

An Empirical Analysis on the Role of Social Media in the Marketing Campaign of Healthcare Organization with Special Reference to JIMSH in Kolkata

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ABSTRACT

In today's highly competitive healthcare industry, understanding the digital landscape and analyzing online competitors have become essential for hospitals to sustain and grow. Social Media Marketing and Digital Competitor Research help organizations like JIMS Hospital identify emerging online trends, assess patient engagement patterns, and evaluate their digital presence relative to other healthcare providers. This process provides valuable insights into content gaps, promotional strategies, patient interaction levels, and online reputation management practices used by competing hospitals.

The digital healthcare environment is dynamic, driven by technological advancements, changing patient behaviour, and the increasing use of social platforms for health-related information. Implementing an effective social media marketing strategy enables JIMS Hospital to recognize opportunities for improving visibility, enhancing service communication, and strengthening its online brand positioning. Similarly, digital competitor research assists in benchmarking online performance and developing strategic initiatives that enhance digital competitiveness and patient engagement efficiency.

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INTRODUCTION

Studying the social media environment of JIMS Hospital, identifying key online competitors, and analyzing their strengths, weaknesses, and digital marketing strategies will help in formulating actionable recommendations for improving the hospital's social media approach, patient interaction, and overall digital service delivery. The growing reliance on the internet and social media for health-related information has significantly changed patient decision-making processes. Today, patients often search online for hospitals, doctors, treatment options, and patient reviews before seeking medical care. Social media platforms act as digital touchpoints where patients form first impressions about a hospital's quality of care, professionalism, and values. A strong and well-managed social media presence can positively influence patients' perceptions and encourage them to choose a particular hospital over competitors. Conversely, the absence of social media engagement or the presence of negative online feedback can adversely affect a hospital's reputation. One of the most important roles of social media marketing in hospitals is patient engagement. Social media allows hospitals to interact with patients in real time by

responding to queries, addressing concerns, and sharing timely updates. This two-way communication helps hospitals better understand patient needs and expectations while creating a sense of connection and empathy. By actively engaging with their audience, hospitals can humanize their brand and reinforce their commitment to patient-centered care. Additionally, social media platforms enable hospitals to build online communities where patients can share experiences, provide feedback, and support one another. Health education and awareness are also key components of hospital social media marketing. Hospitals can use social media to share educational content such as preventive healthcare tips, information about diseases, vaccination drives, wellness programs, and healthy lifestyle practices. This not only helps in improving public health outcomes but also positions the hospital as a reliable and authoritative source of medical information. During public health crises, such as pandemics or disease outbreaks, social media becomes an essential communication channel for hospitals to provide accurate updates, counter misinformation, and guide the public on safety measures. Another significant advantage of social media marketing for hospitals is cost-effectiveness. Compared to traditional

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marketing methods such as print advertisements, television commercials, and billboards, social media marketing requires relatively lower investment while offering wider reach and better targeting options. Hospitals can use social media analytics to identify their target audience based on demographics, location, interests, and online behavior. This allows hospitals to design tailored marketing campaigns that effectively reach potential patients and maximize return on investment. Social media marketing also plays a crucial role in brand building and reputation management for hospitals. A hospital's brand represents its values, quality of care, and commitment to patients. Through consistent and ethical social media practices, hospitals can strengthen their brand identity and differentiate themselves in the healthcare market. Sharing patient testimonials (with consent), success stories, awards, accreditations, and behind-the-scenes glimpses of hospital operations can enhance credibility and trust. Moreover, social media platforms provide hospitals with the opportunity to monitor and manage their online reputation by addressing negative feedback promptly and professionally. Despite its numerous benefits, social media marketing in healthcare also presents certain challenges. Hospitals must ensure compliance with ethical standards, patient privacy laws, and healthcare regulations when sharing information online. Maintaining confidentiality, avoiding misinformation, and ensuring accuracy of medical content are critical responsibilities. Additionally, managing social media platforms requires dedicated resources, skilled personnel, and a well-defined strategy to ensure consistent and meaningful engagement. Without proper planning and governance, social media efforts may fail to deliver desired outcomes or even harm a hospital's reputation

OBJECTIVE OF THE STUDY

To increase brand awareness & visibility

To build trust & credibility among patients & community

To support patient engagement & communication.

