



# HEALTHCARE

NEW MARKETING TACTICS GUIDE

## TODAY'S HEALTHCARE MARKETING TACTICS

The way in which information is delivered and received is rapidly evolving, and this means that opportunities for effective healthcare marketing are multiplying. By adopting a smart strategy and leveraging new tactics, you can have more control over your messaging and its delivery, and you can build a brand that your patients and community consider to be a trusted resource.

Healthcare marketing can help you make new connections, strengthen current relationships, and drive your patients to take action. However, reaching your audience today can be a challenge—your patients are more tech-savvy now than at any time in recent history, competition for attention is fierce, and old marketing tactics just aren't as effective as they used to be.

Typical healthcare marketing tactics in the recent past have included print advertising, newsletters, direct mail, press releases, community events, and billboards. In addition, your company likely has a website that provides valuable information to your patient base and employees.

But media consumers are no longer listening in the same way. They no longer want to simply consume; they want to do the talking and drive the conversation. They want to determine the best path to healthcare for themselves. Marketing tactics are quickly evolving to keep up with this shift in the way people choose to get information. Savvy marketers understand this and are developing new ways to build loyalty and long-lasting relationships between patients and the healthcare community.

In this guide, we will demonstrate how current audiences prefer to receive and gather information, bring you up to speed on what current marketing tactics are available to achieve your goals, and explain the latest marketing terminology.

## LISTENING TO YOUR AUDIENCE



Because endless options for marketing strategies are being developed each year, we will present only the most recent core concepts. We encourage you and your marketing team to take a look at your marketing plan and consider whether you are taking advantage of all the opportunities available to help your business grow.



## DELIVERING YOUR MESSAGE

In a world where people are constantly bombarded with marketing messages from all directions, it can be difficult to get your message heard. But all too often, a typical response is to spend more money that makes more noise—but gains little, if any, additional business.

Marketers have been developing solutions for this for several years now. The most effective overall strategy is to micro-focus on your audience and provide them with relevant information about their specific concerns or interests. **Cross-media marketing** is a newer strategy that funnels this focus on personalized messaging into the tools that are best suited to what you have to say. Initially, a cross-media approach requires time and effort to gather the necessary data, but it will get you directly in front of the audiences you seek, and the rewards have been well-documented across most industries.

## THE PROGRESSION OF A TYPICAL MARKETING CAMPAIGN

Regardless of the strategy you pursue when building your campaign, it's important to have a clear path outlined to keep you on track and to make your efforts worthwhile. Tailored to your company's mission and specific goals, this simple, creative path to launching a marketing campaign will ensure maximum effectiveness and profitability.



**STRATEGY** Develop a plan of action that best suits your needs and marketing objectives.

**MESSAGE** What information do you want to communicate to your clients?

**DESIGN** Support your message with a clear and striking visual composition.

**BUILD** Create the pieces that will make up a cohesive and well-rounded campaign.

**DEPLOY** Activate or send your print and online marketing pieces to your target audience.

**REPORT** Gather user response data for each of your campaign's components.

**EVALUATE** How well is your strategy working? How can it be improved to see the best results?

See **Street Level Studio's in-depth process for web development at [streetlevelstudio.com/process](http://streetlevelstudio.com/process).**

## WHAT IS CROSS-MEDIA MARKETING?

**Cross-media marketing** is a strategy that enlists multiple channels to deliver your message straight to your target audience. By employing a mix of traditional and modern media, such as print, email, web, mobile, and social, this strategy allows your content to reach your specific target in a more efficient way. A cross-media campaign may aim to maintain relationships with past and present patients, or it may strive to spread awareness of your brand and your services to those who may seek you out in the future.

In a cross-media marketing campaign, different components are often used depending on whether you will be marketing to an existing patient base or building new relationships. This mix of direct and extended marketing will depend on your specific needs and goals.

**Direct marketing** is defined as marketing to a group of people you know, or rather, those whose contact information you already have. This information may include their names, home addresses, and/or email addresses, and these could be past patients or future connections. Direct marketing often includes initiatives such as direct mail and email.

