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Strategic Marketing Plan for Remedies Postpartum Care Center: A Roadmap to Brand Awareness and Customer Loyalty

Yanuar Buana Paksi¹, Rhian Indradewa², Unggul Kustiawan³, Rian Adi Pamungkas⁴

¹Universitas Esa Unggul, Jakarta, Indonesia, email. yanuar.paksi@gmail.com

²Universitas Esa Unggul, Jakarta, Indonesia, email. rhian.indradewa@esaunggul.ac.id

³Universitas Esa Unggul, Jakarta, Indonesia, email. unggul.kustiawan@esaunggul.ac.id

⁴Universitas Esa Unggul, Jakarta, Indonesia, email. rian.adi@esaunggul.ac.id

Corresponding Author: yanuar.paksi@gmail.com¹

Abstract: This study develops a strategic marketing plan for Remedies Postpartum Care Center in Jakarta, Indonesia, addressing the growing demand for specialized postpartum care services. The postpartum period is a critical phase for mothers, often accompanied by physical, emotional, and mental health challenges, yet comprehensive care services remain limited in Indonesia. The research aims to enhance brand awareness, build customer loyalty, and ensure financial sustainability by identifying target markets, customer needs, and effective marketing strategies. Using a mixed-method approach, the study combines qualitative and quantitative data, including surveys, interviews, and market analysis, to formulate a marketing mix strategy 7Ps framework (Product, Price, Place, Promotion, People, Process, and Physical Evidence). Results reveal that Remedies caters to diverse customer segments through tailored One Stop Solution and Partial Solution packages, supported by digital marketing strategies such as social media campaigns and a dedicated mobile app. Revenue projections indicate significant growth, from IDR 5.17 billion in Year 1 to IDR 23.46 billion in Year 5, demonstrating the financial viability of the proposed plan. The study concludes that a customer-centric approach, combined with personalized services and digital tools, can effectively address the underserved postpartum care market, ensuring long-term success and improved maternal health outcomes.

Keyword: Postpartum Care, Marketing Strategy, Customer Loyalty, Digital Marketing, & Revenue Growth

INTRODUCTION

The postpartum period is a critical phase for mothers, marked by significant physiological, emotional, and psychosocial changes (Brockington, 2004; Geller, 2004; Prawirohardjo, 2020). This period, while joyful, can also be challenging and stressful, increasing the vulnerability of mothers to mental health issues (Smith et al., 2011) such as postpartum depression (PPD) (Crotty & Sheehan, 2004; Robertson et al., 2004).

Globally, 10-16% of pregnant women and 13-20% of postpartum mothers experience mental health issues, with depression being the most common (Sūdžiūtė et al., 2020). In

Indonesia, the prevalence of PPD is 11.76%, highlighting the need for comprehensive postpartum care (Wang et al., 2021). Despite the growing awareness of postpartum mental health, there is a lack of specialized services in Indonesia to address these needs, particularly in urban areas like South Jakarta.

The growing awareness of postpartum mental health issues has created a demand for specialized postpartum care services (Saharoy et al., 2023). However, in Indonesia, there is a lack of comprehensive postpartum care centers that address both physical and mental health needs (Sebayang et al., 2022). Remedies Postpartum Care Center aims to fill this gap by offering integrated postpartum care services, focusing on physical recovery, mental health support, and newborn care.

Therefore, to achieve the targets and objectives of remedies, implement a strategy where one of them is a marketing plan. With a marketing plan, an organization can effectively combine elements of the marketing mix to create compelling offers for customers. Additionally, the marketing plan plays a crucial role in guiding the implementation, control, and continuous improvement of these strategic decisions (Hannak et al., 2024; Pratama et al., 2024).

This study aims to explore a business plan specifically a strategic marketing plan for Remedies Postpartum Care Center, with the goal of enhancing brand awareness, building customer loyalty, and ensuring financial sustainability. The study seeks to identify the target market and customer needs for postpartum care services, develop a marketing strategy that enhances brand awareness and builds customer loyalty, and project revenue streams and ensure financial sustainability.

