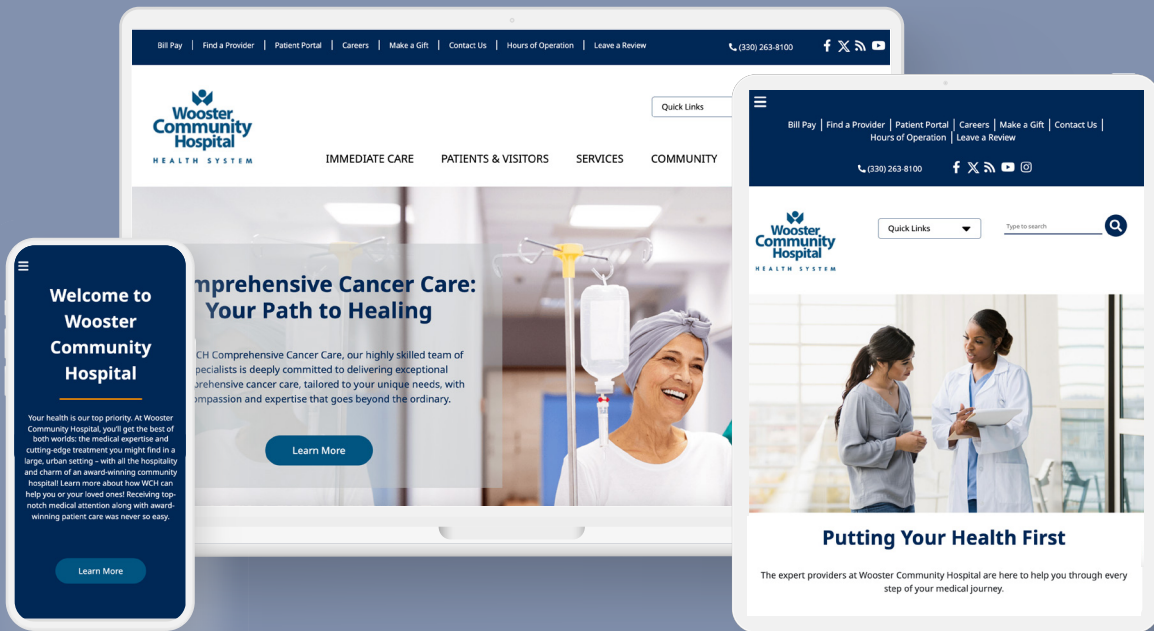# iHEALTHSPOT
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7 Core Strategies That Drive Patient Volumes

Medical Center Digital Marketing Simplified

What's Inside:

7 Core Strategies That Drive Patient Volumes

Hospitals must consistently position their facilities as a place to go for dependable care. For optimal marketing investment returns, your medical care 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

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ONE:
Create a Compelling Website

Patients look to hospital websites as the go-to source for information and 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 medical center's website design plays a critical role in how a patient chooses a care facility.

When web page design elements carefully consider the user experience, and the content clearly communicates what makes your hospital exceptional, your website becomes a dynamic marketing tool. **For optimal medical center 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 obtain care.
- **HIPAA-Secure** – Due diligence to keep data transmission safe on your website protects your patients and your medical center.
- **ADA Accessible** – Ensure your website is user-friendly and accessible to all visitors.

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TWO:
Get in Front of Patients in Their Online Searches

When patients and providers are looking for the best choice in hospitals in your geography, 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 hospital-related keywords and phrases with adequate search volume – focus on those which align with services provided by your facilities.

- **On-Page SEO** – Build your medical center 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 medical center rise to the top of search results to solidify your authority in your regional market.

3 Ways SEO Supports Your Medical Center:

- **Builds Brand Awareness and Visibility** – The more your hospital shows up in search results, the more you exert your prominence as the top medical center in your area.

- **Increases Organic Website Traffic** – Your higher ranking directly correlates to the volume of web traffic you can expect. Often, with more volume comes more market dominance.

