



## Digital marketing for brand positioning of a medical dispensary in Guayaquil

Marketing digital para posicionamiento de marca de un dispensario médico en Guayaquil

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### ABSTRACT

The problem suffered by medical dispensaries is the lack of advertising in digital media, because the owners do not know the proper management of new digital tools, such as digital marketing, which is why they do not have a brand positioning in the minds of customers. Therefore, the objective of the study was to analyze digital marketing for brand positioning of a medical dispensary in guayaquil sur, 2023. The research design was qualitative, descriptive and the sample consisted of 40 customers of a medical clinic, by searching for information in different search engines such as Google academic, E

library, Redalyc, RefSeek, among others. The study concluded that there is a positive relationship between visual merchandising and purchasing behavior of a restaurant chain, where the greater the increase in visual merchandising, the greater the increase in purchasing behavior; If the company applies this tool correctly, it will allow to improve or increase the purchasing behavior of customers, obtaining greater results and benefits for the company, by influencing customers through their habits, group of friends and social behavior that allows you to increase your product sales, also if it will be implemented, customers will feel that these products are in line with their social environment, and that gives prestige, as it will influence their purchase decision thanks to the products and the good quality of care provided by the employees of the establishment.

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## RESUMEN

La problemática que sufren los dispensarios médicos es la falta de publicidad en los medios digitales, debido a que los propietarios no conocen el manejo adecuado de las nuevas herramientas digitales, como es el marketing digital, por el cual no tienen un posicionamiento de marca en la mente de los clientes. Por consiguiente, el objetivo del estudio fue analizar el marketing digital para posicionamiento de marca de un dispensario médico en guayaquil sur, 2023. El diseño de la investigación fue cualitativo, descriptivo y la muestra estuvo constituida por 40 clientes de un dispensario médico, mediante la búsqueda de información en los diferentes buscadores como es Google académico, E library, Redalyc, RefSeek, entre otros. El cual llegó a concluir que existe una relación positiva entre el merchandesing visual y comportamiento de compra de una cadena de restaurantes, donde a mayor incremento de merchandesing visual, mayor será el incremento del comportamiento de compras; si la empresa aplica correctamente está herramienta, va permitir mejorar o incrementar el comportamiento de compra de los clientes, obteniendo mayores resultados y beneficios para la empresa, mediante la influencia en los clientes mediante sus costumbres, grupo de amistades y el comportamiento social que le permita aumentar sus ventas de productos, asimismo si llegará a implementar, los clientes sintieran que dichos productos van de acorde a su entorno social, y que le brinda prestigio, ya que influyera en su decisión de compra gracias a los productos y la buena calidad de atención brindada por los colaboradores del establecimiento.

## Keywords / Palabras clave

Buying behavior, visual merchandising, factors.  
Comportamiento de compra, merchandising visual, factores.

## Introduction

The article to be developed is entitled "Digital marketing for brand positioning of a medical clinic in Guayaquil Sur, 2023".

Today, all over the world, medical dispensaries, according to Pilamunga (2020) can do a lot through an ICT-based procedure. It should be noted that digital techniques offer locations and guidance on how to use the medium. On the other hand, Arias and Sepulveda (2020) affirms that the techniques make it possible to carry out a modification of the data in terms of market intelligence, both of the buyer and of the companies. Therefore, the use of social networks to develop advertising allows information and relationships between people to form elemental factors (Ponce et al., 2020).

Therefore, digital marketing has become one of the most significant elements in entities. This is because there are currently a large number of individuals who employ the network on a daily basis. The digital business tools used in digital marketing maintain a very close connection with the position of companies. Consequently, Requejo (2022) indicates that, entities need to take unlimited advantage of the instruments that the online environment provides them, in order to achieve implementations of the set of digital marketing strategies that support the achievement of their objectives. On the other hand, Ridge (2023) expresses that synthetic intelligence plays an even more prominent role in digital marketing. This technological advancement can collaborate with entities to adapt and automate their connections with consumers, thus optimizing the effectiveness and efficiency of advertising strategies.

