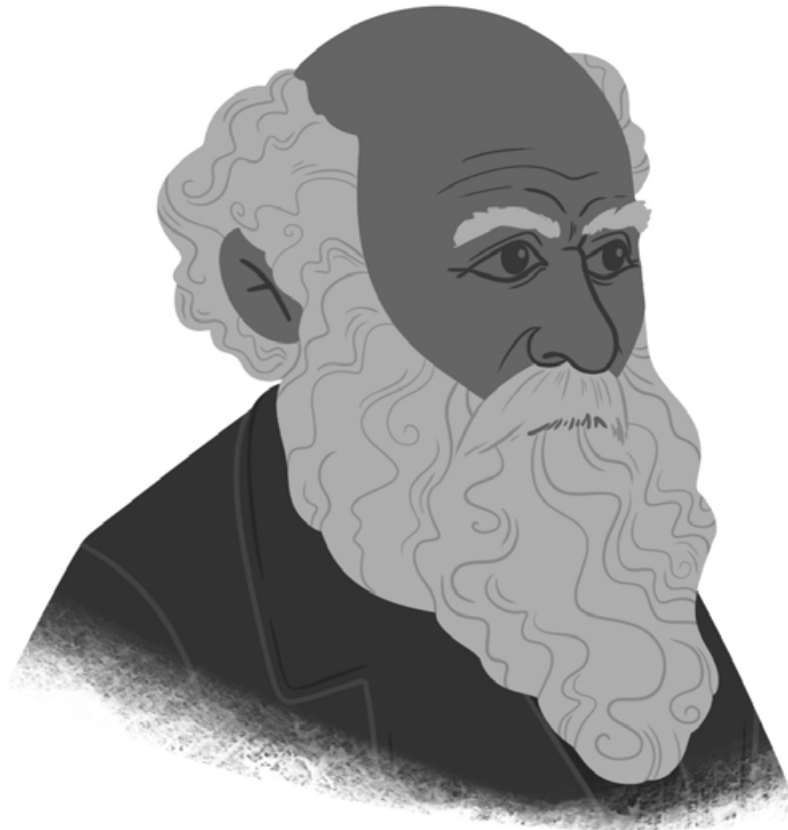


eBook: Overcoming Healthcare Marketing Challenges

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**“It’s not the strongest species that survive, nor the most intelligent, but the most responsive to change.”
— Charles Darwin**



Introduction

While Charles Darwin — pioneer of evolution and natural selection — may not have known anything about healthcare marketing in the 21st century, he did understand that survival depended on change. Historically speaking, marketing in the healthcare industry hasn't evolved with the times. Prior to the pandemic, healthcare lagged behind in technology as well, until extenuating circumstances launched the industry forward with unprecedented acceleration.

Thanks to COVID-19 (there's an upside to just about everything), people and organizations everywhere had to create new ways of living and working. Some might say, much like the species Darwin studied, our lives depended on this rapid, modern-day evolution. For healthcare professionals, the pandemic meant embracing digital technologies for everything from telehealth to increasing (or creating) an impactful digital presence.

Early in 2020, as the pandemic precariously unfolded, if your healthcare organization wasn't stepping up its digital game with emerging marketing tools and technology, such as:

- Brand ads
- An easy-to-navigate website
- Online appointment requests
- Automated reminders
- Contactless patient check-ins
- Social media ads and influencers
- Reputation management platforms
- Google Business Profiles

...you were going to get left behind. So, how does a healthcare organization embrace these digital marketing technologies while [maintaining HIPAA compliance](#)?

It's a daunting task. As many medical organizations quickly realized, not keeping up with the times meant they would not fare well in a survival of the fittest competition.

Practice consolidation, [private equity \(PE\) acquisitions](#), and practices that were unable to support patient needs in the new normal, were often forced to close their doors for good. For many though, these PE acquisitions and mergers meant healthcare enterprises had to find a new way to market their practices, unify their branding, and improve reputation among providers and multiple locations. They simply needed to establish a presence in a digital landscape — not an easy undertaking.

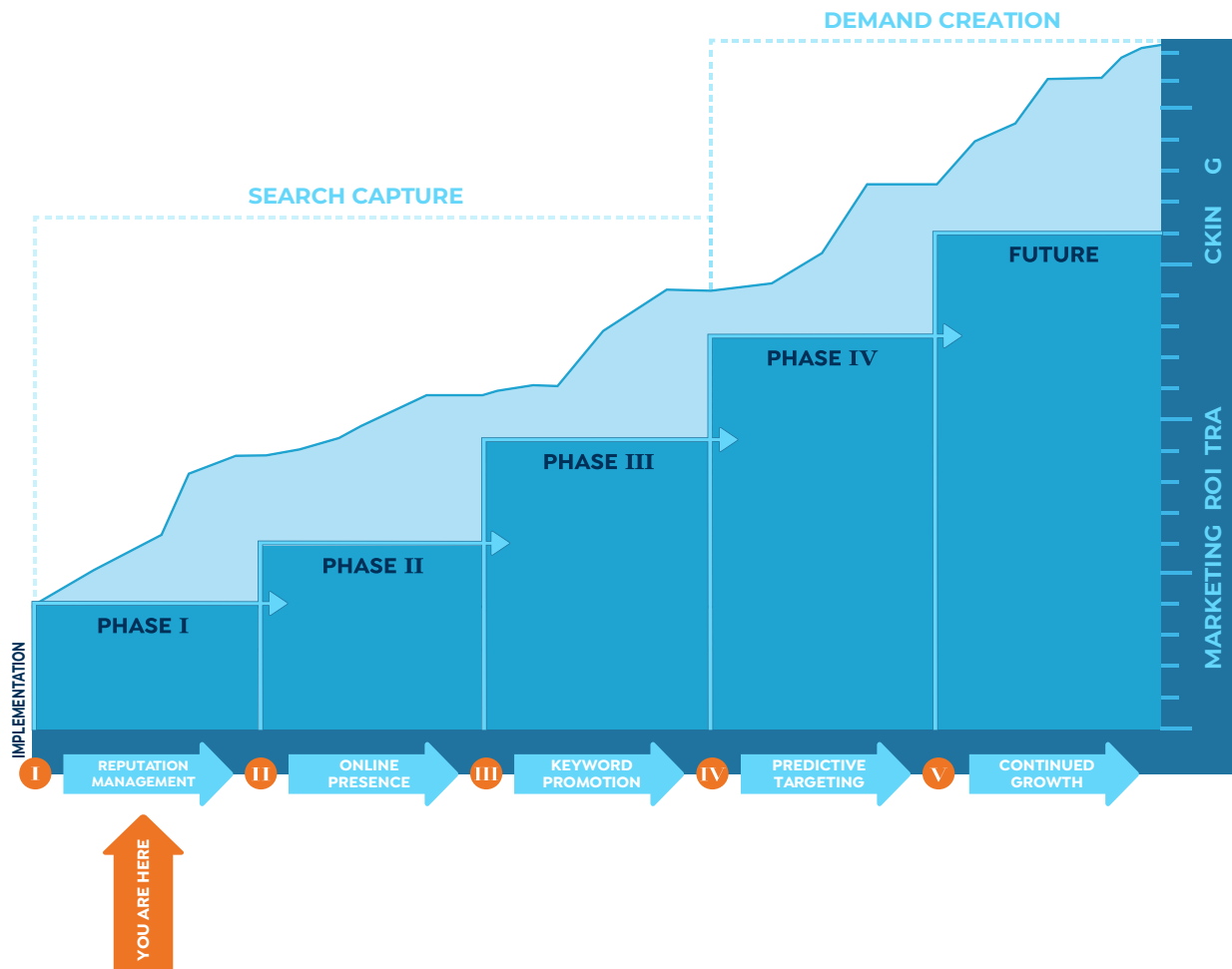
Digital Marketing Levels the Playing Field