**Extended marketing** is defined as marketing directed toward people whose contact information you don't already have. It involves thoughtful planning to pinpoint the media outlets your audience frequents and build awareness in those channels. In other

Reach your intended audience with a combination of direct marketing and extended marketing messaging vehicles.



words, these are people that your company would like to reach out to, and you hope that they will consider you a trusted resource for their future needs. Extended marketing includes initiatives such as online banner ads, billboards, social media, website, email, and print ads.

Direct and extended marketing can work together to produce a powerful campaign that will move your selected audience to action. In an effective cross-media campaign, your messaging should always be accompanied by a **call-to-action (CTA)** that prompts your audience to further learn, connect, or act.

A compelling CTA will benefit your audience and will allow you to gather additional data. Documented response rates will be a guide to the effectiveness of your initial messaging, and the data you collect will be key to the information you deliver next.

### THE VALUE IN GATHERING DATA

There's more to cross-media marketing than just response rates—much more. Campaigns can collect a wealth of data on the specific interests and preference patterns of your audience with real-time data and reports from personalized landing pages and other online features. And that data not only provides immediate insight into a campaign's effectiveness, but it can be used to create even more effective campaigns in the future.

Remember: There is no silver bullet in marketing. If response data reveals that a message is not working, if click-throughs are not as expected, or if you are not building brand loyalty, change it up and try a different approach.



## WHAT ARE THE COMPONENTS IN A CROSS-MEDIA CAMPAIGN AND HOW DO THEY WORK TOGETHER?

Generally speaking, there isn't a one-size-fits-all solution. All desired components can work together; it's important to know your audience and select the media outlets they are most likely to use. The following are the most common media outlets used by the largest audiences.

### DIRECT MAIL

Direct mail is most effective when broadcasting your message to a known audience, such as current patients or past volunteers, and this can be done using either traditional printing or personalized variable data digital printing from a database.

To evaluate the ongoing success of a direct mail initiative, you need to gather response data. Did your audience receive your piece in the first place? Did you add **a QR code, a Virtual Reality (VR) link,** or another device that enables you to see if they took action? QR codes allow you to determine who responded by checking data received from your landing page or website. A VR link offers the viewer richer and more focused content.

Keep in mind that these features are likely to be accessed via a mobile phone or tablet. This type of marketing tactic relies on a quick, seamless link to content and is easy to read and act on. To achieve this, your website, microsite, or landing page should be optimized for mobile users.



### EMAIL

Email is a great tool whether you're trying to reach existing and former patients or if you want to build the foundation for future connections. Emails can fall under both categories of direct marketing and extended marketing depending on who makes up the recipient database and on what company deploys them. Generally, emails allow one to deliver a focused message with variable information, and they should include at least one CTA.

**88% of marketers believe that email marketing does or will produce ROI, and 59% of marketers have a team dedicated to email marketing.<sup>1</sup>**

### DIRECT MARKETING EMAIL

The first step in any successful direct marketing email campaign is to build your recipient database. And who better make up the database than people who are already eager to receive your messages? Plan ways for people to opt in to receive your communications. For example, include a link on your website that allows users to sign up to receive your communications by completing a short form.

Once you've got even a short list, start planning, writing, creating, and deploying your email campaign. Emails need to instantly catch attention with the subject line and then engage the reader with the headline. The body of your email should quickly and concisely communicate your key points.

### EXTENDED MARKETING EMAIL

In an extended marketing email campaign, typically a third-party publication will send your email to their

1. "2014 State of Marketing," Salesforce ExactTarget® Marketing Cloud.



database of subscribers, and you won't know who's on the deployment list. In this scenario, the key to success is to include compelling calls to action, which direct the reader to a landing page with more information and a short form to complete (requesting at least his or her name, email address, and giving the choice to opt in to receive future marketing emails).

