Question 5

Describe how the medical practice will use social media and integrate that info their analytic effort.

Marketing strategy is really important in business. To attract more customers we can use Facebook and Google+. Lets take Facebook page as an example; we will upload pictures of recent medical trends and offer medical advices based on the weather for example. Based on the number of people liking our page, we can find out how many people are able are potentially interested in our practice. Once in a while we will post promotions, discounts and see how people react to it. Number of likes and comments to a post are really important to monitor and study the company’s business data.