademico 2013/2014

Index

| | |
|---|-----|
| Introduzione e Metodologia di Lavoro..... | 3 |
| CHAPTER 1. RESEARCHING MARKETING..... | 7 |
| 1.01 NoemaLife: Profilo e Gruppo..... | 7 |
| 1.03 Prodotti NoemaLife..... | 13 |
| 1.04 Il contesto di Riferimento: L'ambito della Sanità..... | 17 |
| 1.05 Situazione al Tempo Zero..... | 24 |
| 1.06 Tentativi di Co-Marketing: CliniSys Group..... | 31 |
| 1.07 Analisi SWOT per un nuovo Cliente/Partner..... | 44 |
| CHAPTER 2. PROMOTION MARKETING..... | 47 |
| 2.01 Prototipo: Evento LEGO..... | 48 |
| 2.02 Fiere Internazionali: AACCC di Chicago..... | 53 |
| 2.03 Lo Zecchino d'Oro, 9 Edizione..... | 59 |
| CHAPTER 3. WEB MARKETING..... | 65 |
| 3.01 Posizionamento e Web Marketing..... | 66 |
| 3.02 I Google Device..... | 70 |
| 3.03 Altre "chicche" informatiche: una buona struttura..... | 76 |
| 3.04 Newsletter e Netiquette..... | 78 |
| CHAPTER 4. SOCIAL MEDIA MARKETING..... | 81 |
| 4.01 Sanità e Social Network: il nuovo trend..... | 82 |
| 4.02 I bottoni di condivisione..... | 84 |
| 4.03 Social Media Marketing: Linkedin..... | 86 |
| 4.04 Social Media Analysis: gli strumenti..... | 89 |
| 4.05 Analisi Comparativa dei Competitors..... | 95 |
| Conclusions..... | 125 |
| Notes..... | 135 |
| BIBLIOGRAPHY..... | 137 |

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 staff 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 HealthCare 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, Telligence 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.

BIBLIOGRAPHY

Bascetta C., 1985, *Scritti sulla lingua italiana*, Antenore, Padova.

Calabrese S., 2004, *Il potere della parola: dalla retorica alla comunicazione*, Forum Edizioni, Milano.

Capano Gilberto e Gualmini Elisabetta, *Le pubbliche amministrazioni in Italia*, Il Mulino, Bologna, 2006

Christopher Lovelock and Jochen Wirtz (2011) *Services Marketing*, Global Edition, Pearson

Codeluppi V., 1992, *La sociologia dei consumi. Teorie classiche e prospettive contemporanee*, Carrocci editore, Roma.

Conti L., *Fare business con Facebook. Il nuovo marketing dei social network*, Hoepli, Milano 2012.

Dardi F., *Twitter - Guida per le chiacchiere digitali*, Apogeo, Milano 2012

De Nobili F., *SEO Google. Guida al web marketing con gli strumenti di Google*, Area51 Publishing, Bologna 2013.

De Nobili F., *Lavoro web. Costruisci il tuo sito per crearti opportunità di lavoro*, Area51 Publishing, Bologna 2012.

Dumetz J. and Co-Authors, *Cross-Cultural Management Textbook*, 2012

Gualmini Elisabetta, *L'amministrazione delle democrazie contemporanee*, Editori Latenza, ,38-39

K.D.Hoffman-J.E.G. Bateson (2006): *Services Marketing, Concepts, Strategies&Cases*, Thomson South-Western

Jones J.P., 1991, *When Ads Works*, Simon & Schuster, New York.

Kotler Philip, Armstrong Gary, a c. di Scott W. G., *Principi di marketing*, Pearson Education, Italia 2009

Kotler Philip, Dipak C. Jain, Maesincee Suvit, a c. di Scott W. G. *Il marketing che cambia. Un nuovo approccio al profitto, alla crescita e al rinnovamento*, Il Sole 24 Ore Pirola, 2007

Pellicelli G., 1983, *il marketing internazionale. Fattori di successo nei mercati esteri*, Etas Libri, Milano.

Palmonari A., Cavazza N., Rubini M., 2002, *Psicologia sociale*, Il Mulino, Bologna.

Pastore A. e Maria V., 2008, *Impresa e comunicazione, 2a edizione. Principi e strumenti per il management*, Apogeo Editore, Bologna.

Pollay W.R., 1987, *Insights Into Consumer Behavior From Historical Studies of Advertising*, in "Advances in Consumer Research", vol. 14, University of British Columbia, pp. 447-450.

Taylor Roger, *God Bless the NHS. The Truth Behind the Current Crisis*, Faber and Faber Limited with Guardian Books, 2013 preface

Thomas, *Cross-Cultural Management: Essential Concepts*. Second Edition. New York, NY: Sage.