If your organization survived the pandemic and could still benefit from some help establishing or re-establishing your brand and reputation in the digital marketing landscape, here's the good news: Once you create and implement an effective multifaceted marketing strategy, you'll not only stay in the game, you'll gain a competitive edge and attract new patients to your practice.

Ready to learn how to create a successful marketing plan?

In this guide, you'll learn how to build a successful marketing strategy to compete in the healthcare arena, grab the attention of prospective patients, and keep your current patients — no matter your practice size, complexity, or specialty. Whether you're a large healthcare provider, a small independent practice, or a well-established hospital brand, this guide will help you gain valuable knowledge for marketing your services to attract more ideal patients. You'll learn the steps you need to set your team up for success and establish or strengthen your digital presence in an increasingly competitive field, long term.

So, let's take the first step together.



How and Where to Begin

First: A Look at Patient Personas

If you've ever given a wedding toast, a eulogy, or delivered a speech in a professional environment, the first thing you should have considered before grabbing the microphone is your audience. Who is your audience? What will make them laugh, cry, reminisce, or take action?

The same applies to healthcare marketing campaigns — you **MUST** know your audience before you can accomplish any of your marketing objectives. Knowing your audience in this situation means developing clear, specific patient personas.

What is a patient persona?

A patient persona (sometimes called an "avatar") is a detailed, fictional profile that characterizes the specific type of patients you want to attract to your medical practice. Patient personas help depict the needs, experiences, mindsets, motivations, and pain points of healthcare consumers.

Personas help your internal team understand who they're speaking to through marketing and patient education materials. Carefully constructed patient personas allow you to create messaging that speaks to patient needs and concerns — much like knowing your audience helps you deliver an effective message during a speech.

With regard to healthcare marketing, personas allow you to tailor your messaging (emails, newsletters, paid ads, texts, social media, etc.) to resonate impactfully, so that you can attract high-value patients. Depending on your specialty and services, examples of high-value patient personas may include:

- Men and women over 65
- Adults ages 35-55 with multiple health conditions
- Men and women with a history of joint pain or arthritis
- Young adults with disabilities
- Men and women with diabetes
- Families with children under 18
- Adults who are interested in healthy living
- New parents
- Women going through perimenopause and menopause
- Men with a history of sports injuries

One of the keys to attracting new patients is building a relationship with them. Patient personas make it easier for you to connect with your audience, speak their language, and begin building meaningful relationships.

How and Where to Begin

Personas help prospective patients feel that you understand them long before they contact your practice to schedule an appointment.

Once you have guidelines for connecting with your target audience (like the examples above), the next step is to create individual personas for different groups of people. Think of it as if you are creating a fictional character in a story who possesses all the qualities you want the character to have. Here are a couple examples:

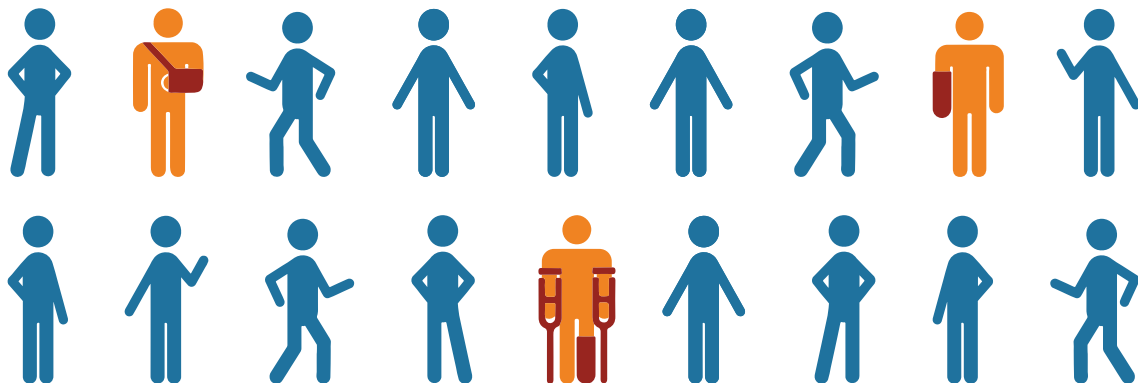
Persona 1: Andrea

Andrea is 37 years old. She has a bachelor's degree in environmental engineering. She works full-time, mostly from home, as she also takes care of her kids, ages 7 and 10 years old. Andrea's husband works full-time outside the home, and suffers from recurring back pain. He's also overweight and prediabetic. Andrea makes all the family's healthcare decisions, including helping with her aging parents who live nearby and rely on Andrea's assistance from time-to-time.

