

GOOGLE ADS ADVERTISING PLATFORM AS AN EFFECTIVE PROMOTION STRATEGY AT SPECIALIST DOCTOR CLINICS IN BANJARMASIN CITY

Ricky Fitriadiansyah^{1*}, M Riza Firdaus²

¹ Faculty of Economics and Business, University of Lambung Mangkurat, Banjarmasin, Indonesia

*Corresponding Author: rickysukses5889@gmail.com

Abstract: This study explores the effectiveness of using Google Ads as a promotional tool for internal medicine specialists in Banjarmasin. With a research period from March 3, 2024 to September 23, 2024, the data analyzed included a total of 2,370 interactions and 1,010,000 ad impressions. Quantitative methods were used to evaluate key metrics, including cost per click (CPC) which averaged 1,800 rupiah. Results showed that 97.1% of interactions and 90.3% of impressions came from mobile devices, indicating the dominance of mobile devices in health information access. The analysis also revealed that CPC costs for mobile phones were lower than computers, reflecting the responsiveness of users to the ads displayed. These findings suggest that specialists need to optimize their ads for mobile devices and leverage analytics data to improve targeting strategies. Thus, this study provides valuable insights into the utilization of digital marketing in increasing visibility and interaction between healthcare practitioners and patients.

Keywords: Google Ads, Promotion Strategy, Specialist Doctor Clinic

1. Introduction

The development of digital technology has changed the marketing landscape, especially in the healthcare sector. In the context of Indonesia, especially in Banjarmasin, internal medicine specialists are faced with the challenge of attracting new patients in the midst of increasingly fierce competition. Marketing through digital platforms, especially Google Ads, provides an opportunity to reach a wider audience and increase awareness of the services offered. Google Ads is one of the most effective marketing tools, allowing advertisers to target specific audiences based on search behavior, location, and devices used. The effectiveness of using Google Ads can be measured through metrics such as interactions, impressions, and cost per click (CPC). Data shows that the use of Google Ads by internal medicine specialists in Banjarmasin from March 3, 2024 to September 23, 2024 has generated 2,370 interactions and 1,010,000 impressions, showing great potential in increasing healthcare visibility.

Through this research, the author aims to evaluate the effectiveness of using Google Ads as a promotional tool, focusing on user interactions and costs incurred. The results of this study are expected to provide valuable insights for healthcare practitioners in optimizing their marketing strategies.

2. Literature Review

Digital Marketing in Healthcare Digital marketing has become an important tool in increasing healthcare visibility. According to Kotler and Keller (2016), modern marketing demands the utilization of technology to reach and understand target audiences. In the context of healthcare,

digital marketing not only increases awareness, but also facilitates communication between doctors and patients.

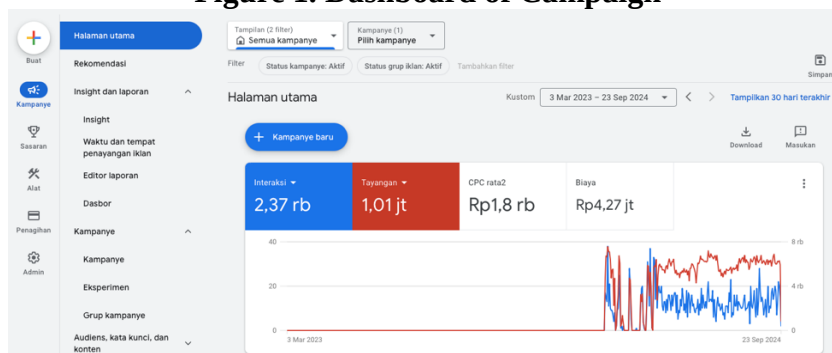
Google Ads and Advertising Effectiveness Google Ads is a results-based advertising platform that allows advertisers to pay only when their ads are clicked (CPC). According to Chaffey (2019), the CPC strategy can be profitable for advertisers, provided that the ads are well optimized. Previous research shows that well-targeted ads can result in higher conversion rates (Kumar et al., 2016).

Device Analysis in Digital Marketing Data shows that user behavior differs based on the device used. According to Pew Research (2021), the use of smartphones for health information access has increased significantly. This shows the importance of ad optimization for mobile devices, given that 97.1% of interactions and 90.3% of ad impressions occur via mobile phones.