Once he or she has submitted this information, a resource, as described in the CTA of the email, will become available to this respondent. This resource could take the form of a white paper PDF, a report, a webinar, a video, an audio seminar, etc. The key is for people to realize that you're giving more than you're taking, and they'll likely continue to look to your company for information in the future. Additionally, this will help you build your own marketing database for future emails.

## ENEWSLETTERS

Successful enewsletters offer specialized information to a particular audience. As an example, if your facility has recently made improvements or gains in a particular medical area, such as behavioral and mental health services, stroke treatment, or chronic pain research, your current and prospective patients who are interested in these areas will be responsive to any new information you have to offer. They will look forward to regular contact with you to obtain medical knowledge or to learn about new services for example.

You should include a CTA that is specific to the subject of the newsletter, like providing specialty literature, training class information, alerts, and new program information. Plus, like email, enewsletters are very trackable.

## WEBSITES

Most websites from medical services providers offer a wealth of information. Some are more successful than others in providing easy, intuitive access to various services. One thing many have in common is that they are not using responsive design, which means they are not optimized for use on mobile devices. On websites that are not responsive, a portion of the site is displayed, but a user must pinch, zoom, and scroll to find and view the information they want. This is not the preferred way to view websites when you have an emergency or need critical information quickly. Before any new campaign strategy is considered, it is beneficial to review the structure of your website to determine if it offers a user-friendly, mobile-optimized experience.

**62% of smartphone owners used their phone to find more information about a health condition in 2014.<sup>2</sup>**

Optimizing your site for mobile devices is crucial as the use of mobile devices steadily increases. Research shows that it will be difficult to ignore the power of mobile in the United States any time in

the near future. American adults currently spend an average of two hours and twenty minutes on their mobile devices every day.<sup>3</sup> Globally, more people have access to mobile phones than electricity or safe drinking water.<sup>4</sup> Clearly now is the time to commit to mobile-friendliness.

There's another important benefit of making sure your website is mobile-friendly. Due to a change in Google's search algorithm in spring 2015, Google will now favor mobile-friendly sites in mobile searches. By switching to responsive design, your site will not only be easier to use, but it will be easier to find as well.

### MOBILE

Making your website responsive to mobile devices is important, but many opt-in tactics have been developed to make mobile a valuable media to market to directly. This can take the form of alerts, notifications, reminders, and information on a host of topics that are important to your mobile user. Mobile presents a way to reach people on the devices they keep closest to them. They will receive them faster, and they tend to take action more quickly. Mobile is a fast, easy way to build relationships with your audience, and this should be part of any campaign you initiate.

**At this time, the number of mobile-connected devices exceeds the number of people on earth.<sup>5</sup>**

In the medical industry, mobile is a largely untapped opportunity. You should evaluate if mobile is right for your facility. Consider bringing your email strategies together with a new mobile strategy to create an easy way to see an instant return and drive the success of mobile integration.

### WEB BANNER ADS

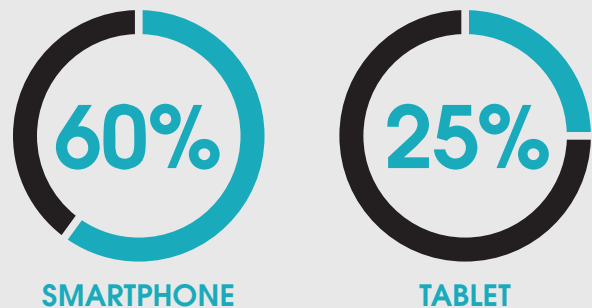
Many marketers use web banner ads as valuable stepping stones to build brand awareness and gather response data. You can place ads online precisely where your intended audience is likely to

## MOBILE APPS IN HEALTHCARE BECOMING MORE PREVALENT

As healthcare providers compete for market share and patient loyalty, they will distinguish themselves not only by providing excellent, quality care but also by keeping up with rising digital expectations. One thing is certain—variety is the name of the content marketing game. The more ways you can engage healthcare consumers, potential and existing patients, referring physicians, and donors, the better.

