The Ultimate Healthcare Marketing Kit

CORONAVIRUS EDITION

Intro:

Is your private healthcare clinic feeling the impact of Coronavirus? Maybe you're seeing an increased demand for online consultations, or you're launching an entirely new digital proposition. Whatever challenges you're facing, The Brains is here to help. We've built this free digital marketing toolkit to help you attract new clients and retain existing ones in the age of Coronavirus.

Don't Have Time to Read The Whole Guide?

I get it - you're probably super busy running your clinic. Glance through our top tips below (it'll only take a minute or two) and remember we're always here to help - get in touch if you'd like a free personalised healthcare growth plan.

# Six Digital Marketing Do's and Don'ts for Private Clinics:

1

DO HAVE AN ONLINE BOOKING PROCESS

Even before Coronavirus, 72% of internet users were looking online for healthcare information and 70% of clients preferred to book online. Imagine how much more important it is now, in the age of social distancing, that your online booking system be as simple as possible - fix it otherwise there's a good chance clients will go elsewhere.

2

DO OFFER ONLINE APPOINTMENTS

Many of our healthcare clients are moving to online service delivery methods via virtual conferencing software such as Skype and Zoom. This makes it possible for patients to keep their appointments for psychiatry consultations, with private GPs and even dentists - you'd be surprised how many healthcare services can be offered remotely once the infrastructure is in place - look at the model used by Babylon Health and Zava, for example.
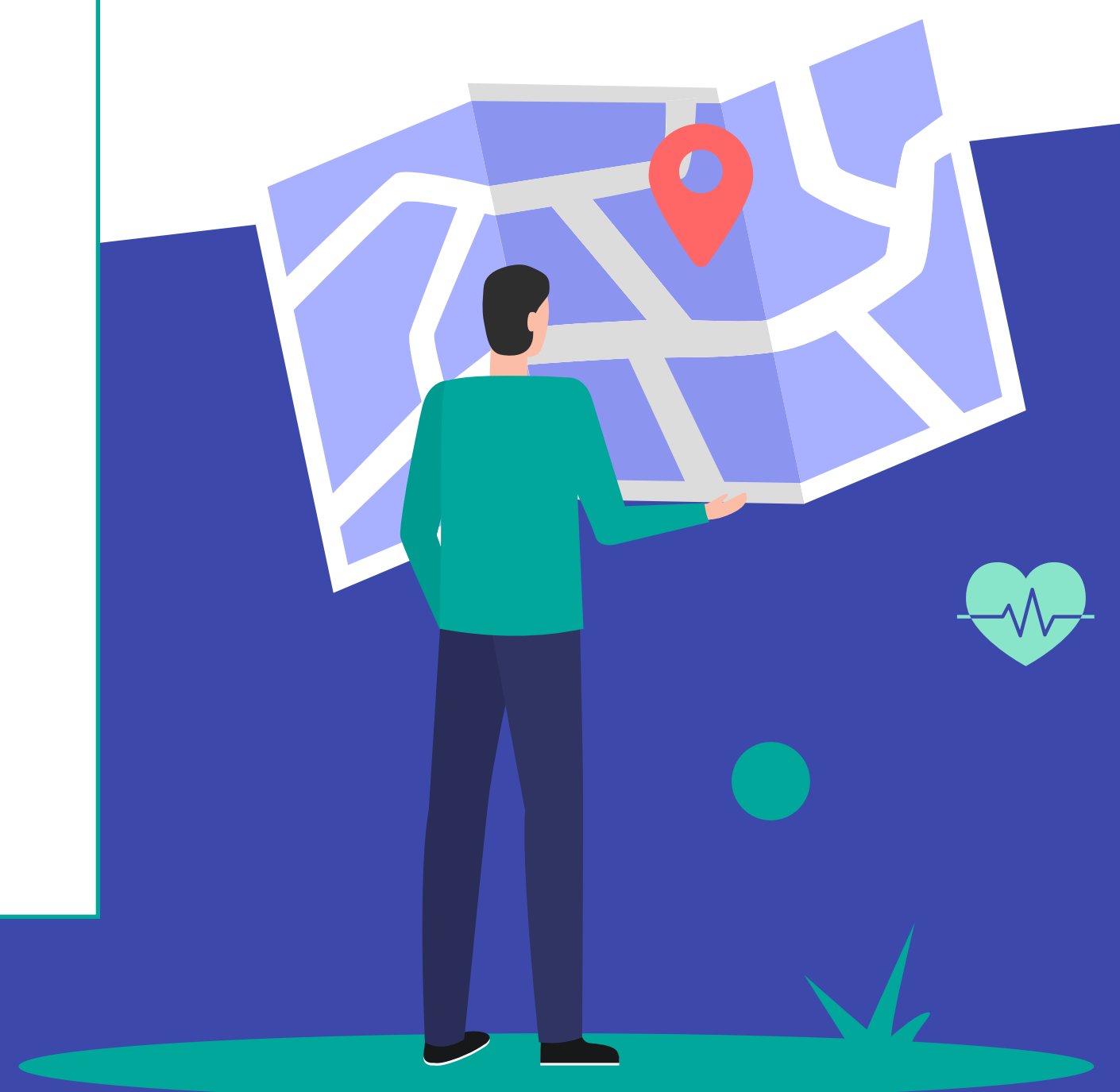
3

