Welcome

Cost-Effective Marketing Tools to Maximize Visibility
and Promote Your Healthcare Business

MARSH NAIDOO, PT
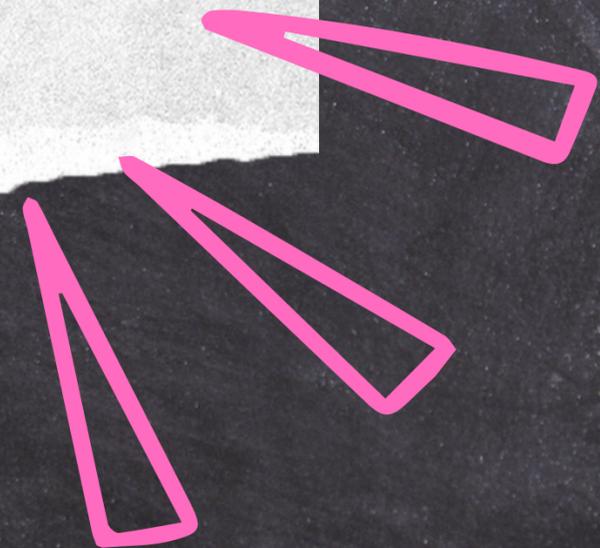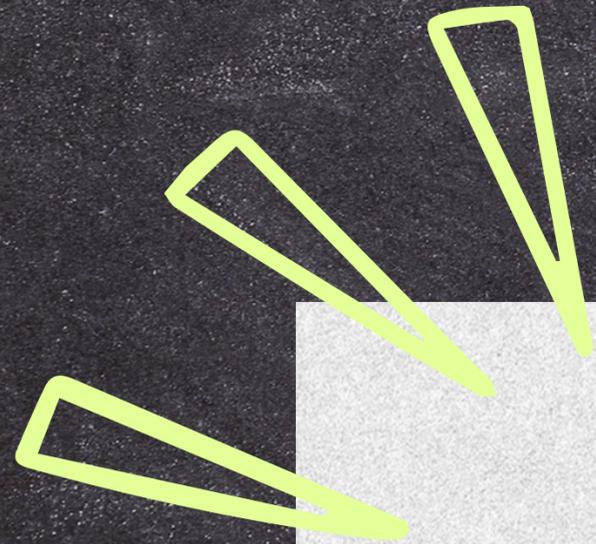
Objectives

objectives

1

Define and compare key terms:
- Marketing and the 4P's,
- Advertising
- Branding

Understand the Life Cycle of a Business.

2

Identify your Audience or Target Market.

Understand and Explain Brand Identity Models and how it relates to creating your brand.

3

Discussion of low-cost or no-cost marketing tools including:
- Google Business Profile
- Social media
- SEO and Video
- Websites.

