



The 2018

# Healthcare Marketing & ROI Guide



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# The way we engage with businesses is changing.

New technologies are making us more connected and more informed than ever before. But, the more connected we become the more distracted we become, making it increasingly difficult to cut-through with marketing. With engagement levels at an all-time low, new channels and new strategies are constantly being explored by marketers to connect with their audiences.

For practices trying to survive and thrive within this new digital

landscape, it's meant a shift away from traditional marketing models to a focused, multi-channelled one that is powered by technology and data analysis.

But, while emerging digital channels are proving to be incredibly important, it's certainly not time to discard traditional channels altogether. Instead, it's simply highlighted the crucial role measurability plays in your marketing.





## Measurability is a Must!

With more channels now available to market, you need to see measurable results from your campaigns - to ensure you're getting a positive return on your healthcare marketing investment (ROI).

Measurable marketing lets you get the most from your time and money. You can track your return per marketing channel, investing more into the channels that are working and spending less on those that aren't.

Online channels, by their very nature, are highly trackable, with

dashboards such as Google Analytics providing real-time data on traffic, clicks and conversions. Whereas on the surface, it can seem that traditional offline methods are a money drain of marketing spend.

The good news is, there are a range of simple measurement techniques available that can give you a clear understanding of your ROI in no time. With that in mind, we've put together a list of some of the most popular traditional and digital healthcare marketing channels - and, most importantly, how to measure them!



# Traditional Marketing

Traditional marketing refers to the conventional methods of marketing which businesses have used over the years to promote their products or services

## TRADITIONAL MARKETING METHODS



Newspaper Print Ads



Flyers



Radio



Television



Billboards



Newsletters





## Traditional Marketing for Practices

In the past, if you wanted to attract new patients or fill your appointment book, you'd list in the Yellow Pages, place an ad in the local papers, letterbox drop the local area or send a letter to patients who hadn't visited in awhile.

One of the common issues with using traditional media is that it can be hard to measure direct results. This can, in turn, make it difficult to justify your return on investment (ROI).

You may have dropped thousands of dollars on a newspaper ad, bus shelter billboard, or mail-out – but do you really know how many patients it generated?

Sure, media agencies can tell you the distribution numbers, readership or traffic. But how can you tell how many people actually paid any attention to your ad?

We'll take a look at some common traditional marketing methods, and how you can start to measure their effectiveness.



# Traditional Practice Marketing Methods



## Local Sponsorships

One way to both give back to your local community and gain new patients at the same time is to sponsor a local sports club. Sponsorship can vary from just having your logo on a sports uniform to more innovative ways of supporting the local club. Plus you can be the team doctor/physio/dentist!

## Letterbox Drops

An effective way to get your business in front of patients in your surrounding suburb can be to simply print a flyer or magnet and place it in local letterboxes. It's a relatively low cost solution if you do the actual letterbox drop yourself, using staff members, friends and family. If you're only letterbox-dropping in your immediate vicinity you're likely to be hitting existing customers though, so you might need to cast your net wider.

Another option is to have a flyer inserted in a local paper. An indicative Australian price is around \$59 per 1,000 flyers, plus printing – so it can get quite costly. For example, for a paper with a distribution of 30,000, you'd be looking at \$1,770 plus the printing costs of 30,000 flyers. The other concern is how many of those flyers end up unread in the bin along with the paper.



## New building development welcome packs

If your practice is located close to where new housing estates or apartments are being built, it's worth talking to the developers.

They often compile 'welcome packs' or fridge magnets for their new tenants, detailing all local amenities and essential services such as doctors and dentists. Having your practice's contact information in the pack is an effective way to gain brand awareness with people new to the area.

## Local newspaper ads

A quarter page ad in a community paper can cost anywhere between \$500 to \$1,300. With newspaper readership declining, and ads generally needing to be repeated multiple times across several editions to gain traction in people's minds, it's unlikely you'll see a justifiable ROI from this activity.

## Community social media groups

Local community groups frequently have active community forums on Facebook, where people often look for recommendations for local businesses and professional services. Try introducing yourself or your practice on such a group.







## Measuring the unmeasurable

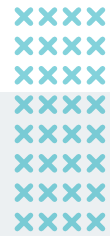
### How to track the effectiveness of your traditional advertising

Needless to say, online channels are highly trackable and provide real-time data. The true challenge is being able to track performance from traditional offline channels; to know whether a new patient heard about you from a friend, newspaper ad, letterbox drop or other promotion.

