

# WHITE PAPER



**Proven Digital Marketing  
Strategies For Medical Practices**



# Overview

## We Guide You To The Future

Nowadays, healthcare patients have a lot more options than ever before. With so much information available on the web, these patients no longer feel the need to visit the closest hospital, a medical practice nearest to their location, or even healthcare practices with a lot of locations in your neighborhood community.

That's the reason it's so important to have a planned, budgeted healthcare marketing plan to reach new and returning patients in your area.

Marketing is critical, even if you're satisfied with your current patient volumes. Your patient volumes won't thrive without a planned marketing strategy to keep your healthcare brand at the forefront of people's minds.

Simply think of all the reasons someone might decide to switch healthcare providers: changes in the type of healthcare insurance, relocation, dissatisfaction with wait times, or just one negative experience. You are not ensured to keep up your patient volumes for eternity.

# Planning Your Marketing Strategies



Like providers tell patients all the time that an ounce of prevention beats a pound of cure. Providers should have a marketing strategy in place now than wait until to find out their patient marketing CRM database is nearly empty. Healthcare marketing, when done properly can be helpful for your practice:

- Keep patients drew in with relevant, personalized, and timely outreach during their journey
- Retain patients over a long period of time and further develop loyalty in your healthcare community
- Drive more qualified leads to generate revenue
- Evaluate your productivity and re-align the strategy
- Increase your strategic advantage to draw in patients in an increasingly competitive marketplace
- Dynamic changes in the healthcare industry markets require agility and focus. You may have to hire outside



## Things to add in your healthcare marketing strategy

### 1. Use consistent branding for your practice

You may feel confident your expertise sets you apart from others. But let's face it- to a patient, one white coat looks just like the next, and patients most of the time are unwilling to take service from someone they don't know or trust.

When you build a strong and recognizable brand and promote awareness of your brand, you go a long way in leaving strong impressions in your prospective patient's mind.

### 2. Evaluate the online patient experience

A decade ago, simply having a site was more than enough to impress or draw in prospective patients and help them find your healthcare brand identity. However, at present, a website is healthcare's new front door. It's the first thing patients often see, and if it's not optimized for user experience, it may also be the last time a patient considers your practice.

### 3. Build a responsive healthcare website

A responsive site is one that automatically adjusts to the size of a screen, so the experience is similar whether the site is accessed on a computer, tablet, phone, or any mobile device.

Although it is a norm in website design today—more than that, it's something search engines are looking for when crawling any medical website to determine how and where you'll rank.



#### 4. Test site speed

Marketers who study user behaviors on the web have proven that patients today are less willing to put up with slow loading times than ever before. It only takes 5 seconds to lose a prospective patient who decides to navigate elsewhere all thanks to your slow site. Make sure to test your site speed at Google's PageSpeed Insights. If load times are slow, have a word with your web developer about ways to speed it up.

#### 5. Optimize for prospective patient's search engine results

Search engine optimization is a powerful tool for getting your medical practice to the top of the search engines. Be that as it may, it's much more complicated than most marketing professionals realize.

You cannot simply use the term "healthcare practice" 100 times on your site and expect to rank #1 on search engines.

A large part of SEO involves using the right optimal phrases and keywords so that the search can understand your healthcare organization's sites and be sure you rank for the proper, relevant, and pertinent healthcare-related search terms.

#### 6. Leverage social media the precise way

Too many practices rely on organic social media for a large part of their digital healthcare marketing strategies. Organic social media means posting photos, updates, events, and more directly to social media platforms and it's a valid strategy to build your brand and let patients know what's new.

However, it shouldn't be your only social strategy. Paid advertising on social media is a better way to reach the right set of audiences who may be looking for your services even if you're not already connected.




# Summing Up

It is strongly advised that building a healthcare marketing strategy does wonders to your practice. Strategy comes together smoothly when you learn how to best represent your brand with marketing materials.

At Capline, we work with clients from across the US healthcare industry, from private practices and hospitals. Trust our experience to transform your approach to digital marketing to attract new patients and retain current ones.



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