To attract new patients & retain existing one.

To promote health education

Research Methodology:

Design: Descriptive Research Design

Secondary Data: Book, Journal, Magazine, Internet

Primary Data: Population: All the people who comes or eager to come to JIMSH for treatment residing in Kolkata.

Sample Size: 50 respondents (Belongs to either patient or Patient's family) are selected to conduct the survey in Budge Budge locality

Sampling Plan: Non- probability sampling

Sampling Design: Convenience and Judgemental sampling techniques

Data Collection: Personal, internet and Telephone based methods are used to collect data. But in every case Questionnaire is used to collect data from the sample.

Types of Data Analysis: After all the questionnaire were collected, responses were tabulated in its respective category

Scaling Technique: In the research the non-comparative scaling technique is used. Among non-comparative scales, Liker is used in this research project

Tools Of Data Analysis: Pie-charts, bar charts, excel and SPSS are used to analyze the collected data

1. DATA ANALYSIS AND INTERPRETATION

1. Are you aware of hospitals using social media platforms for communication and promotion?

Aware of social media for promotion	No. of People	Percentage
YES	30	60%
NO	20	40%

Percentage wise Distribution



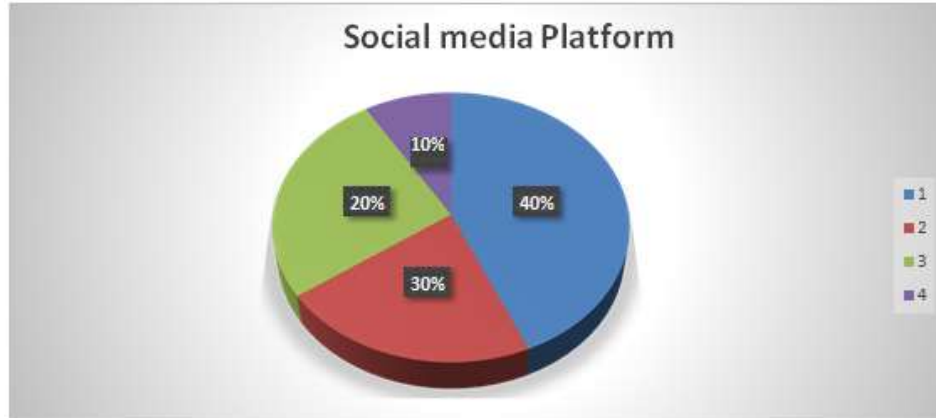
Inference: Yes 60% people are aware of hospitals using social media platforms for communication and promotion.

Interpretation: Majority of respondents are aware that hospitals use social media platforms for promotion

2. Which social media platform do you mostly use to follow hospital or healthcare information.

Social media platform	No. of people	Percentage
Facebook	20	40%
Instagram	10	30%
YouTube	11	20%
Twitter (x)	9	10%

PERCENTAGE WISE DISTRIBUTION



Inference: Facebook is the most commonly used platform for following hospital or healthcare information.

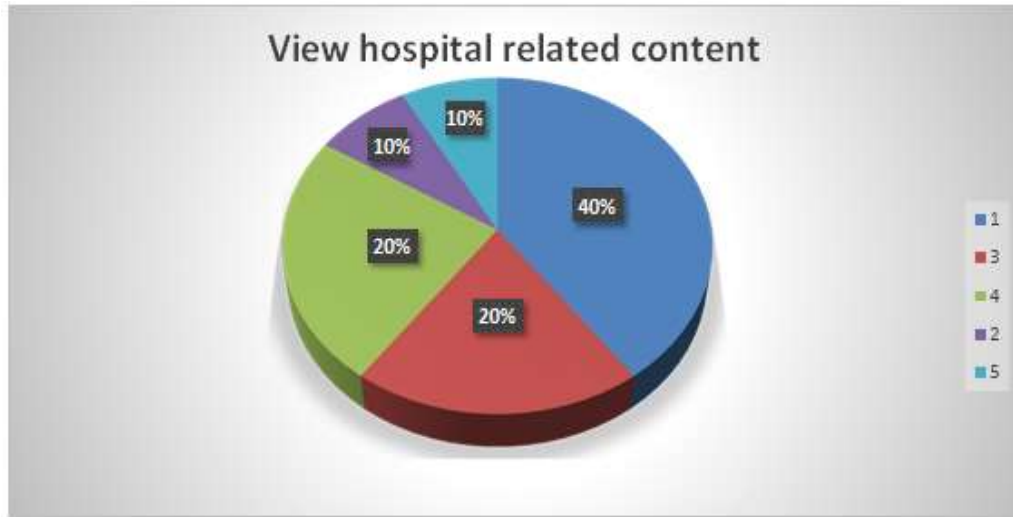
use Twitter (X) to follow hospital or healthcare information.

