

Healthcare Marketing Social Media Resources for Content Marketing, Digital Marketing, Inbound Marketing

“Healthcare’s objective perspective since 2004”

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HMPD

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Healthcare online...

- According to Google, in 2016, there were...
 - 60 million searches related to Alzheimer's
 - 200 million searches related to Cancer
 - 80 million searches related to Strokes
- Overall, Google estimates 1 out of 20 searches is related to healthcare



Everybody's doing it...

- Ask.fm
 - Digg
 - Facebook
 - Flickr
 - Google+
 - Instagram
 - LinkedIn
 - Meetup
 - Reddit
 - Snapchat
 - Tumblr
 - Twitter
 - Vine
 - VK
 - YouTube
 - RxList
 - WebMD
 - Yahoo! Health
- Individuals, companies, governments, religions, news & entertainment media, special interest groups, academia, etc. are pouring content into these venues and others
- Consumers and patients access information and share ongoing dialogue pertaining to healthcare
- Monitoring trending healthcare topics, effectiveness of medical brand messaging, inbound/outbound digital marketing ROI and other strategic uses of social media is paramount but demanding



In healthcare circles...

- Drugs.com
- EverydayHealth
- FierceHealthcare
- HealthGrades
- Health Leaders Media
- Healthline
- Mayo Clinic
- Medical Marketing & Media
- Medical News Today
- MedicineNet
- Medscape
- Mercola
- MindBodyGreen
- NIH
- RxList
- WebMD
- Yahoo! Health

These healthcare-focused platforms are frequented by business, clinician and even consumer/patient audiences

There are more venues to consider based on medical specialties, industry sectors



Exciting growth...

- Due to financial investment, technology advancement and audience preferences that ebb and flow between them, social media venues are widening capabilities and competing –Mobile is a catalyst (an early 2016 comScore report says over 60% of digital use was via phone)
- Entirely new platforms are already out there but in embryonic stages; now with dozens of users which will expand to hundreds, then thousands and onto millions of users

Will the next Twitter or YouTube please stand up?



Opportunities & challenges

- Social media options providing more ways for more entities to reach out and touch someone present wonderful engagement opportunities
- As content and number of venues exponentially grows, it becomes increasingly challenging to monitor them
- HubSpot and Google Analytics provide great insights; venues like Twitter provide some analytic tools but more are needed to effectively sharpen brand messaging, monitor social media, fine tune inbound marketing and other online healthcare business strategies to measure ROI effectiveness



Time to explore!

- Fortunately, there is an array of resources available to dig deeper and wider across the web for healthcare content marketers, brand managers, market researchers and other healthcare industry marketing stakeholders
- This presentation can be used as a tool to evaluate these resources; upcoming slides feature the name of a social media monitoring tool, its link and a brief description –plus white space for notes (there is also a blank one for adding more)
- Notes for existing resources being used can be compared with those from others being assessed
- 19 tools are listed; some are free or have free basic features and more available which are paid



Evaluate...

- What platform(s) are they best used with?
- What primary purposes do they serve?
- How basic or advanced are they?
- What is their ease of use and quality of reporting?
- How can they augment existing tools?
- Where do they duplicate existing tools?
- What do they cost and can they improve ROI?



Addictomatic - addictomatic.com

This resource covers an array of platforms and accesses ongoing industry developments and brand reputation

Alltop - www.alltop.com

It serves as a resource to find almost any kind of topic content

Birdsong - www.birdsonganalytics.com/

Birdsong delves into social networking, video and multimedia for insights

Boardreader - www.boardreader.com

A resource to assess social topics with global reach plus good coverage of long-tailed discussions

BuzzSumo - <http://buzzsumo.com>

A tool which hunts down topics and the strength of influencers

Followewonk - <http://followewonk.com>

A resource with special emphasis on Twitter

Google Alerts - www.google.com/alerts

Google Alerts is a good, basic monitoring tool

Hootsuite - hootsuite.com

A leading social media listening tool; it covers multiple social networks such as Twitter, Facebook, Google+ LinkedIn, WordPress and Foursquare

HowSociable - howsocialable.com

This tool measures your and your competitors' social media profile

IceRocket - www.icerocket.com

IceRocket provides blog, Twitter and Facebook monitoring in 20 languages plus a results graphing tool

Klout - <http://klout.com/home>

A multi-purpose tool with features enabling you to identify key influencers

Mention - mention.com/en/

This resource monitors million of sources in 42 languages, covering brand presence in social networks, news sites, forums, blogs, etc.

Simply Measured - simplymeasured.com

A tool for covering Google, Instagram, Vine, Twitter and Facebook

Social Mention - www.socialmention.com

A mega social media monitoring tool for many topics

SumAll - sumall.com

SumAll is different than other tools in that it is focused more on small business use

Twazzup - www.twazzup.com

This is a basic social media monitoring tool for Twitter

TweetDeck - www.tweetdeck.twitter.com

This is a diverse Twitter monitoring tool resource

TweetReach - tweetreach.com

A good tool to assess how far Tweets have travelled



Twitonomy - www.twitonomy.com

A comprehensive Twitter monitoring tool



Moving forward...

- Keeping a pulse on what's out in social media and the web universe enables you to better manage online healthcare marketing initiatives and apply the information to other aspects of brand management
- Messaging, strategy and tactics to better engage consumer, patient, clinician, managed care and other healthcare customer stakeholders can be developed, launched and aligned for improved ROI
- No two healthcare social media agendas or online marketing initiatives are alike; it's important to assess resources currently being used to support online and other marketing initiatives plus evaluate new ones
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