- **Establishes Your Authority** – Be recognized as an authority with credible, educational and unique content for your medical center.

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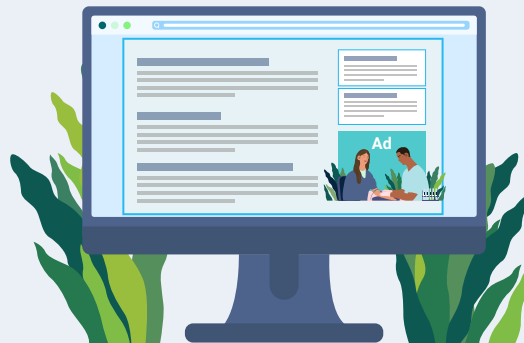
THREE:
Launch a Paid Advertising Campaign

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 healthcare centers, especially those with special services. 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 Hospital** – Google Ads are ideal for medical centers because there is a strong baseline of healthcare-related search volume on Google – where your ads can appear. Alternatively, Facebook allows you to define a target audience in a geography who likely needs your services. Facebook ads are pushed to your target audience to ensure that your local community recognizes your medical center as the one serving your region.

- **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 inquiries.

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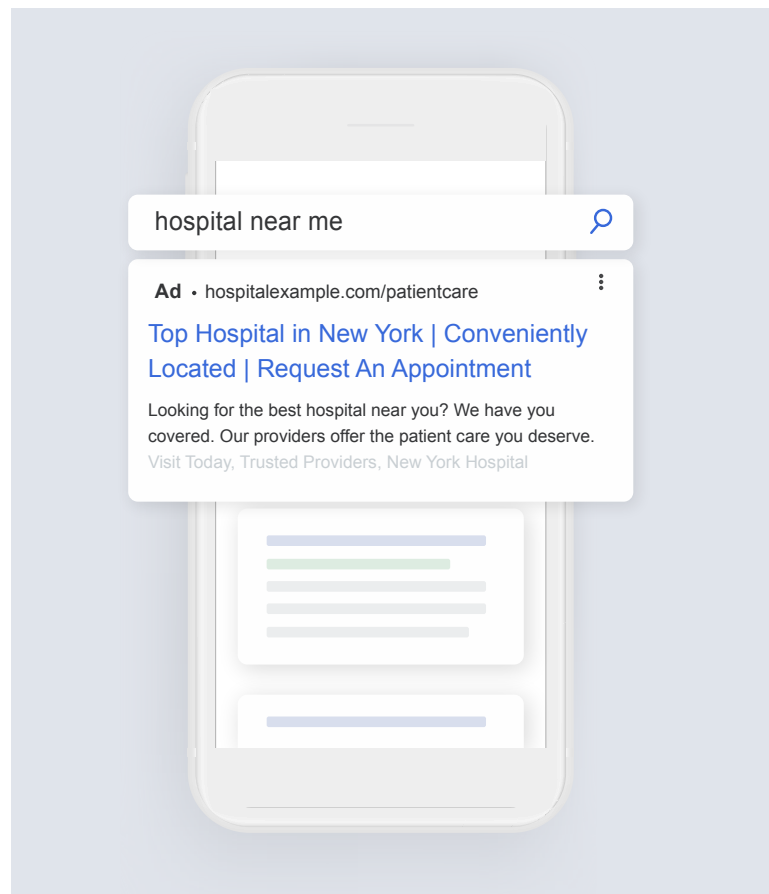
? **What Does Pay-Per-Click Mean?** As the name suggests, you won't pay each time your ad appears, but only when a Google or Facebook user clicks the ad (usually a patient interested in your services).

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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 Medical Centers:

- **Hospital Updates** – Announce new staff members joining your team, new services available, and other relevant updates to keep your audience engaged and informed.

- **Helpful Reminders** – Offer tips or reminders in support of public health.

- **Community Engagement** – Stay engaged with the local community surrounding your medical center by partnering with local organizations or sharing their updates.

Studies have found that social media for hospitals serves eight essential purposes:

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

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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 medical center appear in local search results.