Over the next few pages, you'll find a number of tips and tricks to help you measure the effectiveness of your campaigns.



# Measuring the unmeasurable



## Phone number tracking

If you're listing your phone number on any printed material, it can be worth investing in a "vanity number".

A vanity number is a custom phone number you set up for marketing purposes, which redirects to your existing phone number.

The benefit is that you can track every incoming call, allowing you to immediately glean whether specific campaign activity is getting the

phone ringing. If you're running multiple campaigns at once you can easily add several vanity numbers and have them all directing calls to your main line.

Two popular options for setting this up are [Twilio](#) and [CallRail](#) – but be mindful to turn off their call recording options. Otherwise, you have to let any callers know that their call may be recorded.

Vanity numbers can be an effective campaign tracking technique, however bear in mind it's not an exact measure. Some people may see your flyer in their local newspaper, but then Google your phone number in their moment of need. This is a universal issue when trying to attribute marketing campaign activity to spend – and why it's good to ask new patients where they first heard about you.

For phone numbers shown on your website or Google AdWords, the team at Loves Data has some great advice on [how to track calls](#) from these sources.



## Website tracking and redirects

If you're including a website link on any promotional material being sent out, Google Analytics makes it easy to track how many clicks it generates through to your website via their [URL builder](#)

**Start with their simple campaign URL tool. Here you input:**

- the website URL you want them to land on (e.g. [www.practices.healthengine.com.au](http://www.practices.healthengine.com.au))
- the campaign source (e.g. newsletter)
- campaign medium (e.g. flyer) and
- campaign name (e.g. flushot2018).

The tool will then append a unique string of [UTM code](#) onto the end of the original URL. In our example our campaign URL becomes:

```
https:// www.practices.healthengine.com.au/ ?utm_
source=newsletter&utm_medium=flyer&utm_campaign=flushot2018
```

You are then able to track the amount of online traffic coming in from the link under Acquisition / Campaigns in your Google Analytics dashboard. This is also known as UTM tracking.

## Just ask!

Above all, don't be afraid to add a question to your new patient form asking where the patient heard about your practice.

It's easy, free – plus you might gain some insight into a channel you weren't aware of.

## Redirects

Naturally, a detailed URL containing UTM code string isn't very print friendly, and a patient is never going to remember it all, let alone enter it into their browser. This is where redirects come in.

Like vanity phone numbers, redirects allow you to visibly show one thing while in the background directing the user somewhere else.

If your website is built in WordPress, you can use a redirect [plugin](#).

Here you simply enter the detailed URL, and how you want the URL to look on your marketing material

(for example [practices.healthengine.com.au/flushot](https://practices.healthengine.com.au/flushot)).

## Special offers

An easy way to test the effectiveness of any campaign is to include a special offer. Perhaps a gap-free first appointment, or something tangible like a travel medical kit or a dental hygiene pack. When a patient comes in to claim the offer you can record a code against their name. By tracking how many offers are redeemed, you can gain some measure of how effective the promotion was.



# Measure pre **vs** post campaign acquisition

At a high level you can track the impact of any campaigns by measuring the number of patients generated in the months preceding the campaign, and comparing this to the volume gained during the campaign period.

Whilst indicative, this isn't a completely reliable method due to seasonality effects (eg winter cold and flu season is always likely to be higher GP patient volumes) and other outside factors. This is why you should also look at your year on year data, which will give you a baseline of your typical patient acquisition rate and indicate any spikes likely caused by campaign activity.

The above are all proven techniques to help you gain an indicative ROI on your marketing efforts.



# Digital Marketing

Digital marketing is the using of online channels and platforms to promote your business. Digital marketing allows businesses to not only create brand awareness and promote products/services online, it also allows them to reach a wider audience.

## DIGITAL MARKETING METHODS



Social Media Marketing



Email marketing



Directory listings



Paid pop-up ads



Blogs





## Digital practice marketing

With up to 77% of internet users searching online before booking an appointment with a healthcare provider, promoting your practice online is becoming key to attracting and retaining patients.

With digital marketing, you can run targeted campaigns. You pay for performance and receive measurable results so you can track your ROI. Effective and efficient, digital marketing offers an easier, lower-cost way to bring new patients through your door.



