

“A REVIEW ON THE INSIGHTS OF SOCIAL NETWORKING SITE (SNS) IN BRANDING OF HOSPITAL”

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ABSTRACT

Now-a-days, Social Networking Sites emerges as new and innovative medium of advertising. In India, Social Networking Sites like Facebook, LinkedIn, Twitter etc. are gaining more popularity among the young generation as well as professionals. Healthcare Industry is also looking at them as effective medium to reach out their target audience. It is the place where they get a wide variety of audience, which could be their prospective customers. This review undertakes in-depth study of Hospital Marketing through Social Networking Sites. Numerous studies find out the fact that Social Networking Sites is the place where the Hospitals can tap their Target Group effectively which is in turn helpful to them to building brand, new product launch, understanding the customer's preferences and choices. This review also focuses on how the brands are using social networking sites for getting attention and showing their presence online.

KEYWORDS: Professional Relationships, Social Layer, Social Networking Sites