Top Digital Marketing Trends to Watch in 2018

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Chart a Path to Digital Marketing Success

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66 healthcare clients 500+ websites 18 years of experience

Upcoming Webinar:

WordPress Survival Skills for the Healthcare Marketer

Join us on February 21, 2018 at 2 p.m. EDT / 11 a.m. PDT

You probably know that WordPress powers more than a quarter of the entire internet. What you may not know is if it is a good fit for your next healthcare marketing project. Join Geonetric for this webinar and learn veteran tips on how to take full advantage of this ubiquitous platform or how to keep delivering value on your current WordPress site.

Register at: geonetric.com/webinars

You'll learn how to:

- Avoid common WordPress pitfalls that result in hidden costs and risk the security of your site
- Approach content strategy when working with WordPress
- Make best use of WordPress' built-in content management and site structure
- Enhance your search optimization efforts while using WordPress, specifically if you are thinking of launching a blog or microsite

Welcome!

Speakerphone tip
Mute your microphone for best audio quality.

Have questions?
We'll try to answer as many as possible. Enter them in the Questions field.

We love feedback
Please complete the survey at the end of the webinar.

We are recording
Video of today's webinar will be posted on geonetric.com in the Ideas section.

Today's Presenters

Ben Dillon

Chief Strategy Officer
Geonetric

David Sturtz

Digital Strategy Director
Geonetric

Top Digital Marketing Trends to Watch in 2018

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Time to polish up
our crystal ball

A look back … our 2017 trends

- Healthcare will see more uncertainty in the coming year
- In response, healthcare providers continue to get bigger
- Transparency will grow considerably, but we still have a long way to go
- Mobile continues to change the game
- Search engines continue their march to become answer engines
- Digital marketing continues to surge
- We're in the age of storytelling
- The growing marketing technology stack

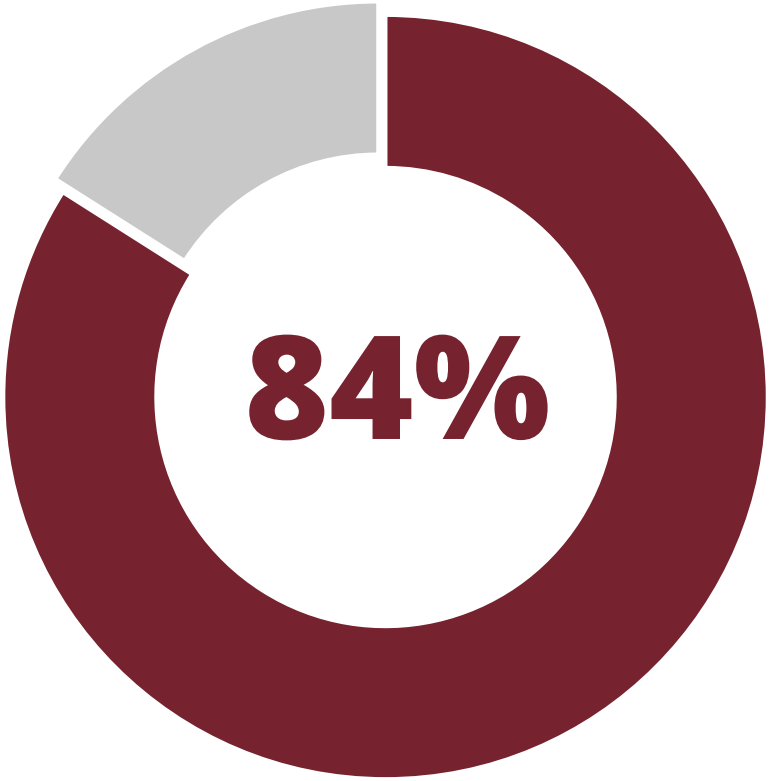
Health consumerism

Consumer choice has the potential to impact **61%** of all healthcare spending.

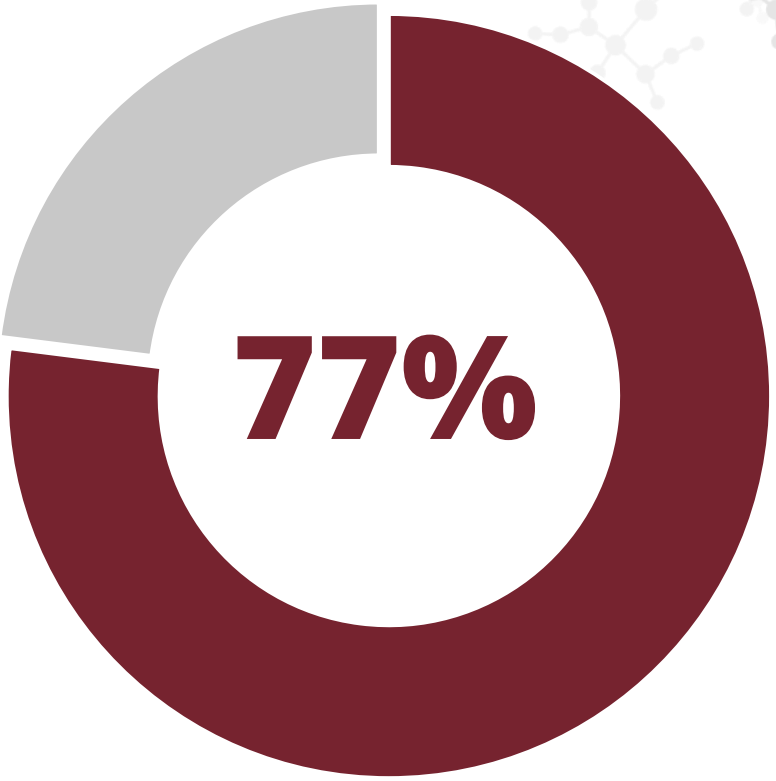
Source: 2016 McKinsey Consumer Health Insights Survey

