



**THE EFFECTIVENESS OF USING DIRECT
MARKETING ON PRIVATE HOSPITAL: A CASE
STUDY OF PUTRA SPECIALIST HOSPITAL
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ABSTRACT

Direct marketing is one of the advertising which use by the business to communicate with the customers or people directly to promote the product or services that being offered and the effectiveness of the use of it can ensure the message of every details and information of the product and services can be delivered successfully to the customers. Direct marketing includes direct mail, face to face selling, internet marketing, catalogues, telemarketing, direct-response advertising and kiosk marketing. Direct marketing is practiced by businesses of all sizes. A direct advertising campaign aims to deliver a good return on investment by showing how many potential customers responded to a clear call to action. By using the direct marketing can create awareness towards the business.

Keywords: **direct marketing, advertising, awareness**

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

This study is conducted to identify the effectiveness of using direct marketing on private hospital. The direct marketing is the form of advertising that communicates directly to customers. Direct marketing includes cell phone text messaging, email, websites, online adverts, database marketing, fliers, catalogue distribution, promotional letters and targeted television, newspaper and magazine advertisements as well as outdoor advertising. The issues are identified through the method of the observation and the researcher also has conducted personal interview with the employee from the Corporate Strategy Department.

Marketing is a process used by companies to create value for customers and build solid customer relationships in order to get a return from customers in the form of sales, profits, and long-term customer equity (Kolter, Armstrong 2008). There are two types of marketing method; General Marketing and Direct Marketing. General marketing uses mass media such as television to target customers, regardless of their characteristics and preferences (Bose, Chen 2009).

According to Veronica Taylor (2014), in past years, hospitals relied mostly on television and print advertising for their main source of marketing. Word of mouth was also a huge part of any hospital marketing strategy. Word of mouth, indeed, is still one of the best ways to market your hospital. But there are new, more effective ways to spread