Interpretation: Out of 50 respondents, 20 people mostly use Facebook, 10 use Instagram, 11 use YouTube, and 9

3. How often do you view hospital-related content on social media?

Viewing of hospitals in social media	No. of viewers	Percentage
Daily	20	40%
Weekly	5	10%
Occasionally	10	20%
Rarely	10	20%
Never	5	10%

PERCENTAGE WISE DISTRIBUTION



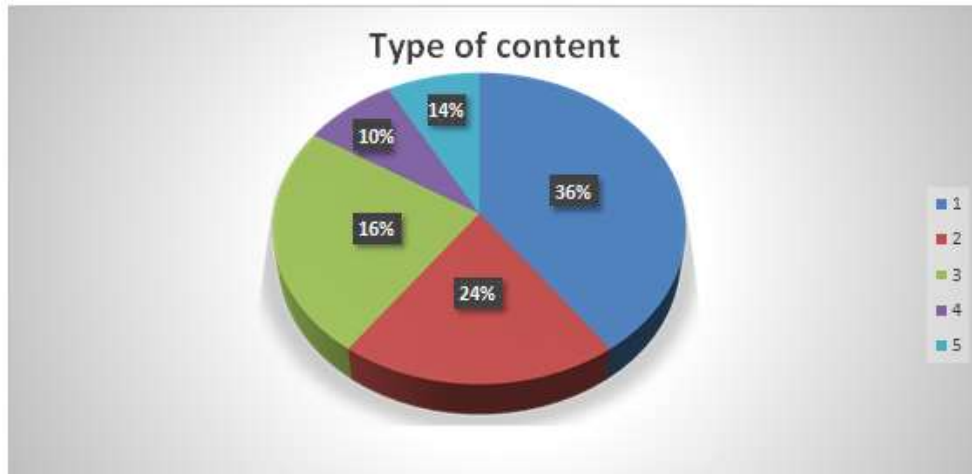
Inference: Most respondents (40%) view hospital-related content on social media daily. This shows that social media is an important and commonly used source of hospital information.

Interpretation: Among 50 respondents, 20 people view

hospital-related content daily, 5 weekly, 10 occasionally, 10 rarely, and 5 never.

4. What type of hospital content do you prefer on social media.

Types of hospital content	No. of people	Percentage
Health awareness posts	18	36%
Doctor profiles and expertise	12	24%
Patient success stories	8	16%
Health camps and offers	5	10%
Hospital infrastructure and facilities	7	14%