Healthcare consumerism drives digital

View digital solutions as most effective way to search for a doctor



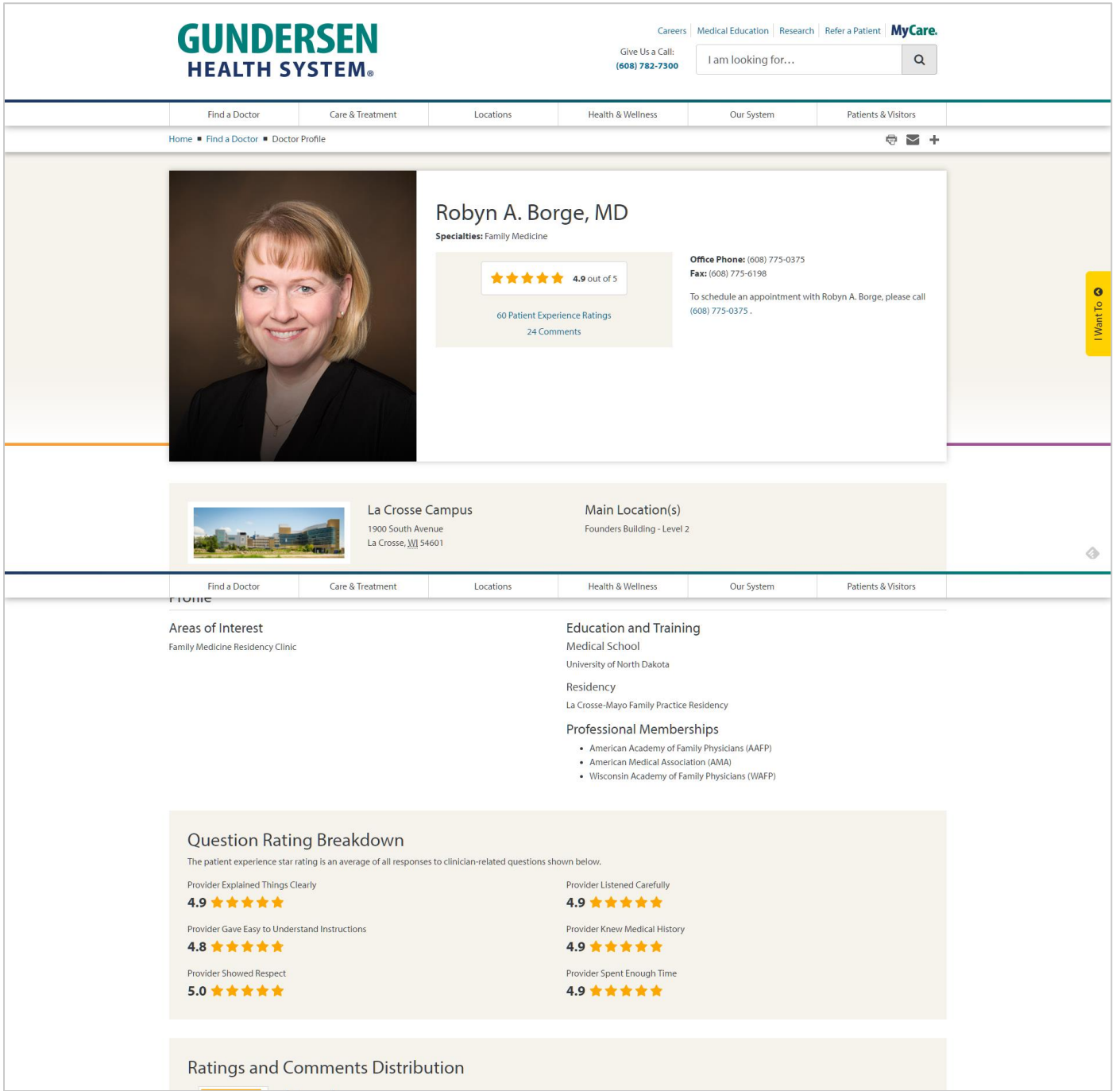
77% of patients search online before booking appointment



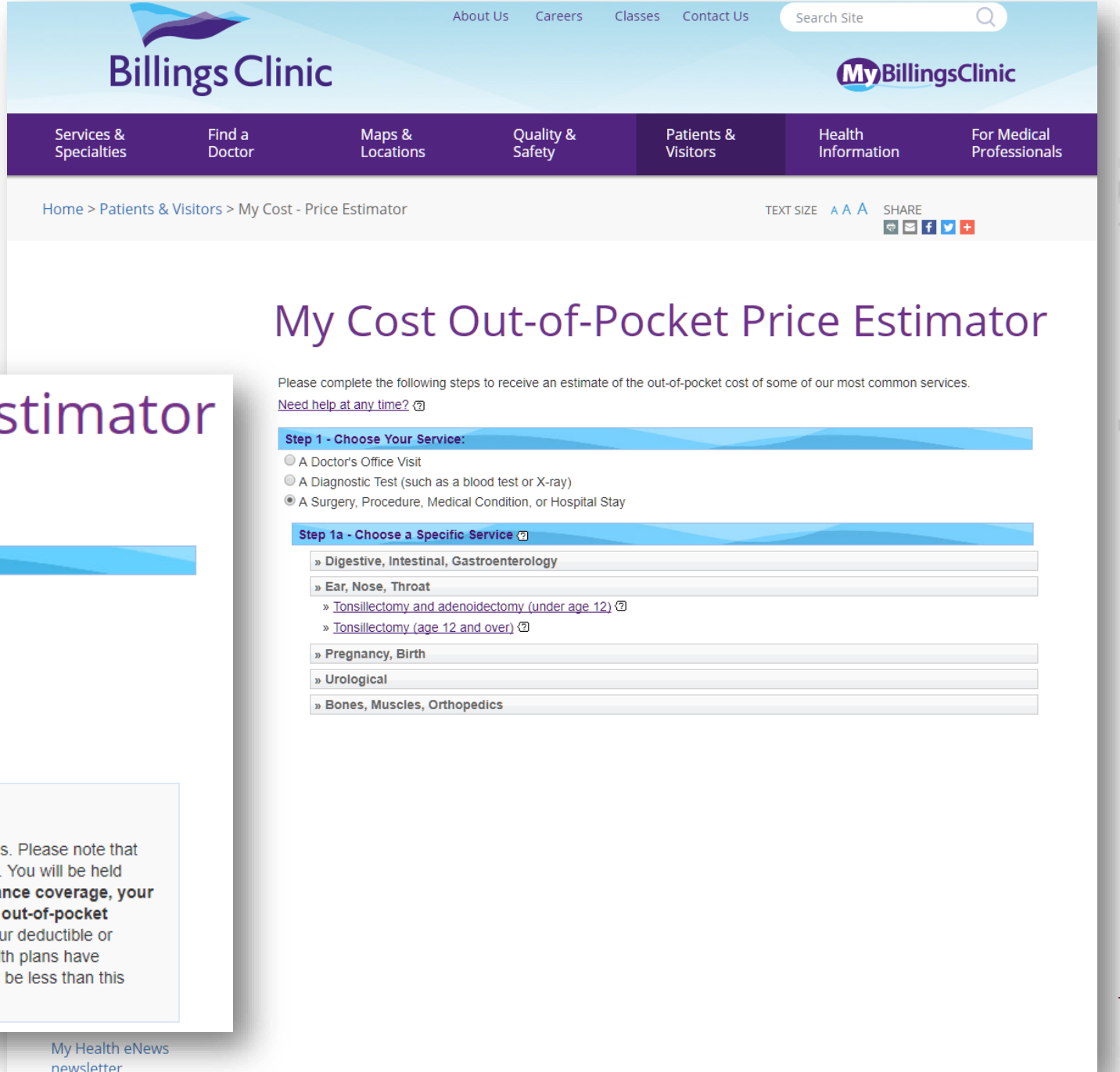
Sources: 2016 McKinsey Consumer Health Insights Survey; 2012 Google/Compete Hospital Study