Consequently, 48% of medical dispensaries have attracting new customers as their primary purpose. The manifestation of a genuine interest in expanding connections with newly acquired users and consolidating position among unexplored audiences is of paramount importance. For this reason, the application of advanced technologies such as enhanced analytics and artificial intelligence plays an essential role in effectively automating processes, making accurate decisions, and gaining an in-depth understanding of customer requirements (Yano et al., 2023).. The expansion of digitization has been a guaranteed strategy to decrease expenses, elevate the organization's position and boost the profitability of companies in Latin America.

According to statistics provided by the Statista portal, during the year 2021, about eleven million dollars were invested for digital marketing. It is anticipated that by 2024, this figure will exceed fifteen million.(Ayón et al., 2021)..

According to the author, Mantari (2022) executed a study about *brand positioning and digital marketing in a pharmacy*, which concluded that there is a close relationship between both variables. This means that online marketing is crucial to obtain a good position, potentiating the positioning in the market.

Chango (2021) executed an analysis on *brand positioning and digital marketing in an organization*, which determined that digital marketing lacks many things, which is too worrying because it does not have a well-established approach and there is no interest in knowing the problems of the population, thus causing the results to have negative levels. The marketing strategies only have an organic origin without using the various forms of payment that has a high reach in a short time, in addition to a correct structuring, development and distribution of data and special content for each buyer.

Miranda (2020) in his study on *digital marketing techniques and the relationship that exists with the brand positioning of a medical office*, thus specifying that there is no relationship given that the value of the hypothesis significance level achieved a value of 0.39, which is higher than what is demanded. In addition, the degree of the digital marketing instruments variable is regular-low, due to the fact that the average value of the surveys carried out, 83% of the answers are at a regular level; being the dimension with the highest score in customer loyalty.

Coello (2019) developed a study on *digital marketing tools to improve the brand positioning of a clinic*, observed that there is between the latter, the use of digital marketing strategies with the positioning of the clinic, concluding that the strategies of the factor being discussed have a good and really important impact on positioning.

In Ecuador, it is clearly perceptible that the execution of digital marketing is not carried out in an adequate manner, mainly due to the lack of understanding of the potential of this tool. In certain cases, its application is carried out in an ethically questionable manner, generating as a consequence the provision of advertising services that do not properly match the offer. This triggers poor professional development and, ultimately, has an unfavorable impact on the quality of advertising (Arevalo, 2022). Therefore, the central drawback in this sector lies in the inappropriate use of digital marketing, which prevents constant progress due to ignorance of the functions of some elementary resources. Thus, all this is reflected in a poor performance

in promotion, since services are offered without considering the quality provided to the client, generating a direct loss of clientele. It is of utmost importance to use advertising in an effective way, as well as to take advantage of the professional's skills. (Bravo, 2022).

In Ecuador, according to Velasco and Cevallos (2023) state that there are about 300 digital marketing agencies, of which 65% are located in the capital and the remaining percentage can be identified in cities such as Guayaquil, Cuenca, among others. As for the money allocated for promotion through networks and platforms, 72% of Ecuadorian entities invest resources in this area, i.e., there is a growing request for services provided by agencies specialized in digital communication. According to Siguenza et al. (2020) digital advertising is crucial in the entities, since it is an opportunity for corporate expansion and constitutes a significant tactic to optimize resources and meet the preferences of buyers in relation to the technological currents of the present market.

According to Arroyo and Lemoine (2023) digital marketing boils down to merging conventional promotional tactics into the virtual environment, and its urgency is most notable due to emerging trends in society. With the constant amplification of the use of social networking platforms and other online media, companies must develop a digital communication and visibility approach while establishing alternative sales channels. Reaching regular consumers and expanding the audience to new customers is essential. In this regard, Chang and Uzcátegui (2023) it is imperative that the actions executed by digital marketing are aligned with the goals of the organization, meticulously following the analysis of the technological environment, the business landscape, the established objectives, the target audience, among other factors. In this way, profits will be significantly optimized.

