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## Influence of Social Media Marketing on Health Care Product Awareness

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### ABSTRACT

Nowadays Social media has become an important tool for healthcare marketing and communication through some platforms such as Instagram, Facebook, You Tube, LinkedIn and X help pharmaceutical and healthcare organizations communicate information, education for consumers and promotion of the healthcare and other products. Advertisements, instructive postings, patient testimonials, and awareness campaigns are examples of social media material that can increase customers' awareness of and familiarity with healthcare products. The general public frequently uses social media as a source of health information. Social media platforms must take steps to improve access to and exposure to high-quality, science-based information because of the potential for material shared through these platforms to affect health outcomes. The work of an independent advisory group organized by the National Academy of Medicine is summarized in this paper. The group discussed and gathered data to create a set of preliminary principles and characteristics that could guide platforms' identification and potential elevation of reliable sources of health information. The authors explore the possibility of trustworthiness among main categories and types of government and nonprofit organizations that disseminate health information via social media using these principles and characteristics as a framework. In addition to source evaluation, the authors stress the necessity of parallel methodologies, such as content assessment, as well as crucial ethical considerations like the defence of free speech and human autonomy. The study also emphasises that social media companies should share data with behavioural and public health experts to comprehend the effects of such rules on both online and offline behaviours in order to be regarded as credible themselves. Research on the use of social media by medical professionals is still lacking. Only a small portion of chemists utilize social media for work-related purposes, despite the fact that the majority have at least one account, according to the scant study on the subject.

**Keywords:** Social media marketing, Product Awareness, Digital Marketing, Health care Products, Consumer Awareness, Healthcare Communication, Pharmaceutical Marketing, Health information.

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## INTRODUCTION

In the healthcare sector, social media is become a crucial instrument for marketing and communication. Healthcare organizations and pharmaceutical firms can communicate information, educate consumers, and advertise healthcare products to a large audience through platforms like Facebook, Instagram, YouTube, LinkedIn, and X (previously Twitter). People are now more inclined to look up health-related information online before making healthcare decisions due to the growing use of smartphones and internet services.

By offering current information, interesting content, patient testimonials, and instructional efforts, social media marketing significantly contributes to raising awareness of healthcare products. Compared to conventional marketing strategies, it enables healthcare organizations more successfully reach target audiences.

Customers can learn about the advantages, applications, and accessibility of healthcare items through social media platforms, which may have an impact on their knowledge, attitudes, and purchase decisions.

Understanding how social media affects customer awareness and behaviour is essential given the increasing significance of digital marketing in the healthcare industry. This study intends to explore the role of social media marketing on healthcare product awareness and evaluate its efficacy in informing and engaging consumers. The results of this study can assist healthcare marketers in creating more effective plans to enhance customer education, product visibility, and general healthcare communication.

The healthcare industry has experienced significant changes in marketing practices due to advancements in digital technology. Traditional promotional methods such as television advertisements, newspapers, magazines, and direct marketing are increasingly being complemented by digital marketing strategies. Among these strategies, social media marketing has become one of the most effective tools for reaching and engaging consumers.

A paradigm shift in word-of-mouth (WOM) communications has been brought about by the global rise of social networking sites (SNSs), which allow users to watch, engage, and share content. Businesses are increasingly using social media platforms like Facebook, Twitter, LinkedIn, and Pinterest to connect with their partners, customers, and staff. This has made it easier than ever for companies to connect with their target clientele. Even though the country's Internet penetration rate is still low, an estimated 180 million Indians actively utilize online services, social media, and email. Organizations have responded in a way reminiscent of a gold rush to this increased development in social media use.<sup>1</sup>



### Objectives of The Study

To evaluate the role of social media platforms in increasing awareness of healthcare products among consumers.

- To analyze the impact of social media marketing content on consumers' knowledge and perception of healthcare products.
- To examine how different social media platforms influence healthcare product awareness among various age groups.
- To assess the effectiveness of social media advertisements, influencer promotions, and educational posts in creating product awareness.
- To identify the factors that encourage consumers to engage with healthcare-related content on social media.
- To study the relationship between social media engagement (likes, shares, comments) and healthcare product awareness.
- To investigate consumer trust in healthcare information provided through social media marketing channels.
- To provide recommendations for pharmaceutical and healthcare companies to improve awareness campaigns through social media marketing.

### The Study's Scope

The purpose of this study is to investigate how social media marketing affects consumers' awareness of healthcare items. It examines how digital platforms like Facebook, Instagram, YouTube, and X can be used to promote healthcare items and spread information about healthcare. The study is to assess how consumer knowledge and product recognition are impacted by social media material, such as ads, instructional posts, influencer recommendations, patient testimonies, and health awareness initiatives. Additionally, it looks into how well social media reaches various age groups and influences decisions about healthcare.

The scope is restricted to healthcare products advertised on social media platforms, including over-the-counter medications, dietary supplements, personal healthcare products, and wellness products.

Promotion of prescription drugs to medical personnel is not the study's main objective.

Additionally, the study aims to determine how consumers see the legitimacy, dependability, and value of healthcare information disseminated on social media. The results could aid pharmaceutical and healthcare organizations in creating more successful digital marketing plans while maintaining moral and responsible communication.

### **Role of Social Media in Healthcare Awareness**

Social media plays a vital role in spreading healthcare awareness by providing fast, wide, and cost-effective communication and global access to medical knowledge.

Its key roles include:

#### **1. Health Education**

Reliable information about illnesses, preventive, nutrition, cleanliness, mental health, and lifestyle modifications is shared on social media platforms.

#### **2. Campaigns for Public Health**

Social media is used by governments and organizations, such as the World Health Organization, to advertise health observances, disease control initiatives, and vaccination campaigns.

