



ETHICS

DIGITAL AS A POWERFUL MARKETING TOOL FOR DOCTORS AND CLINICS

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Background: With the implosion of information online we are bombarded with, it is important to build your brand online. But where to start? Being online and posting for the sake of pushing out content is not enough without the correct strategy. Being ethical has also caught the spotlight, do you know the terms and conditions you are subject to, with your online presence?

Results: The importance of a full LinkedIn profile; uniform branding across your digital platforms and your accessibility and transparency online.

Conclusion: Giving your patients the best customer experience encourages loyalty and accelerates business development. Having a fully searchable website, with linked SEO and social media platforms is an essential part of giving your patients excellent customer experience and generating leads. However, being mindful of what you post and how, should not be taken lightly. We have a responsibility to post transparently and ethically.

