

Healthcare Digital Marketing Outsourcing Market Size, Share & Trends Analysis Report By Service Type (SEO, Social Media Marketing, Pay-Per-Click Advertising, Content Marketing), By Type Of Business, And Segment Forecasts, 2023 - 2030

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Abstracts

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Healthcare Digital Marketing Outsourcing Market Growth & Trends

The global healthcare digital marketing outsourcing market size is expected to reach USD 19.52 billion by 2030 expanding at a CAGR of 9.29% from 2023 to 2030, according to a new report by Grand View Research, Inc. The emergence of healthcare-focused digital marketing outsourcing agencies has enabled hospitals and healthcare companies to access cost-effective and efficient digital marketing outsourcing services, which is expected to fuel the growth of the market. These agencies assist healthcare companies in developing and executing effective digital marketing campaigns and help them to target their audiences in an efficient manner. Moreover, the increasing utilization of digital health technologies and the increasing penetration of social media channels are creating lucrative opportunities for healthcare organizations and providers to reach potential customers.

The growing use of digital channels such as mobile applications, websites, and social media platforms is expected to support the growth of the healthcare digital marketing outsourcing market. Additionally, the introduction of advanced analytics technologies is expected to boost the demand for healthcare digital marketing outsourcing services. Healthcare organizations are increasingly utilizing advanced analytics to gain insights into customer behavior and trends in order to improve their marketing strategies. This,

in turn, is expected to support the growth of the healthcare digital marketing outsourcing market.

The competition in the healthcare digital marketing outsourcing market is expected to continue to intensify in the coming years, as more players enter the market. Companies are focusing on providing innovative and customized services to meet the needs of their customers. Additionally, companies are focusing on building strong partnerships with healthcare companies and other organizations to provide tailored and effective digital marketing outsourcing services. For instance, in October 2022, Hootsuite partnered with the World Health Organization (WHO) to help reduce the spread of misinformation related to global health crises by offering pro bono services, digital tools, and access to courses and certifications. Through these initiatives, Hootsuite facilitates the sharing of accurate, research-based information on social media and other digital platforms.

Healthcare Digital Marketing Outsourcing Market Report Highlights

On the basis of service type, the market is segmented into six types - SEO, Social media marketing, Pay-Per-Click (PPC) advertising, Content Marketing, Reputation management, and Other's (Marketing Analytics, etc.).

Pay-Per-Click (PPC) advertising category contributed to the greatest revenue share over 25% of the market in 2022. Through PPC, companies could promote their offerings and pay to have its website appear at the top of search engine results.

On the basis of the type of business insights, the market is segmented into three types - healthcare companies, providers, and others (diagnostic lab, payer, etc.).

In 2022, the healthcare companies' category contributed to the greatest revenue share over 55% of the market, owing to the transition from traditional marketing platforms to digital marketing platforms.

North America dominated the market and accounted for the largest revenue share of over 40% in 2022. This growth can be attributed to the presence of a large number of digital marketing firms operating in the region, along with the increasing focus of healthcare providers on reaching out to the target audiences through digital marketing, which are a few of the notable factors driving the market growth in the region.

The Healthcare Digital Marketing Outsourcing Market is highly competitive, with multiple companies implementing strategic initiatives. For instance, in January 2022, Docstokes, a provider of healthcare digital marketing solutions, seeks to further expand its services across the country. Docstokes aims to bridge the gap between healthcare professionals' marketing needs and IT experts' solutions by providing integrated marketing solutions, digital branding, and strategy consultancy, thereby aiding the healthcare industry in its digital transformation journey. The company is determined to reach more healthcare professionals in need in the near future.

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