

WHY HEALTH CARE COMPANIES

# Need Multi-Channel Digital Marketing

By Eminent SEO



**Marketing Overview**

It is a process to allow an organization to focus resources on the greatest opportunities to grow and achieve the greatest return on investment. It includes identifying the most effective marketing activities and achieving the greatest return on investment by analyzing and evaluating the results of marketing activities.

A marketing strategy helps identify effective marketing messages with the right level of marketing activities that will maximize your sales volume and marketing activities.

| Product Categories | Profit per Year |         |         |         |         |
|--------------------|-----------------|---------|---------|---------|---------|
|                    | 2013            | 2014    | 2015    | 2016    | 2017    |
| General tools      | +520.82         | -13.9   | +500.82 | +720.75 | +820.75 |
| Health & Medical   | -13.9           | -62.84  | +239.74 | -229.00 | +820.75 |
| Art Supply         | +82.84          | +920.82 | +82.84  | +239.74 | +820.75 |
| Kids & Baby        | +659.02         | +720.75 | +559.02 | -13.9   | +820.75 |
| Kitchen wear       | -229.00         | -229.00 | +720.75 | -82.84  | -229.00 |
| Fashion            | -787.75         | +559.02 | -13.9   | +820.82 | +720.75 |
| Furniture          | +239.74         | -239.74 | -229.00 | +559.02 | +239.74 |

**Growth Percentage**

Profit per year of each product. Update on October, 2017

35% Return

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# Lead Generation For Health Care Companies



**Do You Have a Lack of Qualified Leads to Your Organization?  
Are Your Marketing Dollars Not Producing a Return on Your Investment?**

Multi-channel digital marketing can help health care organizations digitize their marketing efforts and, when executed correctly, can produce a full return on investment (ROI). Not all digital marketing strategies can produce the same results.

Effective marketing requires a reputable company that understands the evolution of the digital landscape with the ability to evolve the strategy to cast a wider net and attract more leads to your business.



# Does Your Company Need Strategic Multi-Channel Digital Marketing?

Ask yourself these questions:

1. Is my current marketing strategy producing a positive ROI?
2. Is my sales team happy with the incoming leads?
3. Am I able to close my incoming leads into sales?
4. Are my lead channels diversified?
5. Do I have a backup plan if my current lead sources run dry?



**If you answered “no” to any or all of the questions above,  
you need a custom digital marketing strategy.**

# What Is Multi-Channel Marketing?

Multi-channel marketing is the practice of leveraging one marketing strategy across a number of platforms and marketing channels.

A channel might be a website blog, a social platform, an email campaign or referral partnership. Before you decide which channels of marketing are right for you, you must first develop a strategic plan. This includes:

- Understanding your audience
- Understanding your marketplace
- Understanding your competition
- Developing short- and long-term goals
- Evaluating your existing digital assets





## Does Your Company Need Strategic Multi-Channel Digital Marketing?

Marketing efforts are measured across the various channels with integrated tracking tools.

For most health care businesses, calls are the top source of leads. However, there are a variety of other methods to also consider, including:

- Website chats
- Social messages
- Website form fills
- Offer signups
- Email subscriptions

**With multi-channel marketing, you should expect to capture leads from more than one source.**

In order to make marketing decisions on your lead generation and conversion tactics, you must track all leads. This can be done with call tracking, chat and message tracking, and form fill tracking using HIPAA-compliant tools that can integrate with your CRM system.

Once all of the tools are properly integrated, your marketing agency can report on the leads and the sources they are arriving from. If your team then scores calls and leads, enters in conversions and provides feedback, the tools can provide a true marketing ROI report by source.

# Why Health Care Companies Need to **Be Digital**

## Health Care Industry Must Communicate with Patients Online

Members of the health care industry have a special responsibility to make themselves available to those who need their help. When communication channels between health care professionals and patients begin to deteriorate, so too does quality of life and access to care across the country.

It wasn't long ago that physicians acted as a patient's primary point of reference for any and all health care matters. Routine checkups and physicals provided an opportunity for most Americans to ask detailed questions about their body and make plans to improve their health. Today, this is no longer the case.

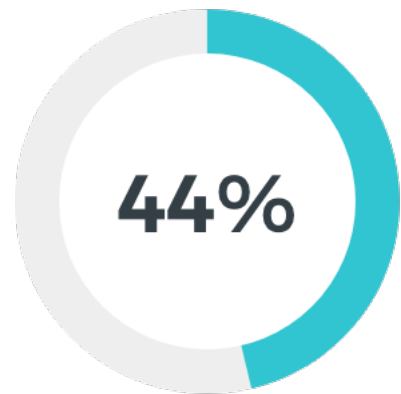
### According to a Google survey of health care providers:



Of patients use online resources to influence their health care decisions.