At the present juncture, there is a deficiency in the disclosure and promotion of the services offered. In other words, it is recognized the lack of establishment in the market, attributable to the fact that the company is recent and emerged in the midst of the general restriction. This scenario reveals the lack of digital marketing strategies that would enable it to stand out from other private medical centers, contributing in a certain way to the low influx of people seeking the services it provides.

Due to this, we seek to analyze the digital marketing for brand positioning of a medical clinic in guayaquil sur, 2023.

### ***Digital marketing***

Digital marketing can be characterized as the execution of promotional tactics in digital, interactive, focused and measurable environments. It

is carried out through the use of digital technologies with the purpose of attracting and converting potential customers into buyers. It is important to note that this type of digital marketing encompasses systematic processes that use the previously mentioned tools through the network, a medium that since its emergence has revolutionized communication channels and has driven business sectors to evolve in their strategies to stand out in the commercial arena (Schnarch, 2019).

Over the years, digital marketing has brought positive results to any organization that employs it. Kotler (2011) state. "Digital marketing represents a social and managerial function by which both individuals and entities satisfy their requirements and desires through creation and exchange" p.5. This interpretation not only characterizes the concept of digital marketing as the means to generate profits, but also encompasses aspects related to satisfying specific buyer needs. In essence, it involves the process of getting to know and thoroughly understand customer requirements.

**a. Digital marketing dimension**

According to Krentzel (2019) this theory appears as a new and updated form of the four P theory induced by Philip Kotler and Gary Armstrong in the book "Fundamentals of Marketing", This formulation acted as the foundation of the set of marketing tactics, paving the way to the current stage called the four F cycle or the four fundamentals of online marketing, detailed by Paul Fleming in his book "Let's talk about interactive marketing" published in 2000. Fleming's four F's cycle:

**Flow:** The text addresses the figure of a proactive consumer, exploring the network in search of various elements such as information, entertainment and social connections, all simultaneously. In this context, the brand's digital platforms, focused on its website, now actively incorporate social networks. Its objective is to meet the information demands of customers, generating attractive and viral content with added value.

**Functionality:** It must be instinctive and simple for the user. This avoids their possible desertion due to confusion. Once it captures their attention, it is essential to understand what elements attract the consumer on the brand's digital platforms. It is crucial to know and evaluate which content has a higher rate of usefulness and use the data collected to develop digital strategies.

**Feedback:** Active engagement with the web surfer is required in order to establish a meaningful connection. The way you are perceived and the resulting reputation are crucial elements in building trust and achieving two-way communication. To achieve this purpose, it is essential to be humble, authentic, transparent and sincere. Ultimately,

it is about engaging in a dialogue with the customer, understanding them thoroughly and building a relationship based on their needs.

**Loyalty:** Building sets of users who contribute fresh information, establishing personalized conversations with buyers, will generate greater customer loyalty. After sustaining this dialogue with the customer, there is a greater likelihood that they will become loyal to the brand, simply because they have demonstrated a genuine interest in their requirements.

### ***b. Elements of digital marketing***

Cibrián (2018) highlights the relevance that the network has acquired in society, which makes reconsider the position that online marketing occupies in the trajectory of brands, given that, to a large extent, the triumph in today's world lies in the creation of a solid digital presence on the Internet. The absence of a digital marketing tactic could be detrimental to brand visibility, customer attraction and potential revenue enhancement.

**Content Marketing:** It stands as the primary catalyst of an online marketing tactic, constituting the ideal way to present your visitors with innovative and attractive material. This leads to an increase in interaction and the number of visits to your website.

