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Inbound Marketing
for Healthcare

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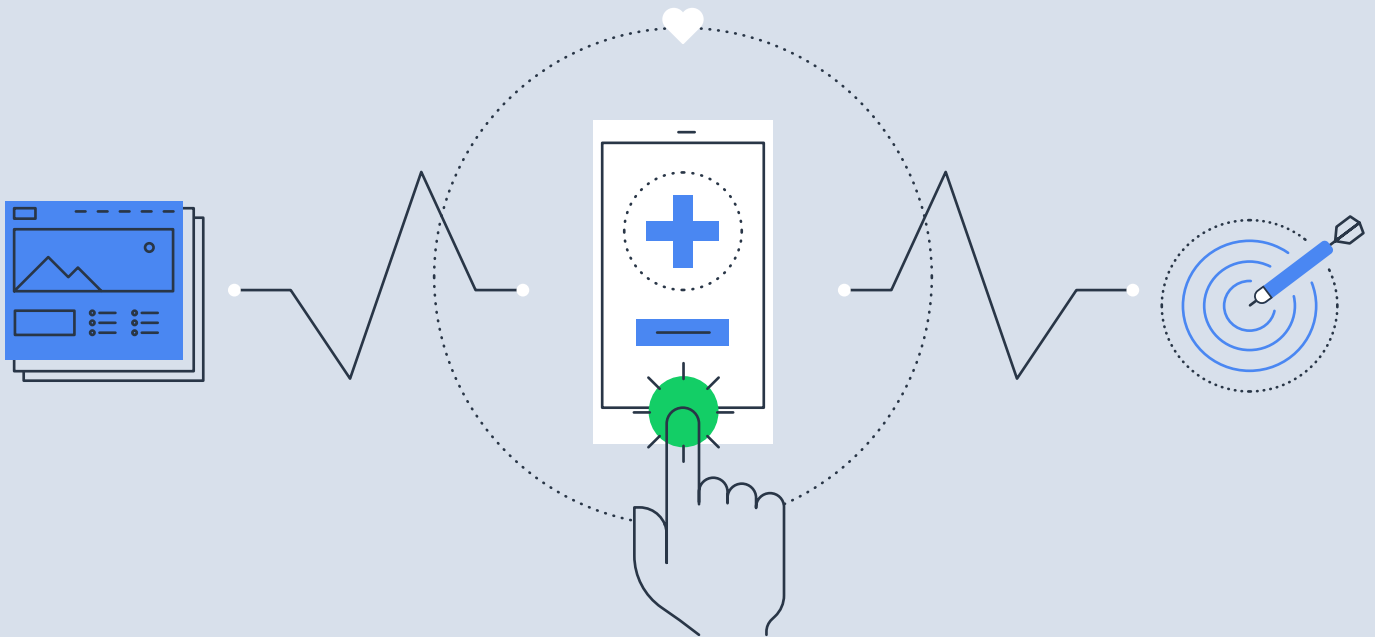
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Introduction

In recent years, there has been a fundamental shift in the way healthcare marketers reach potential customers. Today, it's all about creating personalized, premium content and using it to promote your organization to your potential consumers. Gone are the days of outbound marketing initiatives like television, radio and print ads – many of today's consumers demand a different, more personalized approach. That's where inbound marketing, or demand generation, comes in.

As a thought leader in the healthcare industry, you have more to provide your current and potential consumers than just the healthcare services, pharmaceuticals, insurance or medical devices you're selling. Through content — including blog posts, white papers, eBooks, webinars and more — you're now able to reach them with valuable, educational and interesting information that they'll use throughout the purchasing process. Providing consistent, relevant content to your audience that aligns with what they want to see, when they want to see it, pushes your organization to the top of their minds when it comes time for them to make a decision.

As such, creating an effective inbound marketing strategy is incredibly important. Setting goals for your organization allows you to create an inbound marketing campaign structured specifically to meet those goals. Inbound marketing serves as a way to connect with and nurture your potential audience, as well as with your current customers.