Nearly 6 in 10 smartphone users and one quarter of tablet users access an app every single day of the month.<sup>6</sup> Your patients are on their mobile devices all the time, researching healthcare providers, conditions, and medications. Strategically designed mobile apps can keep your patients engaged and satisfied, maximizing your ROI while reaching your target audience wherever they are.

USERS WHO ACCESS AN APP EVERY DAY OF THE MONTH<sup>6</sup>



Immersive digital experiences through mobile apps offer an effective way to deliver information to healthcare consumers, using a simple format designed to help them easily comprehend complex topics. For organizations that once questioned whether apps were worth the investment, these trends present a compelling business case. Mobile apps are opening up new avenues for engagement with audiences.

**To learn more about mobile app development, visit [streetlevelstudio.com/app](http://streetlevelstudio.com/app) today.**

3. "US Time Spent With Media. The Complete eMarketer Forecast for 2013." August 2013.  
 4. "CHART OF THE DAY: More People Have Mobile Phones Than Electricity Or Drinking Water," <http://www.businessinsider.com/chart-of-the-day-putting-global-mobile-in-context-2012-4>.  
 5. "Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2012-2017," February 2013.  
 6. "US Time Spent with Media," eMarketer, May 2015.

be, and the effectiveness can be tracked, analyzed, and changed rapidly, if necessary. This data can help guide messaging and create new opportunities, making online advertising an effective extended marketing tool.

### SOCIAL MEDIA

A strong strategy for using social media is a must in order to drive measurable results. How? Start small. One or two social channels will be sufficient and will allow you to firm up your strategy on a manageable scale. The networks found on Facebook and Twitter are extensive and make developing consistent campaign messaging worth it. Your words will travel fast if messaging is focused and topical.

**Almost 90% of 18 to 24-year-olds would engage in health activities or trust information found via social media.<sup>7</sup>**

Utilizing social media also demonstrates that your organization is sincere in its efforts to disseminate information quickly. This could take the form of waiting times in the Emergency Room, newly available vaccines, or statistics on social issues.

Additionally, Facebook offers ad placements that can be linked to your campaign landing page. Of course, these are all easily tracked so you can regularly determine the effectiveness of your campaign messaging.

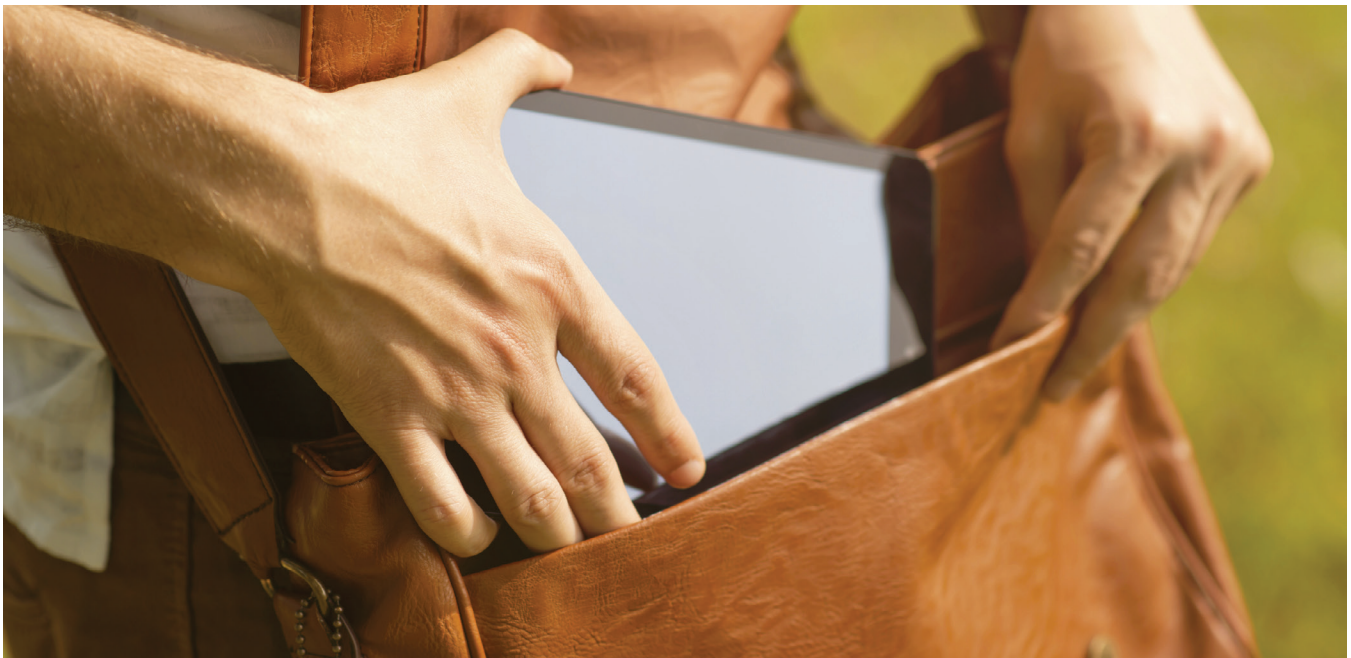
### WHY CROSS-MEDIA? WHY NOW?

