



Keep Your Healthcare Digital Marketing Initiatives Swimming Ahead Of The Competition!

# Ten Healthcare Digital Marketing Actions To Improve ROI

## A Marketplace Fluid With Change

Consumers, patients, clinicians, payers and other stakeholders across the healthcare industry coexist in a digital ocean of information sharing and data. Healthcare marketers of products and services live here as well and seek to maintain existing connections with customers and make new ones as more digital marketing options and venues emerge. Customer preferences, new digital technology and advancements in healthcare have a shared inertia healthcare marketers swim in to effectively compete. These are 10 recommendations to keep your healthcare digital marketing initiatives sailing ahead and prevent them from stagnating.

### Strategic Technical Spending

Review existing expenditures on basic technical budgets. Revisit IT contracts, hardware costs, programming and other vendor arrangements; assertively negotiate for lower prices and/or more services. Funding made available from these tangible cost reductions can be applied to existing or new digital initiatives and adding more services can reinforce them.

## **Clinical Connection**

Healthcare is “clinical”. Review your content and medical information made available to consumers, patients, clinicians and other stakeholders. Is your clinical content a resource for the audience? A proven way to establish leadership in healthcare is to promote the deep wellness value of a brand and a company’s clinical expertise; authenticate it through your digital presence.

## **Fine-Tune Functionality**

Does your website function as it should? Like a house, a website can always use a little work somewhere. A hinge squeaks, a window doesn’t open/close easily, a storm door doesn’t latch, a kitchen drawer sticks. Find these quirks in your website, you probably already know where they are. Fix the issues before others emerge; avoid having ongoing website maintenance turn into an overhaul.

## **Dark Social Insights**

Few healthcare companies have a formal way to look behind the curtain to know how content and other brand relevant dialogue is shared between users and not reflected in analytics. Develop a pathway into Dark Social to get insights leading to a competitive edge. Evaluate existing and new tools to measure Dark Social and a process to apply them; convert Dark Social into standard digital/market intelligence.

## **Analytic Management Improvement**

Analytics abound; brand teams, sales units, market researchers and digital agencies are awash in reporting. Sharing more data doesn’t mean digital insights are commensurately better. Prioritize improvement of what is most useful and what new data is needed with distinct planning and goals. Reduce redundancies, streamline analytics, reduce costs; maximize efficient sharing of key details.

## **Mobile**

Be all you can be on mobile. Google notes over 54% of its queries are through it. Healthcare is a hothouse for mobile; your mobile presence should be friendly and fortified for consumers, patients, clinicians and other stakeholders. Don’t forget about the onslaught of new offerings; a great example of this for teleconferencing, market research and other uses is the Houseparty app.

## **ROI**

Budget categories in digital healthcare marketing are complex. There are physician and patient websites, mobile, inbound marketing functions, e-commerce platforms, social media sharing initiatives and others. Inevitably, the ROI of each will change. Some need more to increase effectiveness; others diminish no matter how much is allocated to them. Make smart decisions, take action, boost your ROI.

## **Face-To-Face With Strategic Customers**

Have a conversation with strategic customers (KOLs, health systems, MCO, PBMs, etc.) based on a formal agenda focused on digital healthcare. Know their thoughts about your digital offerings and how they feel about those of competitors. Learn what their digital challenges are and what digital marketing initiatives they have underway. Assess if your digital marketing is keeping up with the industry.

## **Align With Sales**

Determine how aligned digital marketing initiatives are with Sales objectives and company revenue goals. Misalignment will result in less ROI. As healthcare, competitive positions and digital venues rapidly change, it's easy for Sales and digital marketing initiatives to disconnect. Strengthen the Sales and digital marketing tandem to stay connected with customers and disadvantage competitors.

## **Exploration**

The variety of digital marketing, social media and e-commerce options grow. Instagram, Pinterest and others are still largely uncharted waters. Amazon is assertively advancing in healthcare. As your company and digital marketing initiatives pivot based on industry change and competitive measures, reassess options not applicable earlier; explore new ones to connect with customers, outflank rivals.

## **Decision Time**

Consider these recommendations and focus on a couple most relevant to your digital healthcare marketing initiatives. Make a plan and set a goal for each. A quick win is an immediate benefit; the larger tasks can serve as continuous improvement in your processes and effectiveness. Both sharpen your digital marketing effectiveness and competitive edge with a positive, lasting effect on ROI.

## **About the author:**

I am a Healthcare Marketer seeking a new opportunity. My background is healthcare brand management (pharma, devices, services), managed care and digital marketing. Feel free to connect via LinkedIn or Twitter, I am more than happy to help you network as well:

- LinkedIn: [www.linkedin.com/in/johngbaresky](http://www.linkedin.com/in/johngbaresky)
- Twitter: [twitter.com/JohnGBaresky](http://twitter.com/JohnGBaresky)

...and at your convenience, visit my website:

- <http://www.healthcaremedicalpharmaceuticaldirectory.com/>
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