



**The Ministry of Education of Azerbaijan
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**Digital Inbound Marketing - Case
Studies of three Azerbaijani companies**

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Acknowledgements

Developments in science and technology reveal new research and approaches. It is no longer enough to think and evaluate a single field of view in order to uncover the results of all these studies.

This understanding constitutes the main theme of this thesis work. Like every original work, this work has witnessed a painful and difficult birth process.

I declare that this work under the title "Digital Inbound Marketing - Case Studies of Three Azerbaijani Companies" which I have presented as a universal thesis is written from the side in accordance with scientific ethics and traditions, that all of the works I have used are shown at the sources and are cited everywhere they are used in my work.

I also feel grateful to Suleymanov Turan, my valued teacher who always feels the warmth of his hands during my college education.

Abstract

Digital marketing and inbound marketing are now a form of marketing and publicity that is spreading like an ad that comes out every day. Many institutions now want to switch to digital. What we call digital marketing is actually an advertisement. Some ads that are made to people who want to be recognized, who are asked to call the customer instead of searching for the customer, are actively sharing their videos on digital marketing and social media in 2018 and publishing it is called social media. With these aspects, digital inbound marketing and social media has great reassignment in each of the perimeters. That's why it's no wonder that we have quickly gone digital after a presentation of technology.

Azerbaijan is also located in the hospital sector in competition with the increasing number of private hospitals and advancing technology. Private hospitals acquire revenue streams with a predetermined target audience, generating revenue from this target audience by creating consistent, continuous content that carries the value of information within the context of the topics they are interested in.

The aim at this study is in line with the fundamental objectives of this work what is the digital inbound marketing concepts, marketing practices, such as what the private hospital where and selected three hospitals; Oxygen Clinical Hospital, Baku Medical Plaza, MedEra Hospital such as private hospitals of digital marketing, web analytics and perspective of in Azerbaijan.

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Definitions and Abbreviations

SEO: Search Engine Optimization

SEM: Search Engine Management

DIM: Digital Inbound Marketing

BMP: Baku Medical Plaza

RSS: Really Simple Syndication

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1. Introduction

1.1 Structure of the thesis

The thesis contains the following sections:

1. Introduction: sketch out the thesis's body, characterizes the study in general.
2. Research methodologies: explain how the thesis was conducted, describes data
3. Literature Review: gives background information about digital inbound marketing, digital inbound marketing methods and channels, and supporting marketing.
4. Research result: describes the results in relation to the research questions.
5. Ongoing improvements discussion: discuss about certain points which digital inbound marketing should go to reach the vision
6. Recommendation: presents recommendations on the problems of the digital inbound procedure.
7. Conclusion and summary: Analyze findings and data about research questions.
8. References

1.2 About 3 Private Hospitals

Hospitals are the most important institutions for the promotion of health servings. As a result, as providers of health services, hospitals seem to be one of the issues that need to be included in the study of health services. In this part of the study the hospital will be identified and the characteristics of the patient will be presented. As a business that produces and distributes health services, the disclosure of hospital roles will provide the transition between quality services between health services and health services. (Miremadi, 2018)

Parallel to the unique qualities of health services, hospitals also have their own characteristics. They are willing to offer all health care delivered to you eagerly and self-sacrificing, without compromising on medical ethics principles, by using technology's latest possibilities, diagnosis and treatment methods, environmentally sensitive, patient rights, patient and employee safety.

First of all I want to give information about the Oxygen Clinical Hospital. It has started operating on 1 January 2009. The clinic received ISO 9001: 2008 certification on February 24, 2014. The Oxygen Clinic has a special place in health care throughout the country and abroad. The Oxygen Clinic Hospital has a uniform brand identity and a private company image. Because clinics are very sensitive to customer satisfaction, prices are affordable for all social strata and always provide concessions and protection. (Oksigen klinikası - Oksigen klinikası haqqında məlumat)

The clinic is located opposite the N.Nerimanovaya recreation park near N.Narimanov metro station, one of Baku's most beautiful cities. The 7-storey buildings are one of the most beautiful buildings built with the city's newest city planning principles. (Oksigen klinikası - Oksigen klinikası haqqında məlumat)

The second clinic is Baku Medical Plaza: In 2011, clinic was established by the Babek branch and the Central Branch in 2013 to bring our country's health services to international standards. Investments at the clinic made the BMP one of the largest private hospitals in Azerbaijan. Today, BMP provides medical care services for 25 beds with closed bed area with pre-natal and newborn tuberculosis resuscitation, 16 operating rooms equipped with laminar air flow, 30 beds rehabilitation with 200 beds capacity. In the coming period they will continue to improve their services by targeting the most advanced standards in the world. They want to be the preferred choice of their overseas doctors and well-known foreign specialists, their high-quality medical services, and the patients who prefer treatment abroad with their modern medical equipment abroad. (Baku Medical Plaza - Haqqımızda)

Finally, I will write an overview of the MedEra Hospital.

"MedEra Hospital" operates since 19 November 2012. "MedEra Hospital" is a team of professionals. Their team is always ready to take care of our health. All the conditions in the clinic have been created so that the affected people feel comfortable during the treatment. Each patient has an individual approach. Here are also the financial issues of the patients. The clinic is equipped with modern diagnostic and treatment equipment from leading European and American companies.

The clinic has the following medical departments: Therapy, Cardiology, Pediatrics, Ophthalmology, LOR, Surgery, Neurosurgery, Anesthesiology and Reanimation, Radiotherapy (Uzi, X-ray, Echocardiography, and Angiography), Laboratory Diagnostics. It is possible to call an ambulance 24 hours emergency medical service.

Their clinic has 4 operating rooms and one intensive care unit. We are committed to protecting your health around the clock, 48 beds in the stationary department. In the resuscitation department, there are 4 rooms for 1 person, 5 for 2 persons, 3 VIP and 3, 4 beds.

Their clinic's doctors are professionals in their work. Our doctors are doctors practicing in Turkey and Europe. The main purpose of our clinic is to provide high quality medical services and meet international standards. "MedEra Hospital" is available 24 hours a day on a daily basis. (MedEra Hospital)

1.3 Background Research

In the last 10 years, the number of private clinics has increased in Azerbaijan, making the choice between them increasingly difficult and it is difficult to choose the best in this process. So we can make use of technology to make the right choice.

On the other hand, private clinics can achieve their goals by providing the right use of technology to reach more customers. At this point, the concept of "digital inbound marketing" is emerging. Once popular in social media, private hospitals have utilized from social media to offer their products and services.

However, the majority of products on social media can forget about the company's main ideas about the company. Thus, companies should always use new strategies and methods to facilitate this problem.

The above are just a few examples of the numbers for inbound marketing, but the readers will understand the importance of digital incoming strategies to save money. The aim of this work is to analyze the digital marketing activities of the individual hospitals in Azerbaijan.

Our work will consist of 3 sections. In the first part, the services provided by private clinics have been examined. In the second part, emphasized information about inbound marketing, which is an important part of digital marketing.

In the third chapter, the importance of digital marketing in the healthcare sector is emphasized. Finally, the marketing activities of the websites of private clinics have been analyzed.

