

# Digital Marketing

Understanding what you have, what you need and why it matters.

## Not just a fad.

80%

More than 80% of US social network users prefer to connect to brands and businesses through Facebook.

6 out of 10 patients use online patient reviews before selecting a physician.

6  
out of 10

97%

97% of consumers search for a local business online.

84% of consumers say online reviews influence their decision.

84%

## DIGITAL MARKETING IS NOT JUST A HOBBY.



In order to grow and be current digital marketing should be on your 2016 plan.  
1. Understand what you have and don't.  
1. Get a plan and budget.  
2. Identify a person or team with time.

85% use a smartphone or tablet while watching TV

# Website

SEO

# Getting up to speed.

## Website & SEO

You should have a responsive consumer friendly website that is easy to find in a Google search.

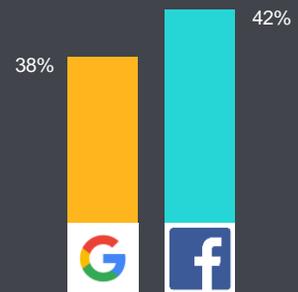
### Google search

Google drives others sites and is the top search engine driving online traffic.  
(Youtube is ranked second)

### Responsive

Google and other search engines give priority ranking to responsive sites.  
95% of smartphone users search for local information on their phone.  
91% of US residents have a mobile device within reach 24/7.

Facebook & Google have changed the way people use the internet with the seamless integration of third party site login and apps.



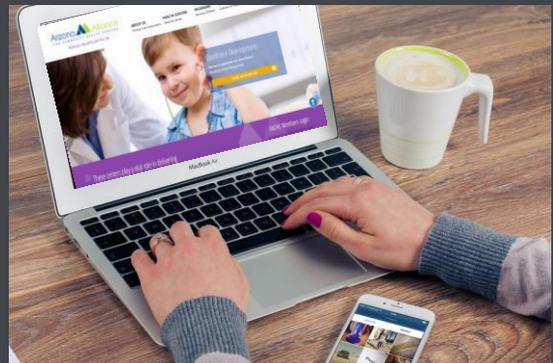
# Getting up to speed.

## Website & SEO

### Consumer Friendly

You have 10-30 seconds to capture their attention.

If the consumer can easily find what they need, they will return. This can reduce volume of incoming calls requesting basic information.



# Getting up to speed.

## Consumer Friendly

### Bounce rate

Actual consumer feedback

Internal feedback

Consumer experience consultant

## Common Challenges

Poor or outdated design

CMS is complicated this can create a lag in staff doing regular updates and edits.

Portal, events and contact information hard to find

Navigation bar/tab names

Not enough white space

Websites has a lifespan of 1-3 years.

Less is always going to be more.

# Bounce rate.

The bounce rate is a percentage generated by how many single page visits happen within a time out period when a visitor does not click to another page of the site and instead clicks off.

Awful 80%-100% Time to rethink your online strategy.

Bad 55% to 80% Look for ways to do site improvement.

Average 40% – 55% Don't settle for average, see what else you can do to improve this.

Good 26% – 40% If your bounce rate is in this range you are doing very well.

Very Good 0% – 25% If you have metrics this good you are doing something very right!

Source: <http://www.kissmetrics.com/blog/website-optimization-website-awful/>

40-42% is the common average bound rate range

Use a free option like Google get bounce rate reporting.

## WEBSITE & SEO

### SEO MUSTS

- SE correct information
- Keywords
- Social profiles
- Review sites



### SEO BOOSTERS

- Inbound links
- Active social profiles
- Youtube
- Online ads
- Native ads



**SEO SIMPLIFIED: #1 VISIBILITY AND RANK ON SEARCH ENGINES #2 HOW ACCURATE IS THAT INFORMATION.**

Just as the patient population of a CHC is diverse so is the digital consumer. They are young and old, they are from different cultures, different backgrounds, different lifestyles and different economic means. That said, one thing is clear: Your patients and potential patients are online.

