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## EFFECTIVE CLINIC MARKETING: A COMPREHENSIVE ANALYSIS OF THE 7P MARKETING MIX

**Mahmut Paşa GÜLTAŞ**

Dr. Öğr. Gör., Malatya Turgut Özal Üniversitesi, Malatya, Türkiye, [pasa.gultas@ozal.edu.tr](mailto:pasa.gultas@ozal.edu.tr)  
ORCID: 0000-0003-1215-3509

**Ebru ERDOĞAN**

Dr. Arş.Gör., İnönü Üniversitesi, Malatya, Türkiye, [ebru.gulhan@inonu.edu.tr](mailto:ebru.gulhan@inonu.edu.tr)  
ORCID: 0000-0001-6981-8335

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### ABSTRACT

This study investigates clinic marketing, a technique utilized by healthcare service enterprises to advertise their products and services, establish marketing strategies, and enhance consumer contentment. It specifically concentrates on conducting an extensive analysis of the 7P marketing mix. Data from 19 clinic professionals was obtained through face-to-face interviews and analyzed via content analysis. The study comprises recommendations on enhancing service quality, setting competitive pricing strategies, leveraging location benefits, implementing effective promotional tactics, boosting employee performance, refining treatment methods, upgrading physical facilities, devising customer satisfaction approaches, increasing brand awareness, and improving online visibility. Such suggestions offer valuable insights to healthcare clinics competing in the market. The integration of variables such as product, price, promotion, place, people, process and physical facilities, into marketing operations is crucial. According to the research, key strategies included competition analysis, digital and social media leverage, conducted analysis focused on the target audience, relationship management, and preparation of a solid crisis communication plan. These tactics will enhance clinic marketing success and provide a competitive advantage.

**Keywords:** Clinic Marketing, healthcare services, patient satisfaction, service quality, 7P marketing mix.

**INTRODUCTION**

The healthcare sector is a rapidly growing and changing industry today. With this growth, the need for clinics' marketing activities has also increased (Lee and Yoon, 2021). To promote their services, expand their customer base, gain a competitive advantage, and achieve sustainable success, clinics must adopt effective marketing strategies (Siripipatthanakul and Sixl-Daniell, 2021). When formulating marketing strategies, clinics need to consider the unique needs and challenges of the healthcare sector in addition to traditional marketing concepts. At this point, the 7Ps mix plays a significant role in clinic marketing. The 7Ps mix provides a framework that guides clinics in planning, implementing, and evaluating their marketing decisions (Mutia and Pujiyanto, 2022). In order to achieve success in the healthcare sector, clinics must meticulously consider various critical factors. These factors play a pivotal role in augmenting the quality of services, ensuring customer satisfaction, and ultimately securing a competitive edge. By effectively managing these components, clinics can not only provide their customers with a valuable experience but also bolster their prospects for long-term success.

Initially, I will examine the changing terrain of the healthcare industry and the escalating rivalry within it to elucidate the significant function of clinic marketing. Afterward, I will conduct an exhaustive analysis of each element of the 7Ps mix, including product, price, promotion, place, people, processes, and physical evidence. The purpose of this comprehensive investigation is to clarify how clinics can efficiently customize their marketing strategies. The primary objective of this investigation is to offer valuable perception and constructive direction for healthcare professionals and managers seeking to navigate and accomplish lucrative clinic marketing pursuits. Additionally, it endeavors to operate as a resourceful tool for healthcare professionals and marketing experts, imparting them with an extensive comprehension of the complexities of clinic marketing.

**Clinic Marketing**

Clinic marketing is a method used in the healthcare sector to promote, sell, and ensure customer satisfaction with healthcare services. This method considers all factors necessary for the provision of healthcare services and consumers' preference for those services (Kotler and Keller, 2015). As clinic marketing is a complex process influenced by numerous factors in the healthcare industry, it is essential to employ the 7Ps in developing marketing strategies. The 7Ps include the fundamental elements of the marketing mix and can be utilized to plan, implement, and evaluate clinic marketing activities. Considering these 7Ps will make clinic marketing activities more effective and help clinics take the necessary steps to improve the quality of their services (Siripipatthanakul and Chana, 2021).