1.4 Objectives - Research Questions

The purpose of the thesis is to describe the digital inbound marketing of 3 private hospitals in Oxygen, Baku Medical Plaza, Real clinics.

1. What digital inbound marketing methods and tactics are used by private hospitals with a digital service?
2. What does DIM in general mean?
3. How is inbound marketing done?

1.5 Limitations

It's just a descriptive character, giving recommendations in private hospitals. It can be valid and applied for the digital inbound marketing in hospital only. However, more research should be carried out at the DIM to apply the thesis concept for other companies.

Time limitation is another limitation for researchers to conduct this thesis; only one of the researchers observed one month in order to understand the full process of the DIM of 3 private hospitals.

2. Literature review

This chapter mainly discusses about the digital inbound marketing, functions of private hospitals and differentiating both process in entrepreneurs today. Subsequent analysis of each item takes place in separation of inbound marketing agents. The section is followed by an explanation of digital inbound marketing types. Taking into account the fact that the main topic of the thesis is indirect procurement, this topic is widely discussed then. Theory chapter finishes with the step-by-step introduction of the inbound marketing process. The main purpose of the research chapter is to get acquainted with the phenomenon of DIM so that the reader can understand empirical research data.

2.1 Digital Inbound marketing

The term "digital inbound marketing" is associated with Brian Halligan. Halligan and Dharmesh Shah his HubSpot partner, and has launched hundreds of websites that concentrate on the coming revolution started in inbound marketing. (What is Inbound Marketing?)

This is the method, of obtaining customer movements that bring in revenue from a pre-determined target group by creating consistent, continuous content that carries the value of information within the subject matter of interest. Inbound marketing, in its simplest definition to create content and to bring this content to as wide area.

Nowadays, consumers who are not interested in traditional marketing methods are following only those brands that benefit them, create value, inform, attract attention, listen to them and invite them to participate. That's why digital inbound marketing means offering "valuable" and "ongoing" content to consumers in this sense. In digital inbound marketing, the aim should be to keep the consumers who are accessed through the content in the communication circle of the brand and direct the consumer to benefit from the services of the brand. (Life Science Inbound Marketing)

2.2 Aims of Digital Inbound Marketing

The basis of the inbound marketing is human. In this context, the most basic aim of DIM is to influence people. Until you are aware of your content, while a person is an ordinary consumer, after being exposed to, the potential consumer is affected by the content and becomes the customer with the preference for the product or service. You are aware that nothing is as old as you are; consumers have become a more selective, alternative and evaluative audience than the old. The issue of how to attract consumers is one of the most important problems that all brands have today. Even today, brands that succeed in protecting their loyalty can succeed even after they have an emotional connection with the mass of consumers today, and they are able to influence and attract them. Digital Inbound Marketing comes into play here, meaning that if you can create positive value for the consumers, this marketing model which gives value to the customer with the content you design and creates a hot and difficult tie between the brand and the consumer, you have achieved your goal. The most important thing to remember is that digital inbound marketing is not a direct marketing type. It does not lead to the purchase of the consumer in the first step; its main task is to attract the attention of the consumer

with content, to entertain him, to create value for him and to reveal his needs. We will examine this exactly in the next section. (OPREANA & VINEREAN, 2015). (What is Inbound Marketing?)

2.3 How is inbound marketing done?

The time and content is also the most important part of DIM, and if these components are used in a straight line, both the consumer and the manufacturer benefit.

From 2016 to 2018, DIM is the most widely used and popular method. If we want to reach a large customer base, we have to apply 4 steps accordingly. Certainly you can increase your conversion rates, which is the main problem, with the right strategies and proven methodologies, so you can get step-by-step leads to find you.

First of all, we have to prepare content in the short walks, this is the main objective is to attract the target. In this case, the number of customers who will create a particular stage will visit our site. Then by taking the contact information you have acquired, you can turn them into potential customers and convert them into real customers by keeping them interesting. Of course, this is not the end; we have to make you happy with our customers. (Buildfire, 2016)

The first is called "Attract". Our first work is to bring real buyers to our site, but it is not difficult for visitors to visit our site in general. In addition, you determine your goals, your challenges, by thinking of these people, and all of your customers usually have similar characteristics. The most important tools you can use to attract the right people to your site can be listed as follow; if we want to give more information, we will explain the following graph.



Figure 1 Tools to attract people to your site.

2.3.1 Blogging

Digital marketing companies should take a blog to better advertise to their customers. In general, inbound marketing starts with blogging. Those who wonder about the Company, received rave reviews will be a big plus for companies that close interaction with customers and good news about new products. Therefore, to reach your potential customers, you must create educational content that speaks to them and responds to their questions. (Inbound marketing: how to gain new customers, 2017)

It is widely used in this way, for example;

TypePad, which provides services at a monthly subscription fee, is preferred by many important individuals and businesses thanks to its high quality and easy-to-use perception . (Erik Deckers, 2012). (Aktaran: Zenelaj, 2014: 102).

2.3.2 Social Media

You should share your attention-grabbing content and important information on social media to create brand awareness with continuity.

In a short period of time, not only the social media organizations, but also the potential of having the internet-based social networks that reach a serious user base in both the producers and the world cautioned the human potential. Therefore, the widespread use of social media and marketing efforts through social media is widespread. The main element of marketing in social media is frequency of usage, usage habits and interests. In this way, producers receive qualified information about what, when and when they should present their customers on the social media. Based on this potential information, marketing strategies have been identified (Say, 2015: 20)

Many of the social media sites improve their connectivity and provide traffic by linking to other sites, resources, and people. Social media; building trust, building trust, reaching out to other people, and using communication and information technologies in connection with them . (Safko, 2010)

Social media is considered to be one of the tools in the virtual environment that contains all or most of the following qualities. (Mayfield, 2008)

1. Clarity: Voting, commenting and sharing of information are supported; there are no obstacles to using the content. Encrypted content is not very popular.
2. Participation: Social media supports everyone's involvement and feedback. The line between the media and the viewer is blurred.
3. Spurious communication: Two-way communication is the issue.
4. Connectivity: It is important to use other sites, resources, and links to others.
5. Community: Allows the formation of communities and rapid communication. People with the same interests may come together.

Contrary to traditional occasions, social media has the opportunity to establish two-way and instant communication with organizations. As people can talk with each other and with organizations, organizations can also talk to people and communities. That is why social media is an effective way to be considered in terms of brand communication. Organizations use social media such as Twitter, Facebook and Instagram to post regular messages and to inform their stakeholders in real time. (The most important social media platforms, 2017)

2.3.2.1 Digital Inbound Marketing on Facebook

In the modern world, people can achieve this by utilizing only a computer or a phone to make the most of their needs. Of course, the social media tools here are very high. One of them is the most widely used Facebook. Facebook has the most members from these platforms. Facebook, founded in 2004, is the most preferred social media platform for both consumers and businesses, with an estimated number of billion active members.