In this white paper, you'll learn about the components of an effective inbound marketing campaign for healthcare organizations and how to carry out each of these components, allowing you to attract your ideal audience, generate leads and retain customers, turning them into advocates for your brand.

Strategy

A successful inbound marketing campaign begins with a well thought-out strategy. The development of this strategy, along with your campaigns, should ultimately be centered around your company's goals.

Goals

First, you need to establish what you plan to accomplish with your inbound marketing campaign. Set specific, measurable goals that will help drive the creation of your marketing activities. If you're looking to increase your number of leads, for example, you might want to include a campaign based on a premium content offer, such as a white paper about the advancements of mobile technology in the healthcare space.
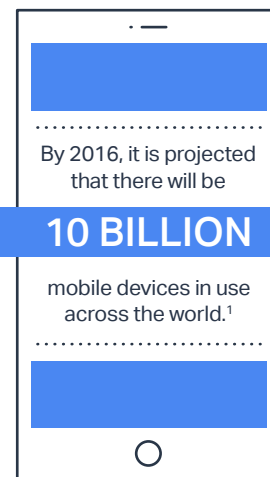
Planning

Once your goals are in place, you should conduct an initial analysis of your organization's brand, including web experience and current marketing initiatives. Additionally, analyzing your top competitors will provide you with a lot of insight. After completing this analysis, you should structure your strategy to meet your goals. This plan should incorporate utilization of your website, content marketing, demand generation, lead nurturing and detailed analysis and reporting.

Reach

The first phase of the inbound marketing process is centered around attracting and reaching your preferred audience. However, before you try to reach them, it's important to determine who they are.

Start by defining your ideal buyer personas, or profiles of your ideal customers, including their demographics, goals, problem they're trying to solve, common objections they have to a service like yours and how your company can ultimately help them solve their problem.

After you establish your buyer personas, craft all of your content specifically for them. For example, you wouldn't speak to pharmaceutical company executives and physicians in exactly the same way, would you? Once your content and brand voice are consistent, reach your audience with a stellar website, crafty SEO and an engaging social media presence.

By 2016, it is projected that there will be

10 BILLION

mobile devices in use across the world.[1]

Website

The content throughout your website should speak specifically to who you're trying to attract. To do this, you may need to create a website with two different sides – one for patients and one for healthcare providers, for example.

Utilizing smart calls to action (CTA) throughout your website will show different content to return visitors or to people who have engaged with your company previously. With smart CTAs, you have the ability to show a first-time visitor a "Download the White Paper" CTA, while visitors who have already downloaded your white paper would see a "Contact Us" CTA.

In addition to the content on your website, design is also critical in this step of the process. Is your website responsive? In today's digital, technology-focused world, people expect to be able to use their mobile devices for everything. If your website isn't designed for mobile, you risk missing out on a large part of your target audience.

Mobile platforms account for 60% of time spent on digital media, a 10% increase from 2013.[2]