# Digital Practice Marketing Methods



## Verify your business listing on Google

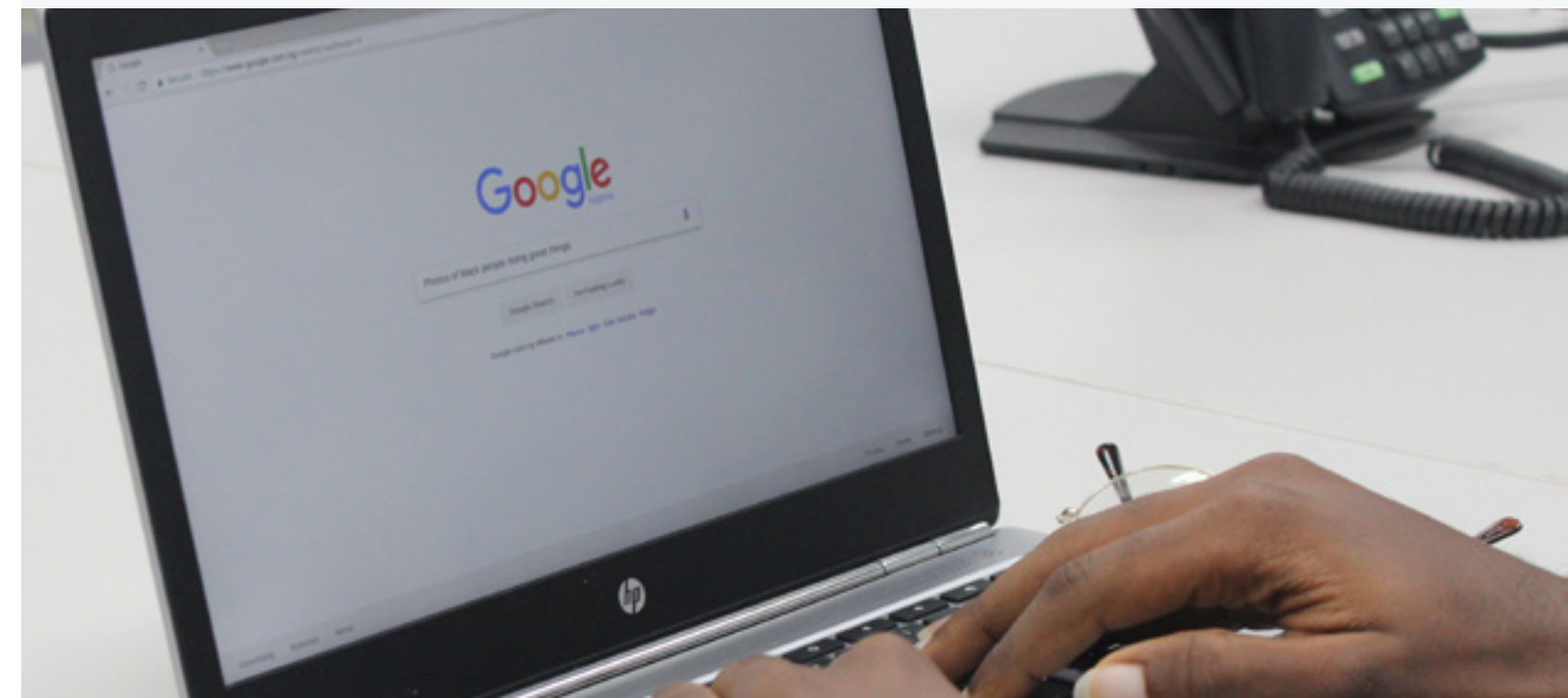
Google has become today's version of the White Pages. So it makes sense to verify your business listing to ensure the information is correct.

How can you know what your current free listing looks like? Jump on Google and type the name of your practice into the search bar. On desktop, your listing will appear in a box on the right hand side; on mobile it appears as a blue shaded box with call / directions /

website underneath. Both versions show information including your address, hours of business and phone number, plus will usually pin your location on Google Maps and pull an image from your website.

Naturally, it's important these details are correct. That's where the free [Google My Business](#) tool comes in. After you 'claim' your listing, Google will mail a physical postcard to your business address with a verification code (to ensure you genuinely manage that business). This takes about 2 weeks to arrive. Once verified, you can then confirm or update your details.