The marketing methods used on Facebook consist of Facebook ads, pages, groups and applications. Although Facebook has its own marketing methods on its own, the structure that allows Facebook to develop its applications differentiates applications, becomes an important feature of Facebook, and becomes a field that the advertising industry cannot ignore. (Shih, 2009)

It's certainly important to be active on Facebook, to get good social media strategies and get good reactions, but I think it's more important to do the right thing while doing them. If we want to get a broad audience opinion on Facebook, we should follow the rules of the rules. (Hemley, 2013)

- *Be patient:* It requires a long process to show a good virtual presence and reputation
- *Be Passionate:* When you are really passionate in both virtual and real world, your readers will increase and in addition your faith in your product will grow
- *Free is liked:* It is possible to provide this effect especially with Facebook ads, campaigns and lotteries. (The personal response to the raffle of the users and the gifts we give to the nations cannot be denied.
- *Measure your success:* 3M - Monitor - Mine - Metric - the process of marketing must be implemented to monitor the return of the investment made with the strategy.

Facebook is online social networking software created by users that allows users to communicate with each other with private or public open sharing in different permission categories, participate in groups according to their interests, and share resources with other users. (Lisa Gonzales, 2010)

Facebook pages are areas that allow people or organizations to interact with fans or customers by interacting with Facebook. If the user likes these pages, they become a "follower" and can follow the sharing of the page in their own news source. Facebook,

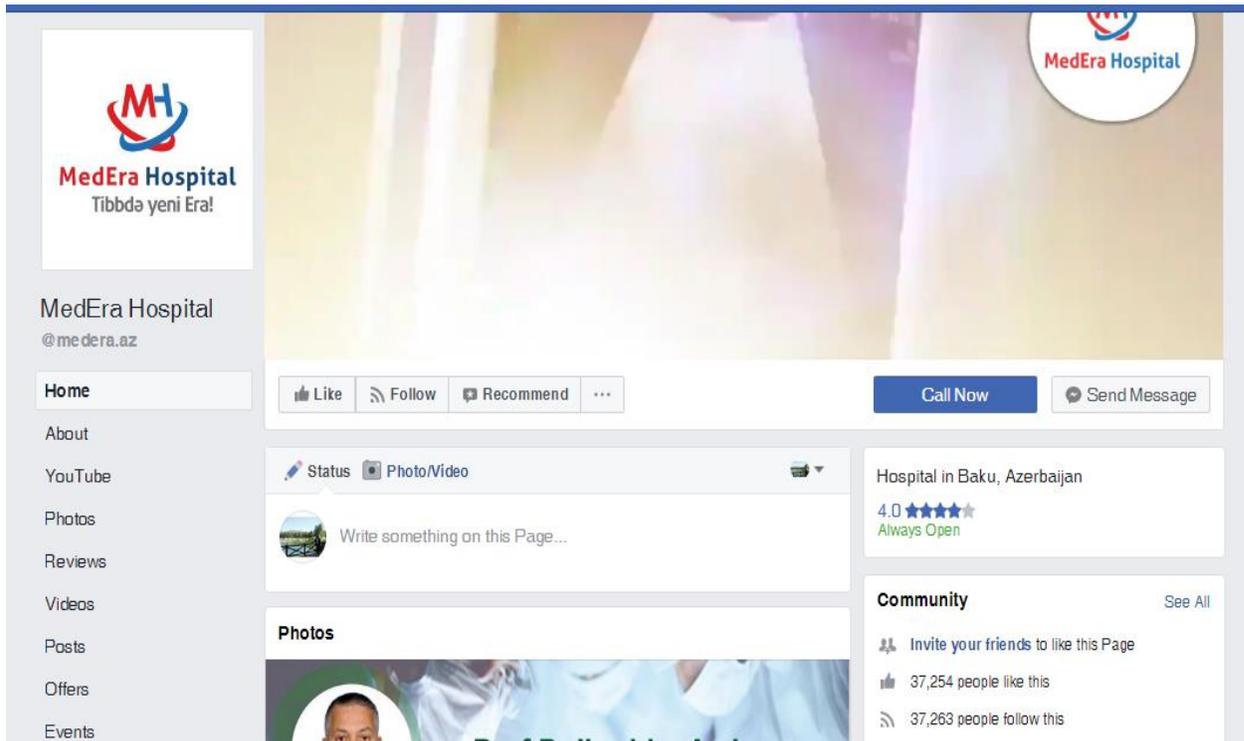
that is easy to understand for, so they appeal to all ages. People who are interested in technology, they use facebook options and flexibility. (Levy, 2010)



Picture1. (Oksigen, oksigen klinikası Xəstəxanası, klinika, xəstəxana)



Picture2. (Baku Medical Plaza - Haqqımızda)



Picture3 (MedEra Hospital)

2.3.2.2 Digital Inbound Marketing on LinkedIn

The number of users of LinkedIn is growing both in the world and in our country. The importance of this platform for job seekers is rising. LinkedIn, which started operating in 2003, is a leading provider of job seekers and employers worldwide who are used by business professionals for business purposes. (Zarella, 2010) The main point of LinkedIn is that the partner deals with personal services. It is possible to increase the business environment by attending the meeting held by participating in the established groups and organizations. (LinkedIn)

The total number of LinkedIn users, monthly and interest rates is shown below the 2018 Year Analysis.

Company Info

URL: <https://www.linkedin.com/>

Founded on: May 5, 2003

CEO: Jeff Weiner

Headquarters: Mountain View, CA

Employees: 8700



LinkedIn Statistics

Total Number of LinkedIn Users:

500 million

Last updated: 1/1/18

Total Number of Monthly Active LinkedIn Users:

250 million

Last updated: 1/1/18

Total Number of LinkedIn Users from US:

133 million

Last updated: 10/24/17

Percentage of users that use LinkedIn Daily:

40%

Last updated: 10/24/17

Picture4.Source: LinkedIn by the Numbers (2018): Stats, (LinkedIn by the Numbers: Stats, Demographics & Fun Facts, 2018)

2.3.2.3 Digital Inbound Marketing on Twitter

Since its inception, this site, with its unavoidable progress and the most active status sharing network in the world, is the leader on the internet with hundreds of millions of individual and corporate users. Twitter was created in 2006 by three technology entrepreneurs, Evan Williams, Biz Stone and Jack Dorsey. Twitter, with more than a dozen online sharing sites, has reached half a billion people. (A Brief History of Twitter, 2018)

Twitter is a social networking and micro blogging website that allows registered users to follow up on their posts with no more than 140 text characters called "tweets". Twitter provides a simple follow-up mechanism to the ever-increasingly complex internet world. Subscriptions on Twitter are done by following an individual or an organization's Twitter account. (Greenberg & MacAulay , 2009)

Tweets between users, politicians, journalists and feminists do not make a major contribution to prestige sales in terms of digital marketing, but many companies and companies like to do digital marketing on Twitter, and reach their customer base. There are sponsored ads on the Tweet stream and on the "who should follow" list. According to an announcement made by Twitter in November, there was a significant increase in sales and user access rates for advertising brands.

The most common globe brands in the world are shown below.