METHOD

This study employs a descriptive and analytical approach, combining qualitative and quantitative methods. In previous research, Hannak et al. (2024) highlighted that mixed methods research can provide a more comprehensive understanding of a company's potential. The study focuses on the Remedies Postpartum Care Center in Jakarta, Indonesia, targeting new mothers from diverse socioeconomic backgrounds. The target population includes new mothers in Jakarta, particularly those aged 20-39 years. Data was collected from secondary sources, including government health statistics and market research reports. Data collection tools included surveys, interviews, and market analysis frameworks such as goals and objectives, STP (Segmentation, Targeting, Positioning), marketing mix 7Ps, sales strategy and revenue stream projection.

Secondary data from Badan Pusat Statistik (2023) and Direktorat Statistik Kependudukan dan Ketenagakerjaan (2023) and customer preferences survey to understand market demand and customer preferences, complementing this, Andayani et al., (2020) emphasized the importance of understanding market conditions, encompassing both internal and external factors. Interviews with new mothers were conducted to identify pain points and expectations. Based on the data, a marketing strategy was formulated using the marketing mix 7Ps framework and CRM principles. Financial models were created to project revenue streams over five years. Quantitative data were analyzed using statistical tools to project market share and revenue, while qualitative data from interviews were used to refine the marketing strategy in healthcare especially postpartum care service.

RESULTS AND DISCUSSION

Market Segmentation and Targeting

The market segmentation of Remedies is designed to cater to the diverse needs of postpartum mothers, offering both One Stop Solution and Partial Solution services. The segmentation is based on the specific requirements and preferences of different groups of mothers, ensuring that each segment receives tailored care.

Table 1. Market Segmentation of Remedies

Segment	One Stop Solution	Partial Solution
Working Mothers	<ul style="list-style-type: none"> - Mothers who require comprehensive services with 24/7 supervision, holistic recovery (physical and mental), and attention to aesthetics/appearance postpartum. - Mothers who need healthy nutrition intake to maintain health balance and appearance. 	Mothers who require flexible postpartum recovery services.
Experienced Mothers	Mothers who need services and comfort postpartum with the assistance of experienced and professional healthcare staff.	Mothers who require specific support postpartum, such as educational classes, lactation consultation, psychiatrist consultation, or aesthetics.
First-Time Mothers	<ul style="list-style-type: none"> - Mothers who need intensive programs to provide guidance and comprehensive care (physical and mental) for both mother and baby. - Mothers who require professional supervision to adapt to being a new mother. 	Mothers who choose specific services such as educational classes or lactation consultation to help with the transition to motherhood.
Middle to Upper-Class Mothers	Mothers who require exclusive and personalized services for holistic postpartum recovery with premium facilities, including UV sterilization and intensive supervision.	Mothers who need specific postpartum services such as body spa, postpartum massage, newborn photography, supporting a modern lifestyle.
Mothers Seeking Premium Experience	Mothers who desire a premium care experience, such as staying in a five-star hotel room with professional medical services and additional support services.	Mothers who want a premium and exclusive room/space with the support of experienced professionals.

The target market for Remedies is divided into two main categories: One Stop Solution and Partial Solution, each catering to specific demographics and needs.

Table 2. Target Market of Remedies

One Stop Solution	Partial Solution
<ul style="list-style-type: none"> - First-time mothers (all types of delivery) who need intensive physical and mental care and lack experience in baby care. - Mothers with experience and conditions such as baby blues, postpartum depression (PPD), and lack of support from close family. - Mothers who want comprehensive recovery with 24/7 supervision and exclusive services. <p>Characteristics:</p> <ul style="list-style-type: none"> - Women aged 25–39, living in South Jakarta. 	<ul style="list-style-type: none"> - Mothers who require specific services (education, lactation consultation, psychiatrist, etc.). - Working mothers with limited time who want specific services for postpartum recovery. - Mothers focused on specific aspects (physical, mental, and aesthetics). <p>Characteristics:</p> <ul style="list-style-type: none"> - Women aged 20–39, living in South Jakarta and Special Capital Region of Jakarta. - Require flexible time. - Middle-income, seeking quality services tailored to their needs.