Integrated marketing can help you get a bigger bang for your buck and can help your audience learn more about the services you offer. A single message across multiple channels will give you the best chance of building long-term relationships, positioning you as a leader in your field, and producing increased ROI.

Cross-media marketing will:

- > Improve the reach of your message
- > Provide focused contact with your audience
- > Gather user information for future communications
- > Give you the ability to revise strategies on the fly
- > Attract and engage interested parties

Remember that marketing is experiencing rapid change. It is the agile marketers who will succeed and win attention—as well as new business—in the crowded marketplace of healthcare. Adapting to change is the most important trait every marketer should embrace.



7. "Social media 'likes' healthcare: From marketing to social business," PwC Health Research Institute, April 2012.



## CHECKLIST: YOUR PATH TO A SUCCESSFUL CROSS-MEDIA CAMPAIGN

As you embark on your integrated healthcare marketing campaign, consider these best practices to achieve maximum effectiveness.

### A CLEAR STRATEGY

- ❑ Define your goals.
- ❑ Research your audience.
- ❑ Tailor a compelling message.
- ❑ Track the effectiveness.
- ❑ Test, analyze, revise, persist.

### GREAT CREATIVE

- ❑ Be consistent across all media.
- ❑ Be sure your design and messaging is appropriate for your audience(s).
- ❑ Choose messaging that supports your brand.
- ❑ Be clever, but direct.
- ❑ Always include a call to action.

### CHOOSING THE RIGHT MEDIA

- ❑ Research is important. Dig in and find the media your audience frequents.
- ❑ Negotiate the best pricing from your media.
- ❑ Consider a one-stop marketing partner to help.

### PAY ATTENTION TO YOUR PROGRESS

- ❑ Track all activity throughout your campaign.
- ❑ Be willing to test and experiment.

### AN APPROPRIATE BUDGET

- ❑ Do some cost ballparking before you map out a strategy to avoid derailing a potentially effective campaign with a lack of financial commitment.
- ❑ Have firm but reasonable expectations of results.

### ABOUT STREET LEVEL STUDIO

After nearly 30 years of watching and forwarding change in the marketing industry, Street Level Studio has evolved as new technologies and strategies have emerged. Today's communication tactics allow us to provide a wider range of communication design and marketing strategy solutions for our clients.

We partner with our clients to help them reach their customers in a more meaningful way, and we believe that the best way to gain the trust and respect of your

customers is to listen to their needs as well as expressing what you can offer. This two-way conversation fosters solid relationships and long-lasting loyalty.

At Street Level Studio, we don't do sloppy. We take pride in every project and are committed to clean, captivating, high-quality work that meets our clients' needs and exceeds their expectations. Whether it's one brochure for a local business or a comprehensive campaign for a national brand, our dedication is unmatched.



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