Twitter Profiles Stats	Followings	Followers
PlayStation #GodofWar (@PlayStation)	806	15 554 560
CHANEL (@CHANEL)	0	13 592 488
Xbox (@Xbox)	17 444	12 792 424
Samsung Mobile	437	12 473 097

(@SamsungMobile)		
Starbucks Coffee (@Starbucks)	98 016	11 912 597
Victoria's Secret (@VictoriasSecret)	1233	11 562 288
Android (@Android)	58	10 189 413
Apple Music (@AppleMusic)	1248	9 653 675
Nintendo of America (@NintendoAmerica)	272	9 446 321
Marc Jacobs (@marcjacobs)	1285	9 301 399

Table 1 Twitter statistics of popular Brands accounts. (Twitter statistics of popular Brands accounts)

2.3.2.4 Instagram Marketing

The most popular photo sharing site in the world is the Instagram. This is widely used in Azerbaijan; hundreds of thousands of photos are shared every day through this program. We share moments we share in there. Recently, business organizations have introduced their products and services to people in this site. It is beneficial to develop a marketing strategy in Instagram, which is more preferred by companies that attach importance to digital marketing.

I want to write about interesting and useful Instagram marketing strategies.

- The Company should know its customers well-As with every social network, the first step in succeeding in the diagram is the relevant audience choice. Take note of their wishes. Everyone enjoys being private and your sharing with them is a significant contributor to the increased value of your mark in their eyes.
- Share the link to your website or your Facebook Profile- It does not matter if someone does not find you on Twitter or Instagram, you know that it's really you.
- Importance of Data Use Hashtags- You have to determine the hashtags relevant to your services and your business, and keep the count at reasonable levels. The optimal number of it usage for an instagram is 10-11.
- Use your own product and Instagram ads to promote your service. You can easily manage your Instagram ad management from Facebook's Power Editor Page. This will make your business easier. Publish a new version of your profile on the other pages. (Instagram Marketing)

Instagram's most distinctive feature is that it's faster and easier to use than other sites. Gupta is declaring. "Marketers can use Instagram to publish their own gallery, but at the same time they can use it to emphasize what services consumers are doing. (Klie, 2015)

2.3.2.5 YouTube Marketing

One of the most popular websites in the world and in Azerbaijan is YouTube, which is the most watched video sharing site in the world, seems to have an important place among the marketing tools of brands. Millions of individual and corporate users get with the most effective video sharing network behind the other competitors. The main reason for this is the fact that there are no restrictions on the content of the videos and a high impact on their high screening rates. (ROBERTSON, 2017)

If the company wants to share video on YouTube for marketing feasibility, the following information should be kept in mind.

- *Customer stories*: the present client may share this by recording a different video received by the company's customer to provide a view that includes useful information on the next possible customer door to watch the video.

· *Views of professional social media profiles owners:* It will be very good for you to be able to find specialist people in the industry and get help from specific experts who provide the best return on advertising

· *Application videos:* A video containing a wide range of applications that will be useful to business owners, in accordance with the target mass of the operator.

However, the factor that Youtube uses as a trigger and driving force for growth is the "embed code", the placement code technique. Youtube management, which allowed videos to be accessed only through their own sites on the days of their first installation, and did not allow their videos to be watched over other sites, has made policy changes by seeing the adverse effects on the site. With this placement code, it is possible to place Youtube videos on internet sites and more users are allowed to sit on the site. At the same time, Youtube's usage and advertising revenue levels also increased rapidly. (MCLAUGHLIN, 29)

2.3.3 SEO

The brand made a lot of acquisitions fiction in search engines, the search begins with the product or company. Therefore, you must be clearly visible in the search. SEM system with its products and services, all fees paid to search engines and to introduce customers are unlikely to be effective to attract. SEO can be made to search in desired keywords. The site d.a points increase, so the increase in quality comes to a point. The number of visitors to the site increases. The site becomes more popular.

The best results in the next process is able to be designed from the establishment of the SEO system gives an internet system during the establishment of a web site. Information on the content of the site can reach qualitative results in search of consumers on the internet, primarily as qualified, detailed and key words (Sirovich and Darie, 2007: 5).

SEM matter will be evaluated on a large scale, greater awareness in order to create mostly about the manufacturers' products and services, the long-term and labor-intensive SEO methods, rather than a system that allows them to take part in the top rankings of search engines with the means to pay the price.

One of the most important issues in digital marketing is facilitating and making it easier for consumers to access products and services. In Internet database, especially when searching for personal computer use that consumers demand products and services,

different methods are preferred to make the job easier. SEO, Internet databases, which is extremely important in terms of search and access the foreground. Basically SEO, the content of which is widely used on the Internet and search engine optimization is the way. You need to choose keywords carefully and, you need to optimize your pages, create content, and create links that contain words your ideal customers will use when making searches. (Puchkov, 2016: 5)

Although businesses are very willing to pay their attention to search engines by paying their names, they may not always be able to provide positive and profitable results. For this reason, the SEM system is literally integrated into the SEO system, and thus the expenses to be made on an SEO system supported by qualified keywords and making payments to ensure that the search engines are in the top rank is required. At the same time, the budget that is available in this regard has great importance.

Second, the first thing you do after you start getting visitors to your site should be to convert potential customers, taking the contact details of this person. The most important factor is that their e-mail addresses should be obtained. In order for your visitors to have contact information, you have to give them something in return. You should do so because communication information is one of the most important information for online marketing. The reward you offer will have to be of interest to your business and of interest to your target group (Neil Patel, 2013). Visitors are shown in some charts from potential vehicles that can convert into potential customers (see Figure 2)



Figure 2 Instruments for converting your visitors into potential customers

2.3.4 Forms

In order to submit a real questionnaire, we need to provide a complete form to fill out the questionnaire. The main point here is that the form must be both intriguing and easy. To give a few examples: to download a free e-book, to participate in an event, to become a member, to subscribe, to start trial, to win a discount coupon.

2.3.5 Calls -to –action

We should not bother to visit here; we should choose a useful item that is both engaging and time consuming. It looks like a form we wrote first. Here you can use buttons such as "Upload full text", "Join webinar!" If you do not make effective action calls, you will fail to convert potential customers. In short, a very critical exchange occurs at this stage. We give the visitor the promise; the visitor gives us personal information such as name-surname, profession, e-mail address, mobile phone number.

2.3.6 Landing pages

Your visitors will be directed here when they click on your call to action. The opening pages are the pages where the CTA buttons meet the offer and where the potential customer can contact the sales representative. This level is very important for us to reach our goal.

We are slowly coming to the last stage. This level is often called "close". This is the stage, in which the marketing department's role is reduced, instead of the sales department's step forward. You have added a lot of communication information to your system. How many of these are real buyers? You have added a lot of communication information to your system. At this stage, we use a variety of marketing tools to ensure that the right candidates' sales processes are closed at the right time. I would like to give this level in the chart below.



Figure 3 Some of the tools that potential customers can convert into customers include:

2.3.7 Email

Once the customer has come from all the previous levels, send him a laconic email to his beneficial and interested fellow to earn his trust. A useful, content-focused e-mail will help you build confidence with your prospects and make them closer to buying.