#### **3. Early Awareness and Prevention**

People can take prompt preventive action when they receive alerts about outbreaks, epidemics, and health emergencies.



### **Importance of Healthcare Awareness in Social Media Marketing**

#### **Educates the public:**

Social media helps spread accurate information about diseases, prevention, treatments, and healthy lifestyles in a simple and engaging way.

#### **Improves early diagnosis & prevention:**

Awareness campaigns encourage people to recognize symptoms early and seek timely medical care

#### **Builds trust and credibility:**

Sharing verified, ethical, and transparent health content helps healthcare brands gain public trust.

**Wide reach at low cost:**

Social media platforms reach large and diverse audiences quickly compared to traditional marketing.

**Patient engagement:**

Enables two-way communication, allowing patients to ask questions, share experiences, and feel supported.

**REVIEW OF LITERATURE**

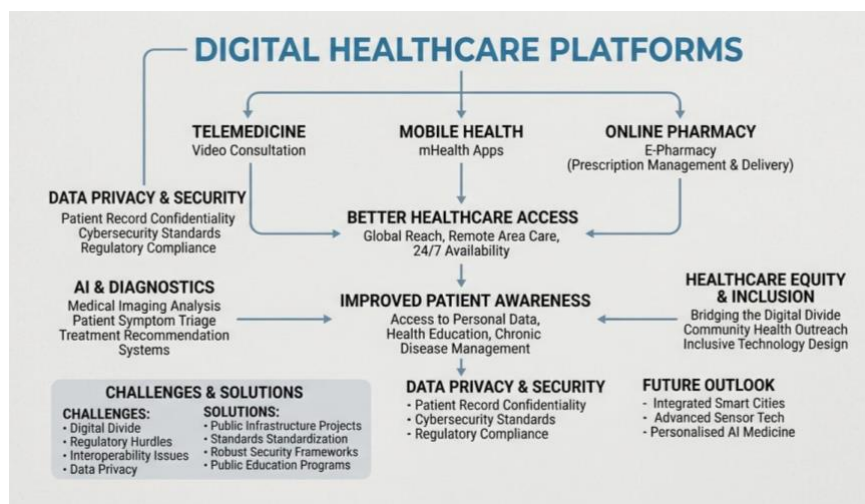
- N Todua., The study examines how digital media marketing influences consumer behavior in Georgia's healthcare sector. It finds that digital media helps healthcare organizations promote services, engage patients, build trust, and encourage positive electronic word-of-mouth (e-WOM). Using regression and dispersion analysis, the study shows that digital marketing activities have a significant positive impact on consumer engagement, trust, and behavioral intention. The findings suggest that healthcare organizations should strengthen their digital marketing strategies to better reach and influence target customers.<sup>2</sup>
- T Majali, M Alsoud, A Omar, I Alhassan., The study explores the adoption of social media by Malaysian healthcare practitioners for health promotion. Based on the UTAUT model, it identifies performance expectancy, effort expectancy, social influence, and facilitating conditions as key factors influencing social media adoption. The study concludes that social media is a cost-effective and efficient communication tool for improving public health awareness, disease prevention, and healthcare communication, while helping the government and healthcare practitioners optimize limited resources.<sup>3</sup>
- H Al-Dmour, R Masa'deh, A Salman., The study highlights the important role of social media in public health communication, especially during the COVID-19 pandemic. It notes that there is limited research on how social media supports different public health objectives, such as raising awareness and disease prevention. The study focuses on Jordan and emphasizes the need to examine how social media campaigns influence public

awareness and protection against COVID-19, helping improve future public health communication strategies.<sup>4</sup>

- R Kumar, P Jaiswal., The study examines the impact of digital marketing on online sales of medicines and healthcare products. It finds that the growing digital economy has encouraged pharmaceutical companies to use websites, social media, and e-commerce platforms to promote their products. The study concludes that digital marketing, discounts, and promotional offers significantly influence consumers to purchase medicines and healthcare industry.<sup>5</sup>
- SO Babatunde., The study reviews the role of digital marketing in promoting medical products. It highlights key strategies such as content marketing, SEO, social media, email marketing, and influencer marketing to effectively engage healthcare professionals, patients, and caregivers. The study concludes that data analytics, regulatory compliance, and ethical practices are essential for successful digital marketing campaigns and improving the promotion of medical products.<sup>6</sup>
- AN Mason, M Brown, K Mason., The study examines the impact of the COVID-19 pandemic on social media marketing in India. Based on a survey of 313 consumers and Wilcoxon signed-rank test analysis, the findings show that social media usage for consumer decision-making increased significantly after the pandemic. The study concludes that social media has become a more influential marketing tool and provides recommendations for businesses to strengthen their digital marketing strategies.<sup>7</sup>
- J Zhao, J Wang., The study investigates user acceptance of health-related short-video advertisements on social media platforms. Using an enhanced Technology Acceptance Model (TAM), it found that social interaction, informativeness, relevance, intrusiveness, and perceived usefulness significantly influence users' attitudes and purchase intentions. The study concludes that informative, relevant, and engaging short-video advertisements are more likely to increase consumer acceptance and encourage purchases of health-related products.<sup>8</sup>
- A Makrides, D Vrontis., The study examines the impact of digital marketing on international brand awareness. Based on a survey of 200 respondents, it found that digital marketing helps businesses, especially small and medium-sized enterprises (SMEs), strengthen brand awareness and expand into international markets. The study concludes that various digital marketing techniques effectively reach different customer segments and support business growth in the digital era.<sup>9</sup>