- Confirm that your Google profile contains the **proper and consistent name, address, phone information along with your departments and hours of operation**.

- Enhance your profile with **photos of your facilties, and the services** you provide.

- Include **links to your profile** from the appropriate page on your website. This is especially important for medical facilities with multiple locations.

- **Align your reputation management program** to drive Google Reviews down to the specific Google Business Profile – whether that's for headquarters, individual locations, or specific providers.

With optimization of your Google Business Profile, you greatly increase your chances of being found in local search, which is crucial to maintaining prominence in the local market.
In addition to Google Business Profiles, you can ensure inclusion within dozens of other online directories including:

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

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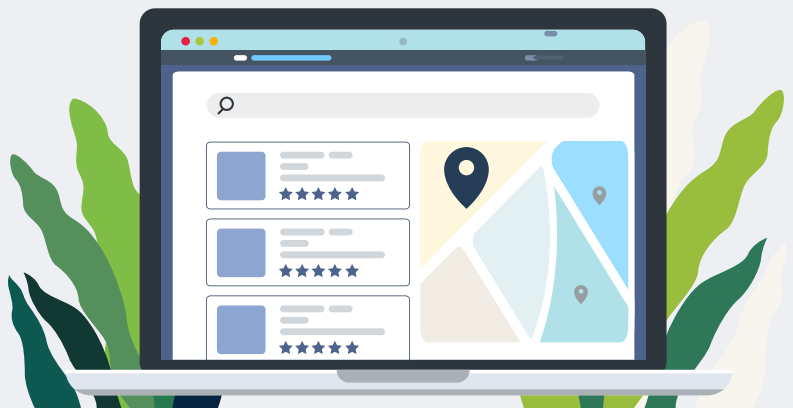
SIX:
Boost Your Online Reviews and Ratings

Recognize the Power of Online Reviews

A primary indicator of consumerism in healthcare is how prospective patients now gather knowledge from online reviews when evaluating their healthcare options.

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 encounter. 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 research medical facilties. To help drive your local search visibility, be sure to include Google Reviews as a key element of your strategy.

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 hospital cares about the quality of care that patients receive.

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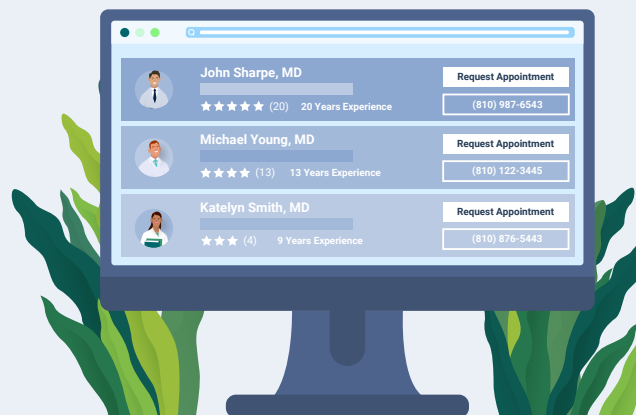
SEVEN:
Identify Top Targets with Analytics

Maximize the market dominance of your medical center through local market analytics to guide and prioritize your patient acquisition strategy.

- **Current Market Share** – Understand your market share for hospital services versus identified competitors in your area.

- **Patient Referral Patterns** – Determine where the most referrals are coming from to hospitals and other facilities within your health system.

- **Target Patient Concentration** – Determine which target patients are most likely to need hosptial services in your vicinity, organized by zip code.

Local Market Analytics can provide your medical center with insights to help guide marketing priorities and accelerate growth.

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Boost Your Medical Center Profile

Partner with a Healthcare-Exclusive Marketing Agency Focused on Growing Your Revenue

Why iHealthSpot

Track record of digital marketing success for healthcare organizations, including health centers

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 medical centers.

From there, we craft a marketing strategy powered by market analytics that ensures maximum visibility, customized to build trust with the patients in your region.

Learn More

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