## ORGANIZATION WEBSITE & SEO

**404 Error page not found**

01

Check your pages, forms and links at regularly scheduled sessions. Also look for consistency issues.

02

Repeat this for social media profiles as well.

**WHEN WAS THE LAST TIME YOU DID OR HAD YOUR WEBSITE COMBED FOR ERRORS AND BROKEN LINKS?**

Upon preparing this presentation I found well over a total 20 broken links, pages, and errors on the websites of many of AACHC's members.

## ORGANIZATION WEBSITE & SEO



### Rule of thumb no-no's

01

Don't fall for a companies promoting to boost your SEO that seem to good to be true.

02

Landing pages used too often create confusion and frustration.

03

No on likes stale bread or stale site content.

04

Higher usage of bought images vs. company images.

STUNNING IS NOT ENOUGH. FUNCTIONAL IS NOT ENOUGH. IN ORDER TO ENGAGE YOUR SITE NEEDS BALANCE

# Engagement

Marketing

# Taking control of the wheel.

## Engagement Marketing

Are you engaging where people are?  
Are you responding on social platforms?  
Are you monitoring and responding to review platforms?



### **Engagement**

Producing non-duplicative content that people find valuable.  
Using different platforms and sites to reach out and promote through.

### **Respond**

Messages, comments, shares, tags, mentions and questions. The relationship style of communication between business and consumer has changed. It's personal.

### **Reviews**

Monitoring and responding is critical for the reviewer and other site users.

# Content is not the only royal.

## Engagement

Are you engaging where people are?

Youtube.  
Facebook.  
Twitter.  
Pinterest.  
Yelp.

Content may still be king, but these other royals are keys to engage.

Context, seamless integration and consistency are as important as the content itself.

**87%** of engagement on Facebook happens on a post with a photo.

Content with relevant images get **94%** more views than content without relevant images.

### Host a live Twitter chat

Pick a topic and hashtag.  
Determine is one time or repeating event.  
Monitor the hashtag prior to, during and after.

### Social media groups

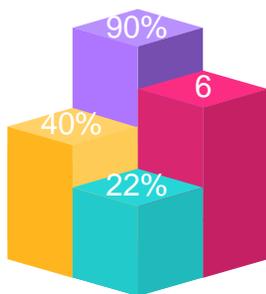
You should be monitoring these and encourage staff to let you know if they see something.

### Engagement is not free

Social media as a platform is free, however to be effective you'll need to set a budget and dig deep into the performance per campaign/post.



## HEALTHCARE INDUSTRY SOCIAL STATS



90% OF PEOPLE THAT RESPONDED TO A SURVEY AGES 18 TO 24 SAID THEY WOULD TRUST MEDICAL INFORMATION SHARED BY OTHERS ON THEIR SOCIAL MEDIA NETWORKS

PARENTS ARE MORE LIKELY TO SEEK MEDICAL ANSWERS ONLINE. 22% USE FACEBOOK AND 20% USE YOUTUBE TO SEARCH FOR HEALTH CARE RELATED TOPICS

MORE THAN 40% OF CONSUMERS SAY THAT INFORMATION FOUND VIA SOCIAL MEDIA AFFECTS THE WAY THEY DEAL WITH THEIR HEALTH

6 OUT OF 10 OF PATIENTS USE ONLINE REVIEWS BEFORE SELECTING A PHYSICIAN

# Meet the people where they are.

## Respond

Are you responding on Facebook & Twitter?

Mentions - Thank. Share. Retweet. Follow.  
Comments - Respond. Potential followup.  
Messages - Respond. Potential followup.

**53%** of Americans who follow business on social media are more loyal to that business

As Community Health Centers this concept is not new to you. It is part of your history and who you are today.

When you meet your patients where they are and remove challenges they face in receiving care you are effectively meeting them where they are.

Social media is no different. It allows you like never before to target your message in a cost effective way. Bringing you to them and them to you.