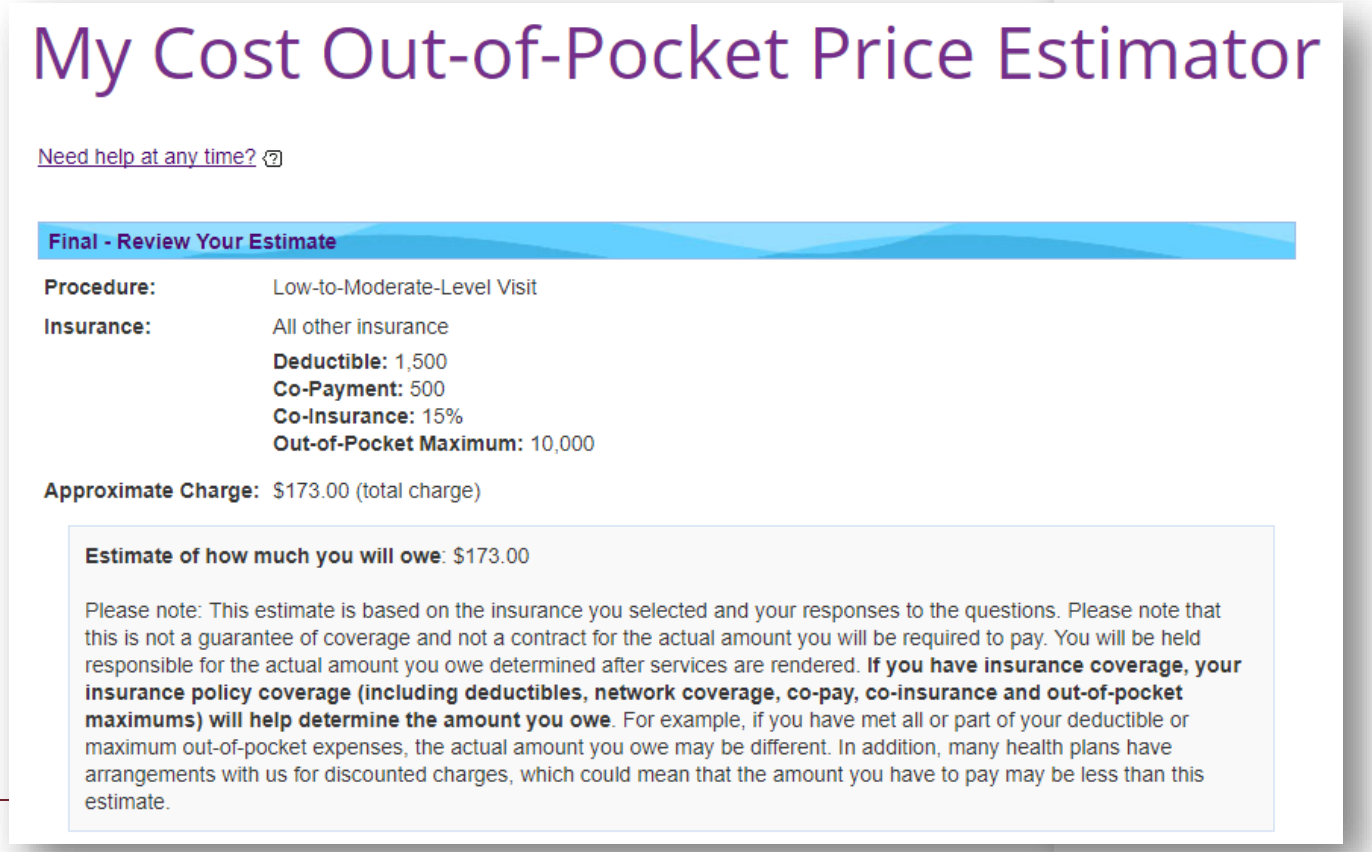
Transparency

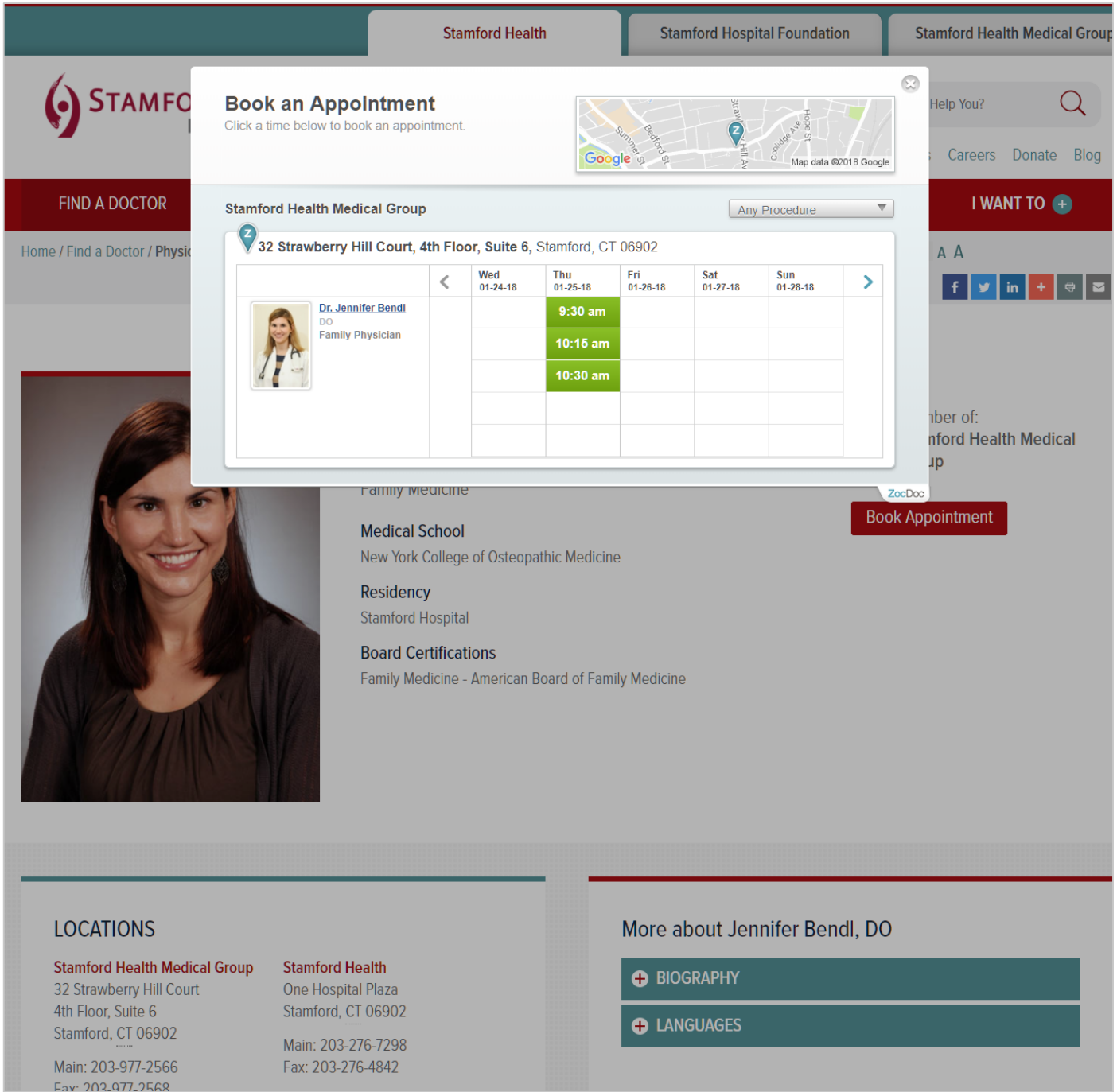
Gundersen Health System



Pricing Transparency



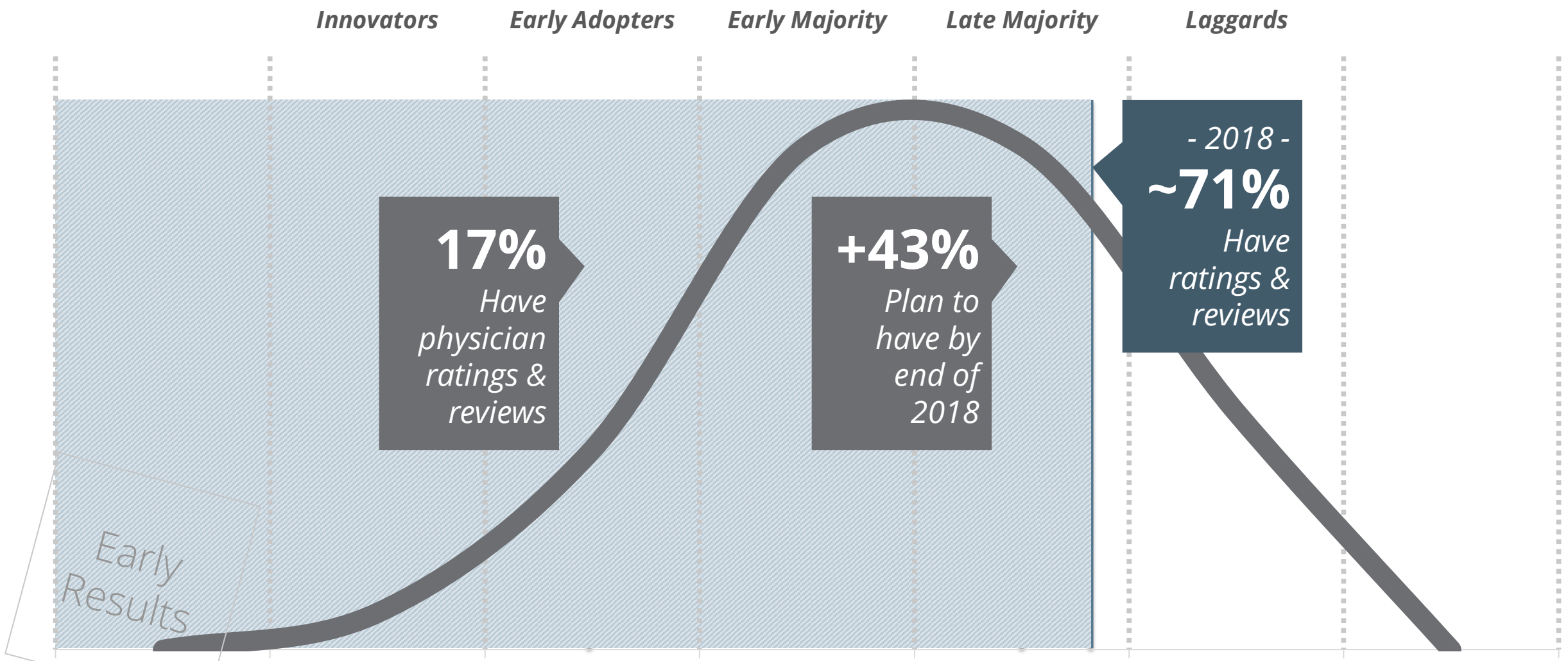




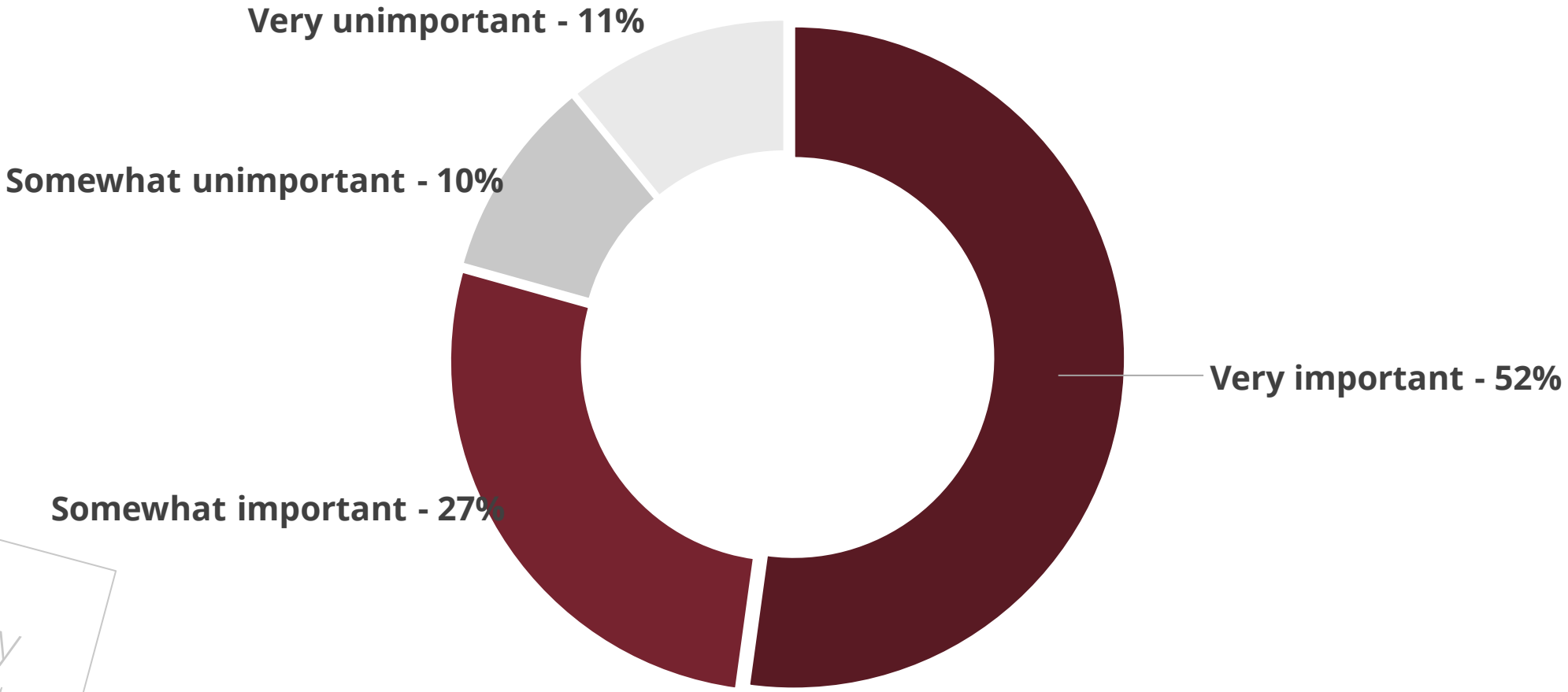
Real-Time Appointment Scheduling

- Scheduling for selected provider
- Scheduling by specialty/location
- Ability to set up specialized workflows

We ~~are approaching~~ *have reached* "late majority" for adoption of ratings



How important are Physician Ratings & Reviews to your digital marketing success?