DO USE EMAIL NURTURING CAMPAIGNS

According to the Accenture 2019 Digital Health Consumer Survey, 70% of consumers want to receive email or text reminders for their follow-ups. Make sure that you reach out to your client base and make them aware of your new online appointment offering and check in with them to see how they are coping during this difficult time - retargeting works at every stage of the funnel, so if they've had a free consultation, reach out to them again to book an appointment. Retargeted consumers are 70% more likely to convert compared to those who aren't!

4

DO BE AWARE OF FACEBOOK'S HEALTHCARE RULES

Some of our clients in the past have experienced issues when running paid ads on social media platforms, particularly Facebook. There are rules against content that implies or asserts personal attributes, such as race, ethnic origin, disability or medical condition. So, avoid phrases such as 'Looking for help with your depression?' or 'Anxiety getting you down?'

5

DON'T USE TOO MUCH TECHNICAL JARGON

While you may not be able to stick to this rule 100% of the time, it's important that for the most part, your website content and marketing materials contain language that consumers understand. Where you do need to use jargon in order to explain a service or build trust, promptly and clearly explaining technical terms is the best way to keep potential patients engaged.

6

DON'T VIOLATE PRIVACY LAWS

There are laws in place to protect the identities of your patients. Make sure that you only post images and videos of those that visit your clinic with their explicit consent, otherwise, you could be penalised.

Key Takeaways...

If you're wondering how to increase leads and improve client retention during the Coronavirus, switching to an online-first approach is absolutely the way forward. The Brains is always on hand to provide expert advice, insights and support for private healthcare clinics like yours - feel free to request a complimentary personalised growth plan by visiting our website.

The Ultimate Healthcare Marketing Kit: Coronavirus Edition

Over the course of the following chapters, I'll be providing in-depth insights into different digital marketing disciplines, aimed specifically at private healthcare providers and independent clinics. We'll cover each area in detail, offering actionable, granular advice to help you improve marketing ROI immediately and evolve your digital-first proposition.

Chapter 1: SEO for Private Healthcare Clinics

In an age where many healthcare providers are offering online services for the first time, the digital advertising space is becoming increasingly competitive. Everyone wants to be ranking for those key Google search terms, and all of your competitors are likely to be investing in SEO right now like never before.

The key to successful SEO (Search Engine Optimisation) is to combine a great content strategy with a sensible website structure that makes it easy for website visitors to find the information they need in as few clicks as possible.

While you're likely focused, and rightly so, on channels that can generate immediate leads right now, getting your SEO right can have a significant impact on your online visibility, in some cases almost overnight - we recently saw one of our private psychiatry clients jump up over thirty places for several of their primary keywords within one month of our recommendations being implemented.

In this section, you'll get an insight into what you absolutely need to do to nail SEO on your healthcare website so that you get an edge over your competitors and start gaining interest in your new online service offerings.

Optimise Pages Using Long-tail Keywords

There are two types of keywords that you can use for SEO, short-tail and long-tail. Short-tail keywords are typically more general, like 'teeth whitening' and long-tail keywords usually consist of phrases, such as 'how much does teeth whitening cost?'

