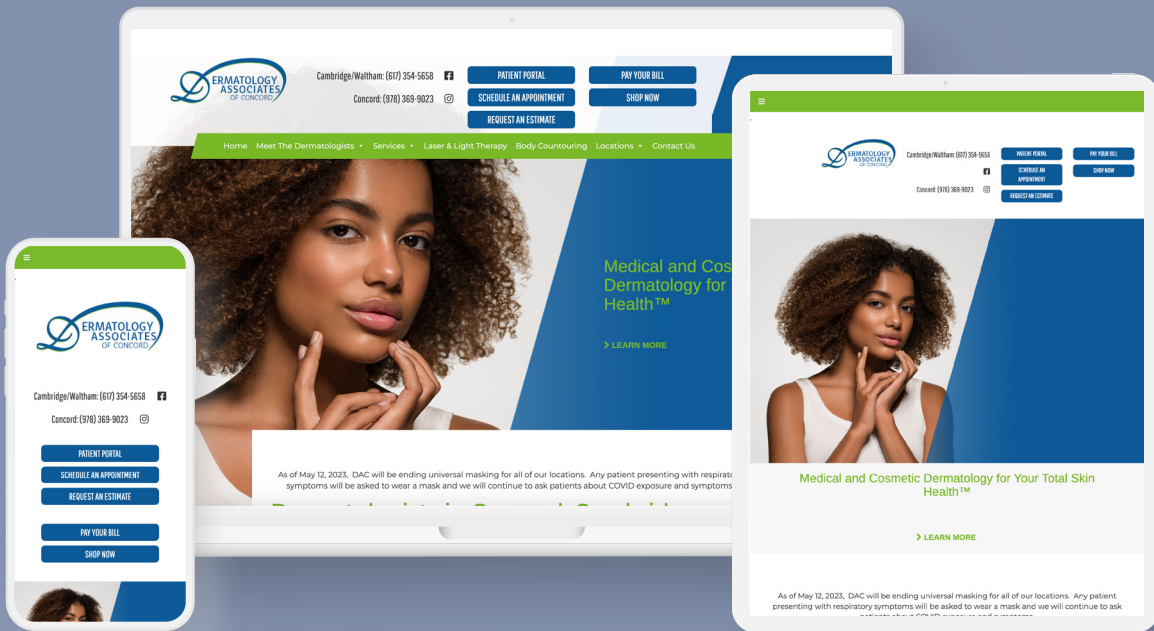


# 7 Core Strategies That Drive Patient Volumes

## Dermatologist Digital Marketing Simplified



# What's Inside:

## 7 Core Strategies That Drive Patient Volumes

Specialists, like dermatologists, face an increasing number of growth challenges – from a highly competitive local market to fluctuations in service demand and more. For optimal marketing investment returns, your dermatology practice must assemble a strategy to ensure that you outshine your competition and effectively reach patients who need your specific services.

- 1** **Create** a Compelling Website
- 2** **Get** in Front of Patients in Their Online Searches
- 3** **Launch** a Paid Advertising Campaign
- 4** **Nurture** Relationships on Social Media
- 5** **Optimize** Your Business Listings
- 6** **Boost** Your Online Reviews and Ratings
- 7** **Identify** Top Targets with Analytics

# ONE:

## Create a Compelling Website

When in search of a new dermatologist, most consumers do their homework before they decide to schedule a new patient appointment. Patients look to dermatology websites as the go-to source for information and appointment scheduling. In fact, a recent survey found that 80% of respondents use the internet for healthcare-related searches. This means that the first impression made by a dermatology website design plays a critical role in how a patient chooses their provider.

When web page design elements carefully consider the user experience, and the content clearly communicates what makes your practice exceptional, your website becomes a dynamic marketing tool. **For optimal dermatology website design that meets your patient acquisition goals, the following are must-have elements:**

- **Mobile-Friendly** – Meet patient experience standards with quick load-times and easy navigation that displays well on all device types.
- **Built to Convert** – Features such as optimized request forms make it easy for prospective and returning patients to initiate an appointment.
- **HIPAA-Secure** – Due diligence to keep data transmission safe on your website protects your patients and your practice.
- **ADA Accessible** – Ensure your website is user-friendly and accessible for all visitors.