Metrics
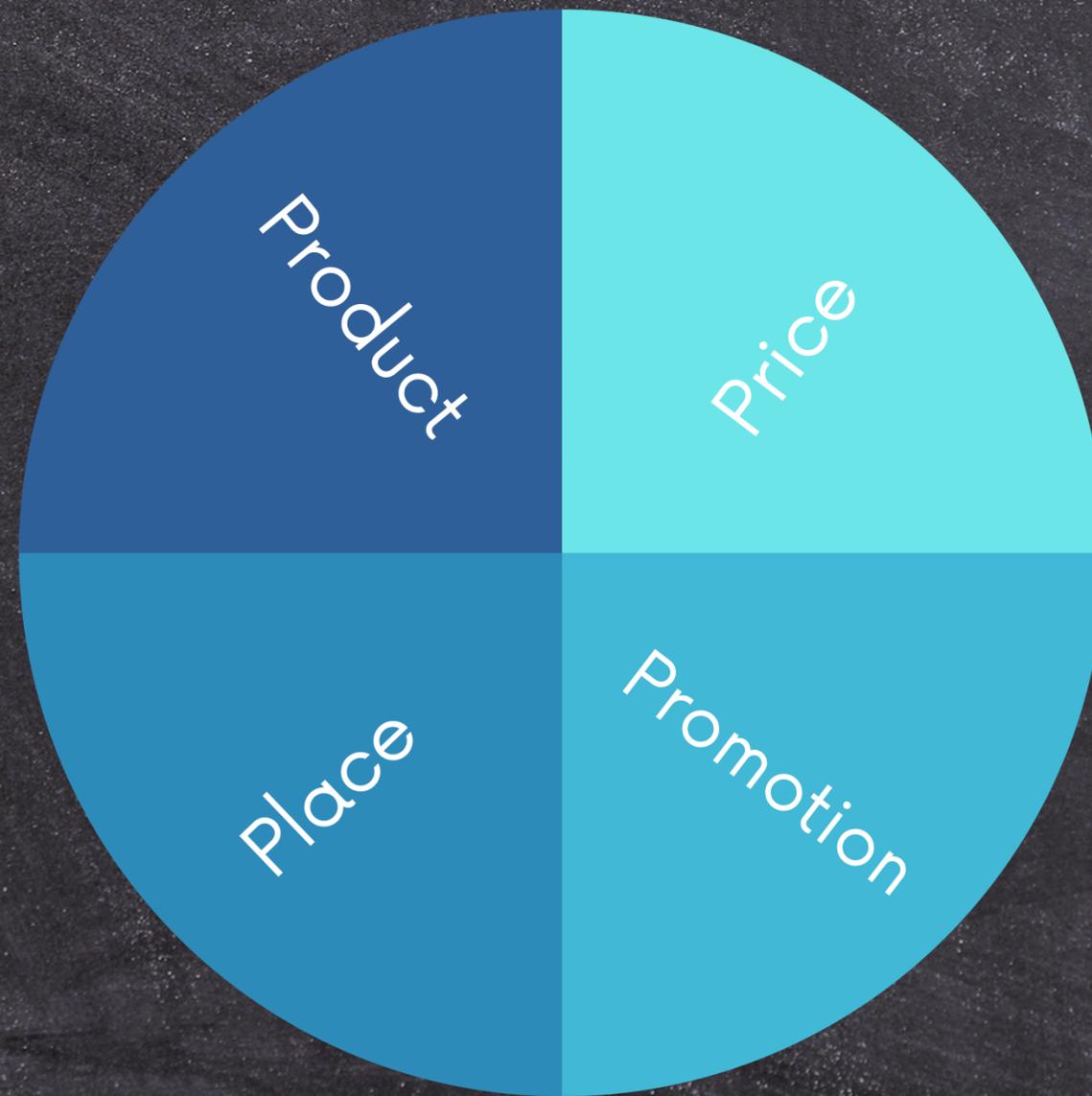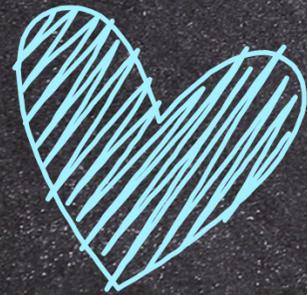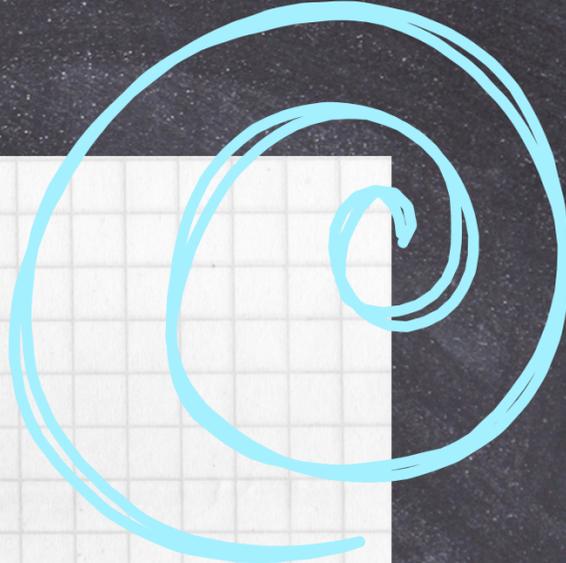
Advertising

This is the technique and practice used to bring your services or products to public notice to persuade the public to respond in a certain way toward what is advertised.