- A Heinze, G Fletcher, A Cruz., The book provides a practical, research-based guide to digital and social media marketing, focusing on effective strategies for businesses, especially SMEs. It highlights ethical digital marketing practices, introduces the Digital Business Maturity Model to assess technology adoption, and includes case studies, exercises, and online learning resources (MOOC). The book aims to help students and practitioners develop digital marketing skills and gain a competitive advantage.<sup>10</sup>
- FU Rehman, BM Al-Ghazali., The study examines the impact of social advertising, individual factors, and brand image on the buying behavior of Malaysian consumers toward fashion clothing brands. Based on data from 288 respondents analyzed using PLS-SEM, the results show that social advertising and individual factors positively influence both brand image and consumer buying behavior. Brand image also acts as a mediating factor between social advertising, individual factors, and buying behavior. The study concludes that marketers should use informative, credible, entertaining, and user-friendly social advertising to strengthen brand image and increase consumer purchases.<sup>11</sup>
- R Liu, S Gupta, P Patel., The study examines the role of AI-powered social media in healthcare marketing and communication. Based on 25 in-depth interviews with healthcare professionals, it finds that responsible AI improves social media marketing by enhancing information sharing, decision-making, and patient engagement while addressing ethical concerns such as privacy, trust, and transparency. The study concludes that adopting responsible AI principles helps healthcare organizations build trust and improve the effectiveness of their social media marketing strategies.<sup>12</sup>

### Development of Digital Healthcare Platforms:



Digital healthcare platforms are mobile applications and internet systems that link hospitals, pharmacies, pharmaceutical companies, patients, and healthcare providers. These platforms have

revolutionized healthcare by improving patient-centeredness, efficiency, and accessibility. Global acceptance of digital healthcare has surged due to the internet, cellphones, and social media's rapid expansion.

**Key Features;**

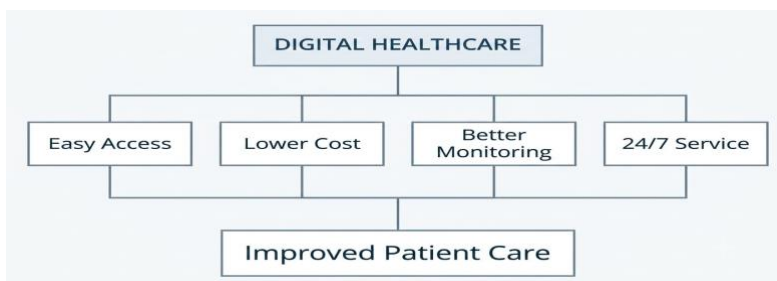
- Online doctor consultations (telemedicine)
- Electronic Health Records (EHR)
- Online appointment booking
- E-prescriptions and digital pharmacy services
- Health monitoring through wearable devices
- AI-powered symptom checkers and chatbots
- Medicine reminders and health tracking apps

**Role of Social Media in Digital Healthcare;**

- Social Media's Place in Digital Healthcare
- Digital healthcare services are heavily promoted by social media sites like Facebook, Instagram, YouTube, LinkedIn, and X (previously Twitter) by:
  - raising knowledge of illnesses and available treatments.
  - teaching individuals how to use medications safely.
  - encouraging online pharmacy services and telemedicine.
  - distributing information on preventive care and health campaigns.
  - enabling medical personnel to communicate with patients and respond to questions about health.

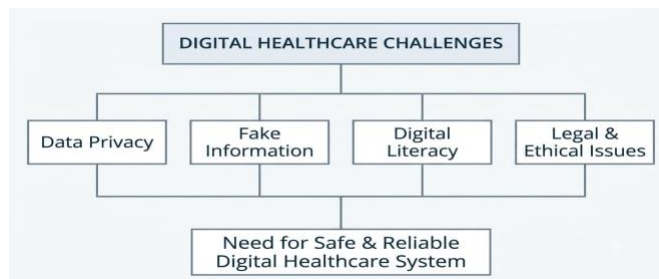
**Benefits;**

- Improves access to healthcare, especially in rural areas.
- Saves time and reduces healthcare costs.
- Enhances patient engagement and medication adherence.
- Provides quick access to reliable health information.
- Supports personalized healthcare through digital tools.



**Challenges;**

- issues with data security and privacy.
- propagation of false information on social media.
- Some people have problems with digital literacy.
- ethical and legal issues with online medical advice.

**SOCIAL MEDIA AS A HEALTH INFORMATION SOURCE:**

The general public frequently uses social media as a source of health information. Social media platforms must take steps to improve access to and exposure to high-quality, science-based information because of the potential for material shared through these platforms to affect health outcomes. The work of an independent advisory group organized by the National Academy of Medicine is summarized in this paper. The group discussed and gathered data to create a set of preliminary principles and characteristics that could guide platforms' identification and potential elevation of reliable sources of health information. The authors explore the possibility of trustworthiness among main categories and types of government and nonprofit organizations that disseminate health information via social media using these principles and characteristics as a framework. In addition to source evaluation, the authors stress the necessity of parallel methodologies, such as content assessment, as well as crucial ethical considerations like the defence of free speech and human autonomy. The study also emphasises that social media companies should share data with behavioural and public health experts to comprehend the effects of such rules on both online and offline behaviours in order to be regarded as credible themselves.<sup>13</sup>

**Common Social Media Platforms:**

- Facebook
- Instagram
- YouTube
- X (Twitter)
- WhatsApp

- LinkedIn
- Telegram
- Snapchat
- Threads

### Uses of Social Media in Healthcare:

1. **Health Education:** Provides information on diseases, prevention, nutrition, exercise, and healthy lifestyles.
2. **Disease Awareness:** Promotes awareness campaigns for diabetes, cancer, HIV/AIDS, tuberculosis, and mental health.
3. **Public Health Communication:** Shares updates on disease outbreaks, vaccination programs, and government health policies.
4. **Patient Support Groups:** Connects patients with others who have similar health conditions for emotional and practical support.
5. **Professional Networking:** Allows healthcare professionals to share research, attend webinars, and exchange medical knowledge.
6. **Health Promotion:** Encourages healthy habits such as regular exercise, balanced diet, and smoking cessation.
7. **Emergency Communication:** Provides real-time updates during pandemics, natural disasters, and public health emergencies.
8. **Telemedicine Support:** Helps patients communicate with healthcare providers and receive follow-up care.