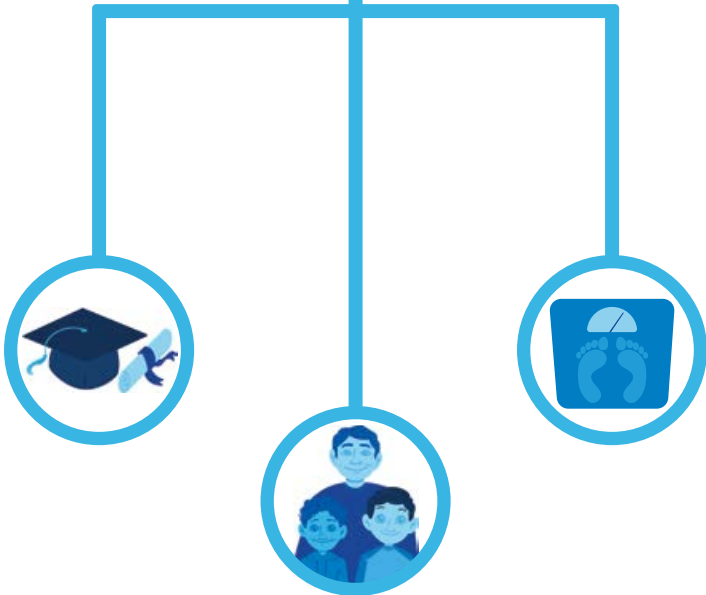
Persona 2: Stephen

Stephen is 52 years old and well-established in his career as a producer for a local television station. He is active, healthy, and concerned about improving his diet as he ages. He has knee pain that often prevents him from playing basketball with his teenage son, but he does not want to undergo surgery. He's looking for long-term, nonsurgical, knee pain relief options.

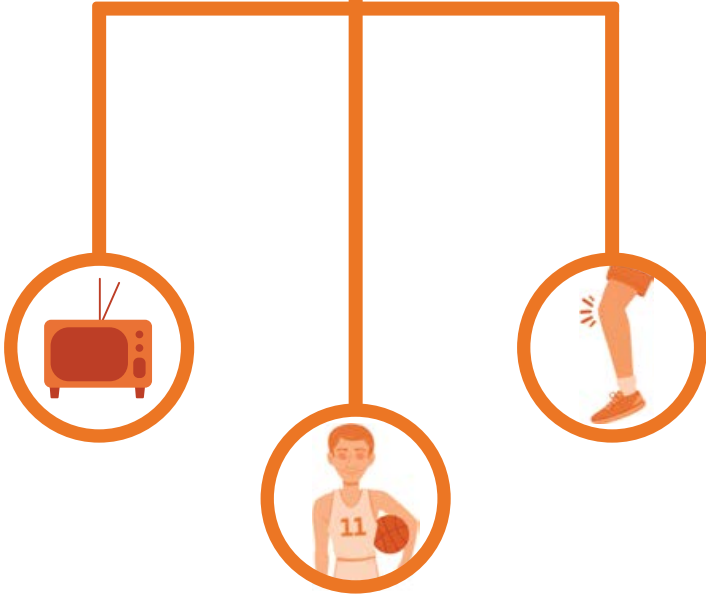
While they are fictitious representations, personas should be based on data, statistics, and other valuable information you've learned from your current patients. Essentially, when you discover what patients like most about your providers and services (perhaps from conducting patient feedback surveys and reading online reviews), you can create a single persona that represents the majority of individuals who fit your "ideal patient" description.



Andrea



Stephen



How and Where to Begin

Next: Identifying Your Unique Keywords

Keywords and keyword phrases can make a big difference in the ability of your website and marketing content to attract new patients to your practice. Search Engine Optimized (SEO) content contains popular keywords and keyword phrases that individuals use for online searches when looking for a provider. Incorporating more of your unique keywords on your website and in your marketing content helps your practice rise to the top of these organic searches.

So, how do you know which keywords are the most searched in your specialty? There are several free keyword research tools you can use to help determine how your target audience is searching for the healthcare services you offer. Some of the most popular ones are:

- [Semrush](#)
- [Moz](#)
- [Google Keyword Planner](#)
- [Ahrefs Keyword Generator](#)

These keyword tools help you identify the keywords that are most relevant to your healthcare organization. They also give you insight into the frequency of searches using these keywords and keyword phrases. With this information, your marketing team can incorporate the keywords into blog posts, descriptions of services, and educational content on your website in a way that appears organic.

For example, if your top keyword phrases include “hip replacement surgery” and “joint pain” (which are currently two of the most frequently searched phrases according to Ahrefs), then you’ll want to write more blog posts with these words in the title and throughout the content. Additionally, you can add content to your website in the form of educational pieces, such as the FAQ page, with questions and answers like:

- “What is the recovery time for hip replacement surgery?”
- “How do I know when I need hip replacement surgery?”
- “When is joint pain cause for concern?”
- “What are the best nonsurgical approaches to relieving joint pain?”

It’s also a good idea to reread your existing website content and determine which pages could benefit from edits that include keyword phrases. This way, when a prospective patient enters a popular search term, Google and Bing will easily find your content.

The Best Healthcare Marketing Campaigns for Your Healthcare Organization

Think of this information as a short course called, “Medical Marketing Campaigns 101 — An Introduction to Healthcare Marketing in the 21st Century.” First, let’s discuss the different types of marketing campaigns* that can benefit your organization and help you stand out in the industry, including:



- Brand Awareness
- Patient Acquisition
- Patient-Generated Content
- SEO Content
- Social Media
- Paid Advertising
- Referrals

*This list is not in any particular or strategic order. The order of these may depend on your current market standing, size of your practice, and/or brand reputation, and should be rearranged accordingly.

Brand Awareness

Increase awareness of your healthcare organization with a memorable brand that patients can relate to. This means using a consistent voice and visual elements (logos and colors) for content and design across all platforms including, websites, newsletters, blogs, social media, and printed materials.

To discover if you need to give some extra attention to brand awareness, ask these questions:

- Does your brand need an updated logo or website?
- Are you delivering a clear, consistent message about your practices or group of providers?
- How recognizable and visible are you to prospective patients in the digital landscape?
- Since [70% of health-related searches](#) begin on a mobile device, is your website mobile-friendly?

The Best Healthcare Marketing Campaigns for Your Healthcare Organization

Patient Acquisition

A good patient acquisition strategy attracts new patients to your medical practice. This type of campaign typically employs a variety of internet marketing strategies such as online ads, SEO content, online reviews, reputation management, and social media. Once you increase brand awareness, an effective patient acquisition strategy invites your future patients to take action, such as filling out a contact form, calling the office to schedule an appointment, or subscribing to your organization's newsletter.

Patient-Generated Content

Patient-generated content is any type of content patients create and publish somewhere online. For example, patients may post reviews on healthcare platforms; images or short videos on social media; or write about their own success stories in blog posts.

Your healthcare organization can use this patient-generated content in email marketing campaigns, newsletters, or just about anywhere you want to showcase a great patient experience.