PATIENTS TEND TO SEARCH  
**Symptoms &  
Conditions**

as they finalize health care purchases.



Of patients who located nearby hospitals via a mobile device also scheduled an appointment.

Thanks to the overwhelming amount of health care information available online, patients are empowered to be their own diagnosticians. If health care providers want to ensure that accurate, helpful information is getting into the hands of patients, then it is critical that they do everything they can to reach out and meet patients where they already are.

# Patients Looking to Social Media and Mobile Devices for Answers

In order to be available to patients in the digital age, providers must go above and beyond putting up a website and directing visitors to contact information. An established, trustworthy social media presence is necessary to make sure the most up-to-date and wide-reaching health information is in the hands of those who need it most.

Recent data collected by the Pew Research Center explains why:



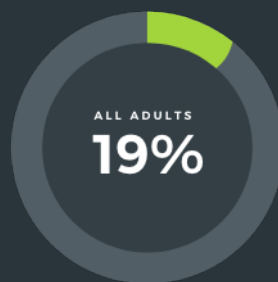
**More than 60%** of smartphone owners use their phone to **research a health condition.**

In the last year, approximately **75%** of **18- to 29-year-old** smartphone owners have used their smartphone to **manage their health care.**

In addition to searching for information on search engines and on social media, today's patients have demonstrated enthusiasm for getting health care advice through mobile apps. A study performed by Gallup revealed that:



have downloaded at least one app that is meant to support health.



have downloaded and routinely used at least one health care app.

Note that the adoption and use of smartphone apps for health care is not limited to members of the millennial generation. Adults of all ages have begun to recognize their mobile device for the incredible educational tool that it is. Health care providers can take advantage of this opportunity to connect with patients by offering answers to their most pressing questions.



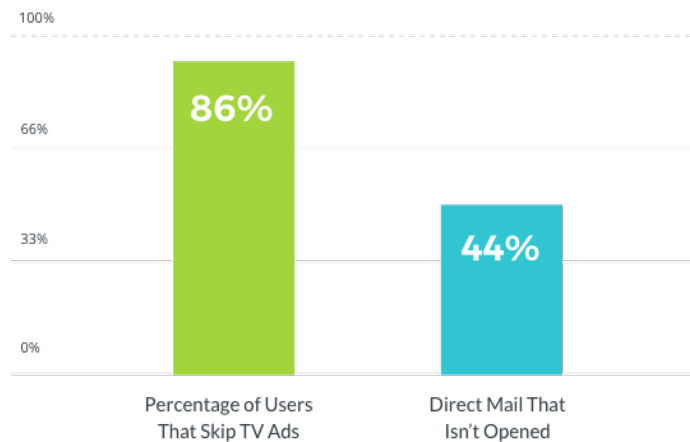
# Traditional Marketing Tactics Are Dying Out

Long gone are the days of the handheld Yellow Pages.

Internet users are sophisticated buyers and are definitely doing their research about any brand they want to do business with – especially when it comes to health care and when people’s lives at risk.



Research shows that:



A N D  
**200 Million**  
People are already on the  
**DO NOT CALL LIST**

# What makes Inbound different?

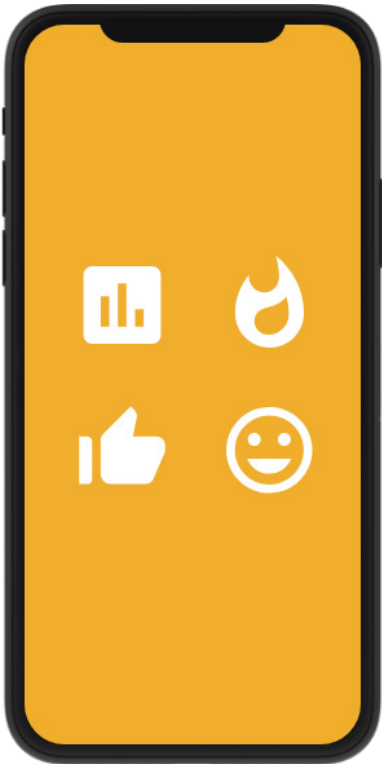
## Traditional

- Cold Calls
- Cold Emails (Spam)
- Interruptive Ads
- Marketer Centric



## Inbound

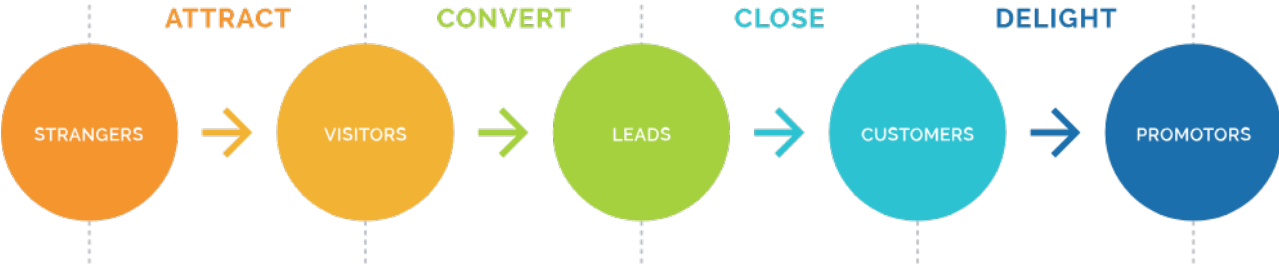
- SEO
- Blogging
- Attraction
- Customer Centric



Falling behind the latest digital marketing trends can be detrimental to any organization’s growth.

## Methodology

Using inbound marketing can turn strangers into customers and promoters of your business



# The Multi-Channel Marketing Approach for Health Care Companies

Health care providers need not be intimidated by the idea of jumping farther into the digital arena.

**There are several simple strategies that hospitals and other organizations can implement in order to start connecting with potential patients online.**

Deploying the following strategies sooner than later gives health care providers a head start as they look to modernize their operations over the next decade:

- 1) Updated, modern branding and design
- 2) A fast, mobile- and user-friendly website
- 3) Implementing technical SEO
- 4) Interactive and informative content
- 5) Newsworthy, up-to-date blog posts
- 6) Adding audio, video and other visual elements
- 7) Social media platform management
- 8) Installing chat and messaging campaigns
- 9) Newsletters and email marketing
- 10) Custom landing pages with gated offers

**No matter the channel of marketing, developing fresh content is a critical part of getting consistent traffic to your website.**

The following assets are just a few of the many examples of the types of content that get people coming back to your site regularly.

- Blog posts
- Infographics
- White papers
- Visual media
- Podcasts
- eBooks
- Videos

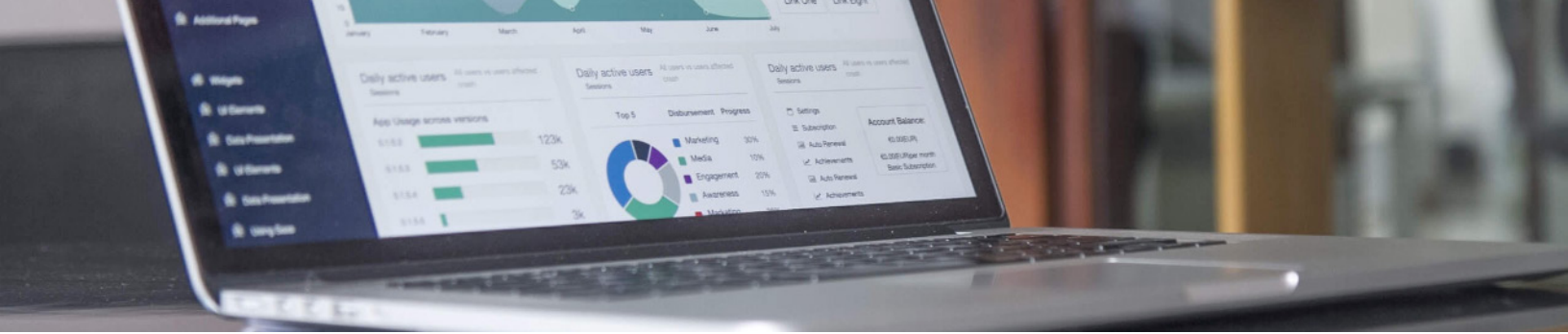


# What Are the Risks with Multi-Channel Marketing?

Lack of Business Tools and Assets Required to Get the Job Done



Some companies don't have the correct business systems and tools in place to ensure their marketing is properly supported. A successful business must utilize both marketing and business tools.



## Business Tools:

These systems and tools are used to track and manage your leads, sales and clients. When coupled with your marketing tools and updated regularly, these systems allow you to see the success of your marketing investment.

### Business tools include:

- Call tracking software
- Message tracking software
- CRM software
- Point of sale system
- Medical record system

## Marketing Tools:

In addition to sales lead tracking and reporting, marketing tools should be used to help manage your multi-channel campaigns and monitor the effectiveness of each source. you to see the success of your marketing investment.