2.3.8 Marketing automation

Use e-mail marketing to create your own content in this process. The content must have specially prepared content for the person. For example, if a visitor loads any information on your site onto a specific topic, sending an email on it will make your business even easier. If you are following you on Facebook and have visited certain pages on your website, you may also be interested in sharing. In this way, increase your sales to existing customers as well as let your existing customers know you.

2.3.9 Closed Cycle Reporting

The main idea is, as a result of which marketing feasibility, you have succeeded in bringing potential customers to realistic buyers. Once you recognize this marketing

activity, you will make it more modern and expand your focus. In addition, you must work with the Customer Relationship Management (CRM) system to ensure integration.

The last level is called 'delight'. Once you have arrived at the actual buyer, forgetting or dismissing them is not good for your company. You must guarantee that you will never forget that someone you convert into a mutual customer. At this stage, the customer will make the gold proposals saying "this is it" and stay in communication.

If feedback between the visitor and administers occurs, then it will have big effect on service or service delivery. In this way, your customers will be curious and strong about your brand and products. It is a similar figure to show more detail as if the river flow



Figure 4 some of the tools that will enable you to please your customers.

2.3.10 Smart Calls-to-Action

Now all offers must be more-specific to that client's request. In a nutshell, communication between your users must be available at the appropriate call. Otherwise, you will not be able to establish an analytical communication with your customers about the value added you create.

2.3.11 Smart Content

Using a variety of social media content allows you to provide real-time customer service. The smart information you share will influence the decision-making process of the real receiver mass and will allow you to communicate with you sooner. If you want someone to click on your fancy-containing message, you must first make it recognizable. This is somewhat related to your design because smart content should be compatible with the color of the site design and large enough to be seen.

2.3.12 Conversations

By constantly communicating with them, you must be open 24/7 to offer and criticize. This method is a very important step in creating brand awareness with continuity and not forgetting the general concept of the mark. (HubSpot)

2.4 The Difference between Inbound and Outbound Marketing

When Digital Marketing is clearly emerging, we identify it in two ways. To remove a possible misunderstanding from the very beginning, I would like to express: In this article, I am talking about outbound marketing, not the traditional marketing approach that prevails before digital marketing, but the outbound marketing that continues its existence in digital marketing. (Poole, 2018)

To illustrate the differences between them, we can compare them to fishing and hunting. The incoming route becomes fishing and the outgoing person becomes a hunter. (Inbound marketing in BtoB: Introduction of the thesis, 2014). We can call traditional marketing briefly one way marketing. Giving the same message often to ensure the sale of the product has the means of summarizing the situation with only a few cues instead of attracting potential customers to different and creative ways. I do not think that the outbound approach is contrary to the spirit of the digital age and that the methods are not sustainable in terms of efficiency. In addition, this marketing method in the world we call digital is quite inadequate because it is completely against the nature of the digital world. We can see that people no longer find a product on a raft and buy it according to the stimulus. From the point of view of others, e-mail filtering, banner blocking applications, and so on making them no longer available. The inbound approach prepares

the user's needs, demands and interests in advance. This means that in digital marketing there is no time constraint due to the advantages of technology. Another difference from inbound marketing to outbound marketing is that it is important to attract the right traffic to drive traffic. It will be one of the best ways for you to keep track of your target mass.

3. Digital inbound marketing in healthcare sector

Communication requires sensitivity in the health sector. Being a brand is harder in the field of health as it is in every field, but the words to be used when health is considered as a priority for everyone; the language of expression needs to be carefully selected. Private healthcare institutions operating in our country and on the world have been in marketing competition within the scope of competition laws, according to the Ministry of Health's private hospitals. In order for hospitals to meet their target groups, they must establish good communication, be reliable, and provide broad answers to questions. The platform in which hospitals can communicate with target kits the most quickly and sincerely is the most basic social media. (Behl, 2016)

Today in Azerbaijan, there are many problems that private hospitals have not done in the digital field yet and are missing. First of all, it is necessary to accept that there is no other way to brand in the health / hospital sector as there is no other area. Especially in the last years, restrictions on the health sector and increasing competition on the other side have forced the hospitals to almost always be in contact. Managing this contradictory situation is not really as difficult as it seems, but thanks to the rapidly developing, diverse and highly capable organisms of the digital atmosphere, it will naturally find different water channels (activities) to flow to itself.

With the technical and legal facilities available today, it is impossible for us to inspect all the circles in the digital world. For this reason, it is important that the digital activities in the sector are already carried out correctly and with an understanding of ethical and social responsibility in the right channels. There are innovative approaches to communication languages / methods that may be appropriate for hospitals. The essence of this thesis is to analyze these and draw a common conclusion.

4. BASIC SOCIAL METHODS IN DIGITAL INBOUND MARKET FOR HOSPITALS

The hospital management and health fields to increase with the introduction of private investment in Azerbaijan have begun to evolve. If an operator is managing the hospital,

he should definitely pay attention to digital marketing. The main reason for this is that the modern era is established immediately on the Internet. It does not matter whether the disease is large or small, all of which will be accessible via the internet for advice on the health of the first step (Globenko, 2012). For this reason, the operator should follow the innovations in this area and implement them in the most appropriate way. In order for hospitals to reach the target group, they need to communicate well, be fast, and give broad answers to the questions.

What do we have to do to reach our good marketing?

- Keep your people aware of your presence in social media by carefully drawing your brand's digital roadmap
- You need to create new digital communication strategies for your brand on the basis of accurate and genuine information, unreserved and sincere attitude.
- All parameters from your human resource to the quality of service you offer and even the way of collection makes up your brand personality. While these are the reasons you are branded, you should be institutionalized at the same time.
- Benefit from blogs, which are the most important tool of sharing current and original content, which has an important place in the marketplace marketing.
- Make a short video about the cleaner service you provide, and share these videos on social media networks. There are many different sites that can be used, like YouTube, Facebook and etc. (Agius, 2016)

4.1 Private hospitals sector in Azerbaijan: digital marketing successes and perspective tasks

The rapid economic development in our country has supported the development of all social spheres, including health. It is possible to say that the effect of the health of Azerbaijan has increased considerably in recent years, which is why the digital marketing industry has risen in this sector. No one can deny that the present state of health of Azerbaijan is incomparable 20 years ago. In the first years of our independence, it is known that our country, living in war, is strangled in economic troubles. Especially in health care, the situation was not open. It was required medical equipment, lack of medication. Due to consistent preventive measures, the spread of communicable diseases in Azerbaijan was prevented and new public and state hospitals were opened to the public. The programs set by the president in the field of health services are the main directions for the repair and rehabilitation of medical institutions, equip them with the most up-to-date equipment, free drugs and preparations, diagnostic centers in the region, especially the provision of children with maximum coverage of

children with all health services. Mehriban Aliyeva, President of the Haydar Aliyev Foundation, has exceptional services in the implementation of some state programs. The foundation has launched a series of major projects to improve diabetes, thalassemia and treatment, blood donation campaigns and the health of mothers and children.