While short-tail keywords inevitably have a higher volume of searches, those trending for these keywords are often larger players in the market. Optimising your website with long-tail keywords will allow you to rank well for niche topics that bigger practices are not. Additionally, ranking for these very specific keywords means that your target audience is more focused, which will positively impact conversion rates. Ranking well for long-tail keywords can also help you eventually boost your ranking for short-tail keywords. As search engines rank websites in terms of their relevance as well as credibility, the better the quality of your content, the higher you'll appear in searches.

Make Sure Your Website is Mobile-Friendly

According to research undertaken by Google, 44% of patients who research hospitals and private clinics on a mobile device scheduled an appointment. It's vital that your website is optimised for mobile search and makes booking an appointment or scheduling a call on a smartphone as easy as possible if you hope to convert website visitors into new patients.

Focus on Local Search and Google Maps Listings

Over 56% of on-the-go searches are conducted with local intent. This is especially poignant for potential private healthcare patients, who are looking for the nearest and most convenient clinic to attend in their local area. While under current Coronavirus rules it is not feasible for clients to attend your clinic in person, thinking longer term after the next couple of months are over, you'll want to be getting people back into your clinic and attending in-person appointments as soon as possible. Invest the time and effort now to improve your local search rankings, and ensure your facility is listed on Google Maps, so that potential clients can easily find, select and navigate to your clinic when the time is right.
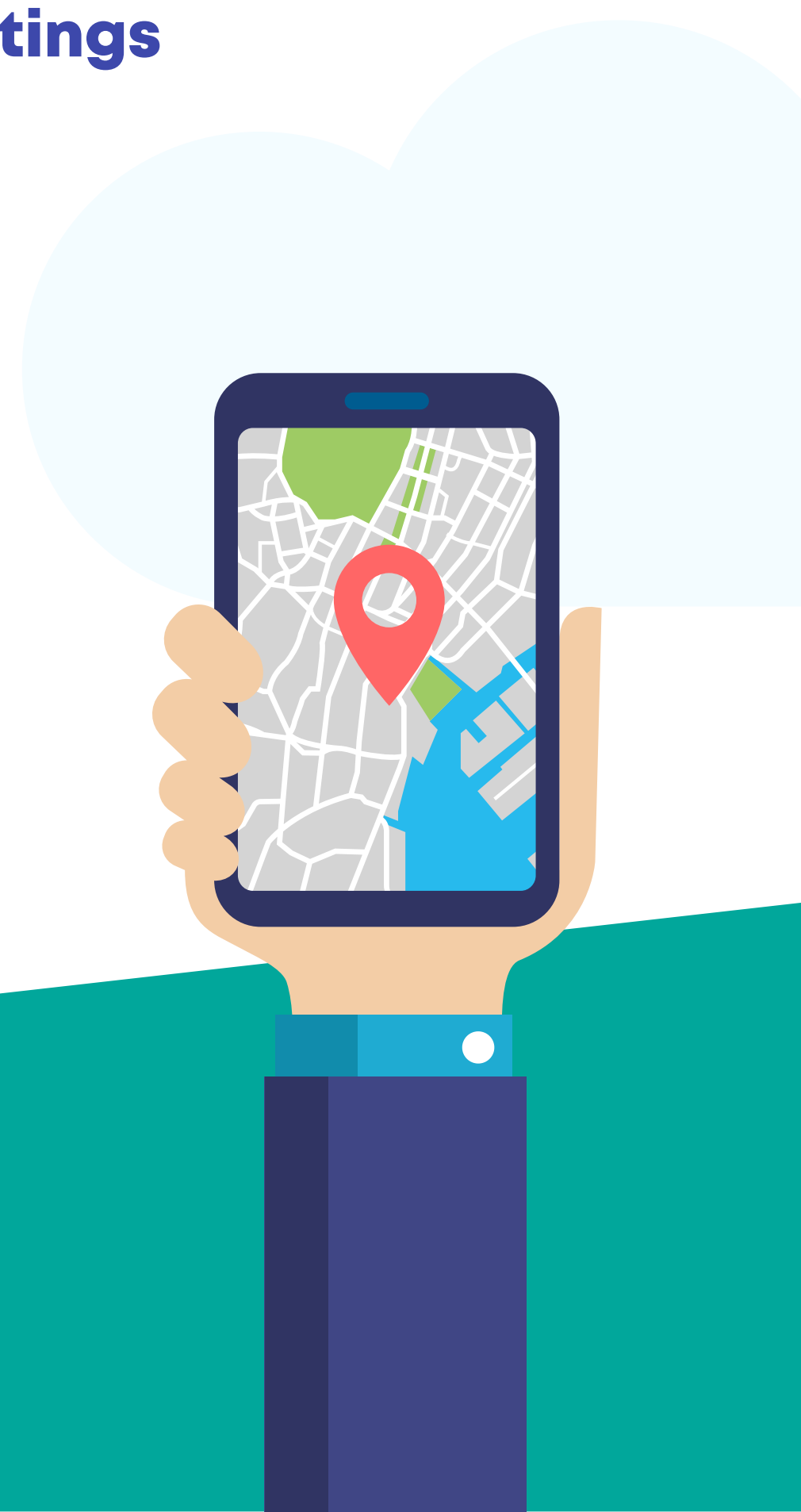
Optimise for Zero-Click Search