**Search (Positioning):** It is imperative to position your platform to those who could become your future consumers, as well as those who already are. The key is to optimize it properly to assist search engines in identifying the content of the page and how it links to what the customer is inquiring about.

**Social Media Marketing:** It becomes a highly effective resource to disseminate information and distribute material about your products and services. You have the ability to use various social media platforms, which you will choose previously, considering the characteristics of the ideal customer profile.

**Mobile considerations:** According to Google's Neil Mohan, 90% of most shopper interactions are initiated on one device and concluded on another, and given the pivotal role of mobile devices in today's digital environment, this aspect is essential.

**E-mail marketing:** Only between 1% and 3% of those who browse a website make the determination to purchase a product or service from their first visit. Now, keep in mind aspect 4 regarding mobile considerations: this implies that most of your emails will be opened on mobile devices. Therefore, it is crucial to ensure that all your email marketing initiatives are adapted for viewing on mobile devices.

### ***Brand positioning***

According to Shum (2019) brand building and brand image involve consumers' perception of a brand's unique benefits compared to

others, for the purpose of persuasion. The practice of positioning allows companies offering products or services to forge a positive perception in the minds of consumers. This perception is built through effective communication, which must convey a clear, relevant message and provide benefits that stand out from the competition. In this way, an emotional connection is established with consumers when selecting a brand. Similarly, the positioning of a product is established according to how consumers describe it in terms of essential attributes. These are the positions that products occupy in consumers' perception compared to other competing products. This implies that positioning is a crucial factor in achieving attention, retention and acquisition of new potential customers for a brand offering services or products.

### **c. Brand positioning dimensions**

Fernandez (2019) defines positioning is not about what you can do with a product, but how you can present it in the mind of a potential customer. It is not manipulating the product itself, but creating a perspective of value in the customer's mind. This perspective becomes a high-impact strategy to generate positive perceptions that influence the customer's decision to purchase a service.

**Image:** What is outlined here highlights the importance of how customers perceive a brand or product. This perception is built on the post-activity satisfaction of the company or product, being an essential component to achieve customer loyalty and address future needs. Transformation involves the creation of a distinctive institutional image, marked by unique skills and characteristics that differentiate the brand from other companies.

**The product:** Brands can stand out through the characteristics of their products, generating interest in the commercial environment that arouses consideration and desire to buy. This process creates a positive valuation or, alternatively, a perception of scarcity. In addition, the relationship between the product and its positioning is linked to consumer perception, based on certain characteristics of the company.

**Staff:** Workers can gain a competitive advantage over the competition by receiving more advanced training; this will contribute to improving the presence and refinement of the institution, thus facilitating the optimization of relations between organizations and clients. Institutions can assess that the staff joining the company has the required skills and the essential elegance in terms of quality.



**Service:** Emerging customer demands require companies to adjust their approaches and resources, addressing both positioning and marketing strategies. These adaptations are aimed at avoiding obsolescence and raising the quality of the services provided. In this sense, various options are explored, both inside and outside the company, with the purpose of driving sustainable development in the entity.

#### ***d. Types of brand positioning***

Maza et al. (2020) suggest tactics used to establish an entity's presence in the market, which can be characterized as positioning categories:

**Positioning based on product features:** Companies build their brand image by highlighting the qualities and features of their products. This positioning approach arises when competitors overlook certain attributes of a product that could capture the consumer's attention, and the company takes advantage of this gap to strengthen its brand by focusing on a single aspect and consolidating it in the buyer's perception.

**Positioning based on Price/Quality:** Several companies configure their brand image by considering the price, value and excellence of their products or, alternatively, by analyzing the correlation between cost and the diversity of attributes and advantages of their products.

**Positioning with respect to use:** Brand positioning arises from the connection between a company's product or service and its specific utility or application. For example, Sporade launched a soft drink designed for athletes and their hydration. This approach allows brand positioning by targeting a defined market niche, where the product stands out for its essential utility in a specific activity.