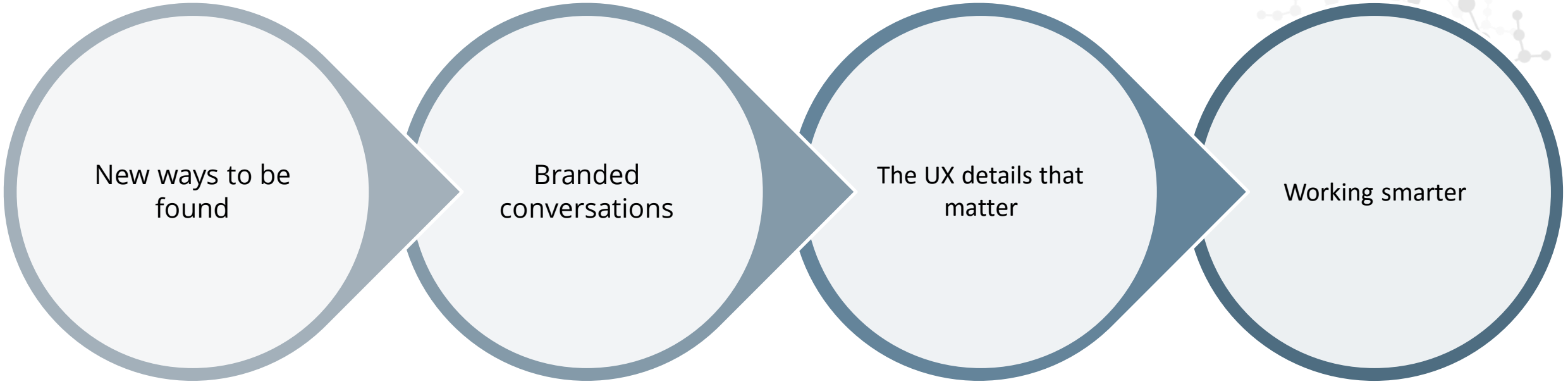


Early Results

The emerging
one-stop shop

Photo credit: John Phelan

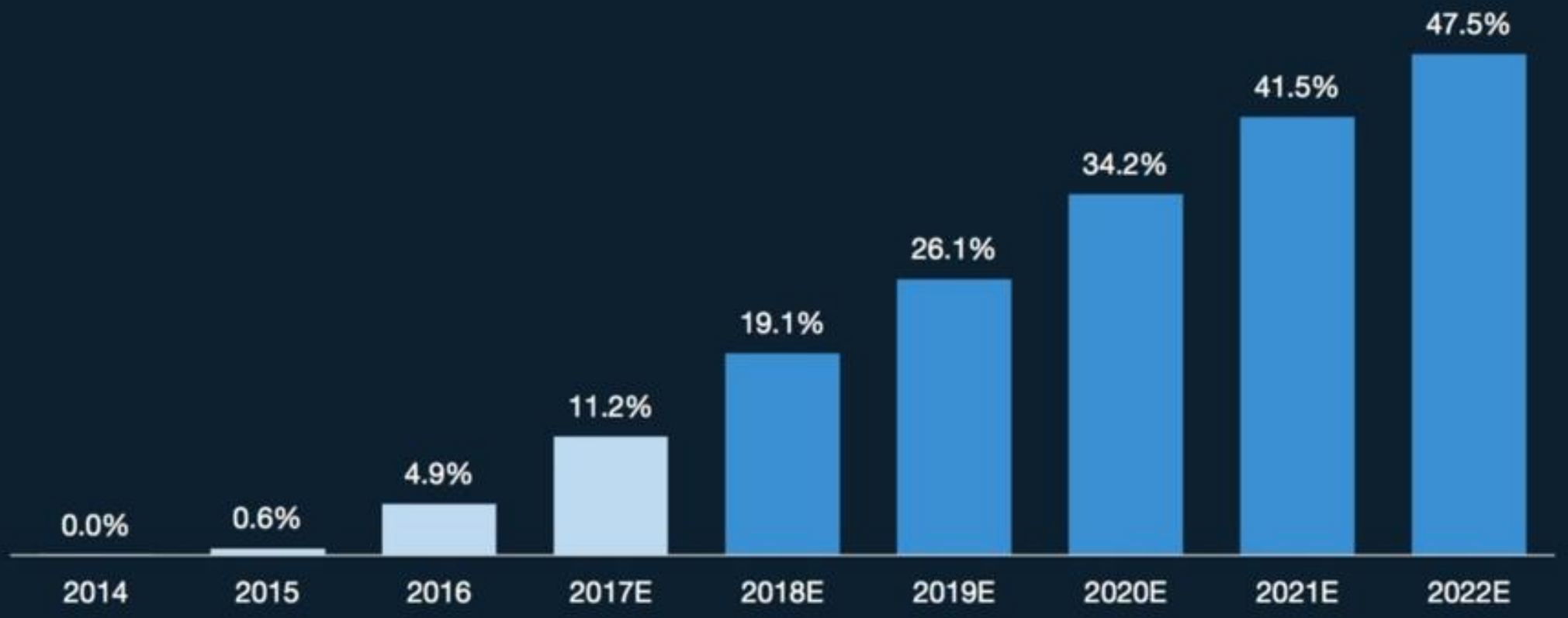
So, where are we headed?



New ways to be found

THEY'LL BE EVERYWHERE IN 5 YEARS

SMART SPEAKER PENETRATION OF US HOUSEHOLDS



Note: Households estimate based on 2010 US Census Bureau data
Source: Forrester, US Census Bureau, BI Intelligence estimates, 2017

source bi intelligence via @mikequindazzi

BI INTELLIGENCE

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A Maine Racetrack Didn't Lure Amazon. Multiply That Disappointment by 218.

Amazon Chooses 20 Finalists for Second Headquarters

Executive Behind Facebook's China Charm Campaign Is Out

BITS

Farhad's Week in Tech: Big Tech Is Pouring Love on America. Thank Trump?

