

HOW TO GET THE MOST OUT OF YOUR MARKETING

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IS MARKETING REALLY WORTH YOUR TIME?







SOMETHING TO TALK ABOUT...



Source: First Business News (3/14/14)



GIVE PEOPLE SOMETHING TO TALK ABOUT



START WITH THE WHY &
ALWAYS HAVE A
CALL-TO-ACTION



HOW DO YOU
GET YOUR
MESSAGE OUT?




PRINT ADVERTISING
IS NOT DEAD



WHEN & HOW TO USE PRINT EFFECTIVELY

- Direct mail
- Newspaper ads
- Billboards
- Printed flyers
- In-office signage
- External signage






TECHNOLOGY HAS CHANGED THE WAY
WE COMMUNICATE



SOCIAL MEDIA =
WORD OF MOUTH
ON DIGITAL STEROIDS



MARKETING IS CHANGING



Despite the fact that 91% of US citizens have their cell phone within reach 24/7, patients are increasingly unable or unwilling to answer!



Ninety percent of cell phone users ignore incoming phone calls!



Text messages are typically responded to within 90 seconds!



MARKETING IS CHANGING



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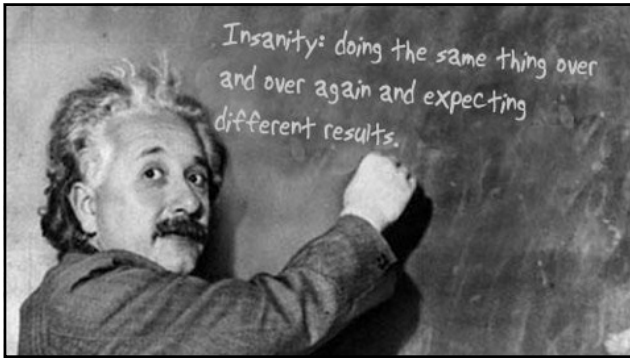


People check email on their smartphone an average of 34 times per day!



WHAT DOES THAT MEAN FOR YOUR PRACTICE?





EXCEEDING PATIENT EXPECTATIONS

- Patients want communication with your practice to be:
- Prompt
- Convenient
- Efficient
- Personal
- Customizable





EMAIL MARKETING



EMAIL BLASTS

77% of consumers prefer to receive permission-based marketing communications through email



EMAIL BLASTS

84% of all email traffic in 2015 will be spam.



ALL DIGITAL MESSAGING

- With great power, comes great responsibility.
- Text (SMS)
- Push notifications
- Email



EMAIL BLASTS

The best reason to open an email is to find a benefit or an answer within.

- “Find out about...”
- “See what/who is...”
- “The best ___ that will ___...”



SEARCH ENGINE OPTIMIZATION (SEO) VS. PAY PER CLICK (PPC) ADVERTISING




WHAT IS SEO?



Organic SEO is the process of affecting the visibility of a website or a web page in a search engine's unpaid results.



UNDERSTANDING THE DIFFERENCE
Google AdWords or PPC



DO I REALLY NEED A WEBSITE IF I HAVE A FACEBOOK PAGE?



WEBSITE MUST HAVES

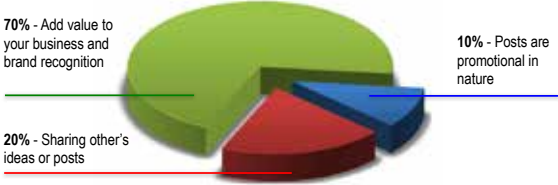
- Mobile Responsive
- Organic SEO
- Patient education articles and videos
- Blog (updated regularly)
- Online appointment requests
- Patient Testimonials



WHAT'S THE FORMULA FOR SOCIAL MEDIA SUCCESS?




SOCIAL MEDIA 70/20/10 RULE



70% - Add value to your business and brand recognition



20% - Sharing other's ideas or posts

10% - Posts are promotional in nature



SOCIAL MEDIA





- Try to post at least other day.
- Don't miss Wednesdays
- Post right after work arrival, lunch hour, right after work.
- Schedule posts using HootSuite.com or Buffer.com



ONLY YOU CAN BE YOU




SOCIAL MEDIA VS. USER REVIEW SITES




CONSUMERS OF ALL AGE READ REVIEWS

97% OF CONSUMERS 18-34	91% OF CONSUMERS 35-54	86% OF CONSUMERS 55+
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CONSUMERS OF ALL AGE READ REVIEWS