Patient-generated content improves trust in your healthcare brand and influences how prospective patients perceive the brand. As a result, patient-generated content can positively impact your online reputation so others see you as more trustworthy and authentic in your specialty.



The Best Healthcare Marketing Campaigns for Your Healthcare Organization

SEO Content

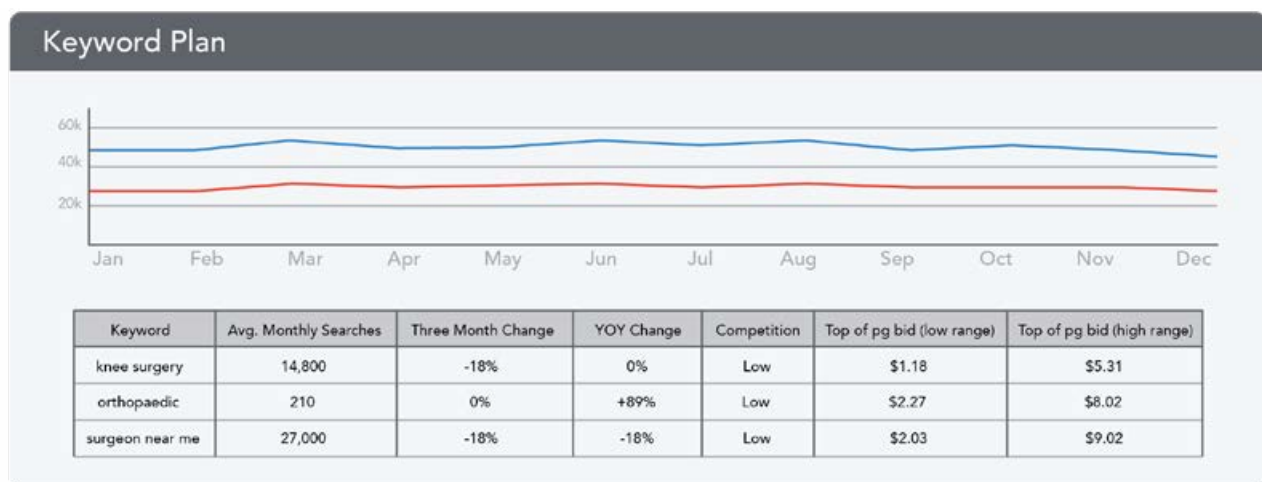
As we noted earlier, search engine optimized (SEO) content helps medical practices rise to the top of organic searches, so it pays to optimize your existing (and new) website content with the most-searched keyword phrases relating to your specialty. The more optimized your content is for the healthcare consumer, the more you'll outrank your competition with search engines like Google and Bing.

Surely you've heard that "content is king" (or queen!) in the digital marketing world. Without a solid content plan that includes a "keyword strategy," it will be challenging for your website to rank organically.

So, how do you create SEO content? Ensure that blogs and practice websites contain the most common keyword phrases your target audience is using to find new medical providers in your field and locale. For example, if you specialize in orthopedic surgery in Sedona, Arizona, your SEO content may include phrases like, "best orthopedic surgeons in Sedona," and "Sedona orthopedic surgery center."

One of the challenges of SEO is knowing *which* keyword phrases your ideal patients (target audience) are using to search for healthcare in your area. There are several free keyword search tools online that can help you learn the most common search phrases relating to your specialty and services. (See section above for identifying your unique keywords.) Or, you can enlist the help of a professional to research and suggest keywords that encompass the unique benefits of your organization and maximize the opportunity for search traffic.

It's important to get SEO right, since optimized content means search engines can find you easily and help you rise to the top of the results page, organically.



The Best Healthcare Marketing Campaigns for Your Healthcare Organization

Social Media

You might be surprised to learn that you can reach your target audience of a wide age range on one social media platform or another. In fact, it's not just teens on TikTok. [Statistics show](#) that if your target audience is anywhere between the ages of 13 and 60, your healthcare practice can reach them on TikTok. With over 1 billion monthly active users worldwide (138 million in the U.S.), the TikTok platform isn't far behind Facebook and Instagram, with 2.9 billion and 2.2 billion monthly active users respectively.

If you're not sure about taking the TikTok plunge just yet, Facebook and Instagram are great places to begin, or boost your social media accounts to drive more patients to your practice. There are two ways to incorporate social media into your multifaceted medical marketing strategy: organically and with paid ad campaigns.

1. Organic content can be optimized for searches on Facebook much like your practice website and blog content. Use keyword phrases and hashtags that include popular search terms from your target audience. For example, "knee pain relief" or "#totalhipreplacement" might be good ways to get your Facebook content seen by those who are most in need your services.
2. Facebook ad campaigns are a great way to reach your target audience on Facebook and Instagram all at once. If you already have social media accounts on Facebook or Instagram, you can easily create paid ad campaigns through the Meta platform. Simply choose the action you would like your audience to take (i.e. book an appointment, call now), select your target demographics — including age, location, interests — and input your budget for the ad campaign. Once up and running, you'll want to track your campaign's performance and adjust content accordingly for the most return on your investment.



The Best Healthcare Marketing Campaigns for Your Healthcare Organization



Brand Ads

It's important to have paid ads that represent your brand in a memorable and favorable way. (Think famous brand ads like, "Just Do It" or "Got Milk?") In terms of paid advertising, brand ads are a simple, inexpensive way to build trust in your healthcare brand and long-term relationships with future patients. After regularly seeing your brand ads that create a positive impression of your organization, when patients need the medical services you provide, they automatically think of your practice or hospital.

Brand ads also help protect you in the event one of your competitors buys your brand as a keyword. If someone searches "Alpine Pediatrics" (your practice name), it's important for you to show up at the top of this Google search.

You might be wondering why you wouldn't appear at the top of a Google search for your brand. If you don't bid on your own keywords (i.e., your practice name), your competitors can buy your brand keyword and run their own ads when people search your name to try to win over your audience. "Target" appearing at the top of a search query for "Walmart near me" is an example of a competitor buying the other's keywords. It is important to be at the top of the search results when a prospective patient searches your brand.