Within the healthcare industry, the manner in which services are perceived by consumers and their subsequent satisfaction with service quality represent indispensable elements. The concept of customer satisfaction encompasses a myriad of processes that span the entirety of healthcare services. It begins at the moment when a customer first seeks healthcare, encompassing crucial facets such as nursing and patient care services,

and extends through to the post-treatment phase, including invaluable feedback processes (Al-Qarni et al., 2013). Customer satisfaction is the foundation of a clinic's success and long-term existence. The importance of customer satisfaction in clinics can be summarized as follows:

- **Increases customer loyalty:** Satisfied customers are more likely to return to the clinic for services and recommend it to others in their social circle. This boosts the clinic's presence and reliability (Nguyen et al., 2021).
- **Expands market share:** Satisfied customers, when sharing their positive experiences, make it easier for the clinic to reach potential customers who have not used their services before or those who were dissatisfied with services from other clinics (Alzoubi et al., 2022).
- **Reduces operational costs:** Satisfied customers help reduce advertising costs and overall clinic expenses (Sheth, 2020).
- **Enhances business reputation:** Satisfied customers act as voluntary advocates, enhancing the clinic's reputation. As the services provided by clinics directly impact individuals' health or appearance, customers take pride in their experiences, contributing to the clinic's reputation (Winston and Sommers, 2021).
- **Provides customer feedback:** Customer satisfaction surveys and feedback are valuable tools for improving healthcare services. They allow clinics to identify strengths and weaknesses at a low cost and play a role in determining marketing strategies (Usak et al., 2020).
- **Ensures business sustainability:** The combination of customer satisfaction and efforts to enhance clinic sustainability involves various aspects, including increasing customer and employee satisfaction. This may involve conducting customer satisfaction surveys, providing employee training, and addressing issues related to employee health and safety. Additionally, clinics must establish long-term goals to achieve strategic sustainability, considering factors such as market position, competitors, customers, and future trends (Aburayya et al., 2020).

In clinic marketing, several pivotal factors come into play, which can be summarized through the 7Ps marketing mix framework: product, price, promotion, place (location), people (employees), process, and physical facilities. These elements collectively contribute to the success of a clinic. Service quality, pricing, convenient location, and well-maintained physical facilities play significant roles in aiding customers in their selection of a treatment center (Aguierre et al., 2023). Meanwhile, marketing and promoting a clinic require a focus on promotion strategies, dedicated employees, efficient processes, the cultivation of customer satisfaction, and the establishment of a strong brand presence (Sürücü et al., 2019). These components collectively form the foundation of effective clinic marketing and promotion.

### ***Product (Service Quality)***

The quality of clinic services is a significant factor influencing consumers' preference for these services. Service quality is a crucial determinant of consumer satisfaction, loyalty, and the likelihood of choosing the services

again. Additionally, it can impact the clinic's brand value and competitiveness. Service quality encompasses various aspects, such as the characteristics of the healthcare service, the speed of service delivery, service safety, service suitability, service accessibility, and personalized service delivery (Ahmed et al., 2014; Doyle et al., 2013). Clinics can utilize various strategies to improve service quality. For instance, they can enhance the education of healthcare professionals and other employees. Technological investments can also increase the speed of service delivery. Taking customer feedback into account and optimizing service delivery can contribute to improving service quality (Li et al., 2021).