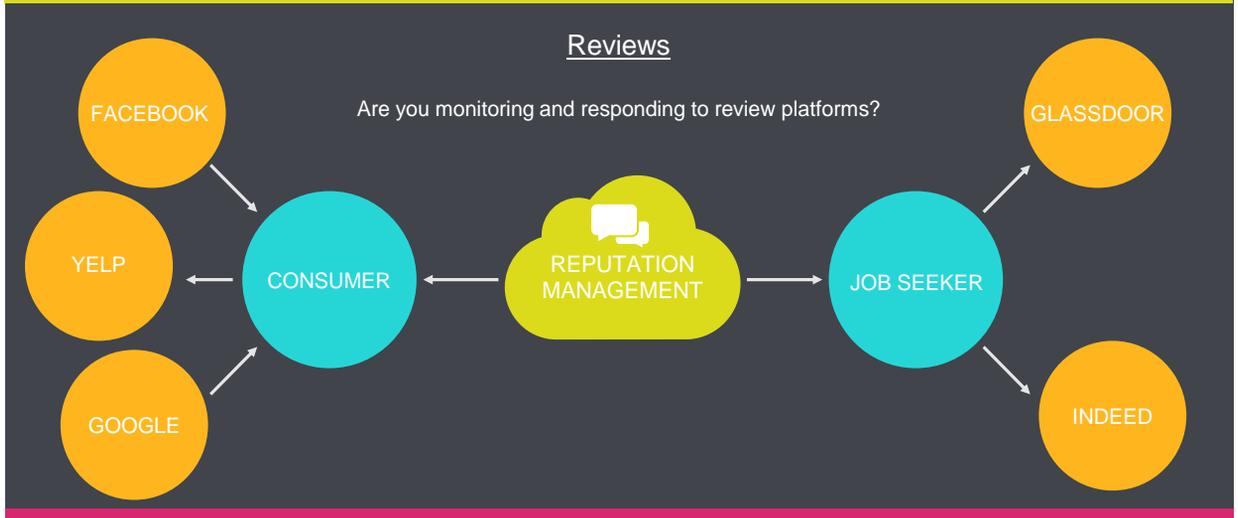
# Money well spent.

Social platforms like Facebook and Twitter let you truly target and market pick who you want to reach. In some cases as little as \$5 can give you a boosted reach of nearly 1,000.

How well those reached engage depends on your content, context, engagement strategy, desired outcome and targets.



# Your reputation is live.



## REVIEWS AND REPUTATION MANAGEMENT

### MANAGEMENT

Get access.  
Get a plan.  
Set guidelines.

### DON'T WASTE IT

Hear it.  
Act on it.  
Dig in and correct.

**72%**  
of people trust  
online reviews from  
strangers

84% Influenced.

**95%** of unhappy customers will return to your business if an issue is resolved quickly and efficiently.

Tip: Scripted responses that are used repeatedly publicly will appear scripted over time and lose the feel of genuine concern. Change up what and how you respond.

# Time to get real.



Would you allow someone to stand in the middle of your lobby with a megaphone sharing their thoughts without taking action?

"The best care I ever had. Love my dr. Dr XXXXXXX" #1



"Haven't even been seen yet, but the front office staff is far more interested in flirting with the back office than they are in keeping me informed as to why my appointment is running over 30 minutes late.

I actually just left, because they never said a word to me on what was going on but the very next person that walked in they go on to inform they're running behind and have a doctor at a hospital emergency. Not one peep to me." #2

"All staff helpful and friendly. Pharmacy people extremely helpful and knowledgeable. This is one of the best clinics I've ever gone to. You all ate great. Need more Drs though. My family all go there now. Thank you all." #3

"My daughter just had her first dental appt here. They are absolutely wonderful. Dr XXXXXX (not sure of the spelling sorry), the dental assistants, and the girls up front are terrific. I am moving the whole family over to them. I just can't say enough good things about them." #4

Beware of a receptionist/nurse named XXXXX. She just told me that my child's problem was not urgent enough to warrant her attention because they see several patients who have more of an urgent need. (Amazing her call center training). Mind you she hasn't seen my daughter but somehow she knows better than all the doctor's my daughter has seen that my daughter doesn't require urgent attention. She was given the autonomy to excuse my child's sickness by placing me on hold and then never returning to the call. This is when an unskilled operator gets in the way of medical care, very scary!!