### Examples include, but are not limited to:

- Marketing automation software
- Email marketing tools
- Social media tools
- SEO monitoring tools

## Business Assets

Tools are definitely important, but without assets, what do we have to market the brand with?

### Some examples of digital brand assets include:

- A well-designed logo that represents the brand
- Professional photography of the facilities, people and products
- Video tutorials
- Testimonials from clients
- eBooks and white papers
- Case studies or guides
- Infographics
- Digital brochures

When a business lacks in these important assets and tools, the marketing is less effective. The marketing efforts will lack tracking, which makes it difficult to understand which parts of the campaign are producing leads. Marketers need these critical insights in order to effectively strategize changes to the campaign that will produce better results.

**When new assets aren't available to use, the brand eventually becomes stale to the audience.**

# Digital Marketing Mistakes to Avoid

Rolling out a new digital marketing campaign can be a big challenge without the right tools, resources and education.

Unless you're familiar with the marketing industry, stepping into a pitfall is a common risk. Not only is there an endless amount of information to learn, but the industry is constantly changing.





## **It's not an exaggeration to say that the best methods of yesterday are likely to become the Google penalties of the future. Here are a few missteps to avoid as you enter the world of digital multi-channel marketing:**

**Overselling Your Services:** The digital age has forced health care providers to offer more than just a basic website. Today, a site must become a resource hub of quality information and valuable assets if marketers expect users to engage with their brand. The website must offer much more than content selling your service. By understanding your buyers and their interests, you can feed them valuable information that will help them remember you and keep them coming back for more until they are ready to take the next step.

**Overstuffed Keywords:** Less than a decade ago, including as many keywords into a piece of content as possible was one of the most effective ways to get a website page to rank in the top Google search results. These days, however, advanced crawlers have actually turned this tactic into a punishable offense. You can also negatively impact the user experience if content appears to be driven solely by SEO strategies. No one wants to read a page of content that uses the same word every other sentence. Pro tip: Think about your users first, always.

**Purchased Links:** When you produce and share high-quality content, it's only a matter of time before other users treat your brand as an authority and link their own visitors to your site. When this happens organically, Google has more reasons to rank your website even higher. Paying another company to list links on their website, however, is an unethical strategy that could get your site barred from appearing in search engine results at all. Today, links have to be earned, and that requires having a high-quality website.

**Distracting Ads:** Creating ads for the internet is akin to walking a tightrope, especially in the health care space. Ads must be noticeable and digestible to ensure that they get across to the user. On the other hand, ads that are obtrusive and distracting will just encourage a visitor to click away to another site. Understanding how and why users behave the way they do is key to designing ads that respond to their needs and tendencies.

**Outdated Website Design:** Digital marketing creates awareness for your brand and website. If users go to your website and find it hard to navigate with slow loading times, outdated design and a lack of engaging content, they will bounce. Why? They don't trust your website, and they know if they hit the back button there are a million more to look at.

**Your marketing dollars are only worth spending if you're constantly investing into your website and user experience as well.**

**Users do not want to be sold. They want reliable information to digest while doing their own research so they can make their own buying decision when the time comes.**

# Lack of Patience to See Real Success from Multi-Channel Digital Marketing

Unfortunately, the health care space is highly competitive online.

If you expect to compete, you'll need to spend time developing a strategy, designing your assets, setting up your campaigns and earning trust with Google. Effective marketing just doesn't happen overnight. You must implement new strategies and then test, test, test. Over time and through proper testing, management and updating, your campaigns will perform.

Each channel of marketing comes with its own nuances. Some are expected to help gain quick visibility, while others are intended to provide the company with long-term value. **The real key is to begin and then STICK WITH IT. Good marketing takes time.**



**“So how long does it take to rank my website and produce qualified leads?”**

The simple answer is it depends on your business. If your organization has a fully optimized website, designed for user experience with marketable assets readily available, you can expect to see results quicker, say 3 to 6 months.

If you are a startup, your website is outdated, you have no assets to market or no web presence currently, you can expect the marketing to take longer. In some cases, a new campaign may take years to truly mature and achieve its full potential.

**To see the best results, you must consistently and indefinitely invest into your website and digital presence.**

With an organic marketing campaign focused on growth, you can rest assured, knowing that your investment is being put into content that's going to benefit your brand for years to come.

Results will continue to flourish as the years go on and search engines see that your website adds value to the web, which is rewarded with increased search rankings and online exposure.



# Getting Help from the Right Digital Marketing Agency

Not everyone understands marketing AND the health care space.