(Britannica, 2023)
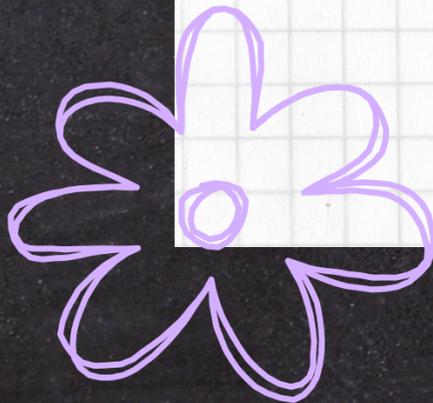
Branding

Branding is about engineering identity

vs

Marketing is about getting products to market and making sure they sell well

The Business Life Cycle
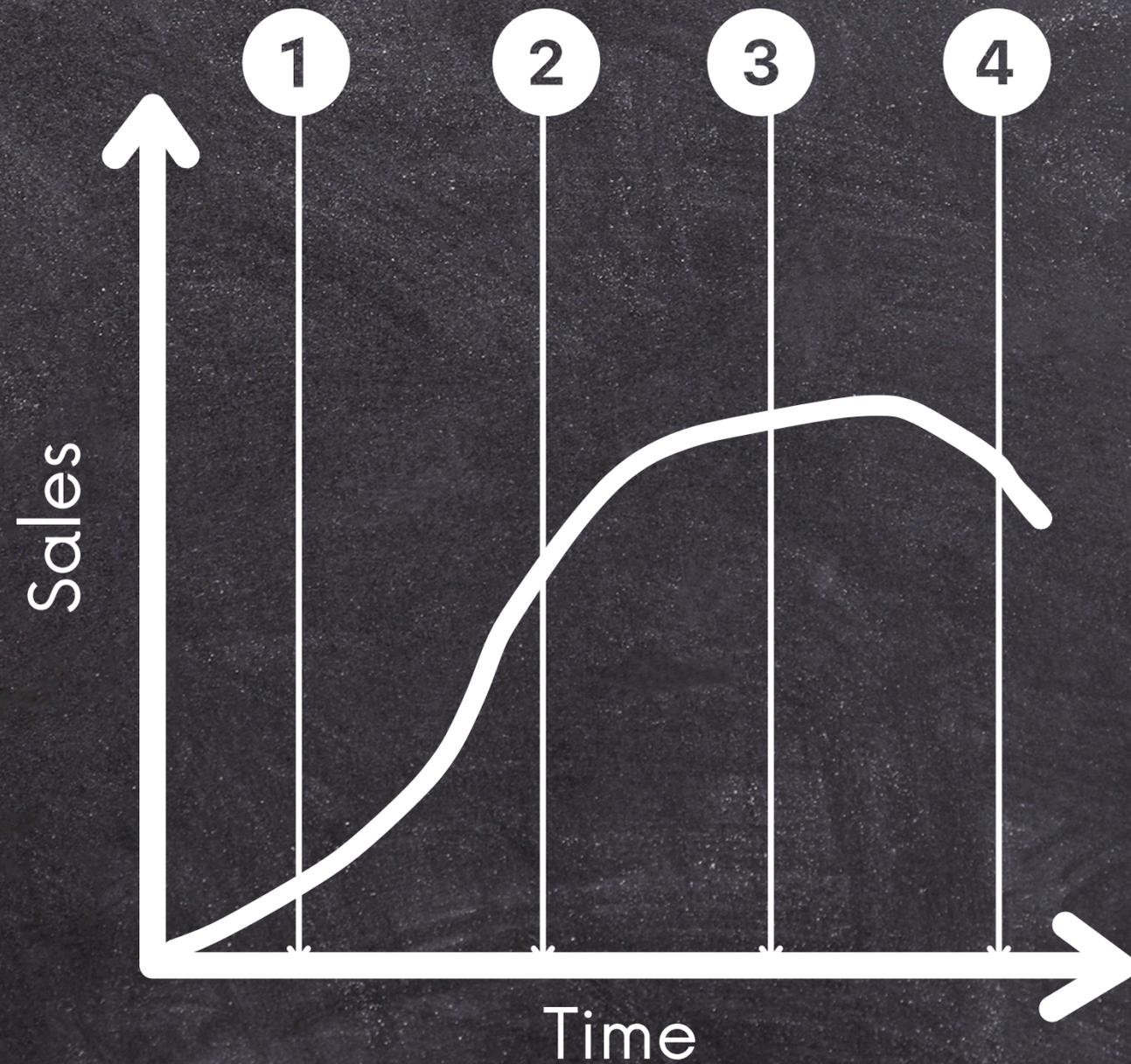
Video

Developing Your Market Strategy
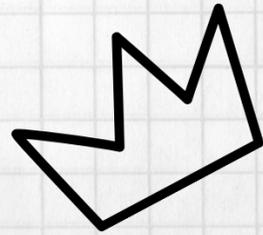
Process

- Create your audience or target profile (Will be expanded upon)
- Access your competition and how you are different (Will be expanded upon)
- Assess how patients come to you (This data can be tracked usually on intake or EMR)
- Maybe design a new/improved funnel (paid vs. unpaid)
- Create content to communicate the message of the desired outcome (Social Media, Video, SEO)
- Decide on metrics for your plan
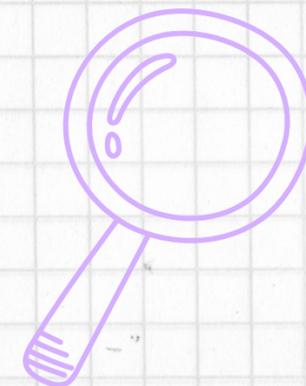
Audience or Target Market

Potential Customer

Target Market

Positioing

Blue Ocean Strategy

Explain the concept in the healthcare context

- Differentiation refers to what makes the service/product unique in the market and stand out from customers.
- low cost (value-based care) to open up a new market space and create new demand
- I"Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant"by Chan Kim and Renee Mauborgne

