Advertising Objectives and Budget Planning for Healthcare Programs

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Advertising objectives are essential not simply for a corporate plan, but also for the day-to-day actions of small enterprises. Goals need to be set, and having advertising objectives is a superior way to generate and observe objective progress. By taking these necessary steps, one can make sure that the amount that is spent on advertising is used in the right advertising avenues for your service and product (“Advertising Budget,” 1930).

Setting Advertising Objectives

A few advertising objectives are listed below:

- Be realistic in the expectations of advertisement.
- Understand the market first. Know how to react and where to reach.
- Plan what needs to be accomplished first. Before setting an advertising goal, decide how many new customers you want to target.
- Use the budget amount to make decisions, i.e., how much budget you can utilize in the advertisement.
- Check your objectives before fully committing. Run small test campaigns to test the objectives (“How to Determine Advertising Objectives,” n.d.).

Building an Advertising Budget

The advertising budget of a company is a part of the total budget allocated to the sales market. The marketing budget is also a part of it. Advertising is one of the portions of the marketing and sales struggle. Money that is being spent on advertising can be considered an investment in expanding the business (Boundless, 2017).

When aligning the advertising budget with advertising and marketing goals, the following things should be kept in mind:

- Who is the target consumer? Who is concerned about buying the product or service?
- What type of media will be most useful in getting the target customer?

- What is needed to get the target consumer to buy the product?
- What is the connection between advertising expenses and the influence of advertising operations on product or service procurements?

Methods for Setting the Budget

There are several methods used to develop the budget. Some are listed below:

- Proportion of Sales method
- Objective and Task technique
- Competitive Parity technique
- Marketplace Share technique
- Item Sales technique
- Entirely Available Funds technique
- Affordable technique

Write an awareness objective for a newly formed adolescent chemical dependency program whose target market consists of judges and social workers who refer to the facility. How would this objective change for the trial level of the hierarchy of effects?

The awareness objective for an adolescent chemical dependency program for judges and social workers who use the facility would make them aware of the contents of the program; it would outline the following:

- Group Counseling
- Individual Counseling
- Care Management
- Family participation
- Family coordination
- Drug screening
- Aftercare programming
- The ultimate aims of the program would be:
- Partner with the young people to advance a therapeutic alliance.
- Develop a realistic plan for change that promotes a healthy lifestyle.

- Identify environmental and emotional triggers present that could result in mental health issues.
- Help the program participant develop insight into various typical adolescent behaviors and their consequences.
- Develop age-suitable strategies for alteration and apply coping skills to avoid relapse and improve quality of life.
- Involve the family and community to grow a solid, caring system.
- Teach and encourage ongoing skills use, proper nutrition, exercise, and development of overall physical and emotional health.
- Support entertaining activities that do not lead to the use of drugs or alcohol

These awareness objectives for a newly formed adolescent chemical dependency program will be implemented by ads and posters displayed on different sites so that people can see them and understand these awareness objectives. There could be many ways of communicating these awareness programs. Meetings can also be arranged with the workers to convey information about the objectives. Workshops should be organized that promote this awareness program. A specific media department should be made that deals specifically with the awareness program.

As the newly hired hospital marketing director, you have your first meeting with the administrator. “Okay,” he says, “we need to advertise our physical rehabilitation program. I’ll give you a couple of days to tell me how much you’d like to spend. Is $5000 enough? I think we can afford a little more if you need it. And, based on what I’ve seen in the newspapers, St. Mary’s seems to spend slightly less than that. Give me your thoughts in two days.” Your two days are up.

As a new hospital marketing director, I suggest that the hospital should spend $5000 on advertising on Google Ads and target only the specific people and communities that need this rehabilitation program. In this way, only those people who need physical rehabilitation will see our ads on the internet.

Not everyone needs physical rehabilitation, so it is a waste of money if we put expensive ads in newspapers or on TV. A targeted advertisement should be made with the help of social media or

Google Ads to put the advertisement on specific websites that are related to physical rehabilitation. The marketing should be specific to the area near the hospital. It is irrelevant to put ads in other cities or countries.

I think $5000 is enough for advertising on the internet, as the ad will be area-sensitive and specific to health rehabilitation websites.

References

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