In Azerbaijan, the amount of funds allocated to the health system from the state budget has increased 11 times compared to 2003. Based on this growth, up to 500 health care facilities have been created or renovated and given to the population.

In addition, the supply of food and drug-treated patients in fixed medical institutions has been further developed and the most important range of medicines and medical supplies used has been increased from 60 to 166.

Significant efforts have been made to apply modern information technologies and the most basic digital inbound marketing system. The "Citizen Electronic Health Card" system started to work. There are now about 10 enrollees of various diseases, a single registry of staff, electronic surveillance system for infectious diseases, drug circulation, referral service for emergency medical stations and others. Electronic applications are used in the fields. The Ministry of Health provided 38 e-services. At present, the "Electronic Services" department is established on the official website of the Ministry and there are currently 11 electronic services. (Azərbaycan Respublikası Səhiyyə Nazirliyinin rəsmi saytı, 2013).

5 Empirical Results

5.1 Research Methodologies

The purpose of this section is to explicitly understand the methodology and / or tools used by researchers. First, the quality of the research approach and the methodology are not theoretically more empirical. It was possible to carry out this research as a result of intense and remote contact with field conditions. The aim of the researchers was to get a single look at the content of the study, its logic, the bargain, and its implicit and explicit rules. There is a lot of effort to capture information through the in-built and in-depth process of local actors.

5.2 THE MAIN PURPOSES OF RESEARCH

The main focus of the study is on how well private hospitals use Internet web sites and social media in the field of digital marketing and how much they use or need unnecessary features in this usage. These three hospitals, which are subject to research, guide the health sector in Azerbaijan credits to the information obtained from the member private hospital establishments located in various regions of the world. They started to use digital channels in order to be one step ahead of business competitors and to be able to make a difference, and he started to try to reach the consumers quickly and correctly through these channels.

Private clinics and hospitals have to use digital inbound marketing techniques effectively because of the commercial sanction of the industry they are in. Considering that the medical institutions in our country have a certain number of advertising restrictions, web sites are an important tool in terms of hospitals in fulfillment of the necessity.

The greatest benefit of digital inbound marketing is that it creates tactics that attract users through the communication channels of inbound marketing away from criminal sanctions without using sponsored or advertised content and tools.

As mentioned earlier, this study focuses on how a digital marketing technique is applied, and the differences between the techniques of three private hospitals. Hospitals can create the impression that they are a hospital with social responsibility by creating confidence in users through the information they provide through their institutional web sites, explaining their commitment to ethical values, their understanding of responsibility and their efforts to provide social benefits.

In line with these basic objectives, in this study, what is the concept of digital marketing, what kind of marketing applications are made in private hospitals and 3

selected; It is aimed to make analysis of web and social media with digital marketing viewpoint of special hospitals in Azerbaijan like The Oxygen Clinic, The Baku Medical Plaza, the “MedEra” Hospital . The purpose of selecting these 3 private hospitals is that they are the most commonly used private hospitals in Baku and Sumgait.

5.3 ANALYSIS OF WEB SITES

The purpose of the business websites, products and / or services is related to the marketing request. When the website layout plans of the hospitals are examined, the content that can be of interest to the user, the sector blogs, and the pages that open the pages of the reports or the videos or texts, and the parallel site links are visible. Information about the business, service lines, career pages, working links, tools are available and easy to use, and the search options are clear. There are no areas where the user can comment on other parts of the community that share content or blog. In general, the user groups created by the web site interact with the user over time, moving back to the web site, downloading content and helping to become a customer over time.

Now let me explain with a few details. We will understand the better explanation by giving a visual look of the website of every 3 hospitals. As a method of study, web analysis of internet sites of 3 different private hospitals has been done. Content analysis in the study was carried out between 15.03.2018 and 29.04.2018. In the researches carried out before the study, the use of hospital web sites for institutional purposes has not been sufficiently investigated. However, in some researches on communication tools used in hospitals, there are findings about usage of website.

When we analyze these hospitals, the main issues we will look at are: the appearance of the blogs, information about the features of the service, the social events, and the full and extensive schedules, graphics, and other information about other sites.

While it is possible to get information about the rightful relations and social responsibility studies on the web sites of the working hospitals, it is not possible to say that these instructions are in public works covering a wide range of target groups.

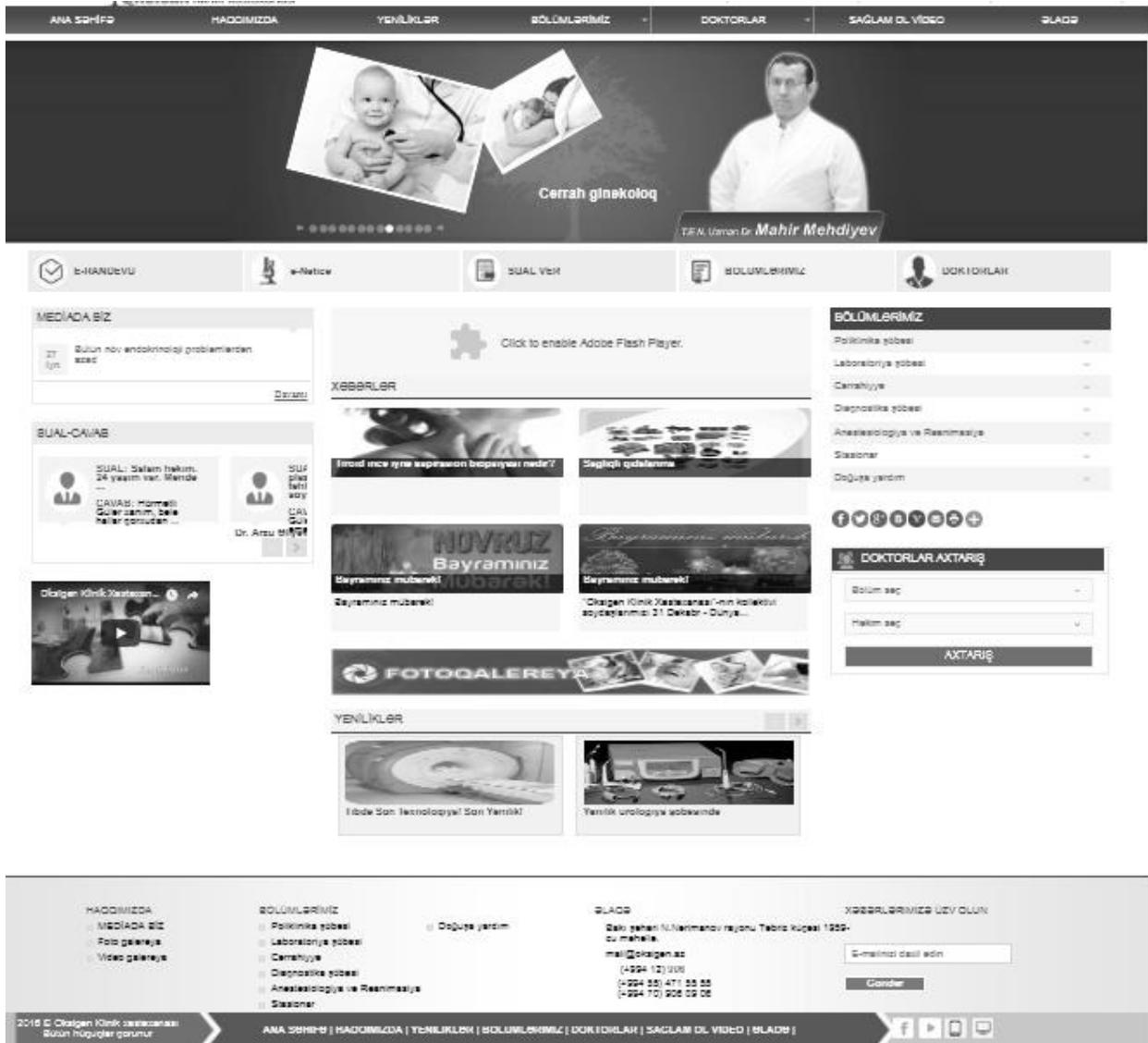
Other than this site users in the Web site with online simultaneous conversation with not recognized at the hospital.

