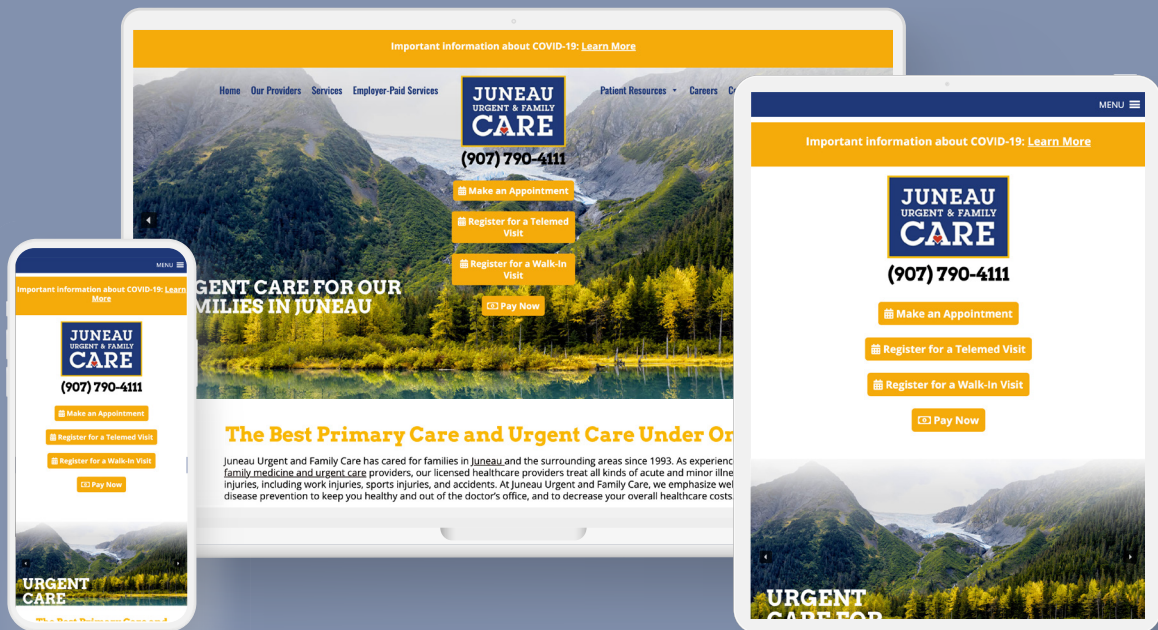


7 Core Strategies That Drive Patient Volumes

Urgent Care Center Digital Marketing Simplified



What's Inside:

7 Core Strategies That Drive Patient Volumes

Digital marketing is the lifeline of urgent care, propelling these centers to the forefront of a patients' radar when convenience is the top priority. By maximizing their online presence, urgent care centers can become the top choice for patients with time-sensitive health needs.

- 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 patients track down urgent care, they are making swift decisions according to what will best meet their needs in that moment. Your website will either seal the deal and bring them to you, or deflect them elsewhere. Is your website designed for the utmost convenience?

When web page design elements carefully consider the user experience, and the content clearly communicates what makes your urgent care center the most practical option, your website becomes a dynamic marketing tool. **For optimal 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 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

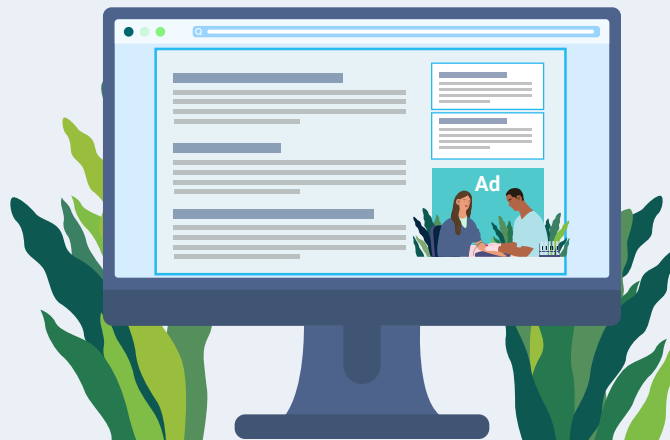
When patients in your geography are searching urgent care services are more likely to jump on those who appear first in search results. For success in Google search, focus on the following:

- **Keyword Research** – Research and understand urgent care related keywords and phrases with adequate search volume – focus on those which align with services and conveniences offered by your urgent care center.
- **On-Page SEO** – Build your urgent care 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 urgent care center rise to the top of search results, giving you the competitive edge.

3 Ways SEO Supports Your Urgent Care Center:

- **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. This is how you ensure you have a strong online presence at the moment patients need a place to go for urgent care.
- **Establishes Your Authority** – Be recognized as an trusted facility with credible, educational and unique content for your urgent care center.