## TWO:

# Get in Front of Patients in Their Online Searches

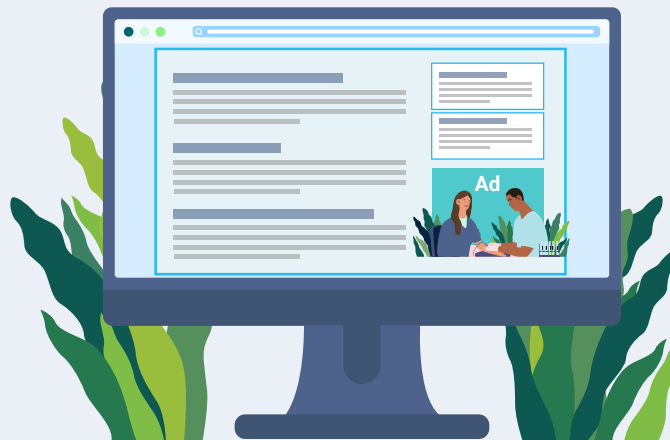
When patients in your geography are searching for dermatological services, the ones who appear first in Google search have a much better chance at gaining – and keeping their patronage. For success in Google search, focus on the following:

- **Keyword Research** – Research and understand keywords related to dermatology and phrases with adequate search volume – focus on those which align with procedures and services provided by your practice.
- **On-Page SEO** – Build your dermatology website according to the quality standards of search engines, making it easy for Google and other platforms to crawl and index your site.
- **Write Compelling Content** – Beyond just website content, aim for consistency by continuously adding fresh keyword-focused blog article content on your site.

Search engine optimization (SEO) cracks the code to help your dermatology practice rise to the top of search results, giving you the competitive edge.

### 3 Ways SEO Supports Your Dermatology Business:

- **Builds Brand Awareness and Visibility** – The higher up you are in search, the greater advantage you have over your competition for being top of mind for consumers.
- **Increases Organic Website Traffic** – Your higher ranking directly correlates to the volume of web traffic you can expect. Often, with more volume comes more new patients.
- **Establishes Your Authority** – Be recognized as an authority with credible, educational and unique content for your dermatology practice.

