

# HEALTHCARE MARKETING SUMMIT

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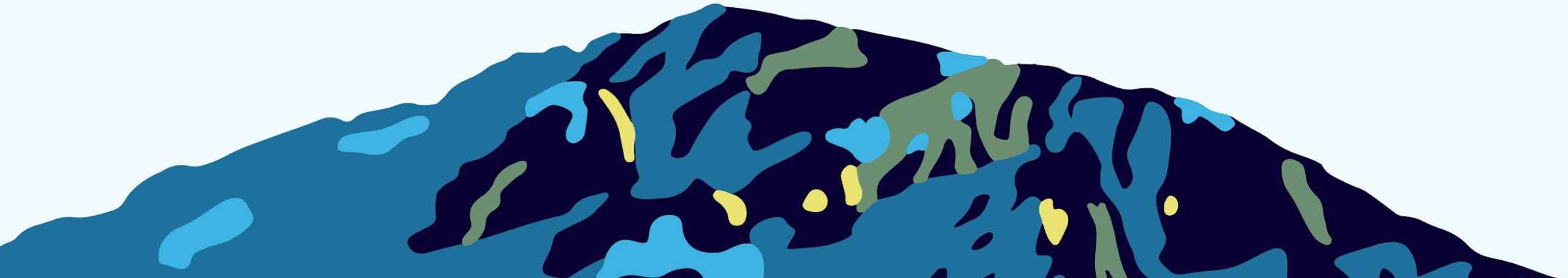


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# Anatomy of a Successful Multichannel Marketing Plan

## OrthoSouth



# Objectives

- Identify opportunities to leverage digital tracking across marketing channels.
- Create, implement, and track a postcard campaign from within the Social Climb platform.
- Interpret and understand results from cross-channel campaigns.

# Raise Your Hand If...



Your digital KPIs are solid, but you can't be sure if this is translating into increased volumes.



Your digital KPIs are trending lower, but your practice is experiencing a period of increased volumes.



Your digital KPIs and volumes are completely in sync.

# 5 Lies about Digital Marketing

1. Digital marketing is all I need to grow my brand.
2. Online advertising is much more effective than traditional media channels.
3. Digital ads will allow me to track the success of my practice in real time.
4. More traffic/clicks/engagement = greater volumes.
5. My digital marketing will move people down the funnel.



# The Truth

1. Digital marketing is all I need to grow my brand.

INCORRECT. Brands grow by reaching new customers consistently, utilizing a consistent message, and by offering easy access to their goods/services.



# The Truth

2. Online advertising is much more effective than traditional media channels.

INCORRECT. Traditional media often *appears* to be less effective than digital media because of how difficult it can be to measure.



# The Truth

3. Digital ads will allow me to track the success of my practice in real time.

INCORRECT. Digital ads alone can only track *indicators* of performance. Real success is generally measured by visit volumes, revenue, and market share.

# The Truth

4. More traffic/clicks/engagement = greater volumes.

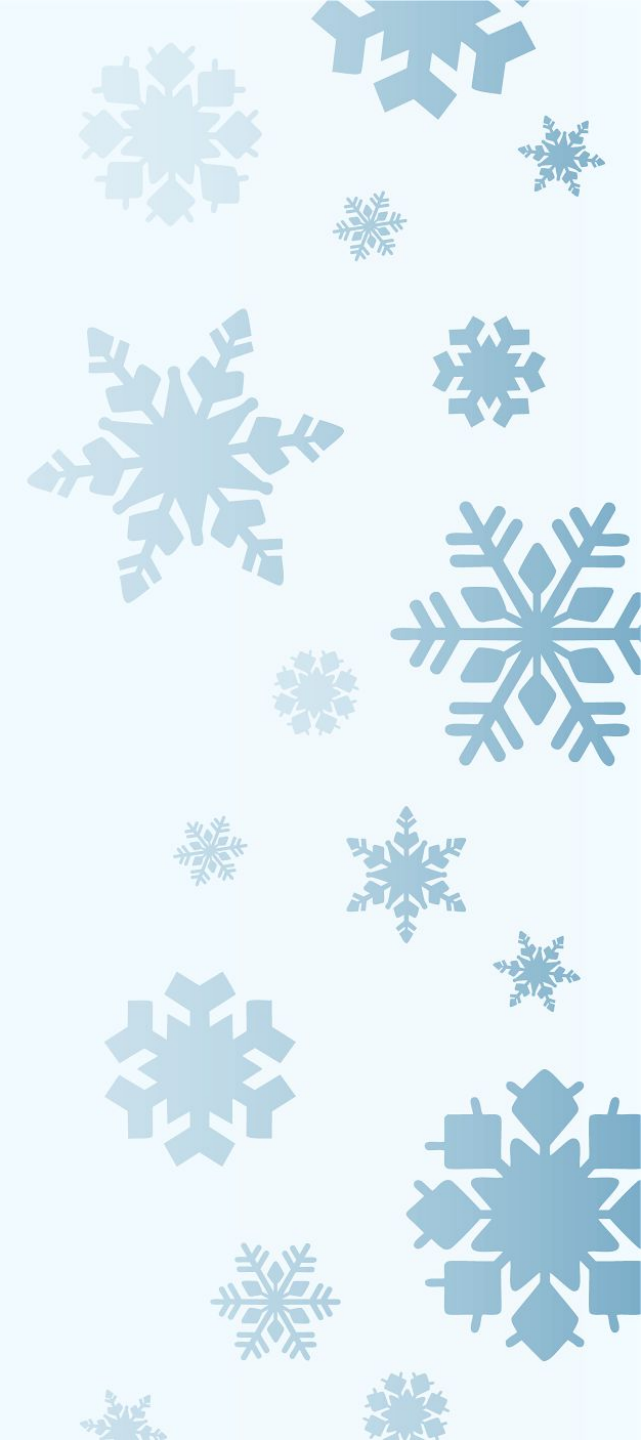
INCORRECT. While we all want more traffic, clicks, and engagement with our brand, if we're not getting that traffic/click/engagement from the right person, for the right reason, at the right time, it will not lead to a visit.