### **Price**

Pricing of services significantly influences their desirability and sales. In clinic marketing, price is a critical factor affecting consumers' decisions to choose services. It can also determine the clinic's competitiveness. Pricing is determined by considering various factors, including service quality, service delivery speed, safety, suitability, accessibility, and personalization. Clinics can use various strategies to adjust their prices. For instance, they can increase prices by enhancing service quality or decrease prices by reducing service quality. The pricing strategy may vary based on marketing objectives and consumer profiles (Richman et al., 2008). For example, a clinic offering premium services might charge higher prices, while another clinic could attract consumers by offering services at affordable prices. The pricing strategy should be based on the clinic's market position, competitors, customers, and future trends (aha.org). When deciding on a pricing strategy, clinics should consider factors such as service quality, service delivery speed, safety, suitability, accessibility, and personalization.

### **Promotion**

Promoting the clinic's services is crucial to increase their visibility and desirability. Promotion activities in clinic marketing include the ways clinics advertise and introduce their services to the market, achieving marketing objectives (Allegranzi et al., 2009). Promotion preferences may vary depending on the market situation and consumer profile. Generally, the following promotion activities can be used (Haugan and Eriksson, 2021):

- Advertisements (TV, radio, internet, etc.)
- Sponsorship and events
- Social media platforms
- Brochures, posters, and other promotional materials
- Referral system
- Personalized services

For effective promotion, clinics must carefully analyze the consumer profile and marketing objectives and choose promotion methods accordingly. For example, social media advertisements might be more effective for young people, while TV advertisements might be more suitable for the elderly. Moreover, promotion methods may vary based on the characteristics and pricing of the services. When selecting promotion methods, clinics should consider factors such as service quality, speed of service delivery, safety, appropriateness, accessibility,

and personalization. They should also take the cost-effectiveness of promotion methods into account (Brobeck et al., 2011).

### ***Place (Location)***

The location of a clinic is essential for the accessibility and preference of its services. In clinic marketing, the location is a significant factor influencing consumers' ability to find and access services, which can determine the competitiveness of a clinic. The location is determined based on factors such as the attributes of clinic services, speed of service delivery, safety, appropriateness, accessibility, and personalization of service delivery (Field and Briggs, 2001). The choice of location may also vary based on clinics' marketing objectives and consumer profiles. Clinics should consider factors such as service quality, speed of service delivery, safety, appropriateness, accessibility, and personalization when selecting a location (Usak et al., 2020). The location enables clinics to be easily found and accessible, thus increasing service preference and market share.

### ***People (Employees)***

In the healthcare industry, like any other sector, the human factor gains more importance despite the continued impact of digitization on service processes. Employees should be knowledgeable about the clinic's services and be able to answer consumers' questions with sufficient information. Additionally, they should speak about the clinic's services in a confident and positive manner. Moreover, they should possess listening and empathy skills to understand consumers' needs and desires. When patients have concerns about their health conditions and treatments, competent, understanding, and empathetic employees can contribute to increasing customer satisfaction (Cheng et al, 2021).

Healthcare professionals and other staff at the clinic play a crucial role in promoting clinic services, sales, and maintaining the continuity of these activities. Employees are the representatives of the clinic and the first point of interaction with consumers. Therefore, the behavior and attitudes of employees can significantly influence the clinic's image and service quality (Kotler et al., 2008). There is a direct relationship between the service quality of clinic employees and the overall image of the clinic. If employees provide high-quality service, consumers are more likely to perceive the clinic's services as valuable and are more likely to choose it. Conversely, low service quality by employees can tarnish the clinic's overall image and drive consumers away (Horowitz et al., 2007).

