

1.2017

2. Forming an effective advertising campaign for a medical institution on the Internet

3. The relevance of the research topic is that the entire attention of modern society attracts the Internet. Social networks, professional websites, forums, blogs and similar platforms are all part of a single whole that completely absorbed the modern world, replaced many other means of communication and completely turned people's ideas about getting information. The modern man spends almost 5.5 hours a day in the "network". Speaking specifically about Russia, it should be noted that Russians spend 10.3 hours per month only on social networks. It is extremely unreasonable not to use this data to your advantage. That is why today it is difficult to create a successful advertising campaign without using the Internet space.

The existing stereotype that the consumer of medical services does not necessarily talk about the possibilities and innovations of a particular institution, drug, procedure, etc., has long been obsolete. The consumer needs this, because in the age of the development of information technologies a person learns 5 times more information every day than three decades ago. There is a lot of information, but the human brain has not yet learned how to filter it, so it is necessary to remind the consumer of really important things such as health. This fact was confirmed by researchers from the University of Southern California, led by Dr. Martin Gilbert.

Thus, it is possible to emphasize the point of relevance of this research topic - a new generation of consumers is completely absorbed by modern technologies, and therefore medical institutions need to follow their audience, find out what interests her and change the approach to creating advertising campaigns, in which they will be helped by the global Internet .

Degree of elaboration of the problem. At the moment, the market of medical institutions is just beginning to explore the territory of the Internet space. As an advertising field, this site has already been sufficiently well studied, but medical specificity implies the processing of existing knowledge and their adaptation. That

is why in the work presented, we analyze the experience of foreign and domestic specialists, the pros and cons of Internet promotion of medical products and services, as well as the impact of online advertising tools on the consumer. Prerequisites for studying this problem can be found in the works: O'Gilvy, F. Kotler, Z. Freud, F. Begbender and others.

Only the synthesis of modern theories about Internet advertising and gained experience in the field of medicine will help to achieve the desired goal and fulfill the tasks set.

4. Шекемова Паула Валерьевна

5. Кандидат экономических наук, доцент кафедры инноватики, маркетинга и рекламы Ю.Е. Головина

6. Коммерческая реклама

7. Бакалавриат

8. ИРГЯИГТ

9. Кафедра инноватики, маркетинга и рекламы