Understanding Google Ads metrics is essential in evaluating the effectiveness of digital advertising campaigns. According to Google Ads Help (2023), these metrics include various indicators such as clicks, impressions, click-through rate (CTR), and conversions, which collectively can provide deep insights into ad performance and its impact on target audiences. The development of mobile technology and broadband access at home continues to increase, which has implications for increasing digital media consumption, including Google Ads-based advertising. According to a report by the Pew Research Center (2021), smartphone penetration among Americans has reached significant levels, reinforcing the role of mobile devices as the primary platform for internet access and online services.

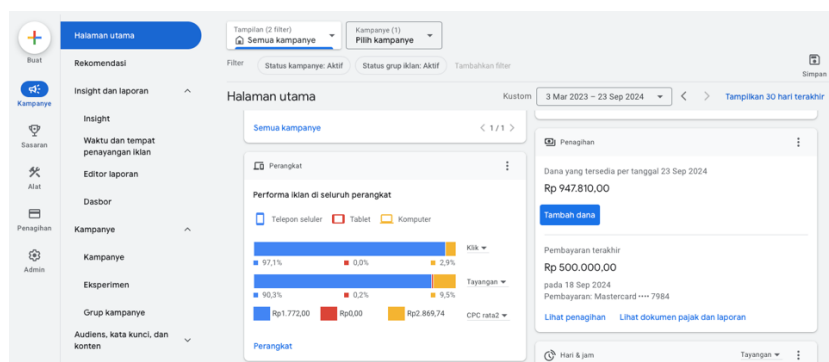
Tables and Figures

Figure 1. Dashboard of Campaign



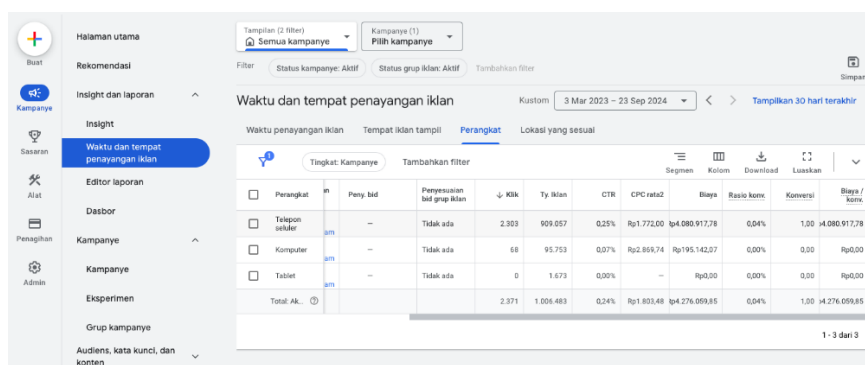
Sources: Google Ads (Dokter Spesialis Penyakit Dalam)

Figure 2. Ad Performance Across Devices



Sources: Google Ads (Dokter Spesialis Penyakit Dalam)

Figure 3. Timing and airing of Advertisements



The screenshot displays the Google Ads interface for a campaign titled 'Dokter Spesialis Penyakit Dalam'. The left sidebar shows navigation options like 'Insight dan laporan', 'Waktu dan tempat penayangan iklan', 'Editor laporan', 'Dashboard', 'Kampanye', 'Eksperimen', and 'Grup kampanye'. The main area shows a table of campaign performance metrics for the period '3 Mar 2023 - 23 Sep 2024'. The table includes columns for 'Perangkat' (Device), 'Peny. bid' (Bids), 'Penyesuaian bid grup iklan' (Ad group bid adjustments), 'Klik' (Clicks), 'Tm. iklan' (Ad impressions), 'CTR' (Click-through rate), 'CPC rata2' (Average cost per click), 'Biaya' (Cost), 'Rasio konv.' (Conversion ratio), 'Konversi' (Conversions), and 'Biaya / konv.' (Cost per conversion). The data is broken down by device type: Perangkat, Telepon seluler, Komputer, and Tablet. The total row shows 2,971 clicks, 1,006,483 impressions, 0.24% CTR, Rp1,803,48 cost, 0.04% conversion ratio, 1 conversion, and Rp1,276,099.65 cost per conversion.