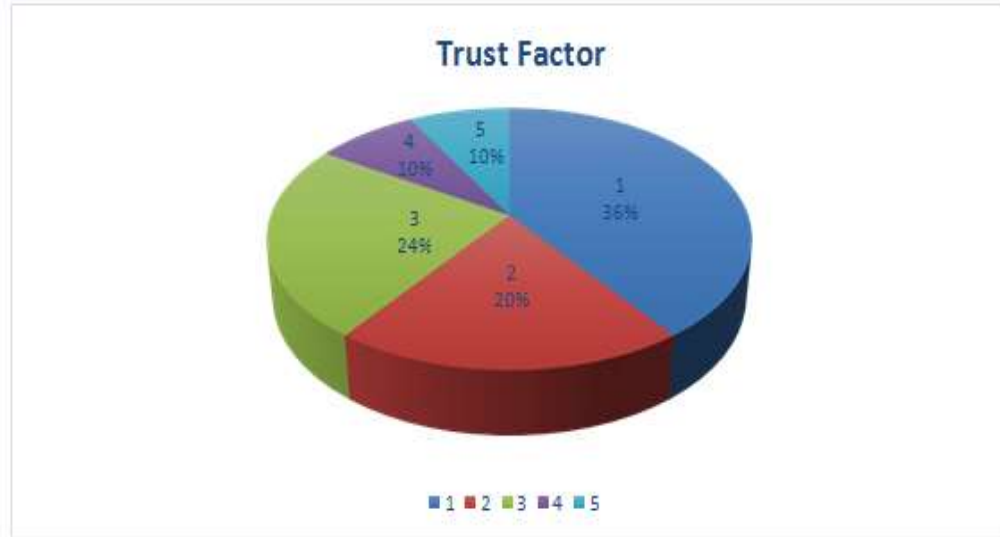
Inference: Most respondents prefer health awareness posts (36%) on social media, indicating a strong interest in informative hospital content.

Interpretation: Out of 50 respondents, 18 people prefer health awareness posts, 12 prefer doctor profiles, 8 prefer

patient success stories, 5 prefer health camps and offers, and 7 prefer hospital infrastructure and facilities.

5. Does social media presence of a hospital influence your trust in the hospital.

Response	No. Of Respondents	Percentage
Strongly agree	18	36%
Agree	10	20%
Neutral	12	24%
Disagree	5	10%
Strongly disagree	5	10%



Inference: Social media presence of a hospital positively influences trust, as a majority of respondents either strongly agree or agree with this statement.

Interpretation: Out of 50 respondents, 18 strongly agree, 10 agree, 12 are neutral, 5 disagree, and 5 strongly disagree.

that a hospital's social media presence influences their trust.

6. Have you ever contacted or visited a hospital after seeing its social media post or advertisement?

Response	No. Of Respondents	Percentage
Yes	26	52%
No	24	48%

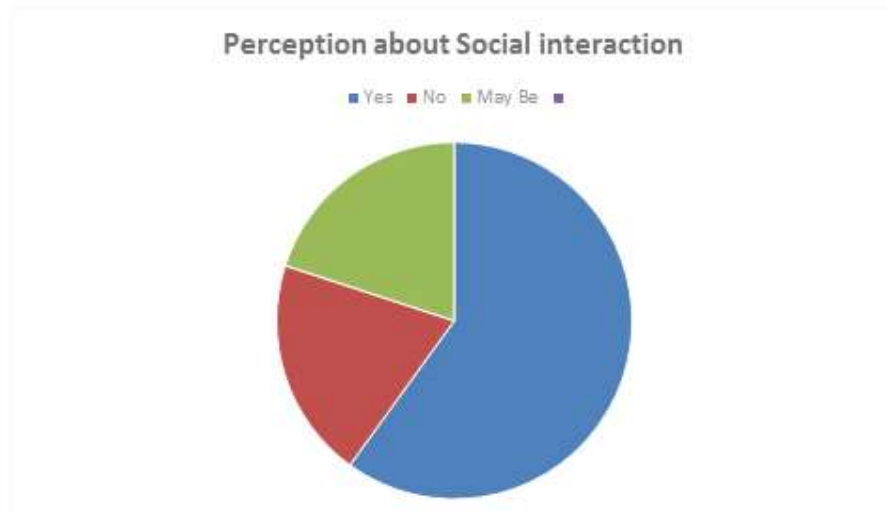
Inference: A small majority of respondents have contacted or visited a hospital after seeing its social media post or advertisement.

Interpretation: Out of 50 respondents, 26 have contacted

or visited a hospital after seeing its social media post or advertisement, while 24 have not.