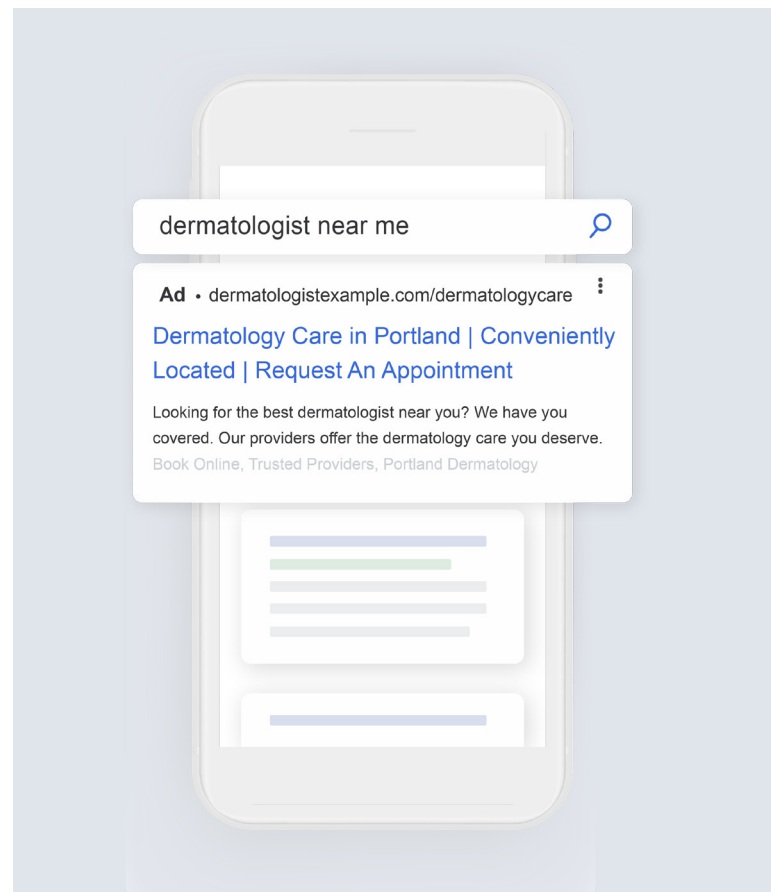


# THREE:

## Launch a Paid Advertising Campaign

Digital advertising – also known as pay-per-click or PPC – drives new patients to your website with precise targeting. Because PPC keeps in step with top local competitors and reaches a highly specific audience, it is an ideal channel for dermatologists, especially those with subspecialties. It also provides a more immediate path to attracting prospective patients and gives your marketing a boost in tandem with your longer-term SEO strategy. **Get ahead in the game with PPC!**

- **Determine Which Ad Platform is Best for Your Practice** – Google Ads are ideal for dermatologists because there is a strong baseline of dermatological related search volume on Google – where your ads can appear. Alternatively, Facebook allows you to define a target audience in a geography who is likely interested in your services. Facebook ads are pushed to your target audience with visual appeal and build awareness of the new products and services you are offering.
- **Take a Holistic View** – Engage with targets who click on your ads end-to-end. Direct them to a thoughtful landing page with a form that is optimized for submissions. Ensure your office staff is trained and incentivized to follow up with patient prospects.
- **Engage in Continuous Improvement** – Monitor the performance of your ad campaigns across platforms and adjust based on reporting insights to ensure you are continuously providing compelling ads.



**What Does Pay-Per-Click Mean?** As the name suggests, you won't pay each time your ad appears, but only when a Google or Facebook user clicks the ad (usually a patient interested in your services).

# FOUR:

## Nurture Relationships on Social Media

With over 4.8 billion users worldwide, social media has become one of the largest growing and most effective digital marketing strategies available today and one of the most preferred channels of communication, allowing for real-time conversations with prospective patients and existing ones alike.

### Social Media Opportunities for Dermatologists:

- **Practice Updates** – Announce new staff members joining your practice, new services available, and other relevant updates to keep your audience engaged and informed.
- **Helpful Reminders** – Offer tips or reminders for skin care solutions.
- **Community Engagement** – Stay engaged with the local community surrounding each of your locations by partnering with local organizations or sharing their updates.



### Studies have found that dermatology social media serves eight essential purposes:

Awareness Creation | Customer Service | Community Outreach | Patient Education  
Public Relations | Crisis Communications | Recruitment | Brand Monitoring

# FIVE:

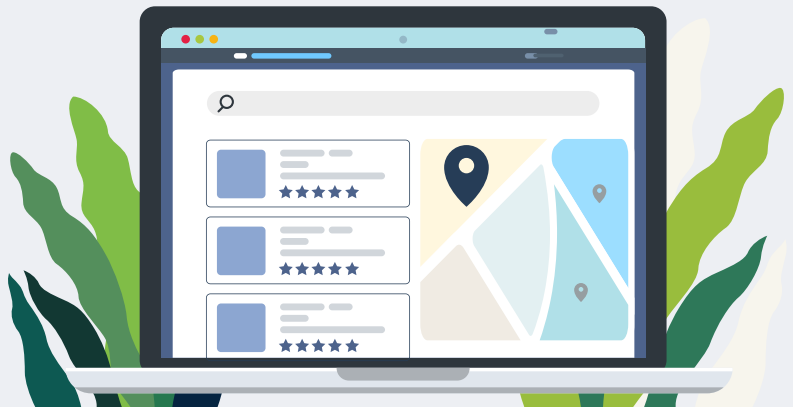
## Optimize Your Business Listings

Because of Google's dominance in search, as well as the prominence of Google Maps as a common utility for patients to navigate to one of your locations, your Google Business Profile is key to your success. Optimize your Google Business Profile to help your dermatology practice appear in local search results.

