



# **Dominate Among Your Competition: Digital Marketing Strategies for Healthcare Success**

Prepared by Team From Clicks Matters



## **Attention Physicians!!!!**

**Calling all physicians who want to expand their new patient base through online marketing! If that's you, then this book is a must-read!**

In today's digital age, patients are actively searching for doctors online, making it crucial for healthcare providers to establish a strong online presence. Discover the power of social media marketing, google ads and other online strategies, and learn how these techniques can drive an influx of new patient appointments for doctors like you.

# Defining Your Digital Marketing Goals

**Defining clear and specific digital marketing goals in the healthcare industry is crucial for a successful and effective marketing strategy. Here are some key steps to define your digital marketing goals:**

- **Identify Target Audience:** Determine the specific demographic and psychographic characteristics of your target audience. Understand their healthcare needs, preferences, and pain points to tailor your digital marketing efforts accordingly.
- **Increase Website Traffic**
- **Enhance Online Visibility**
- **Lead Generation and Conversion**
- **Improve Brand Awareness and Reputation**
- **Engage Patients on Social Media**
- **Online Appointment Booking**
- **Patient Reviews and Testimonials**



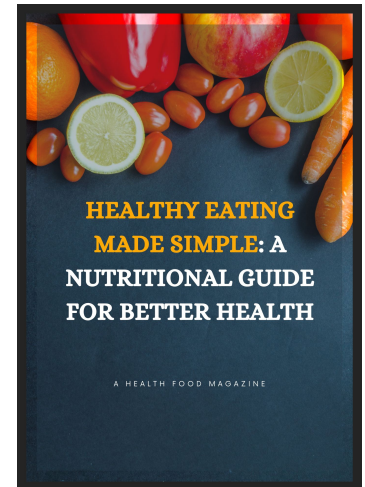
# CREATE A LEAD MAGNET

Creating a lead magnet in healthcare is essential to attract and engage potential clients by offering valuable and relevant content, establishing credibility, and building a relationship of trust, ultimately increasing the chances of converting leads into potential client.

**A lead magnet is an ethical bribe, a free offer you put on your lead generation page to incentivise prospective patients to give you their contact information.**

Here are some ideas to pick from:

- Free consultation for the 1st time
- A quiz or online assessment
- Discount for those who book for online appointments
- Free medical test (when they finally come to your clinic)
- An educational health guide (packaged in an eBook or video series)



## BE IRRESISTIBLE

The lead magnet has to be irresistible and should aim to address the main questions and concerns of your patients. What do they hope to get from your services? What things cause them distress or discomfort, and what can you do to relieve them? It should speak directly to your potential patients and be impossible to resist.

**“Not sure if you have Urinary Incontinence? Take this quiz to find out”**

### Urinary Incontinence Quiz

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Our quiz is designed to identify if you are experiencing bladder leakage or urinary incontinence (SUI) symptoms. It doesn't attempt to provide medical advice or diagnosis. It's simply a tool to help you start the conversation about incontinence symptoms with your doctor or urologist.

Once you've completed the quiz, you'll be able to print your answers to these questions – so you can bring a copy to your next appointment.

[Take the Quiz](#)

## Create Offer

Offering promotions or incentives in the healthcare industry is beneficial for several reasons:

- **Attracting New Patients:** Offers can pique the interest of potential patients, encouraging them to explore your services and consider your healthcare facility over competitors.
- **Boosting Patient Acquisition:** A well-crafted offer can drive more leads and conversions, resulting in increased patient acquisition and revenue for the healthcare organization.
- **Building Brand Awareness:** Promotions and offers can create buzz and word-of-mouth marketing, enhancing your brand's visibility and reputation in the healthcare market.
- **Encouraging Patient Loyalty:** Special offers can foster a sense of appreciation and loyalty among existing patients, encouraging them to remain with your healthcare practice for the long term.
- **Tracking Marketing Efforts:** Offers can be used as a metric to measure the effectiveness of various marketing campaigns, providing insights into the most successful strategies.
- **Staying Competitive:** In a competitive healthcare market, offers can give your organization a competitive edge and help you stand out from other providers.