8. Do you feel hospitals should actively respond to comments and patient queries on social media

Response	No. Of Respondents	Percentage
Yes	30	60
No	10	20
May be	10	20



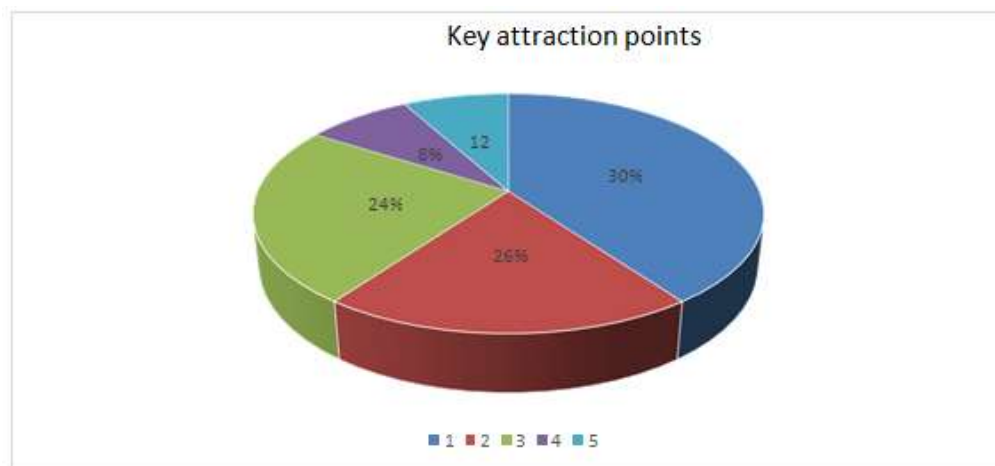
Inference: Most respondents feel that hospitals should actively respond to comments and patient queries on social media.

should actively respond to comments and patient queries on social media, 10 feel they should not, and 10 are unsure.

Interpretation: Out of 50 respondents, 30 feel hospitals

9. What factor attracts you the most in hospital social media marketing.

Factor	No. Of respondents	Percentage
Quality health information	15	30
Doctor interaction	13	26
Visual content (videos, reels)	12	24
Patient reviews	4	8
Promotional offers	6	12

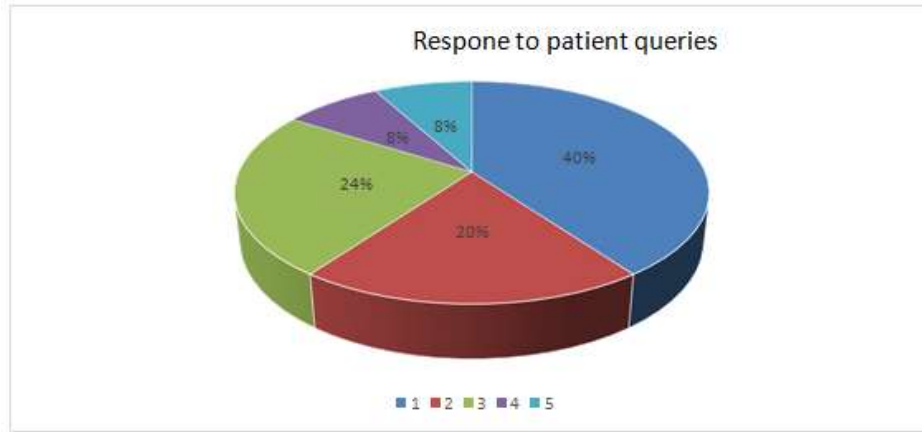


Inference: The factor that attracts respondents most in hospital social media marketing is quality health information, followed by doctor interaction and visual content such as videos and reels.

Interpretation: Among 50 respondents, the most attractive factor in hospital social media marketing is quality health information, followed by doctor interaction and visual content like videos and reels.

10. Do you feel hospitals should actively respond to comments and patient queries on social media.

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
YES	12	24
NO	26	52
MAY BE	12	24



Inference: Most respondents feel that hospitals should not actively respond to comments and patient queries on social media, while smaller but equal groups think they should or are unsure.

Interpretation: The table shows that respondents are most

attracted by quality health information in hospital social media marketing, followed by doctor interaction and visual content.

11. Overall, how satisfied are you with hospital social media communication.

Level of satisfaction	No. Of respondents	Percentage
Highly satisfied	20	40
Satisfied	10	20
Neutral	12	24
Dissatisfied	4	8
Highly dissatisfied	4	8



Inference: Overall satisfaction with hospital social media communication is positive, as most respondents report being highly satisfied or satisfied, while only a small proportion are dissatisfied.