Video

Branding & Identity Management Tools

Bobby Calder and Steven Reagan (2001) Brand Design Model
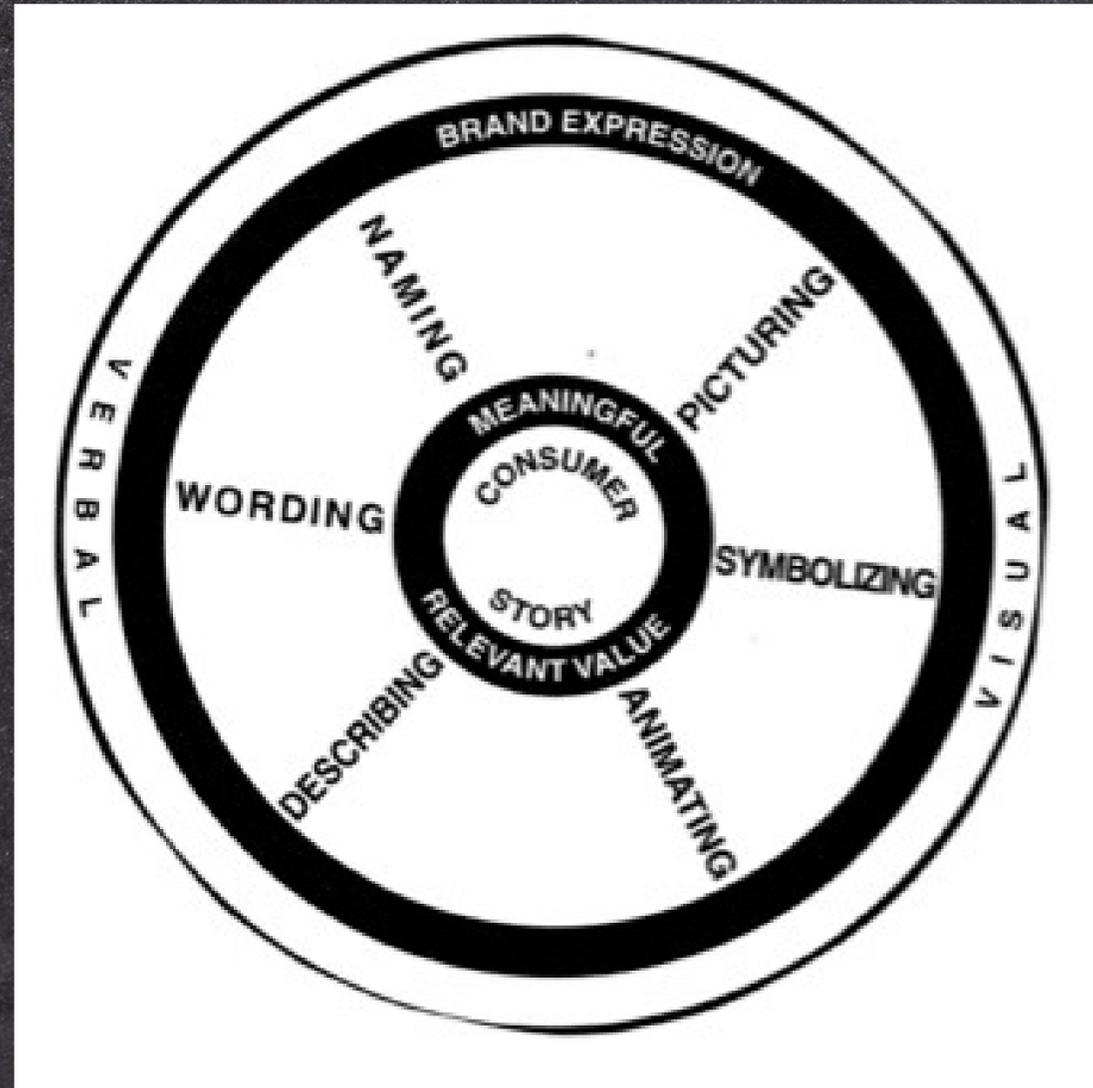
Brand Elements

- Purpose
- Vision
- Mission
- Values
- Positioning

- Personality
- Tone and Voice
- Brand Story
- Brand Hertiage
- Tagline
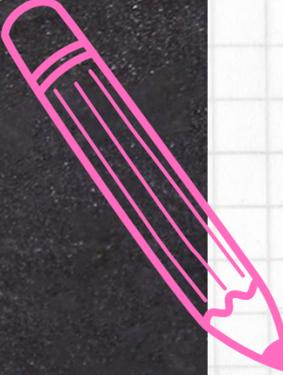
Martin Linsdtroms's 5 D Brand Sonogram

Video

"Defining Advertising Goals for Measured Advertising Results"

Stages 1: Unawareness Stage

Stage 2: Awareness First become aware of the offering

Stage 3: Comprehension of what the product is and
          what it does. Remember branding

Stage 4: Conviction develops strong beliefs regarding
          the offering and confidence that gain benefit more in pre-sale

Stage 5: Action

Marketing Forces >< Countervailing Forces

Pricing

The 5 most common pricing strategy

Cost-plus pricing. Calculate your costs and add a mark-up.
(Consider calculating your cost-per-patient (take into account rent/labor/equipment lease/EMR/phone/internet/insurance) to know the expenses for monthly) (35% or 1.35) =
Competitive pricing. Set a price based on what the competition charges.
Price skimming. Set a high price and lower it as the market evolves.
Penetration pricing. Set a low price to enter a competitive market and raise it later.
Value-based pricing. Base your product or services and what a patient is willing to pay usually works on high-end products. price on what the customer believes it's worth.