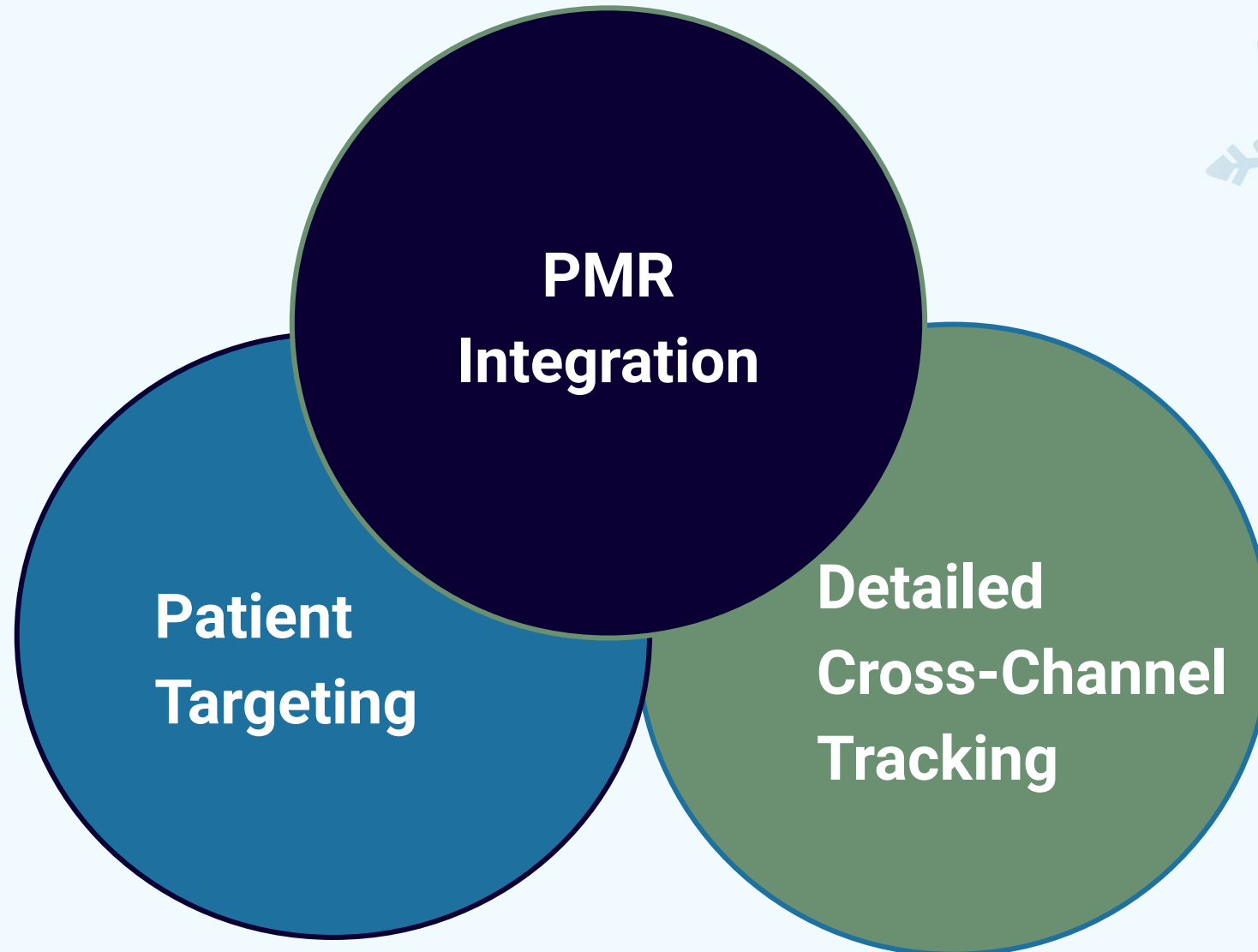
# The Truth

5. My digital marketing will move people down the funnel.

INCORRECT. Consumers move down the funnel based on their needs. My marketing efforts will only be successful if I meet people where they are in their journey, which is why it is important to utilize tactics across the entire funnel.



# Enter SocialClimb



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# Results

## SocialClimb Postcards

- Dates: Jul 2023 - Feb 2024
- Appointments = 2.8% of recipient HH
- **NEW Patient Appointments = 2.6%**
- **Estimated Revenue: \$150,000**

# Results

## Digital Marketing - SEM

- Dates: Jan 2023-Feb 2024
- Appointments\* = 0.43%  
impressions
- NEW Patient Appointments\* =

**0.13%**

## SocialClimb Postcards

- Dates: Jul 2023 - Feb 2024
- Appointments = 2.8% of recipient  
HH
- NEW Patient Appointments =

**2.6%**

**20X better results!!**



# What We Did



# More Lessons Learned

Total of 3 postcard campaigns

Appointments	190
NEW Patients	167
Cost Per New Patient	\$108
Estimated Revenue	\$285,000
ROAS	1,583%

# More Lessons Learned

- Our Paid Search converts to an appointment at the same rate as our organic search (20%)
- Our Paid Search achieves a similar new patient ratio in appointments as organic search (32% organic to 30% paid)

Organic Search	96,421	23,035 (24%)	19,411 (20%)	6,289 (32%)
Paid Search	2,391	442 (18%)	484 (20%)	147 (30%)

Questions? Comments? Advice?

