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Nowadays, due to increasing competition, medical marketing has more and more influence on the success of medical institutions, shaping their unique style and attracting loyal customers (patients). This article analyzes the development and coming trends of this industry.

Medical marketing is a set of activities aimed at attracting customers and increasing the profits of various medical institutions. Its difference from marketing in any other sphere lies in the increased responsibility for the services sold, as a person's life may depend on it, as well as in the increased moral restrictions and norms that do not allow the use of some marketing tools. This is why the study and use of medical marketing requires a special approach.

Medical marketing performs a number of important functions that help in the development of medical facilities. Thus, the creation of a quality website that talks about the specific services of the center, their benefits, promotions, etc., social media and advertising campaign helps to increase the number of new patients. Moreover, through mailings, accumulative discounts, gifts form a positive reaction to the institution, which develops brand loyalty among regular customers. Medical marketing also plays an important role in brand recognition. In a dynamic competitive environment, clinics try to develop their authenticity to attract the attention of customers and become the first in their segment.

However, marketing not only helps to increase the number of customers, but also has a positive impact on the improvement, development of medical institutions. Analyzing patient feedback helps in correcting minor flaws in various issues. Moreover, it analyzes and compares the offers of other similar medical institutions.

Thus, increasing the number of new clients, retaining old ones, correcting deficiencies, analyzing competitors also increases the income of the clinic, which is one of the main goals of creating a medical institution [1].

Medical marketing also exists in the Republic of Belarus. It uses both established and completely new methods of development. Advertising of medical institutions on the Internet and in printed publications, participation in medical exhibitions and events, and creation of a website are no longer surprising. But the conduct of social networks, in particular the creation of video content, the use of artificial intelligence in the work of clinics are trends in medical marketing of current years.

Nevertheless, medical marketing has its drawbacks. Many people still consider it a non-priority issue, not realizing its importance in attracting patients. For this reason, many institutions impose financial re-

strictions that do not allow them to create and develop a competent marketing campaign. Moreover, the laws, connected with advertising, also limits the promotion opportunities.

Despite a number of difficulties, medical marketing in Belarus has resources and opportunities for the development of this sphere.

For example, since 2006 there has been a Medical Marketing Agency in Belarus, which launches advertising campaigns and deals with marketing of pharmaceutical products. The agency conducts various activities, from marketing research to e-detailing, including development, training and coaching throughout the process [2].

Moreover, many promote medical centers on social media, particularly Instagram. In order to assess the importance of maintaining this network, representatives of medical centers were interviewed. All agreed that this is a really powerful tool for promoting any services, particularly medical ones. Alesya Denisova, Deputy Director of Development at Kravira Medical Center, noted that Instagram gives the opportunity to conduct surveys, answer questions both in personal messages and for the entire audience. Moreover, now it is possible to make an appointment with a doctor by writing in private messages. SMM-specialists in this field note that 60% of work is communication with clients, so it is very important to respond promptly to a request. Alesya Denisova also shared that organic audience growth is now about 130 subscribers. Consequently, as the growth of subscribers increases, so do the clients of the clinic [3].

However, social media promotion has its own challenges. For example, advertising policies, setting up targeted advertising, and putting together a visual that fits all the requirements. In order to find out if running Instagram is useful for a medical center, it is necessary to calculate the cost of a subscriber.

In today's world, medical marketing plays an important role in achieving various goals, from gaining reputation to increasing profits. It is necessary for both private institutions and public ones. With the help of this tool you can stand out among competitors, analyze the demand in the market and reach a new level.

In Belarus, medical marketing is gaining more and more importance. Despite some difficulties, such as lack of publicity, financial constraints, this field still has great prospects. Among the powerful tools of medical marketing in Belarus is social networking. By investing in this area, subscribers grow, and as they grow, so do clients.

## References

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