Can Software Predict Crime? Maybe So, but No Better Than a Human

PAID POST: STANFORD CHILDREN'S

One New Hospital Is Proving Nature Can Help Children Heal

Whe Keep

TECHNOLOGY

Alexa, We're Still Trying to Figure Out What to Do With You

By DAISUKE WAKABAYASHI and NICK WINGFIELD JAN. 15, 2018

Amazon's Alexa digital assistant is mostly used through the company's line of Echo smart speakers.
Christie hemm Klok for The New York Times

RELATED COVERAGE

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Amazon's Vision of Computing's Future: An Information Appliance JUNE 28, 2017

STATE OF THE ART

A High-Stakes Bet: Turning Google Assistant Into a 'Star Trek' Computer

SEPT. 28, 2016

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50% *of searches will be voice-led by 2020*

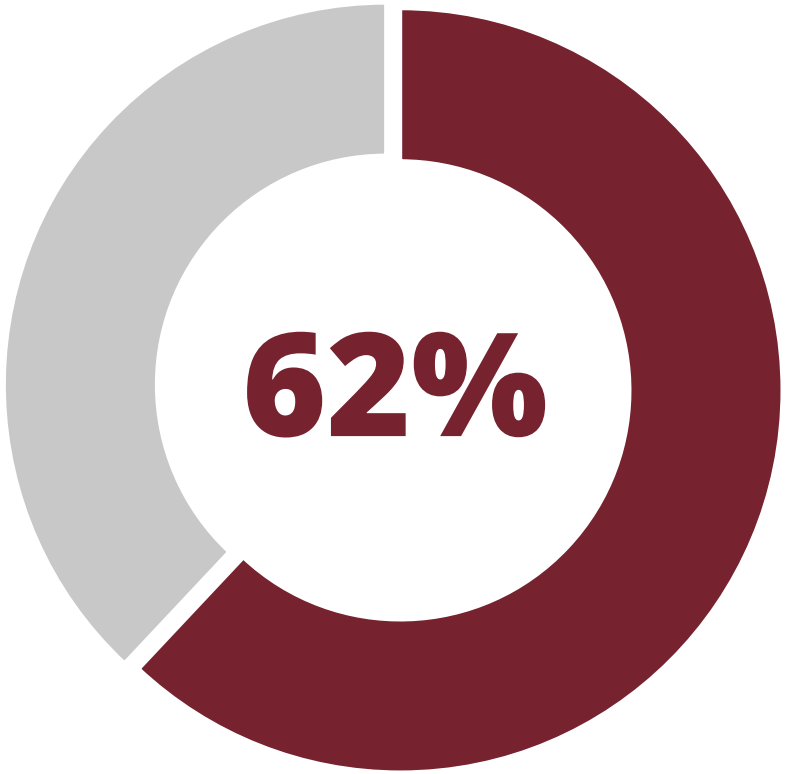
55% *of teens use voice search daily*

41% *of adults use voice search daily*

30% *use voice search for faster results*

24% *use voice search when it's difficult to type*

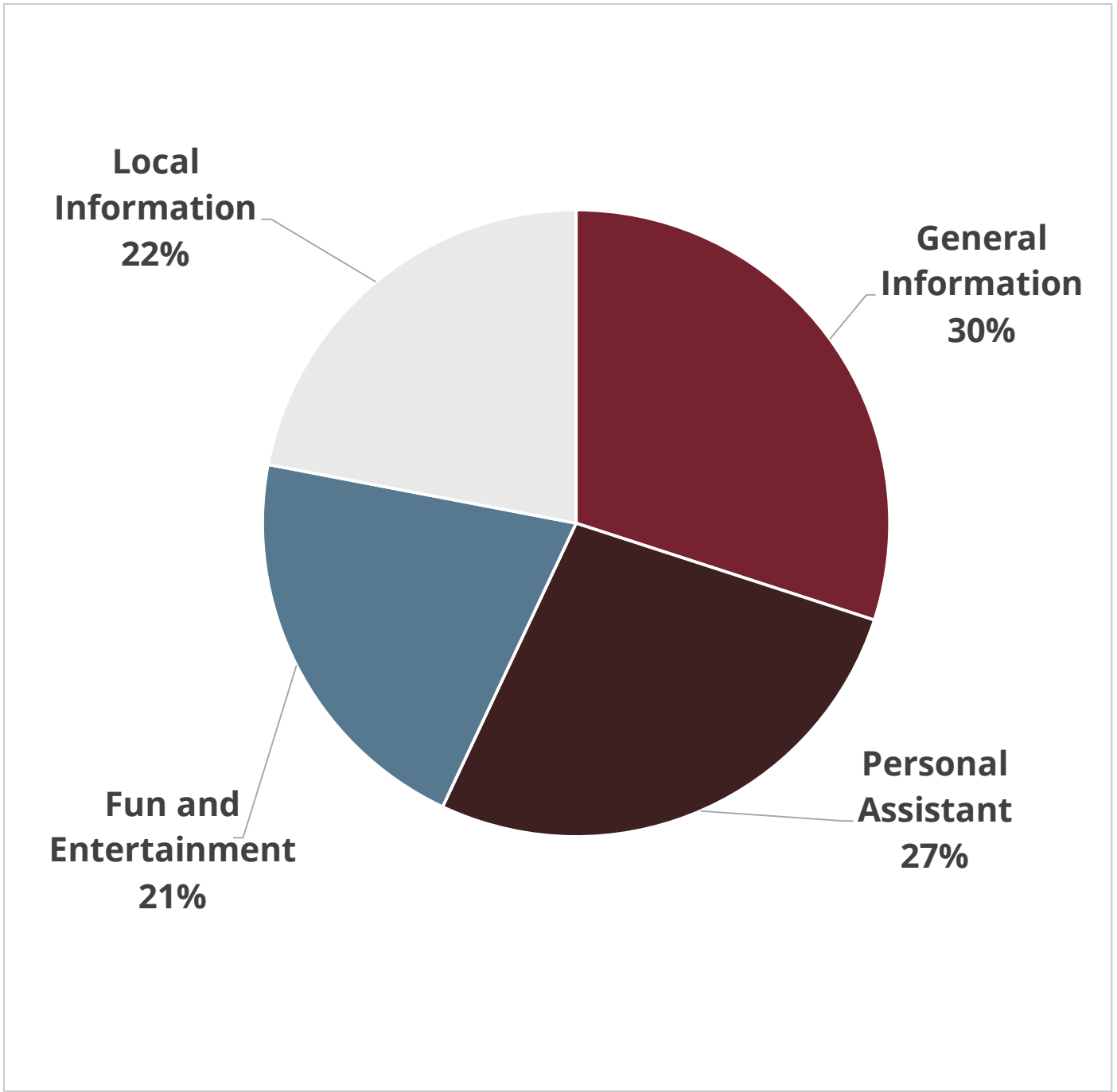
62% of marketers have no plan for voice search



Google, BrightEdge

How do people use voice search?