This process helps boost your organic (i.e. unpaid) presence on Google.





## Performance based marketing

Google AdWords (also known as “paid search”, “search engine marketing” or “SEM”) and Facebook marketing are the two commonly used performance based channels; namely, you pay for directly measurable results.

With AdWords, you bid to have your ad appear high up on a Google search results page (e.g. “doctor in Camberwell”). You set the cost you are willing to pay per click, and can also include Click to Call features on your listing.

Facebook ads are also an excellent local business marketing tool, whereby you can set campaigns to target specific demographics or locations to drive traffic to your website.

## Online health directory

With the health sector becoming increasingly digitally cluttered, HealthEngine offers Australia’s largest online healthcare marketplace, easily connecting providers with patients.

A [free listing](#) on the HealthEngine directory gives patients an easy way to find and access up-to-date opening hours and contact information for your practice.

It takes your practice from out-of-sight to top-of-mind - by helping your profile appear right when people are searching for healthcare providers on HealthEngine or Google.

Our [Professional Profile](#) listings can put you in front of 1.6 million patients a month via the [HealthEngine](#) website or app.

Plus, our unique [Patient Match](#) product can help drive new patients to your clinic.





## Measuring Made Easy

# How to track the effectiveness of your digital advertising

Effective and efficient, digital marketing offers a variety of tools allowing you to monitor the success and performance of your digital marketing campaigns.

As Karen Standen, head of digital marketing at Vauxhall, says “Digital has an infinite amount of measurable elements.”

However, with an abundance of metrics available in the digital marketing environment, it’s important to know which ones to track to get a clear picture of campaign performance.

**Over the next few pages, you’ll find a number of tips and tricks to help you measure the effectiveness of your campaigns.**



# Measuring Made Easy

## Google Analytics

Google is all about real-time reporting, making it easier for you to access the numbers you need, whenever you need them.

Google Analytics is the most effective and thorough tracking tool around, helping to track and report website traffic. It's fairly easy to set up yourself and makes it possible to easily track the success of marketing campaigns by way of traffic to your website or landing pages.



## Performance based marketing

All ad platforms provide the ability to set up conversion tracking which can show you how effective your campaign is performing in areas such as phone calls, website purchases, newsletter sign-ups, app downloads, and more.

Both Google and Facebook let you track and measure your campaigns from your own dashboard. You can easily track how all the metrics on your campaign perform over time and get real-time statistics around reach and engagement.

Tip: Remember to give the ads a few days to find their optimal rhythm, but if you are not entirely happy with performance you can adjust the spend level or pause the campaign at any time.



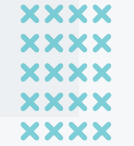


## Online Health Directory/HealthEngine

Here at HealthEngine, we understand that for practice marketing to be effective, measurability is everything.

With a HealthEngine Professional Profile, you can track your performance with monthly reports and real-time reporting - giving you access to online appearances (in search results), online engagement (profile views), online bookings & enquiries (which includes phone number clicks, website clicks, social media link clicks).

HealthEngine Patient Match will not only show you how many new vs existing patients you've generated, but also how many profile views, phone number reveals and click-throughs your profile has had. With no cost for driving existing patients, you only pay a one-off referral fee for guaranteed new patients to your practice.



## Google My Business

If you've claimed your [Google My Business](#) listing you'll have a number of metrics available to you. Via your listing, you can get a report on how many times your practice has appeared in searches, plus volume of phone calls and website visits generated.



## What does this mean for practice marketing?

Traditional marketing still has a place in promoting your practice, but on its own won't lead to ongoing success. Sustainable, long-term effectiveness with your marketing comes from developing a cohesive strategy that can live both online and off - a single strategy, multi-channel engagement approach.

## Measure everything!

When it comes to effective practice marketing, measurability is everything. By measuring your ROI, you'll have a clear picture of what marketing strategies are performing well and which ones you need to improve or cut altogether.