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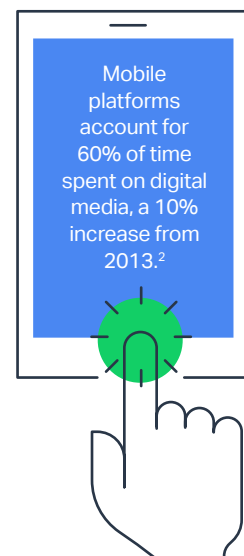
[1] http://www.deloitte.com/assets/Dcom-UnitedStates/Local%20Assets/Documents/us_chs_2012_mhealth_HowMobileTechnologyIs-TransformingHealthCare_032213.pdf
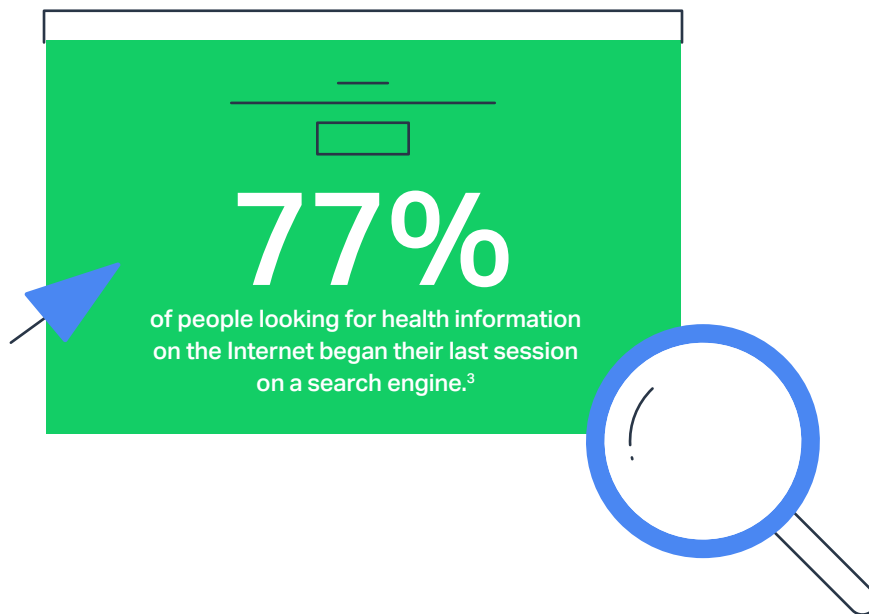
[2] http://www.comscore.com/Insights/Blog/Major-Mobile-Milestones-in-May-Apps-Now-Drive-Half-of-All-Time-Spent-on-Digital

SEO

When crafting your content, it's important to take search engine optimization, or SEO, into account. The healthcare space is full of highly competitive keywords and an increasingly large number of people using the Internet to find health information related to these keywords.

Prior to optimizing your content, research keywords that people might be using to find your organization. Simply guessing which keywords you should use will not be beneficial.

Once you decide on keywords to use, optimizing your content will help your website's ranking, pushing you higher in organic search results and consequently allowing you to be found more easily online.


77%
of people looking for health information on the Internet began their last session on a search engine.[3]

[3] http://www.pewinternet.org/fact-sheets/health-fact-sheet/)

Social Media & Blog

Along with a responsive website that is search engine optimized, you'll need to take full advantage of social media and a blog.

Social media platforms, such as Facebook, Twitter, LinkedIn and YouTube, will allow you to publish content daily, which in turn allows you to reach your audience often, keeping your organization top of mind. Social media can also provide a personal, relatable side to your organization. As such, it is important that you interact with your followers, responding to their questions and concerns or offering advice.
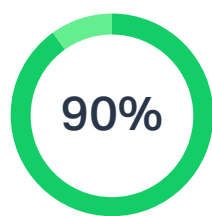
90%

of 18-24 year olds surveyed said they would trust medical information shared by others on social media networks.[4]
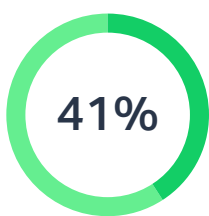
41%

of patients said that social media would affect their choice of a specific doctor, hospital or medical facility.[5]
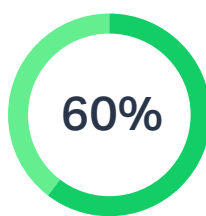
60%

of doctors say social media improves quality of care that patients receive.[6]

Blogging is a great way to publish optimized thought leadership pieces. The more often you blog about relevant topics that your ideal audience is searching for, the more likely your website will appear in the top organic search results. However, once you start a blog, it is important to maintain it with consistent posts.

Blogs that post daily get

5x

more traffic than those that post weekly or less.