### Advantages:

- Quick and easy access to health information.
- Available 24/7 from anywhere.
- Low-cost method of health education.
- Improves public awareness about diseases.
- Encourages healthy lifestyle changes.
- Enables interaction with healthcare professionals.
- Supports patient communities and peer learning.
- Helps spread important health alerts rapidly.

### Disadvantages:

- Spread of false or misleading information (misinformation).
- Lack of verification of many posts.

- Risk of self-diagnosis and self-medication.
- Privacy and confidentiality concerns.
- Information overload may confuse users.
- Some content is influenced by advertisements or commercial interests.
- Can increase anxiety due to inaccurate or alarming health news.
- Not all health advice is evidence-based.

**Role of Healthcare Professionals:**

- Share accurate and evidence-based information.
- Correct myths and misinformation.
- Educate people about disease prevention.
- Guide patients to reliable health resources.
- Promote vaccination and healthy behaviors.
- Maintain patient confidentiality while using social media.
- Follow ethical and professional guidelines.

**Precautions While Using Social Media for Health Information:**

1. Verify information from trusted sources.
2. Follow official government and healthcare organization accounts.
3. Do not rely solely on social media for diagnosis or treatment.
4. Consult a qualified healthcare professional before taking medicines.
5. Check the date and source of health information.

**Digital Transformation of Pharmaceutical Marketing Through Social Media**

- Pharmaceutical marketing is changing rapidly because of the growth of digital technology and social media. Pharmaceutical companies increasingly use platforms such as social networks, websites, educational content, online communities, and digital campaigns to communicate information about healthcare products. Digital marketing can help companies reach healthcare professionals and consumers more efficiently while providing educational and product-related information.

**Emerging strategies**

- **Social media engagement:** Pharmaceutical companies can use social platforms to share educational healthcare content, product information, awareness campaigns, and company updates.
- **Content marketing:** Blogs, infographics, videos, and educational posts can be used to provide useful information about diseases, treatment awareness, and appropriate medicine

use.

- **Influencer and expert communication:** Healthcare professionals and subject experts can help communicate reliable health information when appropriate and within applicable regulations.
- **Personalized digital marketing:** Digital platforms can help companies provide information that is more relevant to particular audiences.
- **Video marketing:** Short educational videos can explain disease awareness, medication-related information, and healthcare topics in an easy-to-understand format.
- **Search-engine marketing:** Pharmaceutical companies can improve the visibility of legitimate educational and product information through search engines.
- **Mobile marketing:** Mobile applications and messaging platforms can support patient education, medication reminders, health campaigns, and communication.
- **Data-driven marketing:** Digital analytics can help companies understand audience engagement and improve future marketing campaigns.
- **Online patient education:** Digital platforms can provide educational material that encourages informed discussions between patients and healthcare professionals.
- **Omnichannel marketing:** Companies can combine traditional marketing with websites, social media, email, digital content, and professional communication to create a consistent marketing approach

#### PROFESSIONAL USE OF SOCIAL MEDIA BY PHARMACISTS:

Research on the use of social media by medical professionals is still lacking. Only a small portion of chemists utilize social media for work-related purposes, despite the fact that the majority have at least one account, according to the scant study on the subject. For instance, in a 2011 survey of West Virginia chemists, at least 75% of respondents said they used some kind of social media platform; however, only roughly 10% used social media, particularly Facebook, for educational purposes, and only 16% used Facebook for professional purposes. Only 16% of pharmacy preceptors at an Indiana college of pharmacy reported using Facebook for work-related purposes, despite the fact that 60% of survey participants said they used social media. Approximately two-thirds of respondents indicated interest in using social media for business purposes. More precisely, around 40% of respondents said they would follow professional organizations, roughly 25% said they would register for or attend professional meetings, and roughly 50% said they would be receptive to receiving notifications or earning continuing education credits. Recently, a research team at a Florida pharmacy college conducted a social network analysis of chemists on

Twitter. Over 600 self-identified chemists in the US were discovered to be using Twitter, however a subgroup study revealed that just 10% of their tweets were used for work-related purposes, primarily to discuss workplace concerns or trade information about health or insurance coverage. Lastly, 88% of participants in a study of pharmacy students at three US pharmacy institutions said they had a Facebook profile, but it was not determined if they used the site for professional or academic purposes.<sup>14</sup>

### **Professional Applications:**

#### **1. Patient Education and Health Awareness;**

- Pharmacists use social media to educate the public about:
- Safe medication use
- Vaccination awareness
- Chronic disease management
- Drug interactions and adverse effects
- Lifestyle modifications for better health
- Educational posts help improve medication adherence and reduce misinformation.

#### **2. Professional Networking;**

- Social media enables pharmacists to:
- Connect with healthcare professionals worldwide.
- Exchange clinical knowledge and treatment updates.
- Participate in professional discussions and online conferences.
- Collaborate in research and pharmacy practice improvement.

#### **3. Continuing Professional Development (CPD);**

- Pharmacists use online platforms to:
- Attend webinars and virtual workshops.
- Access the latest research articles.
- Follow professional pharmacy organizations.
- Stay updated with new medicines and clinical guidelines.