**User-oriented positioning:** In this exceptional strategy, the focus is on the specific audience or a particular group, by linking it to a famous personality that generates an emotional connection with the user. For example, brands such as Adidas or Nike use well-known soccer players in their campaigns, suggesting the imperative need to purchase their products and showing how the consumer would visualize himself using it.

**Lifestyle positioning:** This type of positioning is manifested in the different social strata worldwide, considering the purchasing power of each individual. Internationally renowned brands occupy a space in the global consumer consciousness, being accessible only to those with

a luxurious lifestyle, ranging from the most modest to the highest economic level.

**Positioning in relation to the competition:** This positioning approach is broken down into two strategies. First, proximity to established competition facilitates consumer recognition by offering similar products. Secondly, customer perception is focused on comparing and discussing products, with the aim of standing out and gaining a clear competitive advantage over competitors' offerings.

**Positioning through the name:** The importance of the name stands out as an essential factor in a brand positioning strategy. It achieves its position when consumers identify the product not by its generic name, but by the brand name. This phenomenon reflects the consolidation of the brand in the consumer's mind, where the association between the brand and the product is so strong that the brand name is preferred to the generic term.

## Materials and Methods

This study is classified as non-experimental, since it does not involve the manipulation of the study variables, but rather an analysis in their natural environment. It adopts a mixed research approach, where quantitative and qualitative methods are combined in the same phase of the research process." (Fernandez, 2020). The methodology applied is cross-sectional descriptive, which is responsible for observing and describing a phenomenon, Nolzco and Carhuancho (2019). Descriptive studies aim to delineate in detail the properties, characteristics and profiles of individuals, groups, communities, processes, objects or other phenomena subject to analysis. This study adopted a descriptive-explanatory approach, exploring various theories related to the variables of interest. The methodology employed follows a cross-sectional approach, dedicated to observing and describing a phenomenon in a single time period. In this context, the historical-logical method was applied, which examines theories, laws and the development of phenomena chronologically to support the study. In addition, use was made of the analytical-synthetic method, according to: Leiva (2019) alludes to the conjunction of two opposing mental procedures that collaborate harmoniously: dissection and amalgamation.

### **a. Participants**

Olvera (2018) indicates that the population comprises all the elements or entities under study. Regarding the set of individuals under investigation, 40 customers who access the company on a daily basis were counted, obtained from a database generated by the entity under analysis.

Sanchez et al. (2018) point out that a statistical sample represents a specific portion of the total population. In this context, for the particular study, by adopting a quantitative approach, the sample consists of 40 clients who access the entity on a daily basis.

### **b. Data collection technique and instrument**

The survey technique was employed, Domínguez and Martínez (2018) state that the survey is composed of a variety of questions strategically designed to collect information from individuals. To carry out this process, a meticulously structured questionnaire comprising surveys was implemented. The first focused specifically on the digital marketing variable, with the formulation of specific questions. Similarly, the second questionnaire was oriented towards brand positioning.

### **c. Data processing method**

In order to carry out the analysis under development, authorization was obtained from the health care entity to conduct a survey aimed at the specific number of individuals established in the sample. Therefore, the data analysis procedure focused on the collection, transformation and modeling of data to unravel valuable information that would positively support the hypothesis proposed. (Nolazco and Carhuancho, 2019)..

The purpose of data analysis is to acquire and classify crucial information, represent values by means of tables, interpret them and validate hypotheses, in order to achieve reliable and robust results. (Santiesteban, 2017). After gathering all the essential data through various tools and resources, they were subjected to processing in SPSS Version 27 software. The results were organized and presented numerically and percentage-wise through statistical tables, analyzing the behavior of the variables. Then, inferential statistics were carried out, using crucial hypothesis tests, such as Spearman's, to verify the statistical significance of the results.