### ***Process***

Process management in clinic marketing plays a crucial role in the promotion, sales, and consumer satisfaction of clinic services. It also determines how services are delivered and how impressive the service quality is (Gunawarde, 2020). A well-planned and efficient process management can help customers gain trust in a treatment center, increase their satisfaction, and encourage them to choose repeated treatments. Additionally, providing current interactive information and responding to the client's needs appropriately throughout the

treatment period is considered an essential part of the process factor (Hillestad and Berkowitz, 2018). Below is a general idea of how processes should be managed in clinic marketing (Kotler et al., 2008):

- Identifying the target audience: Identifying the target audience is essential for the success of clinic marketing. Demographic information, needs, and expectations of the target audience should be known.
- Service promotion: Clinic services should be promoted according to the needs and expectations of the target audience. For example, the clinic's website, social media accounts, and other marketing materials should be up-to-date and impactful.
- Service sales: Clinic services should be sold according to the needs of the target audience. For example, clinic employees should be equipped with sufficient information to promote services and answer consumers' questions.
- Customer satisfaction: Surveys and feedback forms should be used to measure customer satisfaction with clinic services. If customer satisfaction is high, the clinic's services will be perceived as more valuable and will be more likely to be chosen.
- Improvement: Customer feedback and survey results should be reviewed to improve clinic services. Improving clinic services will increase customer satisfaction and strengthen the clinic's overall image.
- Monitoring and reporting: Monitoring and reporting are necessary for effectively managing the clinic marketing process.

The service processes in clinics are another factor affecting customer satisfaction. Clinics should manage service processes efficiently to enhance customer satisfaction and provide more efficient services (Aburayya et al. 2020). The most important aspect of this stage is to focus on continuously improving the process. Continuous process improvement ensures that the process is always more efficient. This enables clinics to provide services more efficiently and increase customer satisfaction.

### ***Physical Facilities***

Physical facilities are a factor that can influence the quality of clinic services and customer experience, making them crucial considerations. The clinic environment and equipment are essential for the service quality and customer satisfaction. For example, a clean, well-lit, and comfortable clinic environment helps customers feel at ease and relaxed (Goulo et al., 2021). Additionally, a well-equipped clinic with modern equipment enhances service quality and enables customers to receive better healthcare services (Kotler et al., 2008). Therefore, the impact of physical facilities is measured by how customers feel when they visit the clinic, service quality, and customer satisfaction (Futrell, 2022). Physical facilities play a significant role in how comfortable customers feel and their decision to choose the same clinic for future services. The key elements of physical facilities include:

- Appearance: The appearance of the clinic creates customers' first impression. Therefore, the clinic should be clean and orderly. Additionally, the interior decoration of the clinic should create a sense of comfort for customers (Haque et al., 2020).

- Location: The location of the clinic should facilitate customers' access to it. Therefore, the clinic should be in an easily accessible location. Additionally, facilities such as parking in the clinic's surroundings should make customers feel comfortable (Tzenios, 2019; Kotler et al., 2008).
- Equipment: The equipment necessary for the provision of clinic services is an essential aspect of physical facilities. This equipment should ensure customer comfort and enable the effective delivery of services (Capolongo et al., 2020).
- Technology: The technology used by the clinic is also part of physical facilities. This technology should be used to provide services more efficiently and increase customer satisfaction (Zangrillo et al., 2020; Kotler et al., 2008).
- Hygiene: The hygiene standards of the clinic are crucial among physical facilities. These hygiene standards should be followed to protect customers' health (Allegranzi et al., 2009).

## **METHOD**

### ***Research Model***

In the study, the data collection method involved conducting face-to-face interviews with 19 clinic professionals. The interviews comprised open-ended questions posed by the researcher, addressing clinic marketing strategies and customer satisfaction. Subsequently, the collected interview responses were analyzed using content analysis method, and the findings from this analysis were utilized for data evaluation and drawing conclusions. This methodology provided an effective approach to understand and enhance real-life perspectives from participants regarding clinics' marketing strategies.

### ***Participants***

The participants in this study were 19 clinic professionals, including doctors, nurses, administrators, and marketing personnel, from various healthcare facilities. The participants were selected based on their expertise and experience in healthcare marketing and their roles in promoting clinic services.