In 2019, 49% of all US Google searches ended without a click, with people receiving the information they are searching for via Featured Snippets, the Google Knowledge Graph or Q&As. Because of this, you could miss out on potential clients by not optimising your content in order for it to appear in position zero as a featured snippet result. Using the right schema markup will help to ensure your content appears in this prime position, as will correctly structuring the content according to Google's guidelines.

Elevate Your Existing Content with Podcasts, Visuals and Video

People increasingly engage with live video and podcast content as they seek to interact with your healthcare practice more directly and get a sense of the environment, specialisms and staff. Live videos allow potential patients to ask questions and seek instant answers, while helping you to establish your authority in your sector and gain traction online. Google favours interactive, engaging, visual content, so taking this approach can only be good for your SEO results as well as your engagement rates.

Tailor Your Content for Micro-Moments

"Micro-moments" occur when a person turns to their smartphone to learn, do, watch or purchase something in the spur of the moment. How many times have you turned to Google to learn more about a specific symptom you're experiencing? That's a 'micro-moment', and you need to be tailoring your website content around it.

According to Pew Research, the most commonly researched topics are specific diseases or conditions and treatments or procedures. While these may not all be from micro-moments, a decent portion of them will be. Google has determined that consumers are more drawn to brands that serve them during their micro-moments.

As a healthcare brand, you need to be creating website content for the following micro-moments:

1

WHAT IS X DISEASE/CONDITION? / WHAT ARE THE SYMPTOMS OF X?

Create informative content on your website that provides answers and optimise for specific questions (using long-tail keywords).

2

WHERE CAN I GET TREATED FOR X?

Make sure your business is listed on Google so that your page ranks for users in your local area that search for services "near me".

3

WHO CAN I TRUST?

Once a user has decided to go ahead with a service, finding a credible provider is paramount, especially in terms of healthcare. Make sure your webpage is designed well and looks professional, and ensure positive reviews are easy to find.

4

HOW DO I BOOK AN APPOINTMENT?

The final stage in the process and the most key. Make sure your contact information is easy to locate and booking forms are as simple as possible.

Chapter 2:

Paid Search and Google Ads for Private Clinics

Useful content and great SEO go hand in hand with paid search - they all play a role in how many hits you get on your website and you should be using both to get maximum engagement.

In this section, I detail how to build a winning paid search strategy that adapts to the current situation and brings a new breed of clients in for your online-first offering. I'll also teach you how to focus on the long game and engage potential clients who will be eager to attend in-person appointments as soon as the opportunity becomes available again.

While setting up an effective paid search campaign can be difficult (and sometimes quite expensive) across all industries, healthcare marketers face additional challenges. Strict privacy laws limit the type of language you can use, you're unable to promote specific products or services, and competition is extremely high (1 in 20 Google searches are health-related).

That being said, paid search can help your practice get seen by the right clients, at the right time. Below you will find my 5 step guide to help you set up the most effective campaign.

1

CHOOSE KEYWORDS THAT INDICATE THE USER IS AT THE DECISION-MAKING STAGE

To effectively boost conversion rates, you need to attract and capture the attention of users who are at the decision-making stage of their research journey. This means bidding on keywords that will appeal most to them.

For example, someone searching for 'What is ADHD' is potentially just looking for information and is far from the point of seeking treatment. However, someone who searches for 'Private ADHD Assessment online' will most likely have all the information they need and are ready to book an appointment with a healthcare professional.

