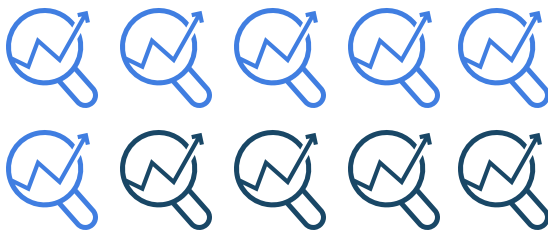


HEALTHCARE

INDUSTRY TRENDS

- According to [MarTech](#), many hope there is a final “farewell” to the pandemic and that the healthcare industry is slowly inching its way back to normalcy.
- Patient volume is back on the rise, with fewer people deferring care and many patients making up missed appointments. Healthcare marketers are not only investing energy toward attracting new patients [but also toward keeping and nurturing existing patients.](#)
- After this period of decreased interest, patient loyalty is lower than ever and ready to be influenced by advertising. Healthcare providers have a chance to capture this rare opportunity to expand influence and market share in a time when consumers are open to new options.
- Patients now use and expect online resources for their healthcare more than ever before. In the U.S., there are currently [70,000 health-related Google searches per minute](#), making up **7%** of Google’s daily searches.
- According to [eMarketer](#), healthcare digital ad spending is expected to increase by **10%** in just 2023 alone.



60% of consumers run a search before scheduling an appointment (specifically for physical therapists, nursing homes, and optometrists).

Ensure your practice stands out from the crowd to establish a solid and reputable online presence.

SOURCE: [Invoca](#)

UPCOMING SEASONS IN HEALTHCARE

Q4 is a busy time for healthcare. Make sure you have plans in place for the following events:



Cold & flu season



Seasonal vaccinations



Open enrollment period for insurance (Usually in October – December)



Cold weather injury season (e.g., falls, snow sports accidents)

TARGET THE BEST AUDIENCE

Admit it: not everyone cares about going to the doctor – even when they have a condition they should probably get checked out. Advertising in healthcare is all about finding the person who cares.

This kind of person tends to be one or more of these:

- Is risk averse
- Does online research
- Has others in their care
- Is somewhat informed and worried
- Currently has an existing ailment
- Skews older

The U.S. Dept. of Labor says moms and wives are the jackpots for health-related ads because they are responsible for [80% of their households'](#) healthcare decisions. If your ads persuade them, not only do you win over mom but also the rest of the family, including spouses and children. Target moms and reach more decision-makers with more ROI for less money.

Advertising and Privacy Laws

Due to privacy laws, you cannot geofence any medical facilities with ads for a specific ailment. However, there are still plenty of ways to reach your target audience.

Consider what the typical patient is like beyond their ailments. What activities, interests, and hobbies do they enjoy? What do their family and spending habits look like? Use these for your behavioral and contextual targeting.

HEALTHCARE

CASE STUDY



NEW PHYSICIAN RECEIVES 3x THE NUMBER OF PHONE CALLS FROM FULL FUNNEL STRATEGY

OBJECTIVE

Increase phone calls, site traffic, and the number of surgeries booked using a website our team created.

SOLUTION

We recommended Search Engine Marketing (SEM), Organic SEO, and Local SEO to create a full-funnel strategy when paired with video products. This recommendation ties back to consumer behavior and buying decisions.

RESULTS

After one month of implementing the full-funnel strategy, the physician was getting **27** calls per week! This was achieved without any increase in total budget.

A multi-channel approach with assets in all sections of the sales funnel will typically drive more substantial results and generate a higher return on investment (ROI).

CUSTOM CAMPAIGN GUIDE

Here are the most effective tactics for accomplishing your advertising goals. Use our field-tested bundles or use our guide to make your own.

PRODUCT	AWARENESS	CONVERSION
Display	★	
Device ID	✓	
Microproximity	★	
Facebook & Instagram	✓	
Video	✓	
Local SEO	★	✓
Organic SEO	★	✓
SEM		✓
Streaming Audio	✓	
Email	★	✓

★ = BEST TACTIC

✓ = GOOD TACTIC

HEALTHCARE BUNDLES

GOOD: \$1,500/mo



Est. 118,333 impressions

- Targeted Display (Dominant)
- Device ID
- Local SEO

BETTER: \$3,000/mo



Est. 227,059 impressions

- Targeted Display (Dominant)
- Device ID
- Pre-Roll Video
- Local SEO

All bundles require a minimum 6-month commitment.

BEST: \$5,000/mo



Est. 352,843 impressions

- Targeted Display (Dominant)
- Pre-Roll Video
- Device ID
- Local SEO
- Email
- Chatbot

PREMIUM: \$7,500/mo



Est. 538,824 impressions

- Targeted Display (Dominant)
- Pre-Roll Video
- Device ID
- Local SEO
- Email
- Chatbot