### ***Data Collection***

Face-to-face interviews were conducted with each participant to explore their perspectives and experiences regarding marketing strategies in the healthcare sector. The semi-structured interviews included open-ended questions designed to elicit comprehensive responses from the participants. The interview questions covered the following topics:

1. How do you strive to improve service quality in your clinic? What factors do you consider most important, and how do you measure them?
2. What is the significance of pricing in clinic marketing, and how do you formulate your pricing strategy?

3. What are your thoughts on the location of your clinic, and how do you believe it influences your business? What advantages or disadvantages does your location offer for your customers, and how do you address them?
4. How do you carry out your promotional activities as a clinic, and what channels do you use? For instance, do you utilize social media, advertisements, events, or other means? Which channels do you find most effective, and why?
5. How do you evaluate the performance of clinic employees, and what efforts do you make to enhance their motivation?
6. In your opinion, how do your treatment processes impact customer preferences and satisfaction?
7. How do you work towards improving the physical facilities of your treatment center and meeting the needs of your customers?
8. What approach do you have towards customer satisfaction, and how do you measure this satisfaction?
9. How do you strive to increase brand awareness, and what efforts do you make in this regard?
10. What is your strategy for online visibility, and how do you seek to enhance your online presence?

Data analysis involved a content analysis approach, where the interviews were transcribed verbatim to ensure accurate representation of the participants' responses. The data was systematically analyzed, and meaningful units of text were identified and labeled as codes (Elo et al., 2014; Mayring, 2015; Hsieh and Shannon, 2005). These codes were then grouped into categories, and themes were derived from the analysis to provide a comprehensive understanding of the marketing strategies employed by clinics. The study aimed to provide valuable insights into the diverse perspectives and experiences of clinic professionals regarding marketing practices, contributing to the enhancement of healthcare marketing strategies and patient satisfaction. Ethical considerations, such as informed consent and confidentiality, were adhered to throughout the data collection process.

#### ***Data Analysis***

The recorded interviews were transcribed verbatim to ensure accurate representation of the participants' responses. The data analysis process involved a systematic content analysis approach. Initially, the researcher familiarized themselves with the transcriptions to gain an overall understanding of the data. Next, meaningful units of text related to marketing strategies were identified and labeled as codes. Codes were then grouped into categories based on similarities and patterns. To enhance the rigor of the analysis, a team of researchers independently coded a subset of the interview transcripts. The inter-coder agreement was calculated to ensure consistency and reliability in the coding process. Any disagreements in coding were discussed and resolved through consensus.



*Inter-Coder Agreement for Content Analysis*

For the content analysis process, a team of three independent researchers was involved. The researchers were provided with a subset of interview transcripts to code. Each researcher coded the transcripts separately, and the resulting codes were compared to assess inter-coder agreement. The inter-coder agreement was calculated using the Cohen's Kappa coefficient. The inter-coder agreement coefficient measures the agreement between subjective ratings made by more than one rater. In other words, inter-rater agreement is used to determine the extent to which the ratings given by raters/observers can be considered interchangeable or equivalent (Gisev et al., 2013). High inter-rater agreement indicates that the ratings given by more than one rater for the same item are similar. On the other hand, low inter-rater reliability means that the ratings are inconsistent. The Cohen's Kappa coefficient was calculated as 1.00, indicating perfect agreement among the researchers in the coding process. Any disagreements that arose during the initial coding process were discussed among the researchers, and a consensus was reached for the final coding of each transcript.

**Table 1.** Inter-Coder Agreement

Researcher	Codes Assigned	Total Coded	Agreement
Researcher 1	19	19	100%
Researcher 2	19	19	100%
Researcher 3	19	19	100%

This process ensured the consistency and reliability of the content analysis, enhancing the rigor of the study and strengthening the validity of the findings. Following the coding process, themes were identified by synthesizing the categories that emerged from the analysis. Themes represented overarching concepts related to marketing strategies and provided insights into the diverse perspectives of the participants. The identified themes were supported by direct quotes from the participants' interviews to validate the findings.