33%
DO SO
ON A REGULAR
BASIS




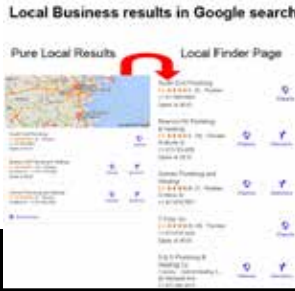
HOW TO
LEAVE A
REVIEW



GOOGLE MY BUSINESS

GOOGLE MY BUSINESS

Local Business results in Google search

Pure Local Results Local Finder Page

GETTING STARTED IS EASY



[GOOGLE.COM/BUSINESS](https://www.google.com/business)

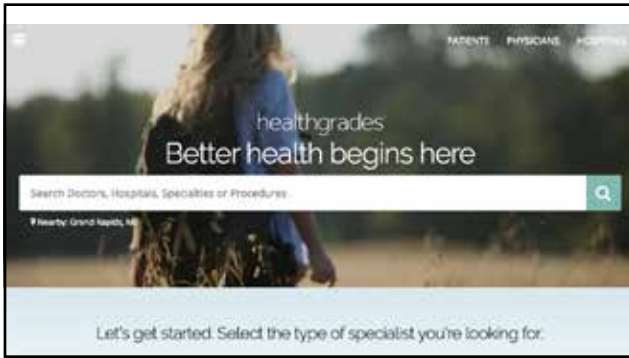


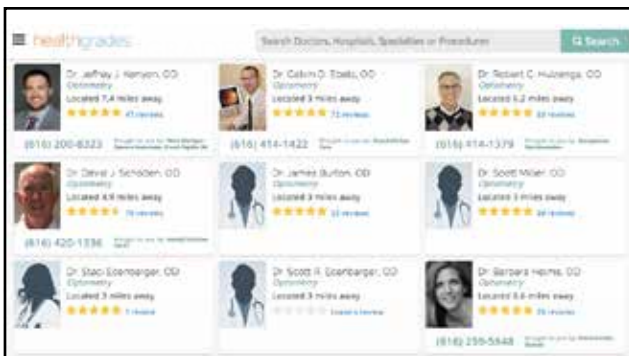
HEALTHGRADES

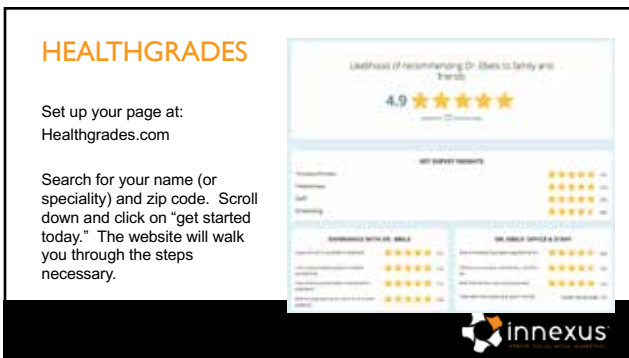


- The goal of Healthgrades is to bring a new level of transparency to healthcare.
- More than one million people a day rely upon Healthgrades to research, compare and connect with doctors and other healthcare professionals.

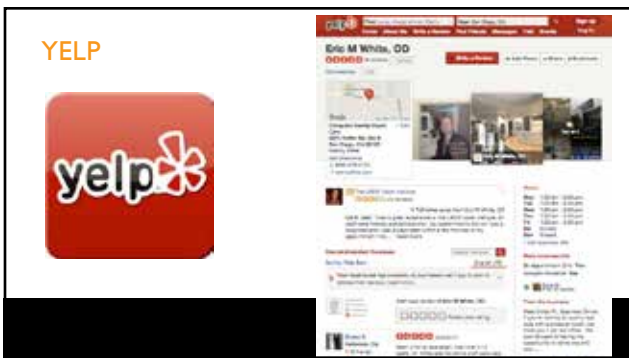














CLAIM YOUR PAGE AT: BIZ.YELP.COM

innexus

INCREASE YOUR ONLINE REVIEWS

Set up profiles and notifications on multiple review sites

innexus

INCREASE YOUR ONLINE REVIEWS

Ask patients for a review

innexus

INCREASE YOUR ONLINE REVIEWS

Make it easy for patients to leave reviews




DON'T BE AFRAID OF ONLINE REVIEWS

- Good reviews can help grow your sales, and even bad reviews can turn good with a fact, satisfactory response.
- Yelp reports 5%+ sales boosts to businesses with each additional star rating.
- 33% of bad reviews turn good if the business owner responds.

Always be concise and positive, thanking people and letting them know that you're available if they need to contact you.



MARKETING MUST BE A PRIORITY

Marketing needs to be a priority, and part of your work process.






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