#### **d. Consent**

This study was carried out with the primary objective of contributing to the academic field and not with the intention of undermining the good image of the company. According to the University Council Resolution No. 281-2022-VI-UCV, (2022) The fundamental ethical foundations in research at Universidad Cesar Vallejo focus on: respect for others with the purpose of promoting well-being; justice, honesty and the rigorous application of scientific methodology, using bibliographic citations and references according to APA regulations in an appropriate manner. In addition, the research work was carried out with responsibility.

### **Results**

**Table 1.** *Correlation of the variables digital marketing and brand positioning.*

			Digital marketing	Brand positioning
Spearman's Rho	Digital marketing	Correlation coefficient	1,000	,886**
		Sig. (bilateral)	.	,000
		N	40	40
Brand positioning	Brand positioning	Correlation coefficient	,886**	1,000
		Sig. (bilateral)	,000	.
		N	40	40

\*\* . Correlation is significant at the 0.01 level (bilateral).

The results of the table indicate the correlation analysis shows that digital marketing is significantly related (Sig.<0.05) with brand positioning, since it has a significance level of 0.000; and with respect to the correlation coefficient it has ,886\*\*; therefore, the research has high positive correlation. This result provides sufficient certainty to accept the research hypothesis.

**Table 2.** Correlation of of digital marketing dimensions and brand positioning.

		Flow	Brand positioning
Spearman Flow's Rho	Correlation coefficient	1,000	,843**
	Sig. (bilateral)	.	,000
	N	40	40
Brand positioning	Correlation coefficient	,843**	1,000
	Sig. (bilateral)	,000	.
	N	40	40

  

		Functionality	Brand positioning
Spearman Functionality's Rho	Correlation coefficient	1,000	,875**
	Sig. (bilateral)	.	,000
	N	40	40
Brand positioning	Correlation coefficient	,875**	1,000
	Sig. (bilateral)	,000	.
	N	40	40

  

		Feedback	Brand positioning
Spearman Feedback's Rho	Correlation coefficient	1,000	,887**
	Sig. (bilateral)	.	,000
	N	40	40
Brand positioning	Correlation coefficient	,887**	1,000
	Sig. (bilateral)	,000	.
	N	40	40

  

		Loyalty	Brand positioning
Spearman Loyalty's Rho	Correlation coefficient	1,000	,852**
	Sig. (bilateral)	.	,000
	N	40	40
Brand positioning	Correlation coefficient	,852**	1,000
	Sig. (bilateral)	,000	.
	N	40	40

The results of the correlation analysis show that the flow dimension is significantly related (Sig.<0.05) with brand positioning, since it has a significance level of 0.000; and with respect to the correlation

coefficient it has ,843\*\*; therefore, the research has a high positive correlation. This result provides sufficient certainty to accept the research hypothesis. Likewise, the correlation analysis shows that the functionality dimension is significantly related (Sig.<0.05) with brand positioning, since it has a significance level of 0.000; and with respect to the correlation coefficient it has ,875\*\*; therefore, the research has a high positive correlation. This result provides sufficient certainty to accept the research hypothesis. In addition, the correlation analysis shows that the feedback dimension is significantly (Sig.<0.05) related to brand positioning, since it has a significance level of 0.000; and the correlation coefficient is .887\*\*; therefore, the research has a high positive correlation. This result provides sufficient certainty to accept the research hypothesis. And the correlation analysis shows that the loyalty dimension is significantly related (Sig.<0.05) with brand positioning, since it has a significance level of 0.000; and with respect to the correlation coefficient it has ,852\*\*; therefore, the research has high positive correlation. This result provides sufficient certainty to accept the research hypothesis.