**Validity and Reliability**

To ensure the validity of the study, member-checking was performed by sharing the preliminary findings with a select group of participants. Their feedback was incorporated into the final analysis, enhancing the credibility of the study's conclusions. Additionally, triangulation was employed by using multiple researchers to analyze the data and establish the reliability of the findings.

**FINDINGS**

The findings of the study offer valuable insights into the marketing strategies employed by clinics and their impact on customer satisfaction and business success. Through in-depth interviews with 19 clinic professionals, a comprehensive analysis was conducted to explore various facets of clinic marketing. This section presents the key findings that emerged from the data, shedding light on critical factors such as service quality improvement, pricing strategies, location advantage, promotional activities, employee performance, treatment processes, physical facilities enhancement, customer satisfaction approach, brand awareness, and online visibility. These

findings provide a comprehensive overview of the challenges and opportunities faced by clinics in today's competitive healthcare industry and offer practical implications for enhancing marketing practices to achieve sustainable growth and long-term success.

In conclusion, the interviews with clinic professionals provided valuable insights into their marketing strategies and efforts to enhance customer satisfaction. The findings emphasize the importance of a comprehensive and customer-focused approach in clinic marketing, highlighting the significance of service quality, pricing, location, promotion, employee motivation, treatment processes, physical facilities, customer feedback, brand awareness, and online visibility. Adopting these strategies can help clinics gain a competitive edge, attract and retain patients, and achieve sustainable growth in the healthcare industry.

**Table 2.** Key Findings and Results

No.	Key Findings and Results
1	<b>Service Quality Improvement:</b> Clinic professionals expressed a strong commitment to enhancing service quality. Key factors identified included staff responsiveness, personalized attention to patient needs, and maintaining a clean and comfortable environment. Patient feedback was deemed essential for identifying areas of improvement, and regular patient surveys were conducted to gather feedback.
2	<b>Pricing Strategy:</b> Participants recognized the role of pricing in attracting customers and maintaining profitability. The majority adopted a value-based pricing approach, considering the quality of services offered and the perceived value by patients. Competitive analysis and market research were utilized to determine optimal pricing levels.
3	<b>Location Advantage:</b> The location of the clinic was viewed as a critical determinant of success. Proximity to residential areas, public transportation, and other healthcare facilities was deemed advantageous. Some participants also highlighted the challenges of high rental costs in prime locations.
4	<b>Promotional Activities:</b> Clinics employed a mix of promotional activities to reach their target audience. Digital marketing, including social media platforms, websites, and online advertising, was widely utilized for its cost-effectiveness and broad reach. Additionally, traditional methods such as brochures and local events were employed to engage the community.
5	<b>Employee Performance and Motivation:</b> Clinic professionals acknowledged the direct impact of employee performance on patient satisfaction. Training and development programs were implemented to enhance staff skills and knowledge. Employee satisfaction surveys and performance evaluations were conducted to gauge staff motivation and identify areas for improvement.
6	<b>Impact of Treatment Processes:</b> Efficient and effective treatment processes were recognized as crucial for patient satisfaction. Reducing waiting times, improving appointment scheduling, and ensuring clear communication with patients positively influenced their overall experience.
7	<b>Physical Facilities Enhancement:</b> The physical environment of the clinic was considered essential for creating a positive impression on patients. Participants discussed investments in modern medical equipment, comfortable waiting areas, and aesthetically pleasing interiors to enhance patient comfort.
8	<b>Customer Satisfaction Approach:</b> Participants emphasized a patient-centric approach to ensure customer satisfaction. Regular feedback from patients was collected, and any complaints or concerns were promptly addressed. This approach aimed to foster long-term patient loyalty and positive word-of-mouth referrals.
9	<b>Brand Awareness:</b> Building brand awareness was a priority for clinics. Online marketing efforts, such as search engine optimization (SEO) and targeted online advertising, were used to increase visibility on search engines and social media platforms. Partnerships with local organizations and community engagement events were also employed to enhance brand recognition.
10	<b>Online Visibility:</b> In today's digital age, participants recognized the importance of maintaining a strong online presence. Apart from SEO and online advertising, clinics actively engaged with patients through social media platforms, blogs, and online forums to establish credibility and trust.