One Stop Solution	Partial Solution
<ul style="list-style-type: none"> - Middle to upper-class income. - Seek practical and comfortable services. - Prioritize health during recovery. 	<ul style="list-style-type: none"> - More experienced in baby care but require postpartum services.

Marketing Strategy

Marketing strategies for Business-to-Consumer (B2C) services, like those provided by Remedies, differ from those for tangible products or Business-to-Business (B2B) models. Kotler et al. (2024) emphasize that while the traditional 4P framework (Product, Price, Place, Promotion) is foundational, service-based businesses must also integrate People, Process, and Physical Evidence to shape customer perceptions and ensure service quality, especially in healthcare sectors such as postpartum care. Additionally, understanding consumer behavior is crucial for implementing effective marketing strategies. The marketing mix, which aims to reach target markets and influence consumer purchase intentions, plays a vital role in encouraging customers to choose the company's products or services (Wijayanti et al., 2023).

a) Product

Remedies provides two tailored postpartum care solutions to address the diverse needs of new mothers. The One-Stop Solution Postpartum Care offers a comprehensive, holistic experience, including a 5-day stay in a private executive room with services such as physical and mental wellness support, rejuvenation therapy, aesthetic treatments, psychiatric care, and the Oase Intensive Postpartum Care Program. Additional benefits include nutritious meals, 24/7 nursing and security, UV sterilization, certified lactation support, and the MomUnity peer-learning program, aiming to deliver a memorable and fulfilling experience. The Partial Solution Postpartum Care caters to mothers seeking flexible, expert-monitored services without intensive treatment, enhancing satisfaction through customizable options. Both offerings align with Differentiation Focus Strategy, emphasizing unique, determinant, and important attributes to create competitive advantage and deeply resonate with (Shafiyah et al., 2021; Tavor et al., 2023).

b) Price

Pricing is determined through a well-structured approach, taking into account operational costs and the financial capacity of the target market to deliver the best services at the most affordable rates. In healthcare services, pricing reflects the comprehensive efforts, time, emotional strain, and financial expenses incurred by customers to access or benefit from the services provided (Hinson et al., 2019). Competitive pricing is provided by remedies, with OSS packages starting from IDR 5,000,000 per night and PS services from IDR 300,000 to IDR 950,000.

c) Place

Location plays a critical role in ensuring that products or services are available at the right place and time, where customers can conveniently purchase, receive, or access them, while also providing comfort (Rachmawati et al., 2021). It is essential to ensure general accessibility. Remedies is strategically located in South Jakarta, near toll access, enhancing its accessibility and convenience for customers.

d) Promotion

Promotion is a company's strategy to communicate its products or services through advertising, branding, PR, social media, exhibitions, and sales promotions, aiming to provide compelling reasons for customers to choose its offerings over competitors. Digital marketing, particularly via platforms like Instagram, TikTok, websites, and mobile apps, has made healthcare service promotion more accessible and widespread in the information age (Carolina et al., 2021; Lammenett, 2019). Social media, in particular, enhances the reach and recognition

of health facilities, making electronic promotion an effective-tools. Remedies strategies include organizing seminars, webinars, health talks, campaigns during Car-Free Days (CFD), sports events, and collaborations with educational and healthcare institutions. Digital marketing involves ad placements via Google Ads, social media campaigns targeting Gen Z and Millennials, website articles, and interactive social media posts to drive engagement through likes, shares, and comments.

e) People

Remedies emphasizes a work culture of comfort and safe service, supported by competent and certified employees. The company enhances its workforce through biannual training sessions and quarterly internal assessments, aiming to cultivate exceptional employee capabilities (Prisia et al., 2024). To optimize service delivery, Remedies integrates trained customer service representatives, a website chat bot, and a dedicated mobile application.

f) Process

Mauro et al. (2024) emphasize the importance of the process element in ensuring seamless service delivery and customer satisfaction, especially in healthcare's digital transformation. Remedies interacts with customers through phone or WhatsApp consultations and social media links, directing users to its website and the Remedies Care app. The website offers detailed information on products, services, registration, and updates, while the app provides freemium services for maternal support and premium options for returning users. This dual-platform approach enhances Remedies Care's competitive advantages and professional impression.

g) Physical Evidence

A critical component of a business's identity, encompasses elements such as well-groomed, friendly staff and well-maintained interiors, which significantly shape customer perception (Kotler et al., 2024). Remedies enhances its service environment by creating a homey or staycation ambiance, incorporating luxurious interiors and smart home technology to convey comfort and tranquility in its offerings.