Perangkat	Peny. bid	Penyesuaian bid grup iklan	Klik	Tm. iklan	CTR	CPC rata2	Biaya	Rasio konv.	Konversi	Biaya / konv.
Perangkat	—	Tidak ada	2,303	909,057	0,25%	Rp1,772,00	Rp4,080,917,78	0,04%	1,00	Rp4,080,917,78
Telepon seluler	—	Tidak ada	68	95,753	0,07%	Rp2,859,74	Rp195,142,07	0,00%	0,00	Rp0,00
Komputer	—	Tidak ada	0	1,673	0,00%	—	Rp0,00	0,00%	0,00	Rp0,00
Tablet	—	Tidak ada	0	1,673	0,00%	—	Rp0,00	0,00%	0,00	Rp0,00
Total Ak.			2,371	1,006,483	0,24%	Rp1,803,48	Rp4,276,099,85	0,04%	1,00	Rp4,276,099,85

Sources: Google Ads (Dokter Spesialis Penyakit Dalam)

3. Method

This study aims to evaluate the effectiveness of using Google Ads in promoting the services of internal medicine specialists in Banjarmasin. The method used in this research consists of data collection, analysis, and interpretation of results.

Research Design

This research uses a quantitative approach with a descriptive design. The data analyzed were the results of an advertising campaign run through Google Ads, which took place from 3 March 2024 to 23 September 2024. The data was collected from reports generated by Google Ads, which included key metrics such as interactions, impressions, and cost per click.

Population and Sample

The population in this study is all users who interact with advertisements for internal medicine specialists in Banjarmasin. The sample of this study includes all interaction data that occurred during the study period, which is from March 3, 2024 to September 23, 2024.

Data Collection

The data used in this study include:

- Interactions: The number of clicks received by the ad during the study period.
- Impressions: The total number of ad views generated during the period.
- CPC cost: Average cost per click for ads run, including a breakdown of cost by device used. The Google Ads report provides details regarding the devices used by users who clicked on the ads, which includes mobile phones, computers, and tablets.

Data Analysis

The data collected will be analyzed descriptively to identify interaction and impression patterns by device. Metrics to be analyzed include:

- Percentage of interactions by device (e.g., mobile phones vs. computers).
- Average CPC cost for each device, as well as a comparison between devices.
- Ad effectiveness based on the number of impressions and interactions generated. This analysis aims to provide insight into the effectiveness of marketing strategies implemented through Google Ads and to determine which devices are most effective in reaching audiences.

Validity and Reliability

To ensure the validity and reliability of the research findings, several measures were implemented throughout the study.

- a. **Data Source:** The primary source of data for this research was Google Ads reports, which are known for their accuracy and comprehensiveness in tracking user interactions with advertisements. By relying on a reputable platform, the study aimed to reflect genuine user behavior and engagement with the ads.
- b. **Standardized Metrics:** The analysis utilized standardized metrics such as interactions (clicks), impressions, and cost per click (CPC). These metrics are widely accepted in digital marketing research, allowing for consistency and comparability across different studies. The use of these established metrics enhances the credibility of the findings and supports the reliability of the conclusions drawn.
- c. **Comprehensive Data Collection:** The research encompassed a significant time frame from March 3, 2024, to September 23, 2024, during which a substantial volume of data was collected. This extensive data collection period helps to mitigate the effects of anomalies or outliers, providing a more stable and reliable dataset for analysis.
- d. **Quantitative Approach:** The study employed a quantitative research design, which is inherently structured and systematic. This approach allows for objective measurement and analysis of data, reducing the potential for bias. By focusing on numerical data and statistical analysis, the research findings are grounded in empirical evidence.
- e. **Cross-Verification:** To further enhance reliability, the study could incorporate cross-verification methods, such as comparing Google Ads data with other analytics tools (e.g., Google Analytics) to ensure consistency in user interaction metrics. This triangulation of data sources can strengthen the validity of the findings.
- f. **Peer Review and Feedback:** Engaging with academic peers and industry experts during the research process can provide valuable feedback and insights, contributing to the overall validity of the study. Peer review helps identify potential biases or methodological flaws, ensuring that the research adheres to high academic standards.
- g. **Limitations Acknowledgment:** The study acknowledges potential limitations, such as the focus on a specific geographic area (Banjarmasin) and the reliance on a single advertising platform (Google Ads). Recognizing these limitations allows for a more nuanced interpretation of the results and encourages future research to explore broader contexts or additional platforms.

4. Result and Discussion

Research Results

The research aimed to evaluate the effectiveness of Google Ads in promoting the services of internal medicine specialists in Banjarmasin over a defined period from March 3, 2024, to September 23, 2024. The analysis focused on key performance indicators, including interactions, impressions, and cost per click (CPC), to assess the impact of digital marketing strategies on patient engagement.