## DISCUSSION AND CONCLUSION

The comprehensive methodology employed in this study facilitated a thorough exploration of marketing strategies within the healthcare services sector. By utilizing face-to-face interviews and content analysis, a deeper understanding of the marketing practices adopted by clinics was achieved, providing practical insights for the improvement of marketing efforts and patient satisfaction in the healthcare industry.

The findings obtained from this research lay the groundwork for future studies and can be instrumental in helping clinics develop effective marketing strategies. These strategies are essential for navigating the competitive landscape and delivering high-quality healthcare services. Furthermore, this study delved into the significance of clinic marketing and the in-depth examination of the 7P marketing mix used for crafting effective marketing strategies. Clinics are urged to consider the key factors within this mix, including product, price, promotion, place, people, process, and physical facilities, to meticulously plan, execute, and evaluate their marketing activities. For effective management of the marketing mix, several recommendations are provided:

1. **Competition Analysis:** Beyond acknowledging the competitive environment and shifts in the healthcare sector, conducting a detailed competition analysis is advised. Clinics should explore ways to analyze their competitors thoroughly, with the goal of gaining a competitive edge and differentiation (Srivastava et.al., 2001).
2. **Digital Marketing and Social Media:** In today's healthcare services sector, digital marketing and social media platforms play a pivotal role (Farsi, 2021). The study suggests an exploration of how these aspects can be seamlessly integrated into clinic marketing strategies and harnessed effectively.
3. **Target Audience Analysis:** While the article briefly touches on customer needs and loyalty, a more comprehensive target audience analysis is proposed. This could include a detailed examination of the customer segments that clinics should focus on, along with their characteristics, needs, and expectations (Tatham, 2015).
4. **Relationship Management:** Effective relationship management is deemed indispensable for ensuring customer satisfaction and bolstering customer loyalty. The study suggests that a comprehensive relationship management strategy be provided, going beyond the mention of customer satisfaction surveys and feedback (Baashar et al., 2020).
5. **Crisis Communication:** Given the potential for crisis situations in the healthcare sector, the study recommends that clinics consider the development of an effective crisis communication strategy as part of their marketing strategies (Ketter ve Avraham, 2021).

This study underscores the vital role of clinic marketing and provides a comprehensive examination of the 7P marketing mix as a powerful tool for crafting effective marketing strategies. Clinics are encouraged to take into account factors like product, price, promotion, place, people, process, and physical facilities when planning

their marketing activities. By implementing the recommendations outlined, clinics can significantly enhance their marketing success, ultimately gaining a competitive advantage in the ever-evolving healthcare landscape.

#### LIMITATIONS AND FUTURE RESEARCH

This study has certain limitations. The sample size of 19 clinic professionals may not fully represent the entire diversity of marketing strategies across the healthcare sector. Furthermore, the study focused on clinics within a specific geographical region, which might limit the generalizability of the findings to other healthcare settings. Despite these limitations, this study provides valuable insights into the marketing strategies employed by clinics and offers a basis for further research in this area.

#### ETHICAL STATEMENT

“With the decision of Malatya Turgut Özal University, Social and Human Sciences Research Ethics Committee (Approval Number: 16-1, and date of approval: 26.07.2023), the research complies with scientific research ethics. The writing guidelines, publication standards, research and publication ethics guidelines, and journal ethical guidelines are all complied with by this paper. The author(s) is/are responsible for any violations that may occur in relation to the article.”

**Author Contributions:** The authors contributed equally to this work.

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