[4] http://getreferralmd.com/2013/09/healthcare-social-media-statistics/

[5] http://getreferralmd.com/2013/09/healthcare-social-media-statistics/

[6] http://getreferralmd.com/2013/09/healthcare-social-media-statistics/

[7] http://socialmarketingwriting.com/13-blogging-statistics-probably-dont-know-infographic/

Nurture

Once you've started to reach your ideal audience, it's time to nurture the relationships that you've started. Engage with them by delivering targeted content that is relevant to what they want to see, when they want to see it.

Targeted Content

With the vast amount of information at your fingertips today, you should be promoting specific content to specific audiences. As stated earlier, different personas need to be spoken to differently – they don't necessarily care about or want to see the same information. For example, when creating content to promote your pharmaceutical company's new drug to a healthcare provider, you would likely want to discuss prescribing information, bioavailability and different dosage options. However, when creating content to promote it to potential patients, you would want to put information in simpler terms, as well as discuss things like side effects, how they should talk to their healthcare provider about taking the drug and how to save on their prescription.

Likewise, you wouldn't want contacts in all lifecycle stages to see the same content. Crafting content based on someone's stage in the buying process will allow you to avoid sending introductory emails to people who are sales-ready, for example.

Additionally, different tracking and analytics tools can allow you to see which pages of your website your contacts have viewed. If a contact has repeatedly looked at the "Features" page for your mobile health application, why not send them an email with an offer for a free, live demo of your app?
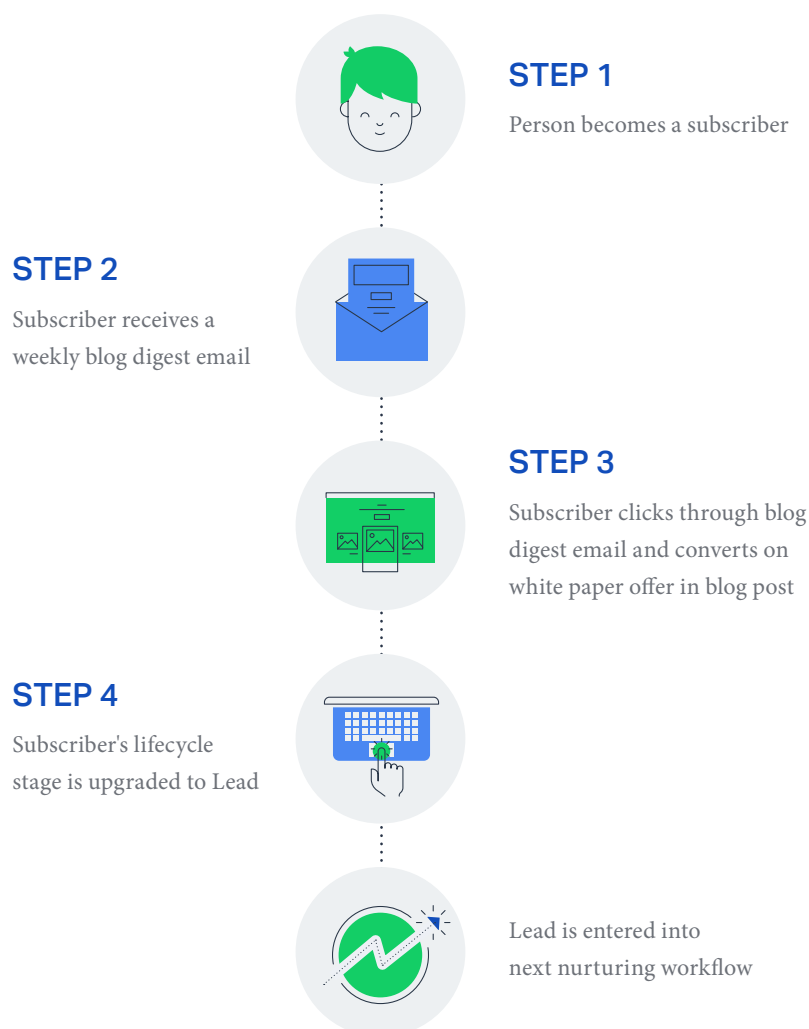
Hitting your audience with content that they actually care to read is critical – if it doesn't appeal to them, they'll most likely delete it.