How To Promote Your Business

Top 4 Hacks

- Media Kit: Boiler-Plate (100 words about you and your company), headshots

- Name of Business, website, social media handles (Name Check)

- Choose how to create one type of content for example video, podcast, or blog, and learn how to add content to your website.

- Digital storage and organization, Tagging or Indexing, and Consistency.

- Belong to your Association. APTA, AOTA, #PTMovesMe

Social Media

Social Media and Health Care, Part I: Literature Review of Social Media Use by Healthcare Care Providers

Conclusions
" Not only can SM be used to <u>improve direct patient care</u> but it can also be used to increase the <u>public's knowledge</u>, <u>facilitate research</u>, <u>connect HCPs</u>, <u>improve medical education</u>, and <u>combat public health crises.</u> However, striking the right balance between digital and traditional health care is imperative. As SM is a relatively recent phenomenon, further research is needed to determine its long-term effectiveness and to identify the best strategies for maximizing its advantages and limiting risks. This review will be continued in the second part, in which the use of SM from patients' perspectives will be discussed. This discussion will be supplemented with specific barriers, ethical considerations, and disadvantages reported in the extant literature."Farsi D, et al. (2021)

Social Media

Social Media and Health Care (Part II): Narrative Review of Social Media Use by Patients

Objective: This narrative review aims to discuss how social media has been used in the healthcare industry from the perspective of patients and describe the main issues surrounding its use in healthcare.

Conclusions: Social media can be used by the public and patients to improve their health and knowledge. However, due diligence must be practiced to assess the credibility of the information obtained and its **source**. Healthcare providers, patients, and the public need not forget the risks associated with the use of social media. The limitations and shortcomings of the use of social media by patients should be understood.(Farsi D, et al, 2022)
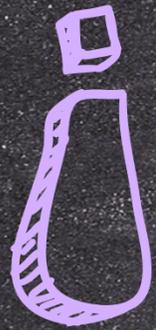
Social Media

Social media and health care professionals: benefits, risks, and best practices.
(Ventola C. L. 2014)
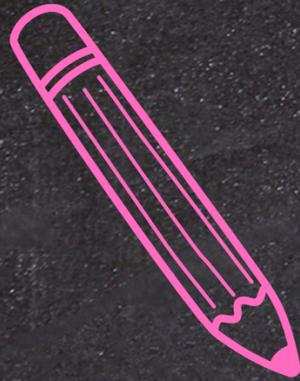
"However, it is important to note that HIPAA does not restrict the distribution of medical information that has been "de-identified." The patient's consent is a critical issue to consider when using social media."
(Lambert KM, 2012)

Guidelines for AMA

1. Maintain patient privacy and confidentiality in all environments including posting identifiable patient information online.

2. When using the internet for social networking keep in mind privacy settings do not always safeguard your privacy and that you should monitor content posted by others to make sure it is accurate.

3. If you interact with patients on the internet, maintain appropriate boundaries. Suggested to separate professional and personal content.

4. "Physicians must recognize that actions online and content posted may negatively affect their reputations among patients and colleagues, may have consequences for their medical careers (particularly for physicians-in-training and medical students), and can undermine public trust in the medical profession"(AMA, n.d)

Guidelines for ANA

- "**Be aware of your audience**. Make sure that the content of your posts is appropriate for the people who will be seeing it and may share it with others.

- Maintain your professionalism. Avoid posting anything that could be considered unprofessional or inappropriate, such as photos or videos of patients.

- Know your social media policy. Familiarize yourself with your **employer's social media policy** and adhere to it across all the social media platforms that you choose to use.

- Secure your social media profiles. Review and set up the respective privacy settings for the social media platforms that you choose to use.

