

4 KEY STRATEGIES for HEALTHCARE MARKETING

Today, healthcare services must be promoted the same as any product brand – not only through traditional media, but across all media platforms. Since the healthcare industry is more competitive now than ever - the challenge is to consistently engage your prospective patients. **Here are four key strategies that will help:**

1 IDENTIFY YOUR TARGET MARKET

Your “brand promotion” depends on the type of patients you wish to reach. Review the services you're offering and how they fit your prospect's lifestyle. A little market research can go a long way. Talk to your current patients. What problems do you solve for them? Where do they get their information? What's a day in their life like? It is no longer enough just to know your prospects' demographics. You have to know the kind of people who need and would best benefit from your services. Know their habits, their pains, and their lifestyles.

2 GIVE THEM WHAT THEY WANT

75% of people now conduct their research online before they make a purchase. This is true for health-related services more than any other service. Are you providing them the information that they need to help them in their decision? Not just a marketing piece – a truly valuable piece of information that gives them the pros and cons of the service they are considering. Cosmetic surgery or dentistry, for most people, would require extensive research first. Do you provide alternatives that are less invasive? Give your prospects truly helpful, honest information that will help them whether they choose to use you or not.

3 MAKE IT EASY TO DO BUSINESS

Provide your prospective patients with an easier way to help themselves. Something as simple as scheduling an appointment online can go a long way. Do you offer a solution for something that has identifiable symptoms or criteria? Allow prospects to take a quiz online that will give them automatic feedback. Email them the results. Give them information regarding their specific symptoms. This not only helps them, it provides you with a list of qualified leads.

4 MEASURE YOUR RESULTS (AND KNOW WHAT YOU'RE MEASURING)

It's not enough just to “make the phone ring” any more. If you have a heavy media schedule that involves TV, radio, and even Internet advertising, you can run ads that will make your phone ring off the hook. But do you keep track of how many convert to clients or patients? Maybe your direct mail piece sends them to your website, did the prospect find what they were looking for? Or did they see a list of services that had nothing to do with the postcard they received so they simply left your site. Beyond simply relying on “impressions” or “visits”, (or phone calls) you should be able to track your conversion rates from prospects to leads to clients.

**Focusing on these strategies makes your marketing more effective and efficient.
And the bottom line is: more patients for less marketing dollars.**

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