The Best Healthcare Marketing Campaigns for Your Healthcare Organization

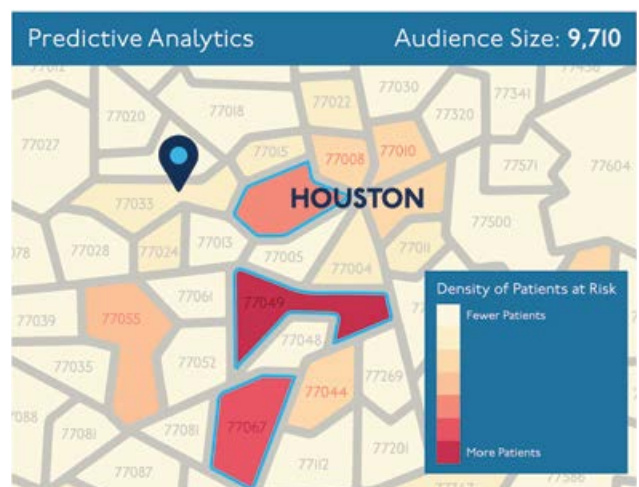
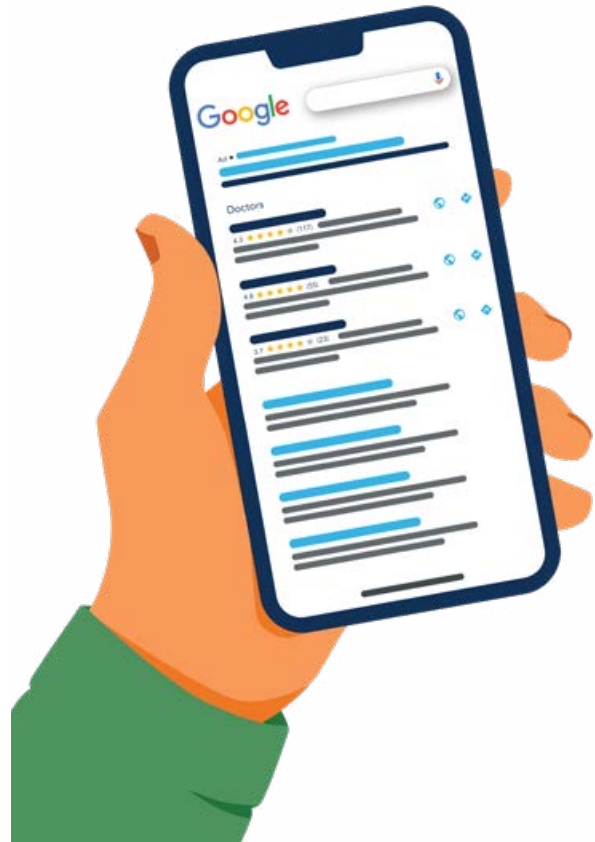
Paid Advertising

Paid advertising in the form of pay-per-click (PPC) ads for your healthcare practice means you can reach a prequalified audience. This “prequalification” takes place because PPC ads are displayed to a prospective patient when they enter a specific keyword or phrase into the online search bar.

For example, a potential new patient searches for “back pain relief near me.” As an orthopedic provider specializing in back pain and spinal conditions, you set up PPC ads to be displayed to anyone in your geographic area who uses the words “back pain” or “spinal conditions” in their online query.

Since the prospective patient is already searching for healthcare related to your practice’s services, the PPC ad gets their attention and they are more likely to click through the ad to your customized landing page or website. Once on your website, visitors can learn more about your providers and practice philosophy, or take immediate action, such as scheduling an appointment. PPC ads are a low-cost investment, too, since — as the name suggests — you only pay when someone in your target audience clicks on one of your ads.

To create a successful PPC ad campaign, you’ll need access to predictive analytics tools so you can send ads to ideal, high-value patients in certain zip codes or a geographic radius.



The Best Healthcare Marketing Campaigns for Your Healthcare Organization



Referrals

Referrals are one of the best and most cost-effective healthcare marketing strategies you can employ to send a steady stream of eager new patients to your door. Research shows that [84% of patients read online reviews](#) to evaluate providers. And, today's online reviews are yesterday's word-of-mouth referrals.

In fact, [80% of consumers trust online reviews](#) as much as personal recommendations from friends, family, and coworkers. Requesting more patient reviews can be a daunting task for a busy healthcare organization. To make it easier to build a solid provider and practice reputation, you may want to enlist the help of an automated platform that generates review requests on your behalf. These reviews, which serve as online referrals, lead to more patients and more revenue for your healthcare organization.

If you're worried about negative reviews, [72% of patients surveyed](#) indicated they would leave positive feedback for their healthcare providers. In the event of an occasional negative review, it's a good idea to respond as efficiently as possible, so you can nip the problem in the bud and increase your chances of remediating negative experiences.

Create a Great Healthcare Marketing Campaign for Any Size Practice or Specialty



Now that we've touched on the different types of marketing campaigns that can help your healthcare organization rise to the top among competitors, let's talk about creating a great campaign for your practice or specialty. First, here are a few questions to ask before you outline your marketing campaign:

1. What is the objective of the campaign?

Maybe you want to promote a new service, introduce a new provider, or motivate patients to take action, such as scheduling an appointment. It's important to establish your objective(s) before launching a campaign so you can measure KPIs and the success of the campaign.

2. Who is your target audience?

What types of patients do you want to attract to your practice? Are some patients more valuable than others? Age, location, and certain health risks or conditions may all play a role in determining your target audience. To best reach your target demographic — your ideal patient — you need to know who they are.

3. How do you reach your target audience while staying HIPAA-compliant?

The healthcare industry has an added challenge when it comes to marketing to prospective patients. At all times, you have to be mindful of protecting patient information and stay within HIPAA constraints.

Social media platforms, as well as Google and Bing, allow non-healthcare companies to target specific demographics with "look-alike" audiences. This allows businesses in other industries to target their ideal customers who match specific parameters, like those mentioned above. Of course, HIPAA regulations prevent this type of targeting in the healthcare industry.

In an attempt to reach target audience members, healthcare practices typically cast a wide net by sending postcards to several zip codes in hopes of reaching some of their ideal patients. However, there are more cost-effective ways to reach your ideal patients.

While this is perhaps more challenging than marketing in other industries, platforms like SocialClimb have built-in HIPAA compliance features so you can still send patient emails, request feedback, and communicate with patients without violating their privacy.

Create a Great Healthcare Marketing Campaign for Any Size Practice or Specialty

4. What is your average annual patient value?

If you know the answer to this question, you'll have a better idea of your marketing budget. Patient acquisition cost (PAC) is one of the ways you can measure the success of the campaign. Knowing your average PAC also lets you determine the amount of money you're spending to acquire a new patient vs. how much income you receive from that patient for treatment. If your PAC is exceeding the income for services, then you can adjust your marketing budget and plan accordingly. The objective, of course, is to have a low PAC for the maximum return on investment.