#### **4. Pharmaceutical Marketing;**

- Pharmacists support ethical pharmaceutical marketing by:
- Sharing evidence-based product information.
- Creating awareness about new medicines.
- Promoting health campaigns.

- Communicating accurate drug information to patients while avoiding misleading promotional claims.

### **Pharmaceutical Companies and Their Products on Social Media**

Pharmaceutical companies using social media to market their products directly to customers have drawn a lot of criticism. Because it is mostly unmonitored, this type of direct-to-consumer advertising (DTCA) has the potential to be interactive and to overstate the advantages of pharmaceutical treatment relative to its drawbacks. Illegal online pharmacies can advertise their services on well-known social media platforms, and inexperienced users can post testimonials about their own medications on social media. Social media presents a significant risk of exposing the public to false or harmful information regarding pharmaceutical medications.<sup>15</sup>

### **Pharmaceutical Products Marketing Via Social Media:**

Pharmaceutical companies increasingly use social media to promote health information and communicate with the public. This form of marketing, called electronic Direct-to-Consumer Advertising (eDTCA), helps increase awareness about diseases and treatments, but it also raises concerns about misinformation and the overemphasis of drug benefits while downplaying risks.

The article explains that the U.S. Food and Drug Administration (FDA) regulates pharmaceutical advertisements to ensure they present a fair balance between benefits and risks. On social media, companies mainly use help-seeking advertisements, which encourage people to discuss health conditions with their doctors instead of directly promoting a specific medicine.

Social media allows pharmaceutical companies to reach millions of users quickly and interact directly with consumers. However, it also enables users to post personal opinions, testimonials, and inaccurate information, which may influence others. Some platforms may also contain advertisements from illegal online pharmacies, making it difficult for people to identify trustworthy health information.

Overall, the article concludes that while social media is an effective marketing and educational tool for pharmaceutical companies, stronger monitoring and ethical practices are needed to ensure that the information shared is accurate, balanced, and safe for the public.

| <b>Category</b>         | <b>Companies on social media</b> |
|-------------------------|----------------------------------|
| Pain relivers           | Dr Ortho                         |
| Skin Care Products      | Ghar products                    |
| Women's Health Products | Revital H                        |
| Vitamin Supplements     | Muscle Blaze products            |
| Hair Care Products      | De construct products            |

### Pain Relivers: Dr Ortho

Natural joint and muscular pain management is the area of expertise for the Ayurvedic wellness company Dr. Ortho. In addition to orthopedic supports like knee caps, back belts, and memory foam mattresses, its signature goods include topical pain relief oils, balms, sprays, and herbal capsules. The company's painkillers, such as the

Dr. Ortho Ayurvedic Oils are made with natural substances including camphor oil, Alsi oil, and Nilgiri (eucalyptus) oil. They are intended to ease stiff joints and promote blood circulation.

Ashwagandha, Methi, and Shilajit are among the herbs used in their Ayurvedic capsules, which are intended to improve bone health, lower inflammation, and aid in bodily detoxification

strategy for social media marketing Dr. Ortho, establishing medical authority and fostering patient trust are crucial. On social media sites like Facebook, YouTube, and Instagram, content should emphasize patient success stories, instructive video reels, and community outreach.

### Educational Video Content:

Emphasize short-form videos (YouTube Shorts, Instagram Reels) in which medical professionals discuss common problems such as managing arthritis, relieving joint pain, and recovering from surgery.

### Patient Testimonials:



Provide written or video accounts of patients who have recovered well from procedures or therapies, emphasizing the caliber of care and results.

### Skin care: Gharr products



**1. Instagram-Specific Content Architecture (Aesthetics & Community):**

Reels, like the Ghar Soaps Brightening Peeling Gel texturing and lifting dead skin, can be used to demonstrate instant effects. Post multi-slide carousels that describe particular skin conditions, such as distinguishing between sun tanning and hyperpigmentation. YouTube Shorts and TikTok (Raw Education): Make quick, 15- to 30-second videos that show your everyday improvement. Pay close attention to visually striking features, such as the Magic Face Wash's dissolving active beads. Use split-testing with side-by-side advertising for Meta advertising (Conversion Engines). Show an unpleasant lifestyle issue (such as a severe, obstinate neck tan) on the left, and use the Ghar Soaps Magic Soap in a direct video remedy on the right.

**2. Short-Form Video Hooks with High Conversion Rates The "Flaw Verification" Hook:**

"Stop concealing your hyperpigmentation with foundation. Instead, do this for fifteen days. Raw, unedited camera phone close-ups should come right after this. The Financial Value Hook: "How I get rid of full-body tanning for less than ₹10 a day without stepping into a clinic." This presents goods like the Sandalwood & Saffron Magic Soap as extremely reasonably priced substitutes for medical procedures. The Science vs. Myth Hook: "The reason your present face wash isn't removing your tan (Hint: It doesn't contain encapsulated active beads).

**3. UGC & Strategic Influencer Matrix To increase sales and establish long-lasting trust:**

The 15-Day Transformation Challenge: Collaborate with micro-influencers who have between 10,000 and 50,000 followers to record an uncensored journey. On Day 1, Day 7, and Day 15, have them record quick video check-ins. demonstrating the precise development of their skin's texture. The "Dermatologist Reacts" Content: Use social media to promote products to cosmetic chemists and clinical aesthetists. To objectively verify the formulas, have them examine components like niacinamide and kojic acid.

**4. Interactive Engagement & Gamification The Dual-Routine Narrative:**

Use inventive sports or battle metaphors to market multipurpose products, like a 2-in-1 Clay Mask Cleanser (e.g., pitching "Ghar Indians" versus "Kitanu United" or "Dhoop Dhurandhars"). Instead of just being promotional, this keeps the brand entertaining. Give away Comment Funnels: Hold interactive contests for "guess the mystery ingredient" or "hilarious wrong answers only" comments. Give carefully chosen gift baskets as a reward for strong interaction to naturally boost platform algorithms.