Regarding the correlation analysis shows that digital marketing is significantly related (Sig.<0.05) with brand positioning, since it has a significance level of 0.000; and regarding the correlation coefficient it has ,886\*\*; therefore, the research has high positive correlation. This result provides sufficient certainty to accept the research hypothesis. The positive sign of the correlation indicates that the improvement of digital marketing brings as a consequence an improvement in brand positioning. Therefore, these results are related to the results of the work of Mantari (2022) which concluded that there is a close relationship between the digital marketing variable and brand positioning, however in the statistical part it has no relationship, since it is supported by a Spearman's Rho coefficient of 0.391; and a p-value of 0.000. Furthermore, it is related to the results of the thesis of Coello (2019) concluding that the strategies of the factor being discussed have a good and really important impact on positioning, since it is positively related.

Likewise, Bricio et al. (2018) indicates that online marketing, corresponds to a very dynamic model within the group of marketing activities of companies, which use telematic communication systems to achieve a beneficial result, which is demonstrated that digital marketing has a direct relationship with brand positioning. In the same way Kotler (2011) says that online marketing has tools that make possible the creation of a lasting and stable relationship between

consumer and organization. For this reason, some keys are given: digital marketing as a marketing system, is oriented to find markets, in studying the demands of the target market. On the other hand, digital marketing helps to create a communication system with which you can make an efficient and effective approach to consumers. These results are completely related to the brand positioning that a company must provide. While for Shum (2019) mentions that positioning on various occasions is misunderstood. Some confuse it with the level of awareness, others with market share, and also with an excellent brand image. Positioning used to be known as a communication concept par excellence. Currently, it is defined as a strategy that contributes to the creation of competitive advantages, as some authors say, it is a concept that comes from marketing and moves to marketing communications, including advertising, to achieve a good position, and is being directly related to digital marketing.

In addition, the correlation analysis shows that the flow dimension is significantly related (Sig.<0.05) with brand positioning, since it has a significance level of 0.000; and with respect to the correlation coefficient it has ,843\*\*; therefore, the research has high positive correlation. This result provides sufficient certainty to accept the research hypothesis. The positive sign of the correlation indicates that the improvement of the flow dimension brings as a consequence an improvement in brand positioning. Thus, these results share the same opinion with the results obtained in the thesis by Agualongo (2021) concluding that online marketing offers, since it makes possible the interaction in real time in an adequate way with the user, showing him the diversity of services offered by the laboratory, and the flow dimension is significantly related to the brand positioning offered by the company. In the same way, the results are directly related to the results of the thesis by Lliquin (2020) affirms that the results of the analysis, fixed that it is of vital importance the use of networks and digital media for an effective introduction and permanence of the mentioned organization and the diversity of goods they provide today, and that the digital marketing flow is positively related to brand positioning. Therefore, the flow of digital marketing is positively relating to brand positioning. And on the contrary, it contrasts with the book by Mariscal (2018) mentions that it is a section of the web that provides the customer with multiple options for interaction and proper navigation that generates their satisfaction. In addition, it is the added value that a website gives to the buyer to capture their attention, and that does not help brand positioning.

Likewise, the correlation analysis shows that the functionality dimension is significantly related (Sig.<0.05) with brand positioning, since it has a significance level of 0.000; and with respect to the correlation coefficient it has ,875\*\*; therefore, the research has a high positive correlation. This result provides sufficient certainty to accept the research hypothesis. The positive sign of the correlation indicates that the improvement of the functionality dimension brings as a consequence an improvement in brand positioning. The positive sign of the correlation indicates that the improvement of the functionality dimension brings about an improvement in brand positioning. Chango (2021) which determined that digital marketing lacks many things, which is too worrying because it does not have a well-established approach and there is no interest in knowing the problems of the population, thus causing the results to have negative levels and that the functionality is positively related to brand positioning. In the same way it will be related to the results of the thesis by Gutiérrez and Pérez (2021) with which he deduced that the tactics to market digitally are essential and have a positive impact, especially in the current context where the position of the medical center has been developing due to the increase of visits, interactions, among other actions that integrate the target market of this entity, through the good correlation that has between functionality and brand positioning for the growth of the company. On the other hand, the author Guevara (2020) states that navigation must be efficient and fast for the customer; thus achieving their interest to ensure their permanence. And it deals with how the customer navigates within the platform, which must be efficient. Also, it is necessary that the network is able to persuade the individual, and thus achieve their loyalty for the benefit of the organization, which is demonstrated that functionality is related to brand positioning.