Once you've answered these questions, how do you get started on a new marketing campaign? Begin by evaluating your current situation before launching a paid ad campaign or marketing your practice on social media. After all, it doesn't make sense to begin spending marketing dollars if your Google Business Profile only has a one-star rating or less than 10 reviews.

Incorporate a Variety of Marketing Channels for an Effective, Multifaceted Campaign

In the marketing world, as in life, it's not always a good idea to put all your eggs in one basket. It's a better approach to spend your marketing dollars in a variety of marketing channels — an integrated marketing approach — so you can reach as many patients as possible. These marketing channels include:

- Reputation
- Direct Mail
- Social Media (organic traffic)
- Social Media (paid ads)
- SEO, Organic Content (website)
- Paid Ads (Google, Bing)
- Events/Sponsors
- Referrals

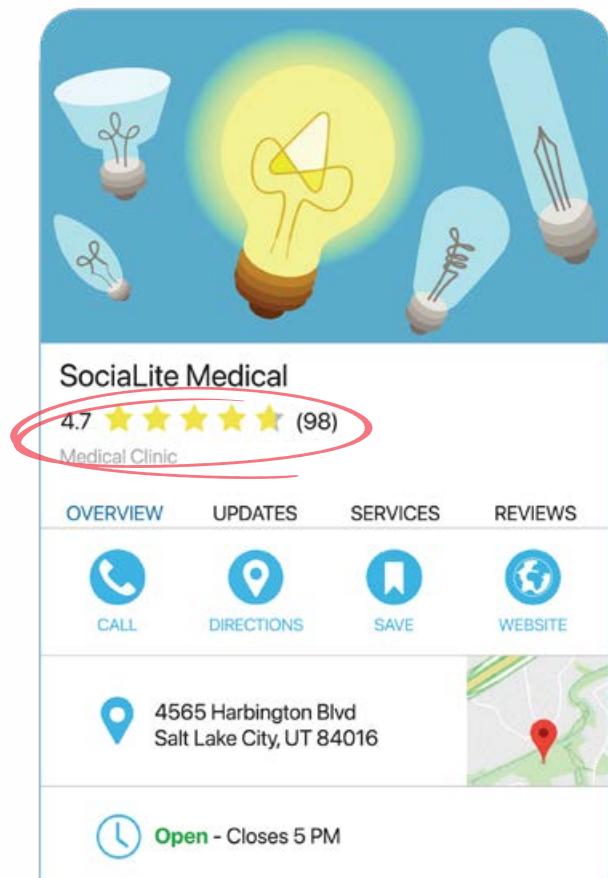
Create a Great Healthcare Marketing Campaign for Any Size Practice or Specialty

Reputation

As noted earlier, it doesn't make sense to spend money on paid ads or social media if your provider and practice reputations are in need of some positive attention, or especially if your online reputation is nonexistent. Because [71% of patients](#) begin their search for a new provider online and read reviews before deciding if they should schedule their first appointment with a new provider, reputation management should be first and foremost on your marketing checklist.

Additionally, [72% of healthcare consumers](#) will only choose a doctor with a significant number of 4-star reviews or higher. So, if your online reputation is nonexistent, needs some attention, or has a cumulative number of less than four stars, you have some work to do before you start increasing brand awareness, driving traffic to your website, and asking patients to schedule an appointment.

One way to improve your provider and practice reputations is by asking your current patients to leave you a review immediately following their appointment. Seeing as how your team is already busy taking care of patients and other pertinent office needs, it makes sense to use an automated review request process. That way, review requests automatically take place without anyone having to think about it.



Kate,
Thank you for allowing me to participate in your care. Your feedback is important to us. Please take a moment to click the link below and answer a short survey.

Dr. Tim Jacobs
[Advanced Medical Care](#)

Thank you for your help today!
I will fill out that survey ASAP.

Create a Great Healthcare Marketing Campaign for Any Size Practice or Specialty

Direct Mail

You might be thinking, “Why would I waste valuable marketing dollars on direct mail? Isn’t that an antiquated method of soliciting new business?”

[According to Forbes](#), direct mail is not dead at all. In fact, “nothing could be further from the truth.” Direct mail continues to be one of the most effective marketing strategies for targeting your ideal patients in 2022 and beyond. When you use a multifaceted marketing approach – promoting your brand through as many different channels as possible – you catch the eye of the healthcare consumer wherever they may be spending their time. This includes not only digital and social outlets, but their own personal, physical mailbox, too.

As Forbes notes, direct mail can help encourage prospective patients to engage more with your practice and providers online. It works like this: You send out a postcard to targeted neighborhoods with families who could benefit from your healthcare services. Your ideal target audience retrieves the postcard from their mailbox, then visits your website to learn more, reads reviews about your services and professionals, and takes action, such as scheduling an appointment.

This same Forbes article, “Three Reasons Mailers Aren’t Dead in 2022,” notes that direct mail drives 92% of consumers to engage with brands on other platforms and propelled 87% of them to make online purchases. That’s huge! Apply that to your medical practice, and you could potentially see more than 80% of your target audience requesting appointments.

Other reasons to make direct mail part of your multichannel marketing plan include:

- Direct mail is cost-effective.
- It’s personalized.
- It has less competition than online platforms.
- Direct mail lets you target your ideal demographics, like income, age, and size of household.
- Direct mail allows you to track success with a QR code or with a call to action that directs patients to a dedicated landing page.

Create a Great Healthcare Marketing Campaign for Any Size Practice or Specialty



Social Media

Social media marketing for healthcare practices falls into two categories: Organic traffic and paid ads, as we discussed earlier. Let's talk a little more about examples of these two options and how they relate to an effective medical marketing strategy.

Organic Social Media Traffic

Much like your brand should be consistent across all platforms print and digital, your content should be as well. Many prospective patients visit social media and other online platforms for education and support. For example, if you search "knee replacement support group" on Facebook, you'll find no less than 14 different support groups with a combined total of close to 117K members!

These men and women are searching for answers to their common questions about pre- and post-surgery knee replacements. You can be there for them with friendly, authoritative information about knee pain causes, pre-surgical protocol, and steps for an optimal recovery. You can post links to blog content, tips for reducing pain after surgery, or direct them to a relevant page on your practice website.

By providing free, organic content, and interacting with an online community looking for answers to their orthopedic concerns, you can help build your reputation as a trusted, recommended source in your specialty.