- Confirm that your Google profile contains the **proper and consistent name, address, phone information along with your hours of operation**.
- Enhance your profile with **photos of your practice, and the dermatological services** you provide.
- Include **links to your profile** from the appropriate page on your website. This is especially important for dermatology practices with multiple locations.
- **Align your reputation management program** to drive Google Reviews down to the specific Google Business Profile – whether that's for an individual office location, or member of your staff.

With optimization of your Google Business Profile, you greatly increase your chances of being found in local search, which is crucial to gaining and keeping your share of the local market. **In addition to Google Business Profiles, you can increase discovery of your dermatology practice within dozens of other online directories including:**

- **Vitals**
- **WebMD**
- **Foursquare**
- **Apple Maps**
- **Bing**



# SIX:

## Boost Your Online Reviews and Ratings

### Recognize the Power of Online Reviews

Today, prospective patients behave much like general consumers when it comes to selecting services or a dermatologist. A primary indicator of consumerism in healthcare is how prospective patients now gather knowledge from online reviews when comparing providers.

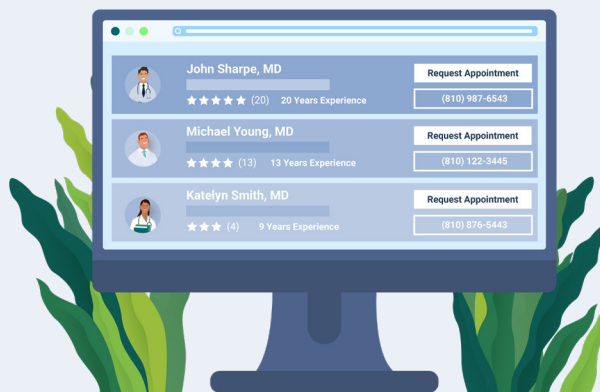
### How Can You Bolster Your Online Reviews?

**1.) Request Reviews** – Satisfied patients are typically willing to provide a review, especially when asked. These requests will drive the volume of positive reviews and star ratings and help soften the impact of any negative reviews.

**2.) Leverage Automation** – Send review requests in a timely manner – shortly following a patient appointment. Today's review platforms support a range of communication channels, which need to be made a part of your check-out workflow – so requests are sent within 24 hours of seeing the patient to increase your opportunity to collect positive reviews.

**3.) Make Google Reviews a Priority** – Patient reviews are available across a range of review sites and other platforms, but Google reviews are the ones potential patients are more likely to come across as they search for dermatological care online. To help drive your local search visibility, be sure to include Google Reviews into the mix.

**4.) Monitor Your Online Reviews** – Monitor your reviews and respond in a timely manner to both positive and negative feedback left by patients to demonstrate that your practice cares about the quality of care that patients receive.





# SEVEN:

## Identify Top Targets with Analytics

Maximize the growth of your dermatology practice through local market analytics to guide and prioritize your patient acquisition strategy.

- **Current Market Share** – Understand your market share for dermatology services and procedures versus identified competitors in your area.
- **Patient Referral Patterns** – Determine where the most referrals to dermatology are coming from.
- **Target Patient Concentration** – Determine which target patients are most likely to need dermatology services in your practice's vicinity, organized by zip code.

**Local Market Analytics can provide your practice with insights to help guide marketing priorities and accelerate new patient growth.**



# Grow Your Dermatology Practice

Partner with a Healthcare-Exclusive Marketing Agency  
Focused on Growing Patient Volumes

## Why iHealthSpot

	Track record of digital marketing success for specialties, including dermatologists		Award-winning websites, designed to convert patients
	Comprehensive, and data-driven marketing plans based on market intelligence that optimizes campaign performance		Accountability for results through continuous marketing support and monthly reporting

A full-featured, interactive medical website design sets the foundation for building a solid online presence and satisfactory patient experience for dermatologists.

**From there, we craft a marketing strategy powered by market analytics that ensures maximum visibility, customized to attract the patients who best match with your services.**

[Learn More](#)