Seeking out an agency that can offer quality services AND insights into your industry could make or break your campaign.

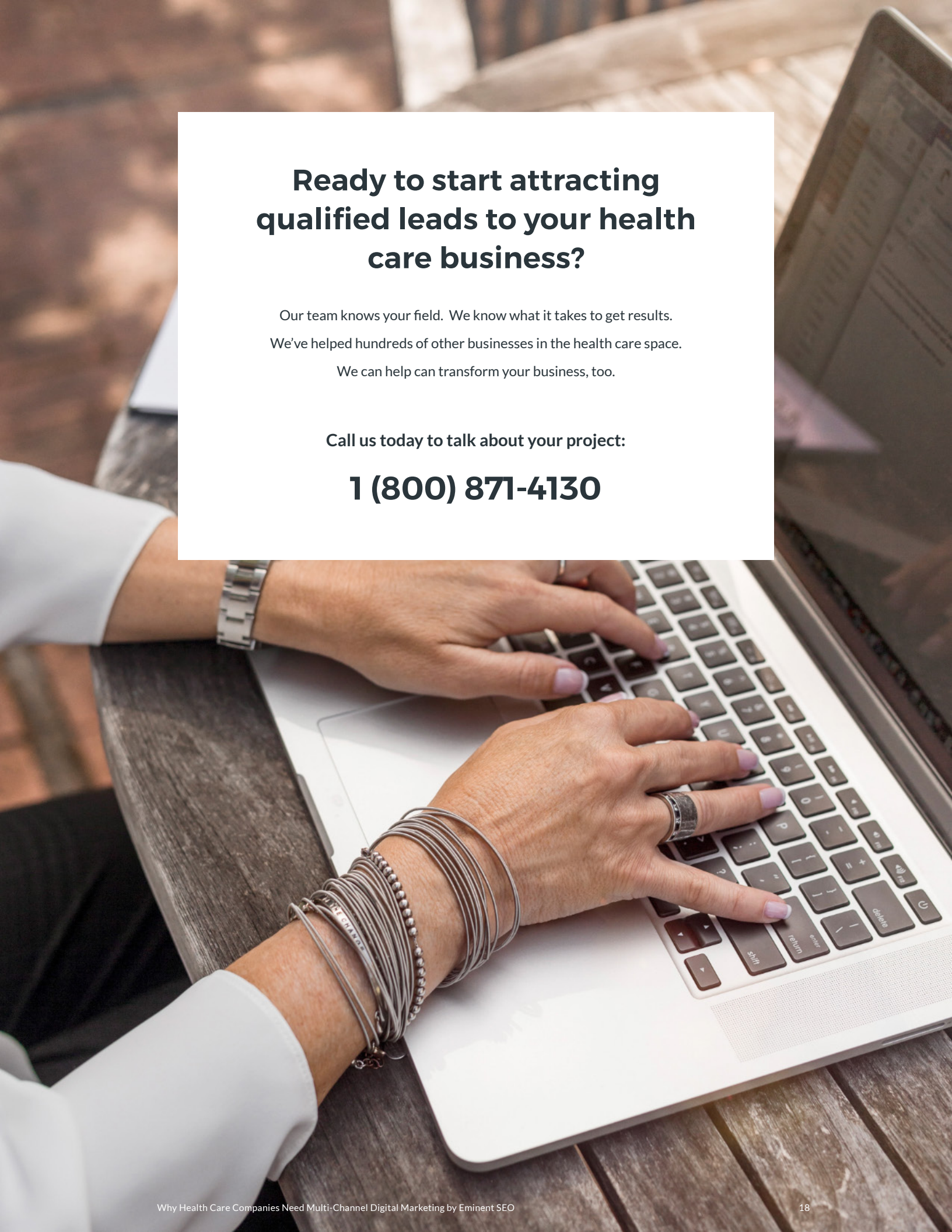
Digital marketers are responsible for a wide variety of tasks, and it's important they understand how to properly manage everything from your digital assets to your patient records.

Did you know one HIPAA violation could cost you thousands of dollars? Are you sure your records are safe online?

Does your content accurately reflect your offering, or is your marketing agency spreading misinformation due to a lack of understanding your company?

Health care content marketing and lead generation comes with a big responsibility. We are talking about people's lives here. This is why it's imperative you work with an experienced digital marketing agency that understands your industry and can share the important responsibilities as a team.





## Ready to start attracting qualified leads to your health care business?

Our team knows your field. We know what it takes to get results.  
We've helped hundreds of other businesses in the health care space.  
We can help can transform your business, too.

Call us today to talk about your project:

**1 (800) 871-4130**