- Share credible information only. The dissemination of credible and reliable information protects the health and well-being of the public.

- Engage with respectful content. Do not share content that is harmful, disparaging, racist, homophobic, or derogatory"(American Nurses Association, n.d.)

WEBSITE CHECKLIST

1 **2**

- Domain name (website address)

Short, Simple, and if possible help with SEO.
Need to see if it's available and then also consider the extension
You can register your domain on your website builder.
Think about the tagline.

- Website builder: WIX, WordPress, Squarespace.

Reliability and Speed.
Website Hosting determines speed loading also you to rank better and give a better customer experience.
Security(need an SSL certificate to ensure secure transmission between website and host)
Maintenance and bug fixing.
Customizability built-in features that you can scale. -

1

- Brand elements

The logo goes into the header together with the tagline.
Photo or photo stock.
Pick your template - the theme where the layout is already in place.
Color Palette and Typography

- Sitemap:

Flow of your website which should include your home page, about, services, contact, and privacy policy(You can use a privacy template generator like Termly) which can be found in the navigation bar.

- Header/Footer will stay consistent no matter how many pages you have on your website

Content: Copy of website, research comparable websites and determine the style or wording you like.

2

VIDEO

PRODUCTION

Video

- In 2022, an astounding 82% of global internet traffic came from video content(Bower, 2023) This highlights the immense popularity and consumption of videos among today's consumers. Small business video production is crucial for several reasons, including Videos are engaging and memorable. Videos capture attention and engage audiences more effectively than other forms of content. A recent study found that viewers retain 95 percent of a video's message compared to just 10 percent when reading text(Bower, 2023)

- iMovie (Apple) and Vimeo (Android)

SEO Checklist

- Meta Title or Page Title: 60 character count so that it is mobile responsive
  The free tool for this is charactercounttool.com
- The title needs to reflect key wounds and content with a hook such as Learn More or Free Download
- H1 Tag for headers and then use a consistent layout with subheadings
- Use alt text tag for photos: images can be optimized for SEO using descriptions and the bonus of this is you are also adding to the digital accessibility feature of your website for individuals who use screen readers. Examples of Alt Text.
- Free ways to search for keywords: No keyword stuffing
- Building Backlinks.