When selecting a keyword, you'll need to consider whether the person searching this is simply gathering information or if they're looking for a provider to solve their problem.

2

CREATE CUSTOM LANDING PAGES

If your clinic offers a range of different treatment options, you should create custom landing pages for your paid search campaigns. A custom landing page is a page on your website that has a specific focus.

Each of your custom landing pages should give the visitor all the information they need about one treatment in particular: what conditions it is for, what the process is, how much it costs etc. It should also provide other, less specific information, such as the history of the clinic and who the specialists are that work there and logistical information, to help build trust around your brand.

Lastly, the pages need to be structured for conversion - there needs to be clear guidance on what the user should do next. Give them the option to get in touch with you either via a form or through a clickable phone number that lets them call your clinic directly.

3

TARGET USERS BASED ON THEIR GEOGRAPHICAL LOCATION

It is important to do very specific geographic targeting on your paid search campaigns so that you are attracting the right audience. For example, a user that's searching for a Fertility Assessment within 5 - 10 miles of one of your clinics is more likely to choose you than someone who is 50 miles away. This is still the case even in the age of Coronavirus, as while people are currently taking services online, they will want the option to attend in-person appointments when quarantine is over.

A good approach is to put targeting rings around your clinic. Paid search marketing platforms give you the option to do radial targeting around a certain location and so if you place rings around your clinic at 5, 10, 15 and 20-mile intervals, you can bid more on the 5-mile rings and less on the ones further out. This helps you ensure that your ads appear in front of people who are closer to your clinic but still gives your campaigns the opportunity to show ads to people further away. You will simply pay less for the people in further out locations.

4

USE STRICT NEGATIVE KEYWORDING

Negative keywording is used to make sure that your ads don't show for any irrelevant search terms. If you have a high spending account, your ads will likely show for hundreds of search terms per a day and if you don't check them regularly, there is the high possibility that your account will be wasting ad spend.

In the UK there are millions of healthcare-related search terms per month and your campaigns will be eligible to show for a percentage of these. Often users will be searching for symptoms of conditions or will be looking for treatment from a certain provider (i.e. the NHS). If yours is a private clinic that doesn't deal with the NHS, it is important that you add negative keywords to your campaigns that prevent your ads from showing when someone uses the term NHS.

Negative keywording is important because it helps to ensure that the bulk of your ad spend gets spent on relevant search terms which have a higher likelihood of converting into paid bookings and therefore a better ROI. If your clinic doesn't stay on top of the search terms, there is a high chance you will see lower numbers of leads from your campaigns and you will have to pay much more per conversion.

5

ACCURATELY TRACK CONVERSION

The only website actions you should be tracking and attributing to Google Ads are those which can be counted as qualified leads. Often healthcare clinics will track when someone views the contact page or spends a certain amount of time on the website, but these engagement metrics simply confuse the data which tells you exactly how many actual leads the campaigns are generating.

The website actions you should be tracking are things such as submitting a contact form, making an online booking or calling a phone number that appears on your website. You can use Google Tag Manager to track when someone submits a form and a Google Dynamic Number to track when someone calls your phone number.

These actions can be classified as 'leads' and they should be stored in a CRM once they arrive with your enquiry team. A well managed CRM will allow you to see exactly how many patient requests are coming in each day as well as how many convert into paying customers. Once you have this data, you will be able to work out how much you pay through online advertising in order to get one patient booking.

Chapter 3:

Top Paid Social Strategies
To Help You Gain New Patients

In the age of Coronavirus, everyone is online even more than usual, and the majority of time online is spent consuming news, information and social media updates. Your potential patients are a captive audience, scrolling through information and primed to view your adverts and organic posts. Combine this opportunity with the powerful targeting and ad optimisation tools offered by Facebook. LinkedIn, Instagram and Twitter, and you've got a winning recipe for attracting new patients.

The key thing to remember, other than the need to respect Facebook's Healthcare Rules, as outlined in our six top tips above, is that the engagement rate is typically higher for social media campaigns than for SEO or PPC campaigns, but the conversion rate can be lower. This is likely due to where people are in the decision-making process when consuming social media content, vs where they are when making a direct search for a conversion-related term on Google.