### 5. Conversion Optimization Mechanisms Routine Bundling:

Avoid presenting products separately. Remarketing for marketing happens automatically. Tell me whether you want to create an exact launch framework: Which hero product—like Peeling Gel, Magic Soap, or Face Wash—do you want to scale first? What is your monthly budget for sponsored social media advertising.

### 3.Women health products: Revital H

The social media strategy of Revital H Woman focuses on teaching urban women how to maintain bone and energy levels, fight daily tiredness, and close dietary gaps. The brand presents itself as a comprehensive everyday health partner by using accessible storytelling, celebrity and influencer endorsements, and instructional advertising on Facebook and Instagram.



### Celebrities and Influencer Collaborations

- **Bollywood Endorsements:** The company collaborates with well-known individuals such as Sonali Bendre to promote managing busy schedules and conquering particular nutritional inadequacies.
- **Micro-Influencers:** To foster trust and improve brand relatability, Revital H often works with well-known television actors (like Divyanka Tripathi Dahiya) and lifestyle/mom bloggers on Instagram.
- **Format:** Instagram Reels and Stories, which highlight daily routines where the influencer demonstrates how the tablet helps them combat weariness, are a major aspect of these collaborations.

### Pain Point and Educational Information

- **Focusing on "Thakaan" (Fatigue):** Social media posts highlight common customer complaints, such as not having enough stamina to finish a demanding day of juggling work and family.

- **Product Education:** The brand educates consumers about its special ingredient blend (12 vitamins, 18 minerals, and natural ginseng) that meets the overall health needs of women rather than merely selling calcium.

### **Campaigns for Community Involvement**

- **"Healthy Conversations":** The company has supported programs aimed at promoting conversations on female health, emphasizing the importance of a mother's or woman's wellbeing for the health of the entire family.
- **Interactive Content:** To engage users with their everyday health practices, dietary knowledge, and stress management, use polls and interactive stories on Facebook and Instagram. Quick Reaction & Availability
- **Shoppable Links:** To increase conversions right away, the business incorporates direct e-commerce links to sites like 1mg into its social media postings.
- **User-Generated Content & Reviews:** To create social proof, include encouraging comments, anecdotes, and suggestions from regular customers. Are you interested in learning more about: Developing content pillars specifically for Indian women, such as meme marketing, health advice, and myth – busting ? Managing health supplement-related sponsored social media advertising (Meta Ads)? Using Facebook Groups to establish a community-building strategy? Errors may occur in AI responses.

### **4.Vitamin supplements: Muscle Blaze products**



For its vitamin and micronutrient section (such as the MB-Vite and Biozyme Multivitamin brands), MuscleBlaze's social media marketing strategy places more emphasis on scientific validation, performance recovery, and anti-counterfeit transparency than it does on bodybuilding imagery. In order to avoid training depletion, the business presents its vitamins as essential fitness fuel for athletes, gym-goers, and active people.

**1. Pillars of Core Content Muscle Blaze:** bases its vitamin ads on intense physical activity, in contrast to generic wellness products.

- The " Absorbotron " or Biozyme Science: Patented technology (such as Enhanced Absorption Formula) is actively promoted in social media material. Micronutrients accelerate muscle repair and macronutrient absorption, as shown clearly in videos and carousel graphics.
- Fitness-Depletion Education: Content focuses on particular training pain areas rather than general exhaustion. This includes immune declines brought on by overtraining, joint stiffness from excessive lifting, and cramping in the muscles.
- Radical Transparency & Product Authentication: One of the main social media narratives is the fight against the fake supplement market in India. Posts include brief instructions on how users can use SMS verification systems and special QR codes to authenticate their vitamin bottles.

**2. Athlete & Influencer Matrix Muscle Blaze** chooses creators that have authority in real-world training environments rather than generic lifestyle influencers.

- Tier 1 Athletes & Bodybuilders: Working with top bodybuilders and powerlifters to demonstrate how high-potency multivitamins are necessary for hard training will change the perception of the product from "medicinal pill" to "daily performance gear."
- Calisthenics & Crossfit Creators: collaborating with athletes who practice functional fitness to produce quick Instagram reels. They highlight vitamins alongside their whey protein and pre-workouts in their daily supplement stacks.
- Nutrition coaches and gym trainers are using Instagram and TikTok micro-influencers to produce instructional breakdown videos. They describe how bodybuilding-grade formulas such as MB-Vite vary from regular drugstore multivitamins.

**3. Integration of Campaigns and Communities** To create a sense of camaraderie among digital viewers, the brand uses messaging that is raw, aggressive, and high-energy.

- " Ziddi " (Unyielding) Narrative Integration: MuscleBlaze incorporates its vitamins into their high-octane, award-winning blockbuster ads, such as PhirseZiddKar and #TumNahiSamjhoge. Vitamins are presented as the unseen assistance that enables an athlete to pursue their objectives with unwavering determination.
- Community Challenges: Introducing interactive challenges for tracking stamina and fitness on Facebook and Instagram groups. Recovery stacks that specifically combine premium vitamin formulas with core protein items are given to winners.

- Quick-Commerce Hyper-Sampling: MuscleBlaze collaborates with quick-commerce apps like Blinkit and Zepto to deliver carefully chosen sampling boxes and trial sachets to customers just before the busiest workout times in order to promote immediate trial.