GOOGLE BUSINESS LISTING

Checklist

1. Go to business.google.com
2. Enter the name of your business.
3. Search for your profile(name) and business category.
4. Click Next.
5. Choose whether you have a location customers can visit.
6. Enter the service area of your business.
7. Enter a phone number and website URL.
8. You also have the option to create a website .
9. Click Finish.
10. Verification option.Mailed a postcard with code
11. Services are offered and hours are open.
12. Description of your business and add photos
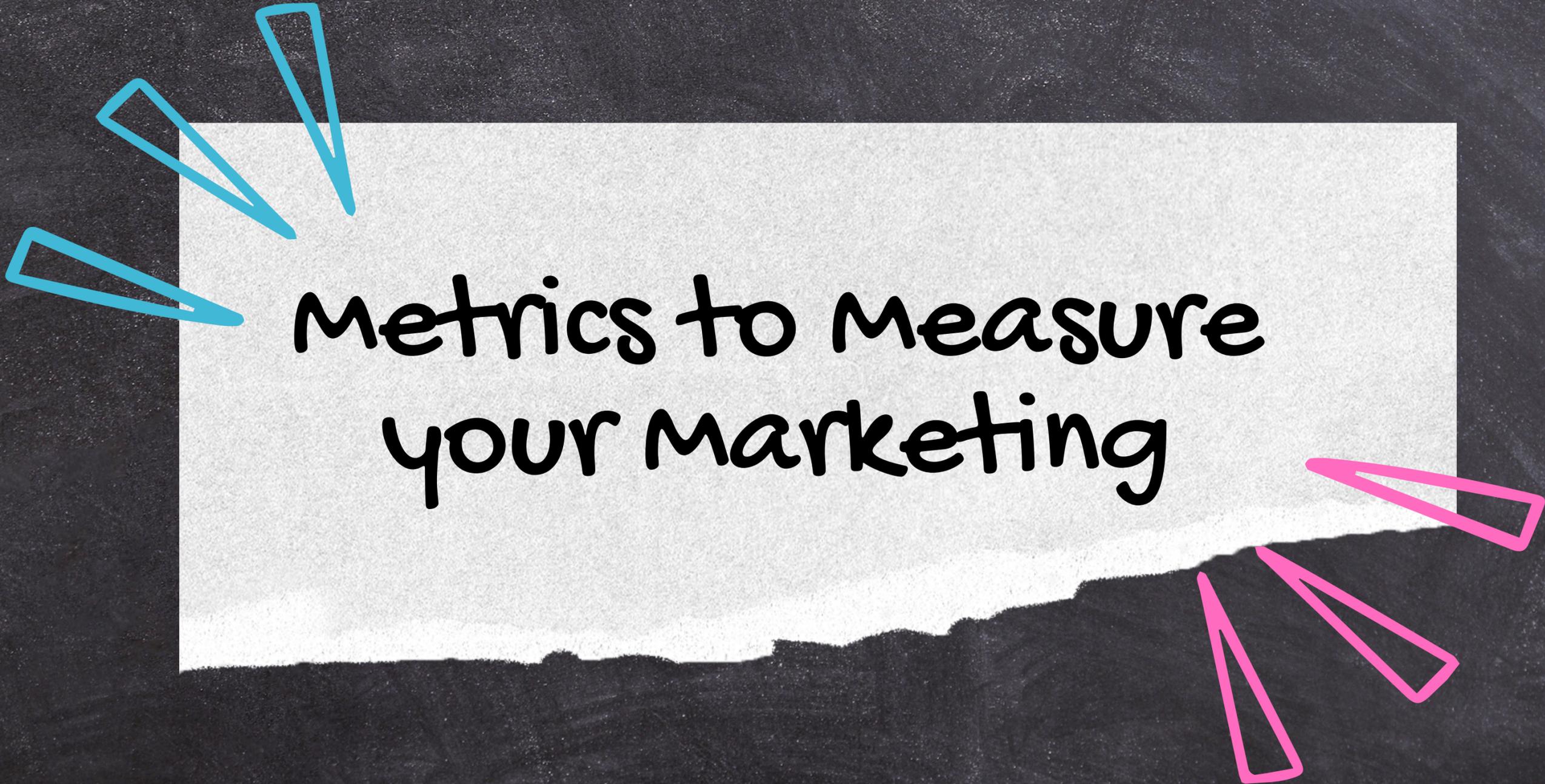
Metrics to Measure your Marketing

Metrics

<u>Websites Metrics</u>
Total number of visits in a specified period to track engagement from the campaign or blog
Unique visitor is counting only the new visitors coming to your site
Returning visitors is important for audience building
Conversion Rate for CTA

<u>Email Metrics</u>
Open rate gauges the effectiveness of your subject line
Click-through rate that is hitting the links in the email.

<u>Social Media Metrics</u>
Reach
Impressions: how often the content was shown
Engagement to the Post

Metrics

Pay-Per-Click

Generates massive revenue for the advertiser and the person that takes the ad pays if the link is hit(this means traffic not conversion)

CPC (cost per click) is variable and depends on the keyword and the site you want to run your campaign.

ROAS(Return on Ad Spend) is the revenue you receive for every dollar you spend.

KPI's

Total number of visits per month.

Revenue per visit(Total revenue for the month/total visits of the month)

Cost per Visit (Total costs = rent, payroll, utilities, phones, internet, insurance, EMR, Equipment lease, loans/ total number of visits that month

Exit Interview - Discharge

Besides outcome measures consider a patient satisfaction survey that is customized to rate the clinic environment, front desk, wait times, clinic processes, and staff. Primetime to mention Google review and rating or gather testimonials.

THANK YOU