Another important point is related to site updates. Oxygen hospitals have not updated their long-standing websites.

However, each private clinic should share the information with the blogging blogs not exceeding one week. This is a key factor that will increase the number of new visitors.

In addition, at the end of my research, it was found that the web sites did not contain the biographies of the managers.

Picture 5. OKSIGEN PRIVATE HOSPITAL'S WEB SITE STATUS



Source: It is based on the home page of the Oxygen clinical hospital website. (Oksigen, oksigen klinikası Xəstəxanası, klinika, xəstəxana)

Picture6. Baku Medical Plaza HOSPITAL'S WEB SITE STATUS

AZ / EN / RU 012 909 - 012 404 41 90 contact@bmp.az

BAKU MEDICAL PLAZA ANA SƏHİFƏ HAQQIMIZDA BÖLÜMLƏR HƏKİMLƏR E-XİDMƏTLƏR XƏBƏRLƏR QALEREYA ƏLAQƏ



Ürək Sağlamlıq MƏRKƏZİ

Ürəyiniz əmin əllərdə...
Aşq ürək əməliyyatı
5900 - 4900 m
+99455 444 87 35

BMP Babək
24/7 Laboratoriya
Bizimlə əlaqə

BMP Mərkəz
24/7 Kardoloji Tibbi Yardım
Bizimlə əlaqə

BMP Medilux
24/7 Təcili Tibbi Yardım
Bizimlə əlaqə

e-Rəqəmə e-Nəticə Bəqimlər Həkimlər

Xəbərlər

"Baku Medical Plaza"nın Qadın xəstəlikləri və Doğum Şöbəsinin cərrah mama-ginekoloqu Dr. Səbina Mirzəyeva bu gün vəfat edib.
03.04.2018
Allah Rahmət oləsini

Baku Medical Plaza Pədiatriya əlizi olaraq bir sevincimizi paylaşmaq istəyirik.
07.03.2018
Neonatologiya və Pədiatriya şöbələrinin müdiri - Uzm. Dr. Erikin Rəhimov

Tibbi bölmələr

- + Alqologiya
- + Anesteziologiya və Reanimasiya
- + Baku Dental Plaza
- + Damar cərrahiyyəsi
- + Daxili xəstəliklər
- + Dermatologiya və kosmetologiya

Digər bölmələr

Baku Medical Plaza – bizimlə sağlam yaşa

Source: It is based on the home page of the Baku Medical Plaza website. (Baku Medical Plaza)

Picture7. MEDERA HOSPITAL 'S WEB SITE STATUS



TİBBİ ŞÖBƏLƏR



XƏBƏRLƏR

MEDERA TİBBİDƏ YENİ ERA



Picture8 MEDERA HOSPITAL'S WEB SITE STATUS

Səhiyyə bizim üçün əziz, qiymətli bir sahədir və onun inkişafı üçün lazımı tədbirlər görülməkdir.

365 UĞURLARIMIZ 155 HƏKİMLƏR 2200 OTURULAN SƏAT

MedEra Hospital BAŞ SƏHİFƏ HAQIMIZDA TİBBİ ŞÖBƏLƏR HƏKİMLƏR XƏBƏRLƏR QALEREYA ƏLAQƏ

KAMPANIYALAR

--/--

GİNEKOLOJİ
Check up

• Qanaxma testləri
• QDM testi
• Həkimin müayinəsi
• Hip-Test

74

GİNEKOLOJİ (DİAGNOSTİK)...

Biz sizin sağlamlığınızın keşiyində durmağa hər zaman hazırız.

ƏTRAFU

TERAPEVTİK
Check up

• Əməliyyat
• QDM testi
• Həkimin müayinəsi
• Hip-Test

58

GİNEKOLOJİ
Check up

• Qanaxma testləri
• QDM testi
• Həkimin müayinəsi
• Hip-Test

57

Medera Online

Siz də onlayn yazın, soruşun və fikrinizi bildirin.

E-poçt:

Sifir:

Gir

Danışma

TİBBİ ŞÖBƏLƏR XİDMƏTLƏR

HƏKİMLƏR ƏLAQƏ

CANLI YAYIN

CANLI YAYIN

Artıq hər günə canlı yayımda öz maraqlarından bütün suallarınıza peşkar həkimlərimiz təfərrüatlı cavab verəcəkdir.

Source:MedEra Website. (MedEra Hospital)

A number of similarities will be seen when looking at the locations of these 3 hospitals' websites, which have successfully implemented the dial-directing marketing tactics. The blogs provided in every 3 hospitals are mainly for doctors, devices, operations and doctors who will succeed on the visitor. The information provided is a way to feel safe.

Another similarity is that viewers from foreign countries can translate their blogs into their own language. However, as far as I am concerned, only those listed are listed only in Medical and Oxygen Clinical Hospitals. If you look further, this is what I liked on the MedEra Clinical Hospital website, and the variety of companies in different departments is available. This feature is not available on the other 2 sites.

TERAPEVTİK Check up (Diaqnostik) KAMPANIYALARDAN YARARLANIN



- Terapevtin müayinəsi
- USM - qarın boşluğu
- Qanın ümumi analizi
- Sidiyin ümumi analizi
- TSH
- EKQ
- Qanda şəkərin təyini
- ALT, AST
- Bilirubin
- Qanda zülal

07.11.2017

1553

TERAPEVTİK Check up Diaqnostik

- Terapevtin müayinəsi
- USM - qarın boşluğu
- Qanın ümumi analizi
- Sidiyin ümumi analizi
- TSH
- EKQ
- Qanda şəkərin təyini
- ALT, AST
- Bilirubin
- Qanda zülal

Picture9 (TERAPEVTİK Check up (Diaqnostik) KAMPANIYALARDAN YARARLANIN, 2017)

I will show below the functions of the websites of the clinics.

·*Information Transfer Function*-Each item is 1 point. (1)Transfer of Corporate Visual Identity (logo, emblem, architectural design, etc.), (2) The slogan used by the hospital, (3) Employee Profile / Human Resources,(4) Agency Communication Information,(5) Quality Management and Accreditation Studies.