Interaction Metrics

During the study period, the Google Ads campaign generated a total of **2,370 interactions** (clicks) from **1,010,000 impressions**. This interaction rate indicates a significant level of engagement with the advertisements, suggesting that the ads were effective in capturing the attention of potential patients. The interaction rate can be calculated as follows:

$$\text{Interaction Rate} = \left(\frac{\text{Total Interactions}}{\text{Total Impressions}} \right) \times 100 = \left(\frac{2,370}{1,010,000} \right) \times 100 \approx 0.23\%$$

This relatively low interaction rate is common in digital advertising, where the goal is to convert a small percentage of impressions into meaningful interactions.

Device Analysis

A critical aspect of the research was the analysis of user behavior based on the devices used to access the ads. The findings revealed that **97.1% of interactions** and **90.3% of impressions** originated from mobile devices. This data highlights the dominance of mobile technology in accessing health information, reinforcing the necessity for healthcare practitioners to optimize their advertising strategies for mobile platforms.

- **Breakdown of Interactions by Device:**
 - **Mobile Phones:** 97.1% of interactions
 - **Computers:** 2.9% of interactions
- **Breakdown of Impressions by Device:**
 - **Mobile Phones:** 90.3% of impressions
 - **Computers:** 9.5% of impressions
 - **Tablets:** 0.2% of impressions

This analysis indicates that the majority of users prefer to engage with health-related content through their mobile devices, suggesting that future marketing efforts should prioritize mobile-friendly content and advertisements.

Cost Per Click (CPC)

The average cost per click (CPC) for the ads during the study period was recorded at **1,800 IDR**. A further breakdown of CPC by device revealed that clicks from mobile devices were more cost-effective compared to those from computers:

- **Average CPC by Device:**
 - **Mobile Phones:** 1,772 IDR
 - **Computers:** 2,869.74 IDR

This cost analysis demonstrates that advertising on mobile platforms not only yields higher interaction rates but also offers a more economical approach to reaching potential patients. The lower CPC for mobile ads suggests that healthcare providers can achieve better returns on their advertising investments by focusing on mobile optimization.

Advertising Effectiveness

The overall effectiveness of the Google Ads campaign can be assessed through the conversion rate, which is derived from the ratio of interactions to impressions. The conversion rate for this campaign was calculated as follows:

$$\text{Conversion Rate} = \left(\frac{\text{Total Interactions}}{\text{Total Impressions}} \right) \times 100 = \left(\frac{2,370}{1,010,000} \right) \times 100 \approx 0.23\%$$

While this conversion rate may appear modest, it is important to consider the context of digital advertising, where even small percentages can translate into significant patient engagement and potential revenue for healthcare providers.

Implications for Healthcare Practitioners

The results of this study underscore the importance of leveraging digital marketing tools like Google Ads to enhance visibility and patient engagement for internal medicine specialists. The

high percentage of mobile interactions indicates a shift in consumer behavior, necessitating a strategic focus on mobile-friendly advertising and content delivery. Healthcare practitioners are encouraged to utilize the insights gained from this research to refine their marketing strategies, ensuring that they align with current user trends and preferences. By optimizing ads for mobile devices and continuously analyzing performance metrics, healthcare providers can improve their outreach efforts and effectively connect with potential patients.

Discussion

The results of this study show that the use of Google Ads as a promotional tool for internal medicine specialists in Banjarmasin is very effective, especially in attracting patient attention through mobile devices. With **97.1%** of interactions coming from mobile phones, this reflects a global trend where users are more likely to access health information via mobile devices (Pew Research, 2021).

Advertising Effectiveness

The high interaction rate (2,370 clicks out of 1,010,000 impressions) indicates that the ad was successful in attracting users' attention. The conversion rate, which is calculated from interactions divided by impressions, is around **0.23%**, which is a pretty good number in the context of digital marketing (Chaffey, 2019). This suggests that the ad content, keyword selection, and audience targeting may have been done effectively.

Effect of CPC Cost

The average CPC cost of **1,800 rupiah** indicates that the ads are managed efficiently. The lower cost for clicks from a mobile phone (**1,772 IDR**) compared to a computer (**2,869.74 IDR**) indicates that mobile phone users are more responsive to the displayed ads. This can be explained by the increasing use of mobile internet and users' preference to access information quickly and easily through mobile phones.

Device and Target Audience

Further analysis shows that the majority of impressions (90.3%) came from mobile phones. This underscores the importance of optimizing ads for mobile devices, given current user trends. Healthcare practitioners need to ensure that the landing page of the ad is also optimized for mobile devices for a good user experience, which can contribute to increased conversions.