Also, the correlation analysis shows that the feedback dimension is significantly related (Sig.<0.05) with brand positioning, since it has a significance level of 0.000; and the correlation coefficient is .887\*\*; therefore, the research has a high positive correlation. This result provides sufficient certainty to accept the research hypothesis. The positive sign of the correlation indicates that the improvement of the feedback dimension brings as a consequence an improvement in brand positioning. Likewise, Mena (2019) deduces that the marketing plan does have a positive impact within this entity, especially if it manages to position itself in social networks where it can reach many people from different places, and with which it can provide feedback and relate in the best way.



However, it is not being related to the thesis of Buenaño and Duarez (2019) which concludes that the level of positioning of this establishment is 39% is efficient medium. From the global position level of the tumor clinic in relation to its dimensions, it is found that 63% of the people who make use of its services, think that this place stands out positively among all the competition, since it does not correlate in any way between feedback and brand positioning. And, it also correlates with the data from Núñez and Miranda (2020) mention that after capturing the consumer's attention and getting them to stay on the company's website, what follows is to create a strengthened and beneficial link between the feedback dimension and brand positioning. This point can also be referred to as feedback because it is based on the existing connection between the company and the user.

Also, the correlation analysis shows that the loyalty dimension is significantly related (Sig.<0.05) with brand positioning, since it has a significance level of 0.000; and with respect to the correlation coefficient it has ,852\*\*; therefore, the research has a high positive correlation. This result provides sufficient certainty to accept the research hypothesis. The positive sign of the correlation indicates that the improvement of the loyalty dimension brings as a consequence an improvement in brand positioning. Thus, these results are in agreement with Miranda (2020) affirms that the degree of the digital marketing instruments variable is regular-low, because the average value of the surveys carried out is equal to 1.87 on a scale of 1 to 3, 83% of responses are at a regular level; being the dimension with the highest score in customer loyalty and is related to brand positioning. Likewise, the authors Buenaño and Duarez (2019) affirms that 64% of the user loyalty dimension is very efficient, and is directly related to brand positioning.

Also, the author Cardenas (2020) concluded that conducting Webinars is very important because they provide value to the population in terms of health. Thus, it is necessary to be active in social networks and make at least one publication per week. Similarly, it is required to develop advertising campaigns through digital marketing and most people believe that it can be done through Facebook, and with which will be able to build customer loyalty and get to fully satisfy users of laboratories. And in the same way with the author Acevedo et al. (2017) argue that it is based on establishing a relationship with users, but this must be lasting and above all dynamic, in which both parties remain in constant communication. Similarly, it is based on

ensuring that this link remains, in other words, it seeks to ensure that it is not just a one-time relationship.

## Conclusions

A lack of optimization in the institutional results has been identified due to the absence of a strengthening in the performance based on the efforts made; this lack has a direct impact on the development of staff competencies, the lack of an internal communication strategy hinders the efficient achievement of organizational objectives. 25.21% of respondents experienced specific process changes during the pandemic to strengthen the telework system; this indicates an agile response to the circumstances imposed by the health crisis, which led to adjustments in the ways of working to maintain operational continuity.

29.75% of respondents indicated that process changes were implemented after the pandemic to adapt to new ways of working; this suggests that the transformations brought about by the pandemic are not considered only temporary, but have led to long-term modifications in work processes. It was concluded that there is a trend towards continuous adaptation, both during and after the pandemic, as well as a recognition of the importance of training and skills development to meet the changing challenges of the current work and social environment; since 31.40% indicated that training was offered to prepare for the new challenges of today's society, these actions are oriented to the need to continue to promote flexibility, training and preparation for future changes in the world of work and society in general.

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