·*In-Company and Out-of-Network Communication Network*-In-house communication: range from 0 to 3 points. 0 = No Link; 1 = 1-10, 2 = 11-20; 3 = 21-50; Off-the-shelf Communications: External network coverage 0-3 according to the number of links points. 0 = Link Discovery; 1 = 1-10; 2 = 11 to 20; 3 = 21-50;

·*Participation Function*: Evaluation of the corporate web site in terms of participation function is based on the ability of the user to be interactive.

Feedback Index (0-3): (1) Email on the day

Address, (2) e-mail addresses focused on specific topics, (3) online form for membership to the website. Feedback Time Index (0-6): 1 = 30-20

Day; 2 = 20-10 days; 3 = 10-7 & lt; / RTI & gt

	1	2	3
Oxygen	1	1	1
Baku Medical Plaza	4	3	3
MedEra Hospital	3	2	2

Table2 Examined Hospital Web Site Functions.

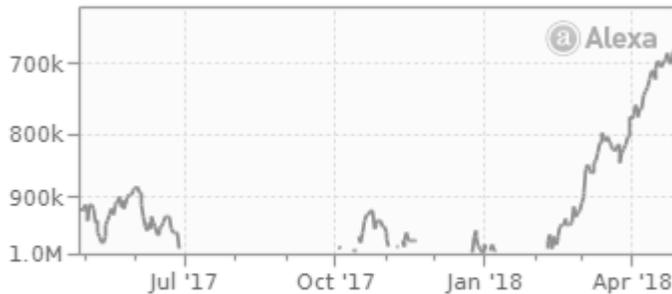
THE NAMES OF WEB SITES	Daily visitors	Daily pageviews	Alexa Rank

WWW.OKSIGEN.AZ	801	1602	731763
WWW.BMP.AZ	3131	9080	278466
WWW.MEDERA.AZ	686	4807	573282

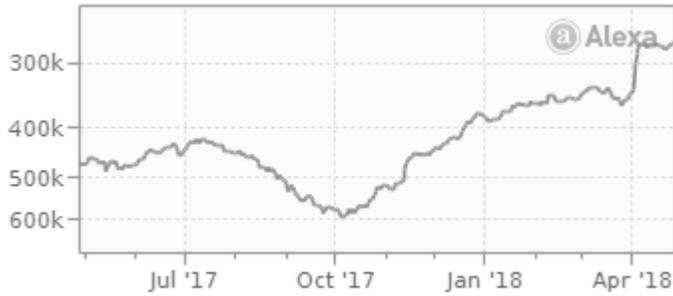
Table3.Source: Data was obtained on website.informer.com. Date of Access: 29.04.2018

First "Daily visitors": Daily shows how many visitors visit the clinker. For example, the Oxygen clinic is 801, the BMP hospital is 3131 and the MedEra clinic is 686 visitors every day.

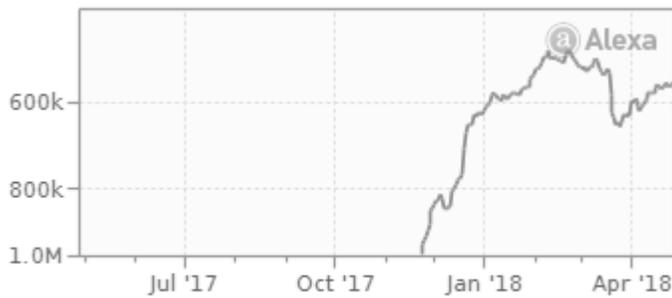
Daily Pageviews given as 2nd are the real visitors who always liked and watched the page. The Baku Medical Plaza showed the highest results (9080 regular visitors). MedEra private clinic occupies the 2nd place. Based on my observations, I see the 1st Medical Plaza coming continuously.



Graphic1 Levels of Visitors to Oxygen



Graphic2 Visitors to BMP



Graphic 3 Visitors to MedEra

The Alexa system, given as a third party, examines the multi-visitor nature of your web sites and gives Alexa value accordingly. Alexa is a US based internet business managed by amazon.com. It gives reliable information regarding web traffic to other websites. (Wikipedia, 2018) The low level here indicates that he has achieved success in his field of competitors.

The Baku Medical Plaza position is at the highest level in Azerbaijan with 278466 in the world level. In general, it turns out that our private clinical hospitals are in the forefront when there are no online sales ads. When I come down from my personal position, I think there are two reasons; the first reason is the trust and confidence created by these clinics or because people are more expensive than low-budgeted and have insufficient access to far-off clinics.

5.4 MAJOR PROBLEM OF RESEARCH

With the recent developments in technology and internet infrastructures, the digital inbound market has formed and there has been a big increase in the number of technology companies. In this market where marketing is directed to digital, it has led to the need for more technical knowledge and creativity in order to keep these private hospitals' products in the market. In addition, the increasing importance of social media applications and the increasing number of users have made it necessary for those who use these applications to look for the mainstream of digital marketing, especially for young people, because of the importance of the digital market. Although many clinics have digital initiatives, they are not able to effectively use digital marketing channels and analyzes, and as a result they are increasing in number of unsuccessful examples in technological.

The main purpose of the research is to reveal the marketing methods used by the hospitals and to determine what level and level of service is required in the customer service. It is then to present the relative differences of one of the hospitals. However, since there is no direct data on the significance of the tools offered by the internet sites, such as would be presented in the findings, the rating of these tools has been made by the researcher and the probability of a result that has been subject to certain subjective has increased.

5.5 HYPOTHESIS OF THE RESEARCH

“An algorithmic statement of the hypothetico-deductive method could be stated as: Hypothesize an explanation for those observations. Deduce a consequence of that explanation. (A prediction) Formulate an experiment to see if the predicted consequence is observed.

Here we have two different hypotheses;

H1: Hospitals do not use sufficiently effective tools in marketing areas. The first reason is that the situation of new hospital

H2: Hospital digital marketing is the difference between the skills.

6Conclusion

Expanding the digital platform helps the consumer to reach a faster service. But increasing communication tools and the increased number of ads that are exposed make it less conceivable. The majority of natural information will affect the customer's decision-making ability. This may take a long time. If the company wants the product to be sold more quickly, it should, first of all, use the right context and earn the highest customer confidence. If any such information (Visual, audible, etc.) is first placed correctly, product information will not be forgotten on the customer side.

The purpose of this study is to determine the effective use of digital marketing in connection with businesses' internet and social media usage habits, as well as the research of private hospitals for digital marketing. As these hospitals have increased in the competition process, investments in digital channels have increased and marketing efforts on digital channels have become a part of our lives. Ultimately, it is increasingly likely that the majority of consumers will be able to communicate through channels such as the Internet and social media to reach their targets through digital marketing. Looking at our research findings, we see that hospitals have escaped these parts, especially those that provide informative content such as contacts; news, patient stories, etc. are missing.

The next shortcoming is online services. Online services such as online appointments, seeing your wishes online on-line, and seeing babies who are giving birth in hospital show that the hospital is hardworking and gives importance to every need of patients and their relatives.

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