Automated Workflows

Automated workflows, otherwise known as marketing automation or drip campaigns, send targeted emails to nurture your contacts through the buying process, educating them along the way and making them more sales-ready.

A good starting point is to design a workflow for each of your lifecycle stages, broken up by buyer persona. This will allow you to serve relevant content to people at every stage of the buying process, within each different buyer persona. If people happen to take action during a workflow, such as fill out a contact form, you also have the ability to remove them when they join a certain goal list. Again, this ensures that nurturing content isn't being shown to someone who's ready to complete the sales process.

STEP 1

Person becomes a subscriber

STEP 2

Subscriber receives a weekly blog digest email

STEP 3

Subscriber clicks through blog digest email and converts on white paper offer in blog post

STEP 4

Subscriber's lifecycle stage is upgraded to Lead

Lead is entered into next nurturing workflow

Convert

Moving along in the inbound marketing process, you'll want to exchange innovative and interesting premium content for contact information, generating leads and ideally turning them into customers.

Premium Content Offer

Premium content, such as white papers, eBooks and reports, gives you the opportunity to further establish your organization as a thought leader in the industry and provides the opportunity for more touch points with potential customers. When you set out to create a premium content piece, research hot topics and trends within the industry, as well as look into what your competitors are writing about.

Landing Page

Once your premium content is complete, make sure to house it on a landing page with a form and corresponding call to action to download. This will allow you to collect, store and use each contact's information to connect with them in the future, either personally, through email campaigns or through automated workflows.

Your landing page should give the viewer no other option but to convert on your offer. Generally, to follow best practices, it should not just look like another page on your website. In fact, landing pages should not feature a top navigation bar at all. Content should be intriguing and kept to a minimum, in order to pass the "blink test" and entice contacts to convert. Is it possible to tell what the offer is in 5-8 seconds? If not, you need to refine your landing page design and/or copy to specifically reflect your offer.

As you can see to the right, this landing page features a header image, introductory text, short text snippets about Pyxl's digital marketing experience, a client quote and a contact form to fill out with a corresponding call to action.

Thank You Page

Once a contact fills out the form on your landing page, they should be directed to a thank you page, where they will receive acknowledgement that their information was submitted and/or their downloadable resource. Unlike a landing page, it is a good idea to include your website's navigation on this page, to encourage them to click around now that they've converted on your offer.

Delight

Once you hit the "delight" stage, you've secured a customer – your goal should be to turn them into an evangelist for your brand. Engaging with them consistently will keep your organization at the top of their minds.

Continued Engagement

Sending emails to your current and past customers, such as interesting industry happenings or trends, a recent interview, your newest white paper or eBook or your company's monthly newsletter, will help maintain their engagement and contribute to your ongoing relationship.

Once you have established a successful ongoing relationship with a customer or have completed a customer's project with impressive results, create a case study and ask for a quote from them to use as a testimonial. This will serve as a major benefit for your organization, as potential customers tend to look for proven past success before they commit to a deal.

Conclusion

As the healthcare industry continues to surge into the digital realm, explore the benefits of inbound marketing for your organization. You're dealing with an increasingly digital and mobile audience, and creating a plan to reach that growing number of people is key. Inbound marketing will allow you to reach your target audience, drive leads and retain customers, ultimately turning them into your organization's evangelists.

Interested in learning more? Looking for an industry-leading inbound marketing partner? Pyxl has extensive experience developing and executing successful inbound marketing strategies and campaigns for clients across the healthcare industry. We understand how to drive innovative inbound methodology while satisfying all industry compliance standards. If you have questions, would like more information about partnering with Pyxl or are ready to begin the process, please contact us today.

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Pyxl is a collection of creatives on a passion and results-driven mission to design, write and code custom digital marketing solutions not just for our clients, but for their clients. We're where the right brain meets the left brain and our strategy-based services are built on real relationships, not egos.

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