Xhaet G., *Le nuove professioni del Web*, Hoepli, Milano 2012

Magazines

Biomedical Science Congress 2013. Handbook & Exhibition Catalogue, IBMS. Institute of Biomedical Science, CPD Credited, at the International Convention Centre, Birmingham 23-25 September 2013

Bitner, M.J., Booms, B.H., Tetreault, M.S. (1990) The Service Encounter: Diagnosing Favorable and Unfavorable Incidents, *Journal of Marketing*, Vol. 54, p. 71-84.

Bitner, M.J. (1992) Servicescapes, The Impact of Physical Surroundings on Customers and Employees. *Journal of Marketing*, Vol.56, April, p.57-71

Delivery Group Meeting, A model of care for London pathology services: Project Initiation Document, a c. di Diana Middleditch, NHS London Commercial Support Unit, 27th June 2011

John, J., Grove S.J., Fisk R.P. (2002) Improvisation in Service Performance: Lessons from Jazz, *Managing Service Quality*, Vol. 16, No.3, pp-247-268

La Sanità 2.0, tra Spending Review e Clinical Governance, a.c.di Alessandra Scarpa e Costanza Baldoni, Edisef, Aprile 2013

La Sanità 2.0, tra Spending Review e Clinical Governance Edizione 2014, a.c.di Alessandra Scarpa con la collaborazione di Costanza Baldoni, Edisef, Settembre 2014

Lovelock, C.H. (1983) Classifying Services to Gain Strategic Marketing Insights. *Journal of Marketing*, 47 (Summer) p.9-20.

Lovelock, C., Gummesson, E. (2004) Whither Services Marketing? In search of a new paradigm and fresh perspectives. *Journal of Services Research*, vol.7, N.1. p.20-41

Meuter, M.L., Ostrom, A.L., Roundtree, R.I., Bitner, M.J. (2000) Self-Service Technologies: Understanding Customer Satisfaction with Technology-Based Service Encounters, Journal of Marketing, Vol.64, July, p.50-64

Patto della sanità digitale. Azione di sistema per le sfide assistenziali e di cura del SSN, del Ministro Beatrice Lorenzin, Masggio 2014

Parasuraman, A., Zeithaml V.A., Malhotra, A. (2005) E-S-Qual: A Multiple –Item Scale for Assessing Electronic Service Quality, Journal of Service Research, 7,3, p.213-233

Report of the Review of NHS Pathology Service in England, a c. di Lord Carter of Coles, An independent Review for the DH, 2006

Report of the Second Phase of the Review of NHS Pathology Services in England, a c. di Lord Carter of Coles, An independent Review for the Department of Health, December 2008

The Department of Health's Response to the Report of the Second Phase of the Independent Review of NHS Pathology Services in England, a c.di Rt Hon Dawn Primarolo MP, Minister of State for Public Health, COI for the Department of Health, December 2008.

The Market for Laboratory Information Systems in Belgium, the Netherlands, France, the United Kingdom, Ireland, Germany, Italy and Spain. Table of Contents, a cura di Michael Kingshott & Associates, 2013

Williams, J.A., Anderson, H.H. (2005) Engaging Customers in Service Creation: A Theater Perspective, The Journal of Services Marketing, 19,1,p. 13-23.

Zeithaml, V.A., Rust, R.T., Lemon, K.N. (2001) The Customer Pyramid: Creating and Serving Profitable Customers, California Management Review, Vol. 43, N.4, Summer, p.118-142.

SITOGRAFHY

<http://www.smithsquarepartners.com/transactions/smith-square-partners-acts-as-financial-adviser-to-montagu-private-equity-in-relation-to-its-acquisition-of-clinisys-group/>.

www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf.

<http://www.linkdiagnosis.com/>.

<http://www.webhostingmagazine.it/strumenti-seo-online.com>

<http://www.google.com/support/googleanalytics/?hl=it>.

https://www.google.com/intl/it_it/adwords/select/tools.html

<http://adwords.google.it/o/Targeting/Explorer>

Berg[HYPERLINK "http://www.berginsight.com/"](http://www.berginsight.com/) *Insight*[HYPERLINK "http://www.berginsight.com/"](http://www.berginsight.com/)

<http://www.slideshare.net/gammsystem/antonioli-gamm-2011>

<http://www.linkedin.com/groups?gid=68286>[HYPERLINK "http://www.linkedin.com/groups?gid=68286&trk=myg_ugrp_ovr"](http://www.linkedin.com/groups?gid=68286&trk=myg_ugrp_ovr)[HYPERLINK "http://www.linkedin.com/groups?gid=68286&trk=myg_ugrp_ovr"](http://www.linkedin.com/groups?gid=68286&trk=myg_ugrp_ovr)

http://www.huffingtonpost.com/jure-klepica/discover-the-next-advance_b_3991536.html

<http://www.wixab.com/dwn/report1.pdf>

http://business.linkedin.com/content/dam/business/talent-solutions/global/en_US/c/pdfs/linkedin-content-marketing-guide-two-en-us.pdf

<http://www.futurap.com/2012/08/suggerzioni-klout-misurare-linfluenza/#sthash.TNgESQhu.dpuf>