Interpretation: Out of 50 respondents, 30 are satisfied overall with hospital social media communication (highly satisfied or satisfied), 12 are neutral, and only 8 are dissatisfied or highly dissatisfied.

OBSERVATION

During the course of the study on Social Media Marketing for JIMS Hospital, several important observations were made regarding the hospital's online presence, patient engagement, brand perception, and competitive positioning:

1. Limited Digital and Social Media Presence:

Although JIMS Hospital has a strong local reputation due to affordable healthcare, qualified medical professionals, and quality services, its presence on social media platforms is limited. The hospital relies primarily on word-of-mouth promotion, which restricts its ability to reach a wider audience and attract new patients beyond the local community.

2. Potential for Patient Engagement:

Patients increasingly seek healthcare information and services online, including updates on medical specialties, health awareness content, online appointments, and teleconsultations. JIMS Hospital has begun adopting digital solutions but has yet to fully leverage social media for patient engagement, education, and brand building.

3. Opportunities for Brand Awareness and Trust Building:

The hospital's strong ethical practices, transparent pricing, and patient-centric approach provide an excellent foundation for social media marketing. Showcasing patient success stories, staff expertise, modern facilities, and wellness programs on social platforms can enhance brand recognition, build trust, and position JIMS Hospital as a reliable healthcare provider.

4. Competitive Pressure from Digitally Active Hospitals:

Many competitor hospitals in the region actively use social media marketing, digital campaigns, and online advertising to attract patients and promote specialized services. This intensifies the need for JIMS Hospital to strengthen its digital strategy to remain competitive.

5. Need for Strategic Digital Marketing:

To sustain growth and improve market reach, JIMS Hospital must focus on developing a structured social media marketing plan. This includes regular content creation, patient engagement initiatives, online promotions, and leveraging platforms like Facebook, Instagram, and LinkedIn to connect with both existing and potential patients.

6. Enhancing Patient Experience Through Digital Platforms:

By integrating social media with other digital tools such as online appointment systems, telemedicine, and patient feedback portals, JIMS Hospital can improve convenience, accessibility, and overall patient satisfaction while reinforcing its brand image online.

SUGGESTIONS FOR STRENGTHENING SOCIAL MEDIA MARKETING AND OVERALL GROWTH

Based on the analysis and observations of JIMS Hospital's

market position, competitive environment, and patient engagement, the following suggestions are recommended to enhance its brand presence, patient outreach, and long-term growth:

Enhance Social Media Presence:

JIMS Hospital should adopt a structured social media marketing strategy to expand its reach beyond the local community. This includes maintaining active profiles on platforms such as Facebook, Instagram, LinkedIn, and Twitter, sharing regular content on health tips, patient success stories, department highlights, and wellness initiatives. Engaging posts, videos, and virtual tours can increase visibility and attract new patients.

Leverage Digital Marketing Tools:

The hospital should invest in search engine optimization (SEO), online advertisements, and email marketing campaigns to boost online visibility. Encouraging patients to leave reviews and testimonials on Google and social media can further strengthen credibility and trust.

Integrate Digital Healthcare Solutions:

Advanced tools such as telemedicine, online appointment booking, and electronic health records (EHRs) should be integrated with social media platforms. Promoting these services online will improve convenience, accessibility, and engagement, particularly for younger, tech-savvy patients.

Promote Specialized Services Online:

JIMS Hospital should actively market its high-demand specialties—such as cardiology, orthopedics, geriatrics, and preventive health programs—through social media campaigns, informational videos, and live Q&A sessions with doctors. This not only educates patients but also positions the hospital as a trusted provider of comprehensive care.

Staff Training for Digital Engagement:

Doctors, nurses, and administrative staff should be trained in digital communication and patient engagement practices. This ensures consistent, professional, and empathetic interactions across all online platforms, enhancing patient experience and trust.

Strategic Partnerships and Collaborations:

The hospital can use social media to promote collaborations with insurance companies, diagnostic centers, corporate organizations, and wellness programs. Highlighting corporate health tie-ups and community initiatives online will expand patient inflow and strengthen brand visibility.