4. Cross-Platform Channel Strategy | Social Platform | Content Formats Used | Main Marketing Goal | Instagram | Cinematic Reels, user transformation tales, supplement-stacking guidance for creators. | YouTube | Long-form lab-testing deep dives, athlete exercise vlogs, and comprehensive nutrition recommendations | Visual engagement, brand lifestyle positioning, and community building. Building authority, dispelling myths, and giving careful thought. | LinkedIn | Behind-the-scenes manufacturing footage, patent announcements, and quick-commerce distribution success stories.

### 5. Hair care product: Deconstruct products



The company's "Information over Impulse" brand philosophy is reflected in its social media marketing strategy for its haircare and scalp line. Founded by Malini Adapureddy, the company avoids emotional haircare clichés like "miracle shine" or "herbal magic". Rather, it targets digital-native customers with scientific transparency, active percentage disclosures, and educational problem-solving, treating the scalp as an extension of the skin.

**1. Core Content Pillars** Rather than focusing on generic hair kinds, the company targets certain biochemical hair difficulties in its social media strategy.

- "Skin infection of Hair": Posts on social media heavily promote the idea that, similar to a face, a healthy scalp needs active elements. The functions of redensyl for growth, salicylic acid for dandruff, and peptides for hair strand thickness are broken down in graphics.
- Radical Percentage Transparency: In contrast to conventional heritage brands, Deconstruct's creatives base their visual design around precise constituent dosages (such as 0.2% Fliazole and 1% Salicylic Acid).

- Routine & Myth-Busting Deconstruction: The content emphasizes how generic hair oils frequently fail to remove deep scalp flakes, educates consumers against over-washing, and explains the real causes of hard-water damage.

**2. Advocacy and Influencer Strategy Deconstruct** works with designers who emphasize honest clinical analysis and raw texture rather than the usual high-glamour hair flips.

- The "Derm – Fluencer " Network: Under campaigns, the company makes extensive use of dermatologists and trichologists on YouTube and Instagram to discuss the therapeutic effectiveness of their formulations. such as "Derms Know. Do You?"
- Comedic Native Storytelling: Deconstruct collaborates with digital sketch comedians, such as Urooj Ashfak and Saloni Gaur, to make complex chemical science fun. They make humorous and relatable drawings about complicated haircare errors and consumer confusion.
- Raw Macro-Micro Scopes: Working with micro-influencers that employ digital scalp-analysis cameras to display actual "Before and After" scalp conditions in order to create social validation that is deeply supported by evidence.

**3. Funnel Optimization & Campaign Execution** To convert inquisitive readers into customers, the company uses a digital funnel that emphasizes education throughout the Meta and Google networks. Ingredient breakdown guides and Derm reviews are located in the middle of the funnel. Quick-commerce conversion (Blinkit / Zepto bundles) is located at the bottom of the funnel.

- Micro-Problem Ad Targeting: Meta ad versions send users with flaky scalps to the Anti-Dandruff Scalp Serum landing page by focusing on hyper-specific search triggers.
- Quick-Commerce Hyper-Availability: Social media conversion funnels go straight to sites like Blinkit , Zepto , and Instamart for fulfillment in less than 15 minutes since they understand that haircare issues need to be addressed right away.

**4. Platform-Specific Blueprint** | Platform | Style of Execution | Primary Metric Tracked | Instagram Reels | Funny routine failures, macro ingredient zoom-ins, beautiful bottle textures. Saves & Share-rates (a sign of great educational value). Quick 60-second routine building tips (such "How to apply a scalp serum properly") are available on YouTube Shorts. | Click-through-rate (CTR) to the D2C website | | Community Threads | Responding to consumer questions on routine layering, pregnancy-safe ingredients, and product safety. | Customer retention rate and brand sentiment | Please let me know if you would like to modify this approach or investigate further.

**Prevalence of Health Misinformation on Social Media: Systematic Review**

In the past twenty years, more and more internet users have turned to social media to find and exchange health information. These social networks now have broader engagement from health information seekers across various demographics, regardless of age or gender. Health practitioners and organizations are also leveraging these platforms to share knowledge about healthy practices and medical insights for preventing diseases, as it offers a unique chance to enhance health literacy, self-efficacy, and adherence to treatments among different populations. Nevertheless, these public resources have also introduced significant social and health challenges. Although these platforms have shown effectiveness in promoting health, recent research indicates that inaccurate or misleading health information might spread more rapidly than scientifically accurate information on social media.<sup>16</sup>

The COVID-19 pandemic has lately brought a public attention to the crucial role of health misinformation on social media, as well as the necessity of accurate and high-quality health communications to handle the current public health emergency and the ensuing infodemic.

In actuality, the spread of false information about health via social media is currently a serious public health issue. The present desire to regulate the quality and public access of internet information is supported by the lack of control over health information on social media. In actuality, there is still insufficient data regarding the consequences of the spread of false or misleading information, despite the fact that policy makers and health professionals today generally agree on the necessity of controlling health misinformation.

### **Core Data Points for Pharmacy Management**

#### **1. High-Risk Therapeutic Sectors**

Pharmacy managers should note that misinformation is not distributed evenly across health topics. It concentrates heavily in areas directly tied to high-volume pharmacy inventory

Substance Abuse & Smoking Products (Up to 87%): E-cigarettes, cannabis, and opioids show the highest rates of unverified claims. This complicates patient counseling for smoking cessation and medication-assisted treatment (MAT) for opioid use disorder.

- **Biologicals & Immunizations (43%):** Vaccine hesitancy is heavily fueled by social media narratives. The Human Papillomavirus (HPV) vaccine is the most heavily targeted, presenting obstacles for pharmacy-led immunization campaigns.
- **Chronic Diseases & Pandemics (40%):** Misleading alternative regimens for noncommunicable illnesses (like cancer therapies) routinely challenge conventional medication compliance.

