

The Impact of the Marketing Mix on the Healthcare for Boosting Sales

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Abstract: This article discusses the Marketing mix that is product, price, place and promotion and how it is effecting healthcare industry, Marketing mix is a strategy, this concept traces back to 1960, when marketing professor E. Jerome McCarthy first published it in a book entitled Basic Marketing: A Managerial Approach, with the help of this marketing plan using the 4 Ps (Product, Price, Place and Promotion), companies started to well in marketing and selling their products, not only in local but also across states and countries, that's how powerful the Marketing mix is. And now it is made more interesting, and an additional three elements that help us meet the challenges of marketing services, People, Process and Physical Evidence (Booms & Bitner, 1982), so in total now marketing mix has 7 Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence, which are driving the plans made out for marketing and selling this days. So the article will be showing how 7 Ps will helped and are still helping the health care sector which is indeed a unorganized sector, At its core, a marketing mix is focused companies to sell healthcare products before selling it will help in promoting a product or service to generate revenue for a company. It integrates key marketing strategies that will create brand awareness, build customers to trust companies and in the end customers end up buying the products or Services.



Keywords: Marketing Mix, 7 Ps, Health care, Sales

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