Now we've got that out of the way, We're going to assume that you already have social media pages set up on the core digital channels (Facebook, Twitter, LinkedIn and Instagram) and cover off a couple of quick basics. You should be pushing out content frequently and this can take many forms (webinars, blog posts, images etc). However, it should follow the 'Golden 80/20 Rule' - 80% of your content should be useful, educational and engaging, 20% should be promotional. You need to regularly be promoting this organic content as well, so that you reach a larger audience than just your current following.

Now let's dive into the most important advice - the one tip that is really going to drive engagement and conversion. You need to build a marketing funnel where you target (and re-target) those that have interacted with your brand. There are a number of stages to this funnel:

1

DISCOVERY/AWARENESS

This is the stage where users are first coming across your brand. Run paid social ads with your current following and lookalike audiences - that is, people who are most likely to be interested in your brand. The goal is to increase the familiarity of your company and push potential customers further down the funnel. Make sure that you build custom landing pages for these ads too.

the brains

2

EDUCATION

At the next stage, retarget only those that have expressed interest in your healthcare clinic, e.g. by visiting your website or engaging with your social media pages.

Retargeting can lift in brand searches by 1,046%! That's why you need to use sequential retargeting for this group; segment them by the action they've taken and change the language you use on the ad. For example, if they've already browsed your website, change the CTA from 'Learn more' to 'Book appointment'.

3

CHANGE THE OFFER

98% of users don't convert after the first visit. The likely reason? They're just not ready to book an appointment. In other words, they just don't trust you yet. To get them to convert, target them with other content. Potentially something more educational, like an article, video post, podcast etc - anything that will help demonstrate your authority.

4

CONVERSION

At the end of the funnel, you will need to target those that demonstrated serious interest. You can identify these users through some of these actions:

- Reading 2 or more of your articles/blog posts

- Watching at least 75% of one or more of the videos

- Spending a significant amount of time on your website (select between top 25%, top 10%, etc. or test 3-4 variations to choose an ideal group and allocate budget to the best performing audience)

This stage is optimised for Lead Generation - use Facebook forms to get the contact details of these users (email and/or phone number) by pushing them to take an action, such as signing up for a consultation or downloading an eBook.

Retargeted users are 70% more likely to convert. Even if they don't immediately, they can be fed into a nurturing campaign (via emails) to continue the communication and achieve a conversion later down the line.

When deciding on imagery to use for these ads, use as many pictures of real doctors & patients as possible (with the patients' permission of course), as well as photos from inside your clinic that make the environment appear warm and inviting. Generic stock images often look too fake, and users will be less likely to trust your company with their health.