Bottom line, do not go here. If this is the only place you can find a physician that takes your insurance, change your insurance. Go elsewhere. If you have any medical condition that requires attention in a timely manner - this is not the place.



**\*\*UPDATE:\*\*** I received a follow up call from a woman named XXXXXX in their patient referral's department. She was much more professional. She handled the specialist referral with a few minutes. I'll give her five stars for that.

So while there are extremely unprofessional folks with access to the phone lines here, there are some people who are skilled enough to handle a call properly.

I hope this medical center considers evaluating their phone operations/call center. Their current process just results in a crazy backlog that they can't manage. #5



"If I could give less than 1 star I would. My wife went for a regular check-up that the XXXXXXX, AZ location. The week before, she damaged her ACL, and was on crutches. When we went into the appointment, the Doctor asked why my wife was on crutches, and she simply responded she fell skiing.

When they sent us the bill, they had marked down my wife was there because of a fall, as well as follow up appointment, which wasn't the case, since she hadn't been seen there in almost 2 years. So they marked her record for something different, which added to the bill. The insurance sent us a bill for my wife being seen because of her falling, which wasn't the case at all. My wife simply answered a question, and noted that wasn't why she was being seen.

After months of trying to work with the office staff there, they continued not to make any changes to the record to straighten out the issue, after promising they would. Hours of our time has been spent trying to resolve this, and the rude and unprofessionalism by the staff there is too much.

We can go to many other Doctor's with our insurance, but we chose XXXXXX because we thought they were a good non-profit helping the community. Seems all the care about is over billing and not caring about patient care or customer service.

We will never return with any of our family. I would recommend people think twice before using this provider, as they boarder on unethical and are surely unprofessional!" #6

Things may not have gone exactly the way the reviewer declared but they are the only one talking unless you respond.

Thank you for taking a minute to give us your feedback. We strive to provide the best service as well as healthcare to our patients but we understand that today we fell short in communicating with you about the longer than usual wait time. Please know your feedback is important and if you would like to speak with our patient satisfaction leadership please reach out via email at xxxx or call them directly at xxxx.



xxxx, we are so thankful you took a few minutes to let us know how pleased you are with your doctor and our front office staff. We will pass that along! Thank you again.

Agree or not isn't the point.



Responding is.

In some cases a private response is called for. Others a well crafted public response can be better.

It doesn't always have to be a lengthy book response or a fall on the sword response.

However you should consider if a response plan is right for your health center.

## Remember...

1. A person's experience is their own and they truly believe this to be the facts of the situation.
2. True, false or in the middle others online users are reading, liking and commenting on the review and see it as well as your response or lack of response.

Simply having a presence can also change the tone of reviews. It's much easier to leave an inflammatory/embellished negative review vs. a constructive factual negative review when you know the company isn't paying attention.

## The takeaways on reviews.

Social media and review site reviews are not going away.

**84%** of consumers say online reviews influence their decision.

After reading your online reviews would your health center be the provider of choice in looking for a healthcare home? Would it be the employer of choice if looking for a career home?

They can provide valuable insight you may not know of and opportunities for improvement, process review or staff coaching before the problem becomes worse.

## Seniors use social media.



Social media usage among those 65 and older has more than tripled since 2010

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## Seniors use the internet.



Over 58% of seniors use the internet

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# Paid

Advertising

## Paid digital advertising

### DISPLAY ADS

Display ads can be anything from a banner or skyscraper and now have come to include native ad placement which is a seamless integration of your ad into content the user is viewing.

### RETARGETED

This type of marketing uses search tracking to put you in front of people primed to engage based on their search history.

### PPC & PPI

Pay per click or pay per impression applies to how a visual ad may be billed and ROI tracked. When looking at either option it is important to ask for the sites overall and position traffic stats to make the best choice.

### SEM

Search engine marketing is when you pay for higher ranking in search results.. This can be done not just on sites like Google, but also Yelp, Glassdoor, Indeed, Yahoo and others. In most cases your displayed results will have "sponsored" above the result.

