



DIGITAL MARKETING IN THE HEALTH CARE INDUSTRY

Just What the Doctor Ordered

A MOTIVATED MARKETING WHITE PAPER



WELCOMING A NEW **AGE OF CONSUMERISM**

It might seem like a bitter pill to swallow, but the only consistent aspect of today's marketplace is that it's constantly changing. Each day brings a new trend, a new craze, a new way of doing an old thing.

How consumers interact with brands has changed dramatically in recent years, mirroring - or perhaps, driving - technology's advancement. While consumers once sought recommendations for cardiologists or coffee shops from their friends and neighbors, they now rely on the power of search engines and social media to find the information they need.

Knowing that patients are searching for them this way offers insight into how health care practices can best be found. Sure, they know they need to meet patients where they are, but delivering the right message to the right audience at the right time is much easier said than done. With the marketplace becoming more and more cyber-centric, this challenge is best tackled through digital marketing.

THE PURPOSE OF **PAY-PER-CLICK MARKETING**

Effective pay-per-click strategy is what sets the best brands apart, presenting itself as the solution to a problem: engaging consumers in an ever-evolving, demand-driven marketplace. Pay-per-click, to the surprise of some, encompasses much more than paid search. It also includes other digital channels like display ads, social media and video ads. And since each of these avenues leads to a brand's website, the design and messaging featured there are crucial, too.

Keep in mind that consumers of the past primarily considered cost when selecting a brand, but today, customer experience weighs more heavily into the decision-making process. One study predicted that by 2020, customer experience will completely surpass product and price as the distinguishing factor between brands.¹

That's why medical practices are striving to communicate with potential patients at each step along their journey, from a symptom's onset to the moment an appointment is scheduled. While digital marketing is undoubtedly the best way to reach a targeted audience, the finer details vary from one industry to the next. Let's explore the value that digital marketing offers health care providers.

1. <https://www.superoffice.com/blog/customer-experience-statistics/>



CONNECTING WITH TODAY'S PATIENTS

While patients once relied on their personal doctor's recommendation to find a specialist, most are now conducting examinations of their own. They're performing online searches to find the doctors who meet their specific needs, considering reviews, testimonials and overall convenience before scheduling an appointment.

In an age where 28% of men and 17% of women in the U.S. don't have a primary care doctor, 1 believing that referrals drive the specialized medicine industry leaves out an important piece of the puzzle. As a matter of fact, to meet demand, many specialists today don't require a referral at all. From gastroenterologists to oral surgeons, physicians are using pay-per-click marketing to reach new patients seeking care - and by cutting out the referral process, helping them feel better, faster.

A failure to acknowledge this shift in patients' behavior can put a practice on life support in no time. That's why providers must continue catering their approach to the ever-changing health care industry.

DIGITAL MARKETING'S ROLE IN A PRACTICE'S HEALTH

A carefully-devised digital marketing strategy can get patients talking, sparking a conversation that happens on Facebook or face to face, via Tweets or the telephone. After all, Americans are more connected than ever before, thanks largely to social media. It shouldn't come as much of a shock that 65% of patients expect to use social media to share health-related information and compare physicians.² For instance, a satisfied patient might share their preferred health care clinic's post on Facebook, and before long, others will quickly join the digital discussion.

Soon enough, a new referral system has emerged, with patients themselves – instead of other medical practices – leading the charge.

These digital conversations, while they may seem commonplace to the folks having them, play a vital role in maintaining a practice's health. And they serve as further proof that one click can lead to a huge pay-off for a health care brand.

1. <https://www.fiercehealthcare.com/practices/many-americans-don-t-have-a-primary-care-doctor>

2. <https://www.athenahealth.com/insight/get-ready-matchcom-relationship-patients>



M2'S PAY-PER-CLICK PHILOSOPHY

With years of experience crafting pay-per-click and digital marketing strategies for health care clients, Motivated Marketing has accumulated some best practices that are worth sharing. Our client list spans multiple industries, which means our experience is not only extensive, but varied.

As a full-service agency, we believe that strong digital strategy must complement traditional marketing. Our team embraces this holistic approach to tailor personalized strategies to each of our clients. We take the time to truly understand a brand's goals before determining how best to achieve them. Once a digital campaign is launched, we track its results carefully. Transparency is a major part of our philosophy here at Motivated Marketing, which means we're open with our clients about what's working and what's not.

That's not all. Because a theoretical understanding of digital marketing can only get us so far, our team studies the consumer trends that drive it. Working hard to stay up-to-date on industry developments, we're dialed in to your audience's needs and expectations. This translates into real-life results, whether it's appointments on the books or a flood of patients in your waiting room.

Is your brand ready to launch a digital campaign of its own? If you haven't yet adopted "nontraditional" marketing, you can be sure that your competitors have. Keeping up means going digital!

Whether you've been hesitant to dive into digital or your current campaign isn't maximizing your potential in the digital marketplace, get in touch! Give us a call at (843) 856-7322 or email info@motivatedmarketing.com.

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