# CREATE A LANDING PAGE FOR YOUR LEAD MAGNET

Ensure your website features a dedicated landing pages for your lead magnet and the service you want to promote. Landing pages, unlike regular web pages, are designed with a single focus in mind. There are no other call-to-action distractions on landing pages. This will get your target prospects to do “One Thing” , which is to sign up for your lead magnet.

- This helps you to clearly communicate only the key information relevant to the offer or product you are promoting. Keep things clear and simple, identify the benefits for the customer, and how great your offer is, for a higher chance of converting the prospect.
- You have to identify your target audience key PAIN POINTS and provide solution accordingly.

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**By Dr. Jeremy Hunt**  
One of Australia's leading facial surgeons with over 20 years' experience.

**AS SEEN ON:**

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### WHAT CAN A DEEP PLANE FACELIFT DO FOR YOU?

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- Longer Lasting Results**
- Faster Recovery**
- Wide Range of Treatment Areas**

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### WHAT CAN IT DO FOR YOU

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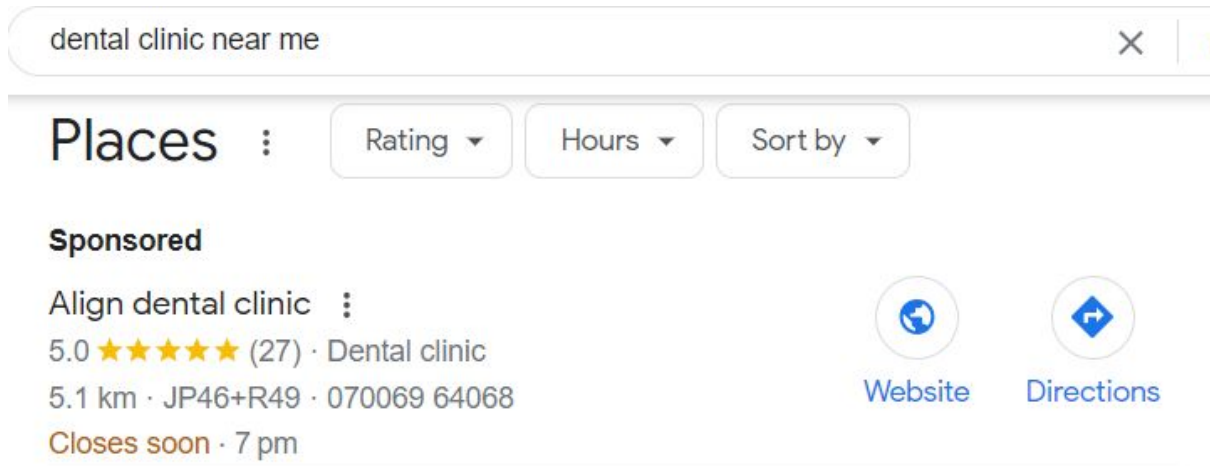
- Applicable for all skin types and tones
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- No pre or post treatment care requirements
- Quick and long-lasting results



# PROMOTE YOUR KEY SERVICE EVERYWHERE

Paid ads are an excellent option for healthcare practices that have a budget to grow and attract more clients. And when done correctly, it always brings quality traffic and high-paying customers.

You can promote your lead magnet on many digital channels; the key channels are Google, Facebook, Instagram, and your email list.



# PROMOTE YOUR KEY SERVICE EVERYWHERE

You can utilise the power of remarketing to retarget people who have visited your website or have been on your email list. You can also reach those who have visited your existing social media and their followers through Facebook and Instagram ads. The goal is to focus on making your key procedure and its lead magnet dominant everywhere first, then the results will follow fairly quickly.

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