Chapter 4: Making the Most of Marketing Automation
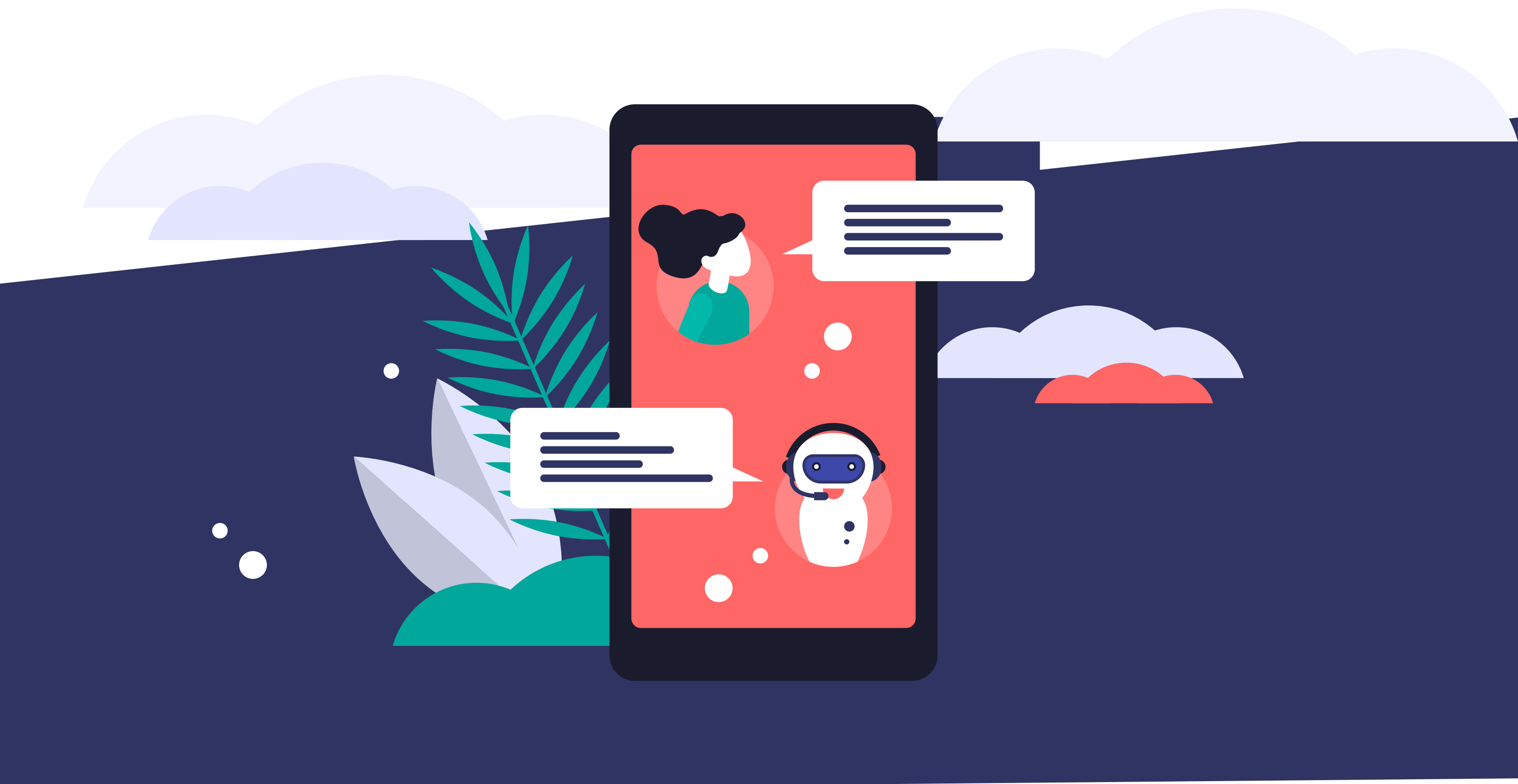
If you're not already, you need to implement a marketing automation strategy. Traditional marketing techniques are not enough to grow your healthcare brand, you need to engage with clients throughout the customer journey. Companies that use marketing automation "have 107% greater lead conversion, 40% greater average deal size, 20% greater attainment of team quota and 17% better forecast accuracy" according to a study done by Aberdeen.

Marketing automation can not only help with message scheduling and efficiency but also providing a personalised experience for your clients. Here are five ways you can use marketing automation within your digital marketing strategy.

1

REQUEST PATIENT DETAILS

If you require your client to fill out forms before treatment, why not save them and your clinic time by requesting these in advance? Emailing a digital version of the form a few days prior to their appointment will make everyone's life just that little bit easier.

2

APPOINTMENT REMINDERS

Reduce the number of no-show appointments you're experiencing by sending email or text reminders for appointments. Health Services Research has found that text message reminders increased appointment attendance by nearly 50%. You may also find it useful to prompt clients to confirm their attendance, or give them the opportunity to cancel if need be.

3

SEND PERSONALISED MESSAGES FOR EVENTS/SPECIAL DATES

Ensure that your previous clients don't forget about your clinic post-treatment by consistently reaching out to them through emails. This could be a check-in email number of days or months after they've been treated at your clinic, well wishes around the holidays or even a happy birthday message. Sending out these reminders can help keep your clinic top of mind for when they need treatment again.

4

REQUEST REVIEWS OR TESTIMONIALS

Don't wait for clients to approach you with reviews - go after them! Just after the client receives treatment, pop them an email asking for feedback on their experience. This will not only give you insight into how you might improve the customer experience, but also can increase the number of reviews you have on your website and/or Google.

5

ANNOUNCE UPDATES

Unless clients visit your practice often or interact with your digital channels, how will they know when a new specialist has joined your team or you're offering a new service? Make sure you send email updates when things change so clients stay informed.

Now Take The Next Step to Boost Your Digital Marketing Results

I hope you've found these insights useful and felt inspired to test new approaches for your digital marketing efforts. If you'd like to discuss taking your campaigns to the next level, why not book a consultation with myself or The Brains co-founder Jonathan Lemer, to discuss how The Brains can boost your marketing RoI beyond your expectations. Book a consultation now, or call us on 0333 050 7328.

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