- Voice search isn't replacing traditional search channels
- The majority of voice searches are related to information retrieval
- Over 50% of actions relate to finding something local to go/see/do or using voice as an interface to search



Voice search

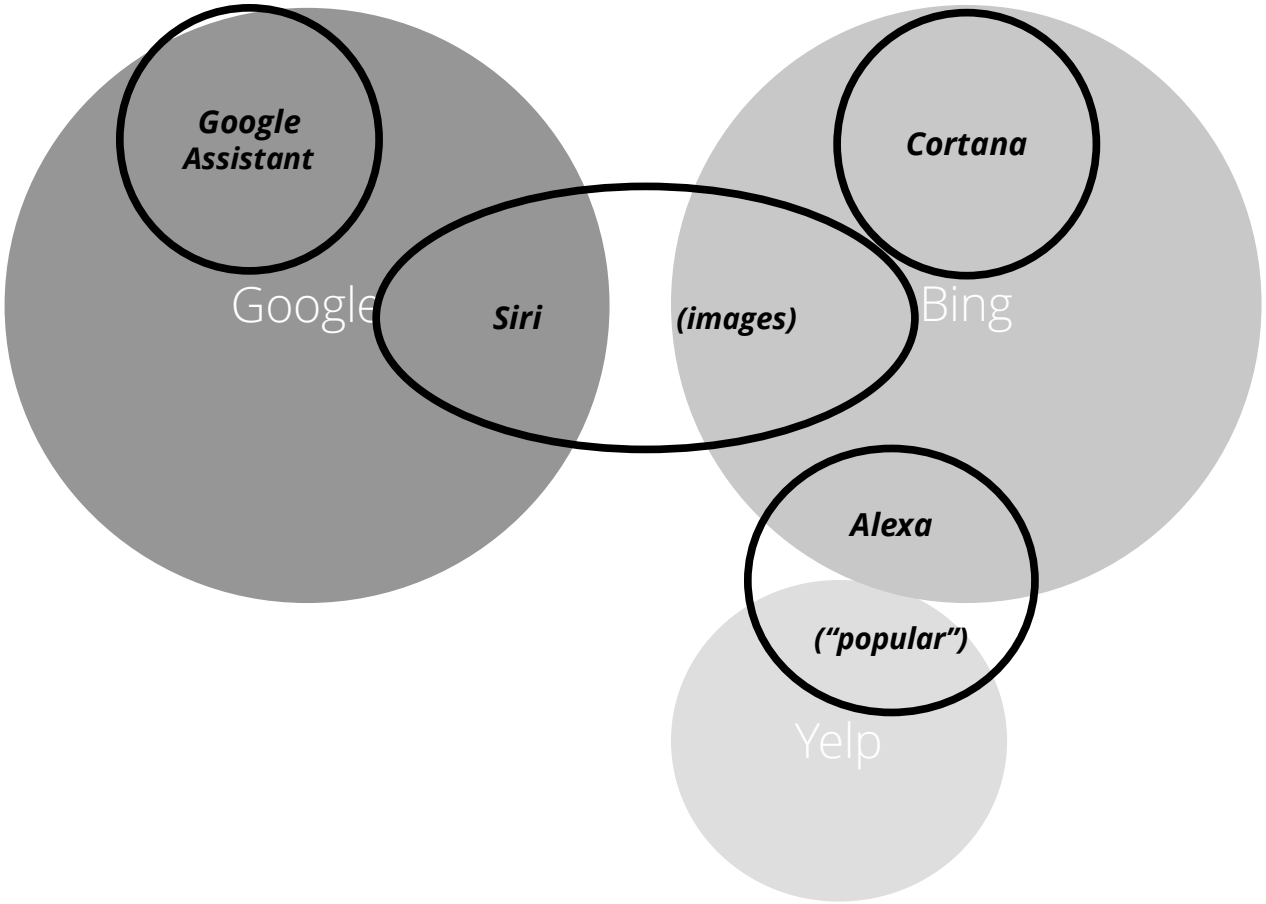
Key players in voice search:

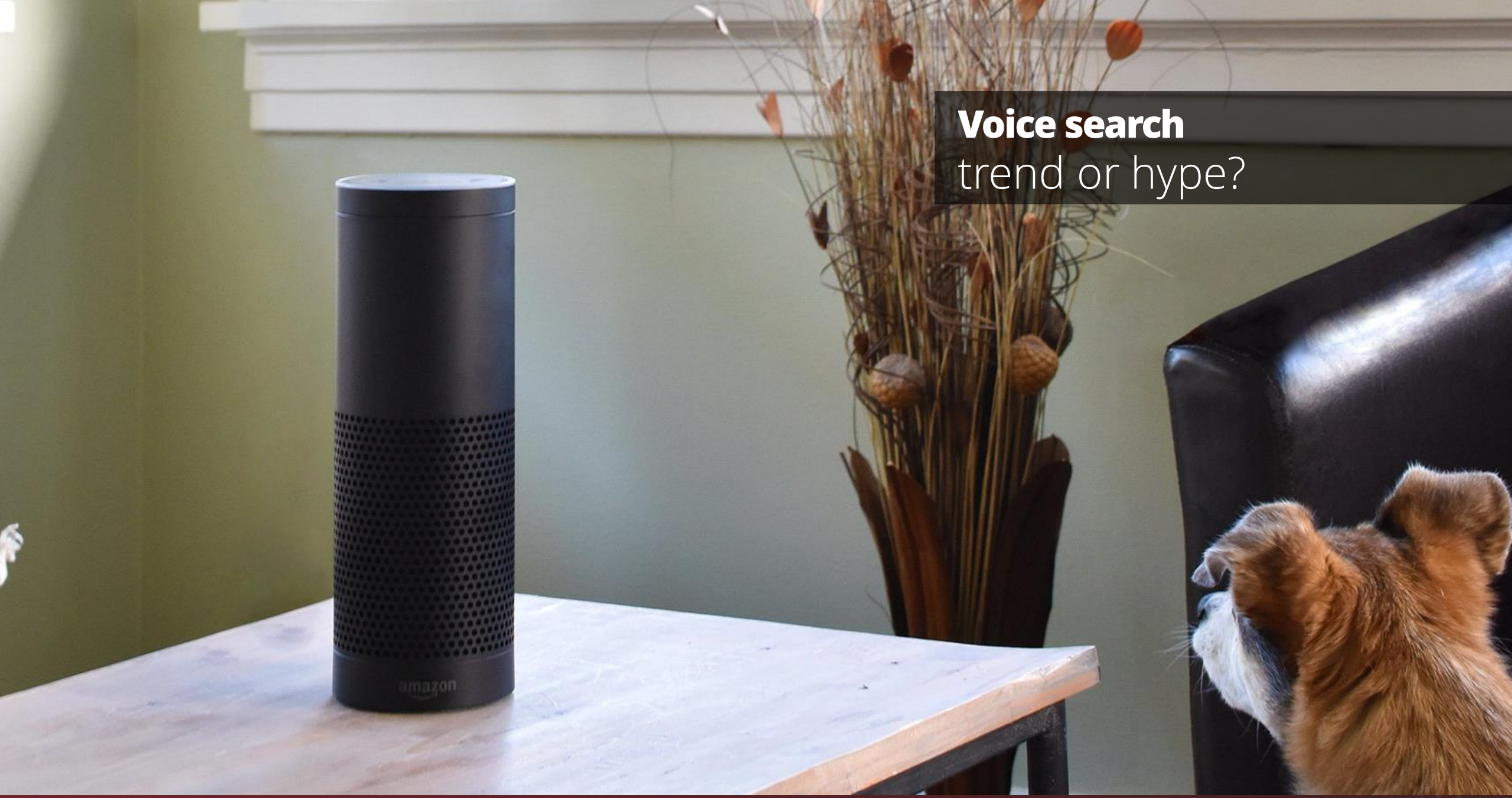
- Microsoft Cortana
- Amazon Alexa
- Google Assistant
- Apple Siri
- Samsung Bixby