Warning: Remember when using social media to attract new patients to your healthcare organization, you need to remain HIPAA compliant. Don't give in to the temptation to attach tracking pixels from your patient portals for target marketing on social media! Many healthcare companies—including ones with large, sophisticated marketing departments—have gotten into trouble using tracking pixels. This is NOT HIPAA-compliant healthcare marketing, and can easily result in fines and public embarrassment.

Create a Great Healthcare Marketing Campaign for Any Size Practice or Specialty

Paid Social Media Ads

The counterpart of a successful social media campaign to attract new patients is paid ads. Think of organic social media traffic as a slow and steady relationship-building path to new patients. Its counterpart – paid ads – is the sprint to patients taking action. These display ads appear in the news feeds of your target audience (you select the parameters) and say “sponsored” or “promoted” on the post.

Typically, sophisticated patient targeting tools were only available to big pharmaceutical companies with even bigger marketing budgets. The cost for healthcare organizations to target their ideal patients was simply too big of an expense. However, recent innovations in the healthcare marketing industry have made it much more affordable for practices of all sizes to target individuals who need their specialties and services.

As with your overarching marketing strategy, before running paid social media ads, you should determine your objective, budget, and target demographic. [Facebook Targeted Ads](#) allows you to set up a campaign based on these parameters and automatically shows your ads to people who are most relevant.

If we use the knee replacement example again, once you set up your target audience by specifying a location, their online behaviors, demographics, and interests, Facebook shows your display ad to all those men and women who have an interest in knee replacement procedures and are within close proximity to one of your providers. The Meta platform (Facebook and Instagram) also lets you reach new patients through “lookalike audiences” – men and women who share the same interests as an audience you already know.

Paid social ads on Facebook, Instagram, Twitter, and LinkedIn are often instrumental in reaching more of your ideal patients and get them to take action quickly. These ads help you generate new leads and build brand awareness with a defined budget. Overall, paid social ads are a relatively cost-effective way to attract new patients and gain followers.



Create a Great Healthcare Marketing Campaign for Any Size Practice or Specialty

Paid Ads (Google, Bing)

Earlier, we talked about the importance of making paid advertising in the form of [pay-per-click \(PPC\)](#) ads part of your multifaceted healthcare marketing strategy. Since the goal of your PPC ads is to drive traffic to a dedicated landing page or a contact form on your website, here are some things to consider before you launch:

1. Is your healthcare website or landing page relevant and authoritative?

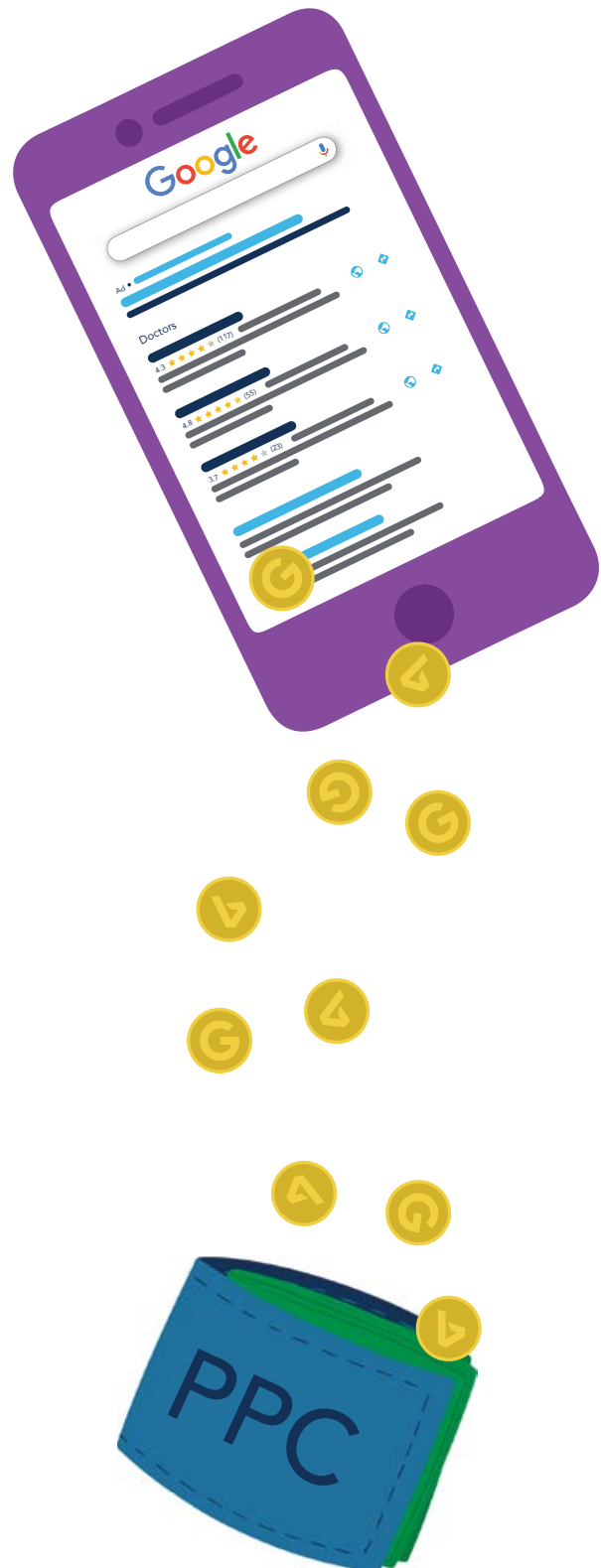
Is it compelling enough to make visitors take action, or does it need some content or visual attention (branding)? Is it easy to navigate and user-friendly without having to click through too many pages to get to the information your ad promoted?

2. How does your landing page or website function on a mobile device?

Do the images load quickly? Are contact forms easy to fill out? As noted above, [nearly 70% of online searches begin on a mobile device](#). If your landing page or website aren't mobile-friendly, you run the risk of the visitor becoming frustrated and leaving before taking the desired action. Optimize all relevant pages before launching a PPC ad campaign.

3. Do you have a clearly defined goal for your PPC ads?

What is the precise action you would like visitors to take? Be sure your ads clearly communicate your desired call to action, such as scheduling an appointment online, calling the office, or signing up for a newsletter.



Create a Great Healthcare Marketing Campaign for Any Size Practice or Specialty

4. Which keyword phrases are most relevant to your practice specialty?

As we also noted earlier, selecting the most popular keyword phrases to target with your pay-per-click ads means you will be reaching a prequalified audience. Do some research to determine common phrases your most desirable patients are using to search for your area of expertise.