Revenue Projections

The revenue projection in table 3 highlights Remedies' financial growth over five periods, divided into One Stop Solution (OSS) and Partial Solution (PS). OSS revenue is projected to rise from IDR 4.56 billion to IDR 18.25 billion, driven by patient growth from 438 to 613. PS services, including educational classes, lactation consultations, and wellness treatments, are expected to grow from IDR 603.9 million to IDR 5.21 billion, with patients increasing from 278 to 2,400. Combined revenue is forecasted to grow from IDR 5.17 billion to IDR 23.46 billion, reflecting strong expansion in services and customer base. This growth demonstrates the effectiveness of Remedies' diversified model and its ability to meet rising market demand.

Table 3. Projection of Revenue Per Year Remedies (in millions)

Service	Period 1	Period 2	Period 3	Period 4	Period 5
One Stop Solution (OSS)					
Executive Room	4,562.5	10,950	12,775	14,600	18,250
Partial Solution (PS)					
Educational Classes	197.7	604.5	1,026.3	1,464.4	1,706.9
Lactation Consultation	92.6	283.2	480.8	686.1	799.7
Psychological Consultation	61.8	189	320.9	457.9	533.8
Postpartum Massage	59.5	181.8	308.6	440.3	513.2
Body Spa	91.9	281.1	477.1	680.8	793.6
Hair Scalp Treatment	13.9	42.5	72.1	102.8	119.9
Stretch Mark Treatment	27.9	85.2	144.6	206.3	240.5
Yoga Classes	24.7	75.5	128.1	182.8	213.1
Manicure & Pedicure	4.7	14.3	24.2	34.6	40.3

Service	Period 1	Period 2	Period 3	Period 4	Period 5
Newborn Photography	29.3	89.6	152.2	217.1	253.1
Total Revenue	5,166.5	12,796.6	15,909.9	19,073.2	23,464

CONCLUSION

This study successfully developed a Strategic Marketing Plan for Remedies Postpartum Care Center, focusing on creating a roadmap to enhance brand awareness and build customer loyalty. By integrating the marketing mix 7Ps (Product, Price, Place, Promotion, People, Process, and Physical Evidence) and Customer Relationship Management (CRM) principles, the research identified key strategies to address the growing demand for postpartum care services in Jakarta, Indonesia. The findings reveal that a customer-centric approach, combined with tailored service offerings and digital marketing strategies, can significantly enhance brand visibility and foster long-term customer loyalty. The revenue projections, which indicate a growth from IDR 5.17 billion in Year 1 to IDR 23.46 billion in Year 5, underscore the financial viability of the proposed marketing plan.

The study highlights the importance of understanding market segmentation and customer needs, particularly in the healthcare sector, where personalized care and emotional support are critical. By offering both One Stop Solution (OSS) and Partial Solution (PS) packages, Remedies caters to a diverse range of postpartum mothers, from first-time mothers seeking comprehensive care to working mothers requiring flexible services. The integration of digital tools, such as a mobile app and social media campaigns, further enhances customer engagement and satisfaction, ensuring that Remedies remains competitive in the growing postpartum care market.

In conclusion, this research contributes to the field of healthcare marketing by demonstrating how a strategic marketing plan can align branding and customer loyalty to address underserved markets. The findings provide actionable insights for healthcare providers aiming to improve service delivery and achieve sustainable growth. Future research could explore the long-term impact of such strategies on maternal and child health outcomes, as well as the role of technology in enhancing customer experience in the healthcare sector.

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