Content-Driven Brand Awareness:

Regularly sharing informative and educational content—such as health awareness tips, preventive care advice, and updates on hospital facilities—will build an authoritative and trusted online presence. Engaging with patient queries and comments promptly on social platforms reinforces credibility and loyalty.

Monitor and Analyze Online Performance:

Use social media analytics to track engagement, reach, and patient response. Insights gained from metrics can guide content strategy, improve campaigns, and optimize marketing efforts for better patient acquisition and retention.

By combining these social media initiatives with continued focus on affordable, ethical, and high-quality healthcare, JIMS Hospital can strengthen its brand, attract a wider patient base, and maintain a competitive edge in the evolving healthcare sector

CONCLUSION

The study on Market Analysis and Competitor Research of JIMS Hospital provides comprehensive insights into the hospital's current market position, internal strengths, weaknesses, and the external opportunities and threats it faces in the competitive healthcare environment. The analysis confirms that JIMS Hospital has built a strong reputation within its local community by delivering quality healthcare services at affordable and transparent prices. Its team of skilled medical professionals, modern infrastructure, wide range of services, and patient-centric approach have fostered trust, loyalty, and positive word-of-mouth promotion. However, the study also highlights key areas for improvement, particularly in expanding brand awareness beyond the local region. The hospital's heavy reliance on word-of-mouth marketing limits its ability to reach a wider patient base, especially in an era where digital engagement and social media play a crucial role in healthcare marketing. To capitalize on growing healthcare demand, rising health awareness, and the rapid adoption of digital solutions, JIMS Hospital must strengthen its online presence, employ structured social media marketing strategies, and leverage digital platforms to educate, engage, and attract patients.

Opportunities such as tele medicine, online consultations, preventive health programs, and collaborations with corporate and insurance partners can help the hospital enhance accessibility and convenience for patients. At the same time, JIMS Hospital must remain vigilant about challenges including intense competition, evolving government regulations, and rising operational costs, which could influence its long-term growth and sustainability.

In conclusion, JIMS Hospital stands at a pivotal stage of growth, supported by its internal strengths and community trust. By integrating effective strategic planning, embracing digital and social media marketing, adopting modern healthcare technologies, and continuing to prioritize affordable, ethical, and high-quality patient care, JIMS Hospital can transform these insights into actionable strategies. With focused effort and innovation, the hospital has the potential to emerge as a leading, trusted, and patient-focused healthcare institution in its region, capable of expanding its reach and maintaining a competitive edge in the evolving healthcare landscape. The study concludes that social media marketing plays a significant role in

improving communication between hospitals and patients. Through platforms such as Facebook, Instagram, X (Twitter), LinkedIn, and YouTube, hospitals can share timely information, promote health awareness, and provide educational content that supports informed decision-making. This direct and interactive mode of communication helps hospitals foster transparency, trust, and long-term relationships with patients and the community.

Another key finding of this project is that social media marketing contributes substantially to brand building and reputation management for hospitals. A well-managed social media presence allows hospitals to showcase their services, medical expertise, technological advancements, and patient success stories. Positive engagement and responsible handling of feedback enhance public perception and strengthen the hospital's credibility in a highly competitive healthcare market.

The project also highlights the role of social media marketing in supporting health education and preventive care. By disseminating accurate and reliable health information, hospitals can influence healthy behaviors, encourage early diagnosis, and increase participation in health programs and awareness campaigns. This not only benefits individual patients but also contributes to broader public health goals.

From a managerial perspective, social media marketing is a cost-effective and measurable marketing strategy. Compared to traditional promotional methods, social media enables hospitals to reach targeted audiences with limited resources while providing valuable insights through analytics and engagement metrics. These data-driven insights help hospitals refine their communication strategies and improve service delivery.

However, the project also acknowledges the challenges associated with social media marketing in healthcare. Issues related to patient privacy, ethical communication, and regulatory compliance require careful consideration. Hospitals must ensure that content shared on social media is accurate, respectful, and compliant with healthcare laws and professional standards.

Developing clear social media policies and training staff are essential to minimize risks and maintain trust.

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