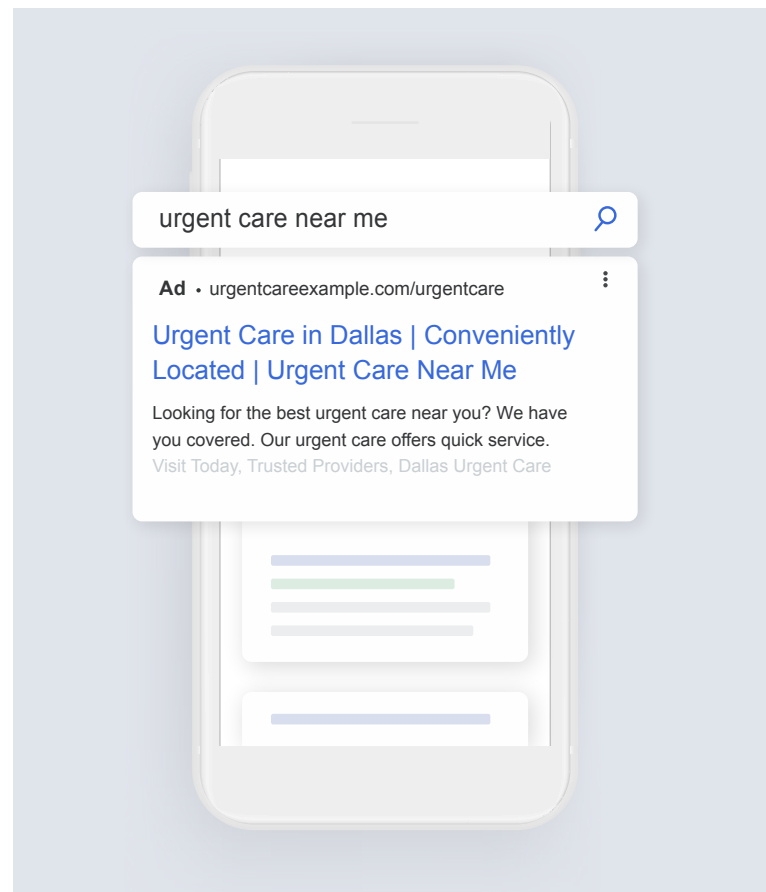


THREE:

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 urgent care centers who need to be found at the very top of search results. Because it provides a more immediate path to attracting prospective patients, it 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 urgent care centers because it is what patients will likely see first when seeking urgent care. 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 convenient care you offer
- **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 immediately 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 urgent care 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 Urgent Care:

- **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 in support of staying healthy throughout the year.
- **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 urgent care 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

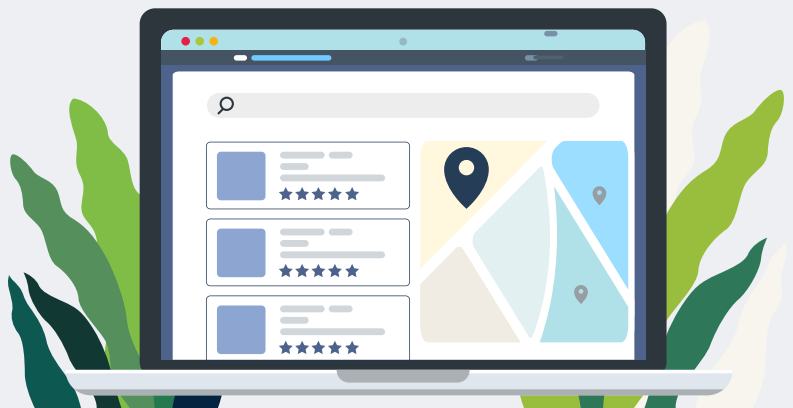
Because of Google's dominance in search, as well as the prominence of Google Maps as a common utility for patients to navigate to one of your locations, your Google Business Profile is key to your success. Optimize your Google Business Profile to ensure that your urgent care center is always seen where the Google business directory feature shows in 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 convenience** you provide.
- Include **links to your profile** from the appropriate page on your website. This is especially important for urgent care practices with multiple locations.
- **Align your reputation management program** to drive Google Reviews down to the specific Google Business Profile.

With optimization of your Google Business Profile, you greatly increase your chances of being found in local search, which is crucial to gaining your share of the local market.

In addition to Google Business Profiles, you can increase discovery of your urgent care center 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 an urgent care center. Patient reviews play a crucial role in confirming that the center can effectively address their urgent needs.

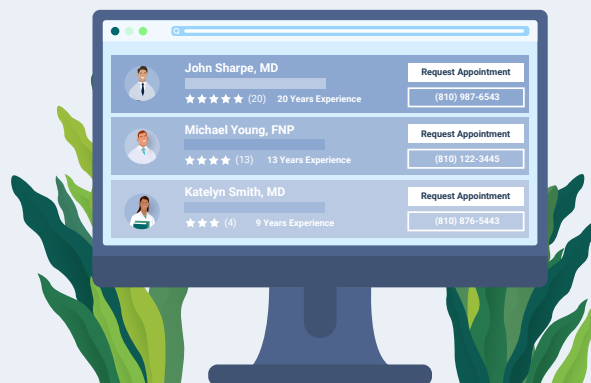
How Can You Bolster Your Online Reviews?

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 urgent 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 urgent care center is mindful of the experience that patients receive.



SEVEN:

Identify Top Targets with Analytics

Maximize the growth of your urgent care center through local market analytics to guide and prioritize your patient acquisition strategy.

- **Current Market Share** – Understand your market share for dental services and procedures versus identified competitors in your area.
- **Target Patient Concentration** – Determine which target patients are most likely to need urgent care 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.



Win Urgent Care Consumers

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

Why iHealthSpot

	Track record of digital marketing success for healthcare, including urgent care 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 urgent care centers.

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 convenient services.

[Learn More](#)