- **Nutraceuticals & Weight Management (36%):** Promoting unsafe dietary regimens or extreme behaviors complicates the over-the-counter (OTC) supplement space.
- **Prescription Interventions (30%):** While formal medical treatments have the lowest relative volume of fake news, nearly a third of related online content remains inaccurate, threatening adherence to prescribed therapies.

## 2. Platform Nuances & Workflow Risks

Different platforms foster distinct types of health threats:

- **Microblogging (Twitter/X):** The primary engine for rapid, viral anti-vaccine and substance abuse rhetoric.
- **Media-Sharing Networks (YouTube, TikTok, Instagram):** Visual platforms frequently host low-quality or unregulated health coaching information that undermines chronic disease management (such as diabetes or dermatological protocols).
- **Clinical Threat:** These digital echo chambers create a "confirmation bias" loop. Patients arrive at the pharmacy counter defensive, misinformed, and hesitant to pick up standard evidence-based treatment

## DISCUSSION

The present study was undertaken to understand the influence of social media marketing on awareness of healthcare products among consumers. Social media has become an important communication and marketing platform for healthcare organizations and pharmaceutical companies because it allows information to reach a large audience quickly and interactively. The thesis identifies platforms such as Instagram, Facebook, YouTube, WhatsApp, LinkedIn and X as important channels for healthcare communication and product awareness.

The findings discussed in the study indicate that social media can improve consumers' knowledge and recognition of healthcare products through advertisements, educational posts, product information, patient experiences and health-awareness campaigns. Such content may influence consumers' perceptions and their healthcare-related decisions. The wide reach and relatively low cost of social media make it an attractive marketing tool compared with traditional promotional methods.

Different social media platforms can contribute differently to healthcare awareness. Instagram and Facebook are useful for visual posts, awareness campaigns and interactive content, while YouTube can provide detailed educational videos and demonstrations. WhatsApp can support group communication and information sharing, whereas LinkedIn is more suitable for professional and

educational communication. Therefore, selecting an appropriate platform and content format is important for reaching specific consumer groups.

The literature reviewed in the thesis also supports the importance of digital marketing in healthcare. The studies included in the review reported positive relationships between digital marketing activities, consumer engagement, trust, awareness and behavioral intentions. Social media-based healthcare communication was also identified as a cost-effective method for health promotion and disease-prevention communication.

An important finding from the discussion is that healthcare professionals, particularly pharmacists, have an important role in improving the quality of information available on social media. Pharmacists can use social media to provide evidence-based information about safe medication use, vaccination, drug interactions, adverse effects and chronic disease management. They can also correct myths and misinformation and guide consumers towards reliable healthcare resources.

However, increased healthcare awareness through social media also presents challenges. The thesis highlights misinformation, lack of verification, privacy concerns, information overload and the possibility of self-diagnosis or self-medication. False or misleading health information may spread rapidly and can influence consumers' perceptions and decisions. Therefore, increased awareness does not necessarily mean increased quality of knowledge. The credibility and source of information are equally important.

The examples of healthcare products discussed in the thesis demonstrate how different brands use different social media strategies. Pain-relief products use educational videos and testimonials, skincare products use short-form educational content and influencer communication, women's health products use educational and community-oriented campaigns, vitamin supplements emphasize product information and authentication, and hair-care products focus on ingredient transparency and myth-busting. These examples demonstrate that content strategy should be adapted according to the product category and target audience.

The study also highlights the importance of trust, transparency and ethical marketing. Pharmaceutical and healthcare companies should avoid exaggerated claims and should provide balanced, accurate and understandable information. Since consumers may consider social media content while making healthcare decisions, responsible communication is particularly important. Healthcare professionals can contribute by reviewing information, correcting misinformation and promoting evidence-based healthcare practices.

The discussion further indicates that social media can support pharmacy and nursing education. Social media-based educational programs can provide flexible access to drug information,

medication guidelines, webinars and professional discussions. However, the reviewed nursing-education study found that social media education alone did not significantly improve performance on fact-based questions, although participants showed strong acceptance of continuing the educational approach. This suggests that social media is better considered as a supportive educational tool rather than a complete replacement for formal healthcare education.

Overall, the present study suggests that social media marketing has considerable potential to increase healthcare product awareness. Its effectiveness depends on the quality, credibility, relevance and presentation of the information. At the same time, misinformation and unethical promotional practices can reduce consumer trust and create risks. Therefore, pharmaceutical companies, healthcare organizations and pharmacists should adopt responsible, evidence-based and consumer-oriented social media strategies.

## CONCLUSION

- This project concludes that social media marketing has become an essential component of healthcare communication and product awareness. Based on the project content, digital platforms help healthcare organizations, pharmaceutical companies and consumers exchange health information quickly and effectively.
- Social media has increased awareness of medicines, wellness products, skin care products, nutritional supplements and preventive healthcare by making information easily accessible. Educational campaigns, patient testimonials, short videos, infographics and expert guidance improve consumer knowledge and encourage informed decisions.
- The study also shows that healthcare awareness increases when companies provide accurate, transparent and evidence-based information. Consumers actively search online before purchasing healthcare products, making social media an important source of product information. However, misinformation, privacy concerns and misleading promotional content remain major challenges. Ethical marketing, professional guidance and regulatory compliance are therefore essential. Overall, the project objectives are achieved by demonstrating that social media positively influences healthcare product awareness, consumer engagement and digital health communication while highlighting the need for responsible use of these platforms.
- Ethical marketing, professional guidance and regulatory compliance are therefore essential. Overall, the project objectives are achieved by demonstrating that social media positively influences healthcare product awareness, consumer engagement and digital health communication while highlighting the need for responsible use of these platforms.

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