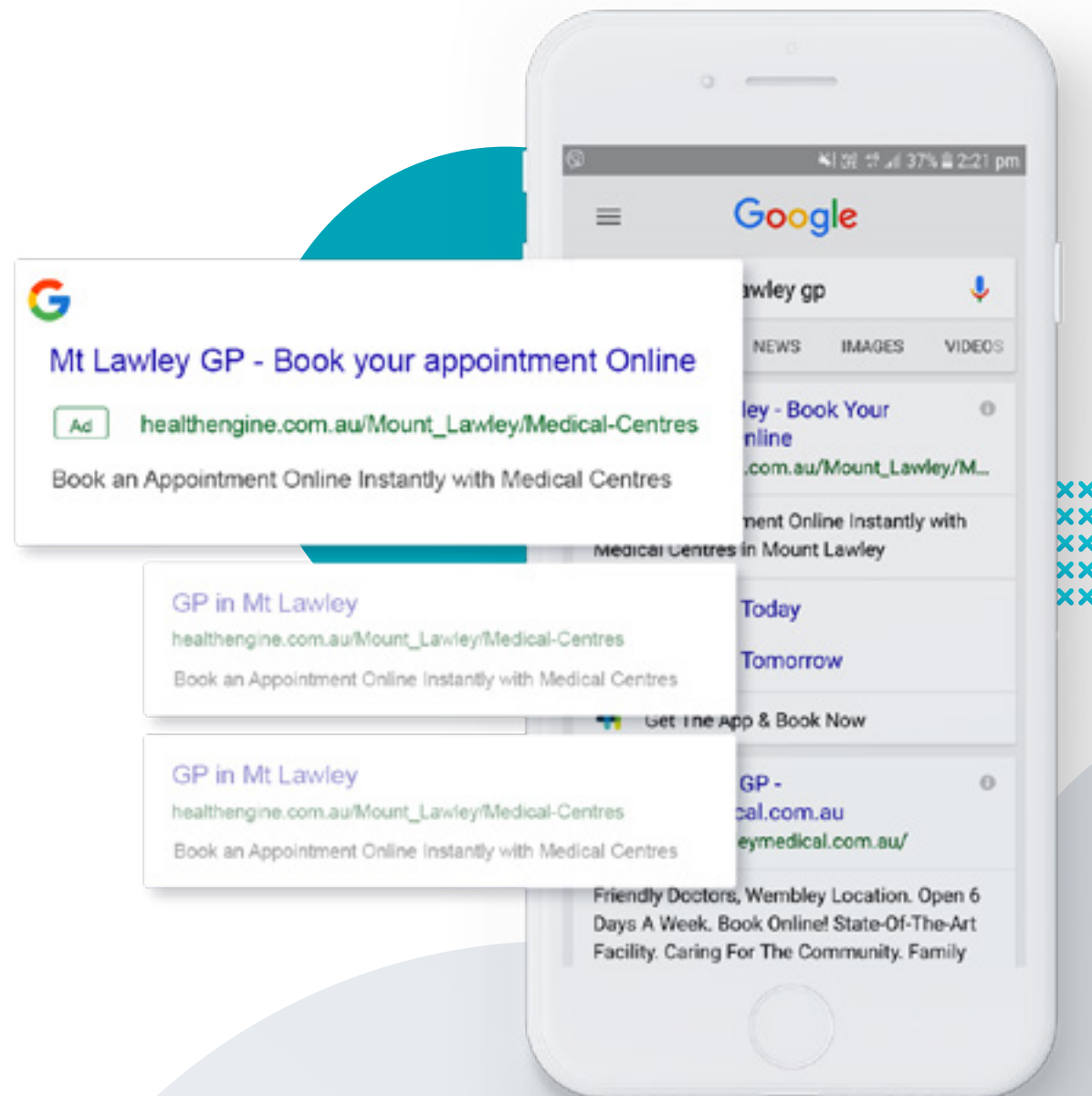
As Peter Drucker, founder of modern management, famously said,

**“If you can't measure it, you can't improve it.”**



# HealthEngine helps you dominate the digital

Discover how our range of innovative products work together to help increase your online visibility, attract more patients and grow consistently.



## Professional Profile

Put your practice in front of over 1.5 million users each and every month.

## Patient Match

Display your available appointments live on HealthEngine.com.au and the HealthEngine app.

## Featured Listings

Climb above your competition with a guaranteed top 3 position in searches in your chosen postcodes.

## Google AdWords

Scale the search engine summit as one of the first options available in Google searches.





To find out exactly how HealthEngine can help grow your practice, optimise your bookings and engage your patients, all in one seamless experience, speak with one of our of Practice Consultants today.

[Contact Us](#)

