

COVID19 Analysis Healthcare & Beauty





Facts & Opportunities

Summary.

As consumers worry about their health amidst the coronavirus crisis, **healthcare will be one industry to be sought after**. This not only involves medicines and medical equipment, but also **includes** consumer services like **expert advice and long-distance consultations**, made possible through technology and video conferencing (aka telecare or telemedicine).



Marketing Strategy

Marketing for healthcare companies requires a **different messaging tone** as there is already enough human and economic toll occurring. Healthcare leadership will be much more important, **communicating clearly to help the public understand what is going on**. This is a time to double down on longer-term search engine optimization and **brand building**, both through technical improvements and great healthcare services content.

This is also an opportune time to **test integrating telemedicine** into businesses. Beyond protecting patients and staff from unnecessary virus exposure, patients will also appreciate the convenience of having an available telemedicine option.



Industry losses

In the face of the crisis, pharmaceutical companies and medical services will be requested to **cut prices**, provide **donations** and offer **free** or **discounted services**.



Social Media Rol

Google SEM will be a key driver for health service searchers. Proper audience targeting in **Facebook** can also be effective in **driving clicks and leads** to company websites.

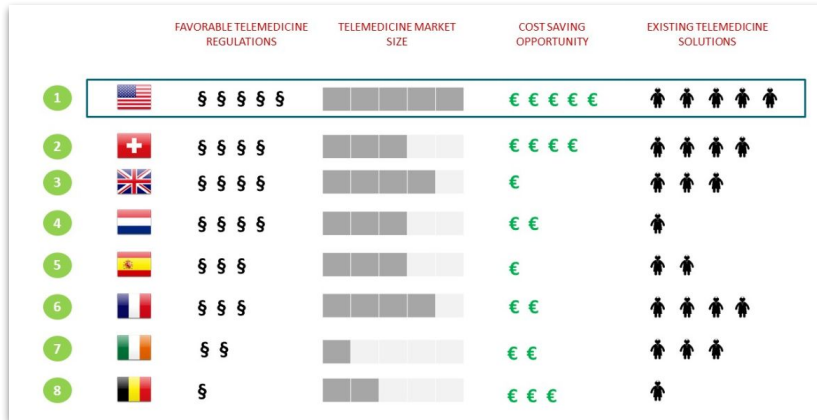


Market notes

In the **U.S.**, visitor volume for **telehealth platform 98point6** has doubled since the coronavirus hit and the same goes for Amwell which has seen a 40% surge in website visits in the last week. In **Europe and Asia**, **telemedicine development still lags the U.S** which means a growing opportunity exists.



Sample companies



Source: The USA is ahead of Europe in terms of a favorable telemedicine market, 2020

Some tips from our Team.

Short Term

Transparency and empathy will be key in all forms of communication with customers, from online interactions to receiving feedback. The objective should be to survive the crisis but not at the expense of people, their health and their resources.

Mid Term

Remaining relevant and top-of-mind with customers, ensuring that their needs can be fulfilled. This is also a great time to start assessing the different channels of marketing and sales, and whether you are present at every touchpoint.

Long Term

Brands will have to plan on how to recuperate from these setbacks. The positive side is that the crisis is occurring early in the year which gives brands time to readjust their strategies to move forward stronger. Marketing investments will have to be flexible and adaptable, and contingency plans should be set in place to mitigate any future crises.



How brands are reacting.



Shop Now

2,991 views

cocunat #ha llegado la Revolución! 🌱 Sostenibilidad, innovación, naturalidad, libertad y amantes de los animales! #Yomequedoencasa con Cocunat!

🌱 SOMOS LA ÚNICA MARCA REALMENTE SALUDABLE Y 100% SIN TOXICOS 🌱

¡Consigue un 🏷️ 20% DTO 🏷️ en tu Producto Favorito! - Código: COCUNAT20

*Pedir Online en Cocunat es Seguro para nuestros trabajadores y para ti.

Cocunat

- 1) Showing product's benefits
- 2) Hashtag related to lockdown: #yomequedoencasa
- 3) Promoting a discount code
- 4) Emphasizing safe shopping for clients and workers

Perfumes Club
Sponsored
ID: 287193682044052

Ahora que tienes tiempo, mimate más que nunca. 🍷
Nosotros te lo mandamos gratis a casa. tú #quedeencasa.

Perfumes Club

Perfumes Club

- 1) Free shipping
- 2) Hashtag related to lockdown: #yomequedoencasa
- 3) Promoting a discount code up to 80%

Contact us

Thank you

communication@adsmurai.com

www.adsmurai.com





Barcelona | Madrid | Málaga | México City | Bogotá