# Paid digital advertising

## DISPLAY ADS

### In the box

Must have visual connection to engage. Focus on the goal: Inbound driver to your website where all information is. By using the less is more rule of thumb viewers will be more inclined to engage.

Engage does not always mean click.

Common pitfalls: cluttered and stale.

## RETARGETED

Users who are retargeted to are 70% more likely to convert

### Out of the box

Using video, native ads, display ads that have been retargeted or hyper targeted result in a better conversion rate.

## PPC & PPI

Good for short term urgent influx and promotional. Not good for long term focus and budget funds which would be better applied to strategic inbound marketing.

## SEM

Google based SEM can be a good option if you are having keyword and search visibility issues in a desired category.

# A closer look.

## Visual Connection

Providing healthcare you can trust.

Family Practice, Pediatrics, OBGYN and Dentistry.

3 locations in city.

Onsite pharmacy

Now accepting new patients.

We accept all insurance!

1212 N. Wearehere St. City, AZ 00009 (123) 456-7890 Call for appointment  
Monday - Friday 8-8 www.yourwebaddyhere.com

Healthcare you can trust.

Family Practice. Pediatrics. OBGYN. Dentistry.  
www.yourwebaddyhere.com

## Clutter.

If using a box ad, keep it simple and drive them to engage.

## Stale bread.

3-4 month max lifespan. period.

# A closer look.

## Native Advertising ▶

Native advertising is paid advertising. You are paying to put your content seamlessly into another platforms content.



**Jennifer Shu**  
pediatrician

To avoid fever-reducing medications like acetaminophen or ibuprofen – or when you just don't have any handy – you can try a non-medical approach to lowering your child's fever.

Your content should be hands down interesting, useful and created with a specific targeted audience in mind.

Native advertising generates an increase in brand lift up to **82%**

Native advertising boosts loyalty intent by **53%** more than a business who does not engage in content marketing

# A closer look.

## Inbound Marketing ▶

Inbound marketing is the act of creating content and reaching people in a way draws them to you where you can convert them to be clients and even influencers.

This differs from traditional outbound marketing where you are seeking them out.

Gain Influencers. Repeat.

### Attract

Blogs  
Social Media Marketing  
Video Content

### Convert

Like & Share  
Sign up for Newsletter  
Attend Event

### Deliver

Meet Needs  
Engage  
Walk your Talk

**MAKE  
MARKETING  
PEOPLE LOVE.**

Full disclosure | stole this phrase.

# Numbers don't lie.

## So let's look at what they are saying

In 2015 content marketing generated 3 times as many leads as traditional outbound marketing but costs 62% less.

71% of businesses increased their digital marketing budget and created more content in 2015 compared to 2014.

In 2015, 78% of companies said they have dedicated social media teams.

You need a plan if you want to be effective

Dabbing in digital marketing is no longer an option.



### ➤ Build Brand Loyalty

Loyal people are quicker to forgive or be understanding when things don't go as planned or expected.

### ➤ Inspire

Inspired people take action.  
Inspired people become organically created brand influencers.

### ➤ Develop Your Organizational Voice

By joining the online conversation you can instantly connect with people.

### ➤ Content to Cure

Offering content as a trusted resource to become valuable and part of a consumers daily routine and habits.

### ➤ The People Effect

Promote who you are as much as what you do. People respond to people (and puppies) but mainly people. Who you are as a health center is as important as the actual services you offer.

GET A  
PLAN!

FIND YOUR GAPS. GET A PLAN. ASSEMBLE A TEAM



2016 is well underway

#### DIGITAL MARKETING PUNCHLIST:

- 0 1 Website & SEO
- 0 2 Engagement marketing, social media boosting, reputation management.
- 0 3 Paid advertising including content and native advertising.
- 0 4 Narrow in on targets and audience reach, set goals for focused campaigns and track results.

# THANK YOU FOR YOUR TIME

Special thank you to Arizona Alliance For Community Health Centers for inviting me to speak today.

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