5. Which key performance indicators (KPIs) will you use to measure the success rate of your PPC ads?

You'll want to define your KPIs before launching a PPC ad campaign for your medical and healthcare services so you can measure how successful your ads are at bringing new patients to your practice. Key performance indicators often include:

- Conversion rate – the number of visitors who click on the ads and become patients
- Number of appointments scheduled
- How many new contacts filled out a form to learn more
- Total revenue generated from new patients

Periodically optimizing your campaign to reflect what's working best means the maximum return on your investment. Think of pay-per-click ads as an ongoing process. Once you have your parameters clearly defined, you can create PPC ads and then review the data and KPIs so you can make any necessary tweaks.

Perhaps one keyword phrase is performing particularly well, but another isn't. Since Google doesn't report on keywords on organic pages, you'll have to rely on the reports from your paid ads. With just a small paid ads budget, you can refine your keywords to those that convert the most members of your target audience.

\$

PAID ADS
give insight into
keyword searches

\$

Create a Great Healthcare Marketing Campaign for Any Size Practice or Specialty

Events/Sponsorships

Attending events such as national trade shows and local community events keeps your healthcare brand visible with your peers and patients. National trade shows are a great way to make new contacts in the medical field, which can lead to more patient referrals. Local community events like health fairs and festivals, can help establish your presence and brand so, when the need arises for an orthopedic surgeon, dentist, or other medical professional, you'll be first and foremost in patients' minds.

Additionally, your practice can sponsor a local sports team or fundraiser to help build relationships. Sponsorship shows your community that you're invested in their health and supportive of their well-being as a whole. Sponsorships can help with your branding in a way that encourages patients to attach a personalized, positive feeling about your providers and practice. They get to know you outside of the office, which goes a long way when they need your professional services.

Referrals

As mentioned earlier, referrals are one of the best and most cost-effective healthcare marketing strategies you can use to increase your patient roster. Whether word-of-mouth or online, referrals play an important role in attracting new, high-value patients to your healthcare organization. This is yet another reason why your online reputation needs to reflect your outstanding level of care.

To boost the number of referrals you receive, first focus on improving your online reputation. A great way to start is by collecting feedback from your current patients. Send [automated patient surveys](#) via text link or email, and ask patients to rate your providers, office team, services, and other relevant topics that are instrumental in attracting new patients. Current patient feedback is important to your online reputation and referrals in two ways: It lets you know what you're doing well, and alerts you to areas that need your attention for improvement.

The next step in getting more referrals is through online reviews. After you've surveyed patients and gathered their feedback, you can [ask for more reviews](#) after each patient visit. The more patient reviews you receive, the higher the potential for improving your star-rating on the most popular healthcare websites, like Healthgrades and Vitals. Then, patients searching for a new provider in your field will see what a great patient experience your current patients have and be more likely to contact your office for an appointment.

Three Steps to Success for Any Size Practice or Specialty Healthcare Organization

1. Improve Your Reputation

As you may have determined, creating an effective, multichannel healthcare marketing campaign all begins with your reputation in the digital space. Before you spend advertising dollars on any other type of promotions, you should focus your attention on provider and practice reputation. Once that's up to par, the rest will fall into place.

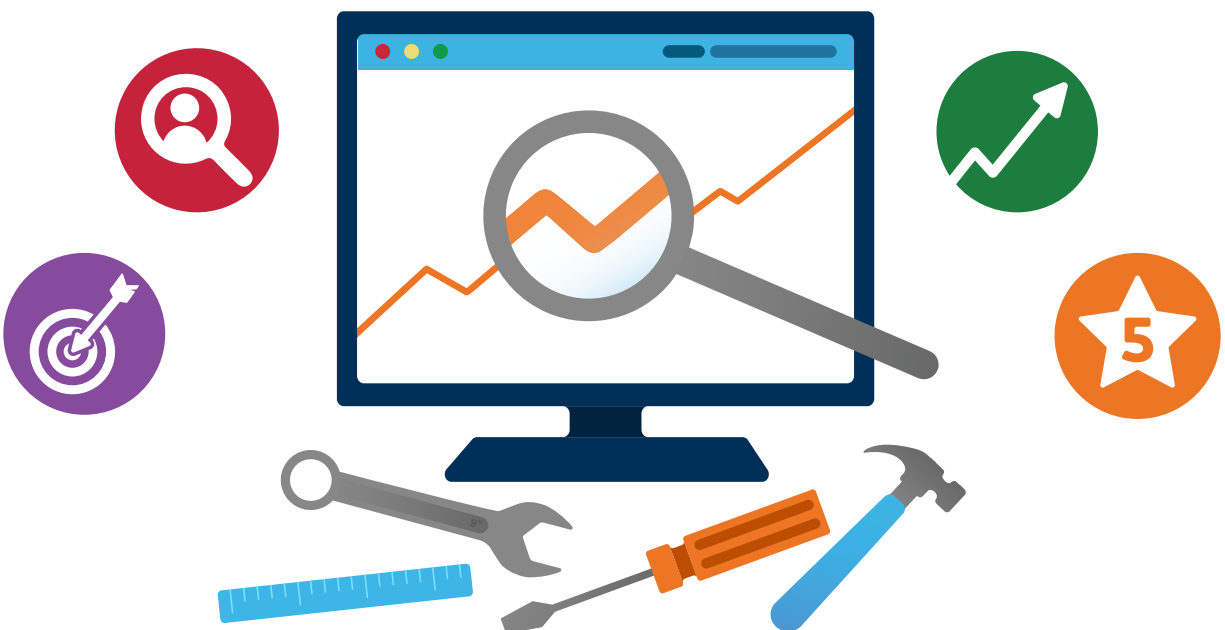
2. Identify Your Audience and Optimize Content

Next, determine who your target demographic — your ideal patients — are, and where they spend their time online. Based on their age, health concerns, and other factors, is it Instagram and Facebook, or TikTok and YouTube? Make sure to optimize your website and landing pages before launching promotions so, when driving more traffic to your site, visitors are more likely to explore their options and take the desired action.

3. Develop and Implement an Integrated Marketing Strategy

Finally, do your research and create PPC campaigns for Google and Bing, and set up paid ads on social media platforms. Consider sending out postcards to nearby zip codes, creating an educational newsletter, and becoming more involved in community events. Use every potential channel you can to target your patients and expose them to your unique brand.

And, if you're looking for help in any of these areas, give SocialClimb a shout. We're here to support your practice on the road to healthcare marketing success.



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