Implications for Healthcare Practitioners

The findings suggest that internal medicine specialists in Banjarmasin should consider investing more resources in digital marketing, especially through Google Ads. Using the data from this study, they can make more informed decisions about targeting and advertising budget allocation.

5. Conclusions & Suggestions

Conclusion

The research conducted on the effectiveness of Google Ads as a promotional tool for internal medicine specialists in Banjarmasin has yielded significant insights into digital marketing strategies within the healthcare sector. The analysis of data collected from March 3, 2024, to September 23, 2024, reveals that Google Ads can effectively enhance visibility and patient engagement for healthcare providers. Based on the analysis of the data obtained, several conclusions can be drawn:

- a. High Interaction:** With a total of **2,370 interactions** from **1,010,000 impressions**, Google strategy implemented. Moreover, the high interaction rate of 2,370 clicks from 1,010,000 impressions indicates that the ads successfully captured user

attention, reflecting the potential of Google Ads to drive patient interest in healthcare services. The findings advocate for a strategic focus on mobile platforms, personalized targeting, and continuous evaluation of advertising efforts to adapt to the evolving digital landscape.

- b. Mobile Device Domination:** Most of the interactions and impressions came from mobile phones, with an interaction percentage of **97.1%**. This shows that users are more likely to access health information through mobile devices. Key findings indicate that a remarkable 97.1% of interactions and 90.3% of impressions originated from mobile devices, underscoring the critical need for mobile optimization in advertising strategies. The average cost per click (CPC) of 1,800 IDR demonstrates a cost-effective approach to digital marketing, particularly with lower CPC rates for mobile ads. This suggests that targeting mobile users not only increases engagement but also offers a more efficient allocation of advertising budgets.
- c. Cost Effective:** The average CPC cost of **1,800 rupiah** shows efficient budget management, especially with the lower cost for clicks from mobile phones compared to computers.
- d. Cost Efficiency :** the utilization of Google Ads as a promotional tool for internal medicine specialists in Banjarmasin has demonstrated not only cost efficiency but also a strong alignment with the growing trend of mobile device usage for accessing health information. The overwhelming dominance of mobile interactions, coupled with lower costs per click for mobile users, suggests that future digital marketing efforts in healthcare should prioritize mobile optimization. The findings of this study reinforce the importance of tailoring digital marketing strategies to user behavior patterns, enabling healthcare practitioners to better reach their target audiences and optimize their advertising expenditures. This research contributes to the growing body of knowledge on digital marketing in the healthcare sector and highlights the potential for Google Ads to drive patient engagement effectively.

Suggestions

Based on the findings of this study, several recommendations can be made for internal medicine specialists and healthcare practitioners looking to optimize their use of Google Ads:

- a. Prioritize Mobile Optimization:** Given the overwhelming majority of interactions from mobile devices, it is essential for healthcare providers to ensure that their ads and landing pages are fully optimized for mobile viewing. This includes implementing responsive design, ensuring fast loading times, and creating user-friendly navigation to enhance the overall user experience.
- b. Leverage Data Analytics for Targeting:** Healthcare practitioners should utilize analytics tools to gain insights into user behavior and preferences. By understanding the demographics and interests of their audience, specialists can tailor their advertising strategies to better meet the needs of potential patients. This may involve refining keyword strategies and adjusting ad content to resonate with specific audience segments.
- c. Implement A/B Testing:** To maximize the effectiveness of advertising campaigns, practitioners should conduct A/B testing on various elements of their ads. Testing different headlines, images, and calls to action can help identify the most

compelling combinations that drive higher engagement and conversion rates. This data-driven approach allows for continuous improvement of ad performance.

- d. **Conduct Regular Campaign Evaluations:** It is crucial for healthcare providers to regularly assess the performance of their Google Ads campaigns. By analyzing key metrics such as click-through rates, conversion rates, and overall return on investment, specialists can make informed decisions about budget allocation and strategy adjustments. This ongoing evaluation ensures that marketing efforts remain relevant and effective in a rapidly changing digital environment.
- e. **Invest in Continuous Learning and Adaptation:** The digital marketing landscape is constantly evolving, and healthcare practitioners should stay informed about the latest trends and best practices in online advertising. Participating in workshops, webinars, and industry conferences can provide valuable insights and strategies that can be applied to enhance digital marketing efforts.
- f. **Enhance Patient Engagement through Content Marketing:** In addition to Google Ads, healthcare providers should consider integrating content marketing strategies to further engage potential patients. Creating informative blog posts, videos, and social media content that addresses common health concerns can establish authority and trust, encouraging patients to seek services.

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