Others coming soon:

- Facebook assistant (name TBD)

Understand Data Sources

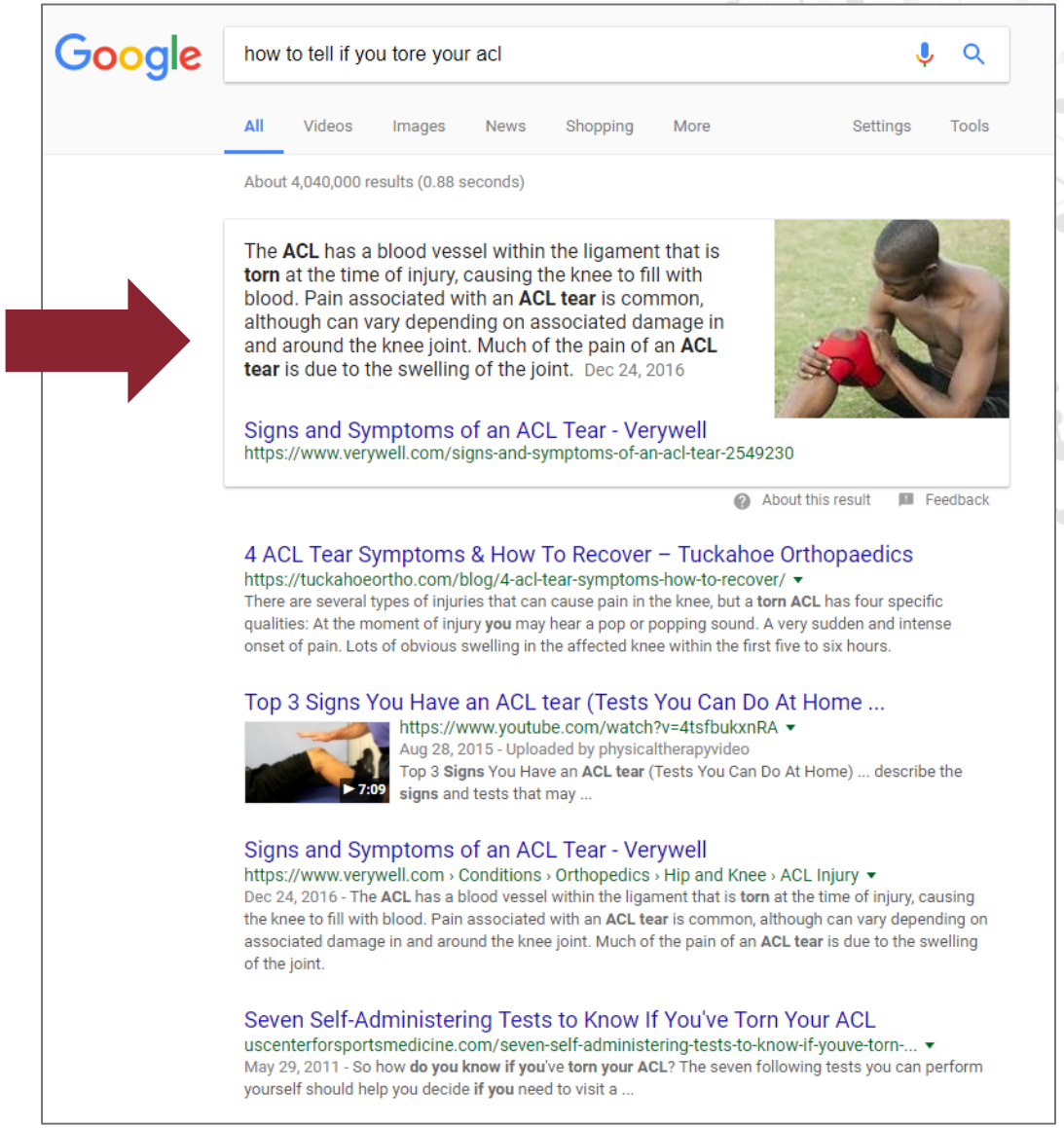




Voice search
trend or hype?

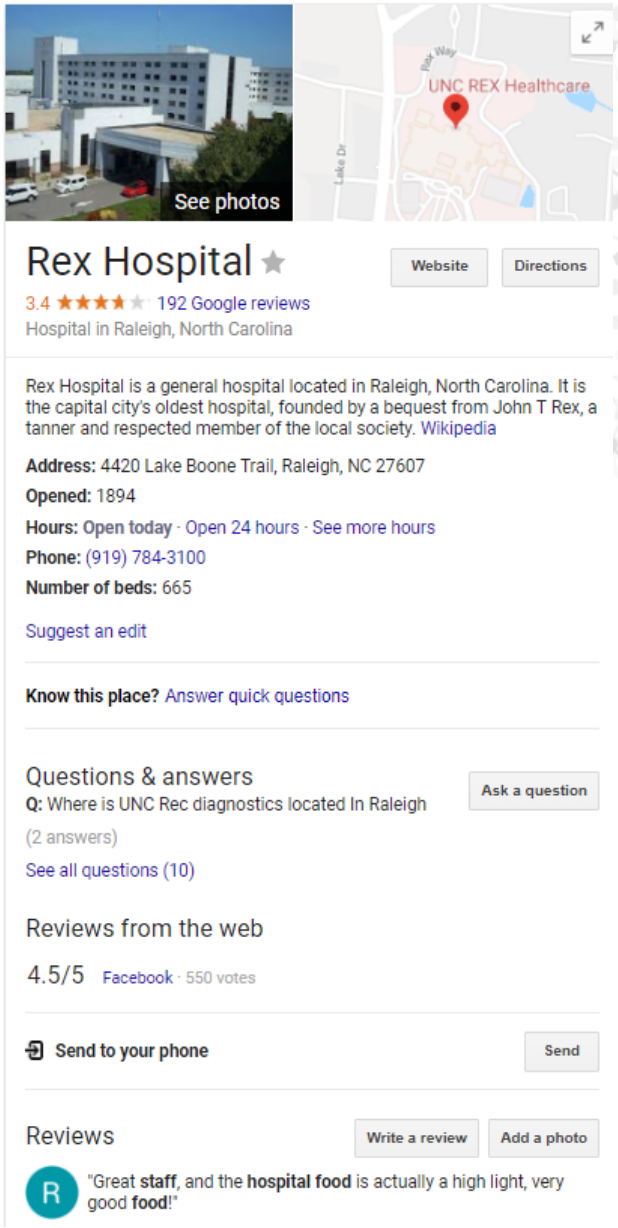
Featured snippets

- Appear at the top of search results and are pulled as answers to voice searches
- Research how users ask questions versus type them



Local listings

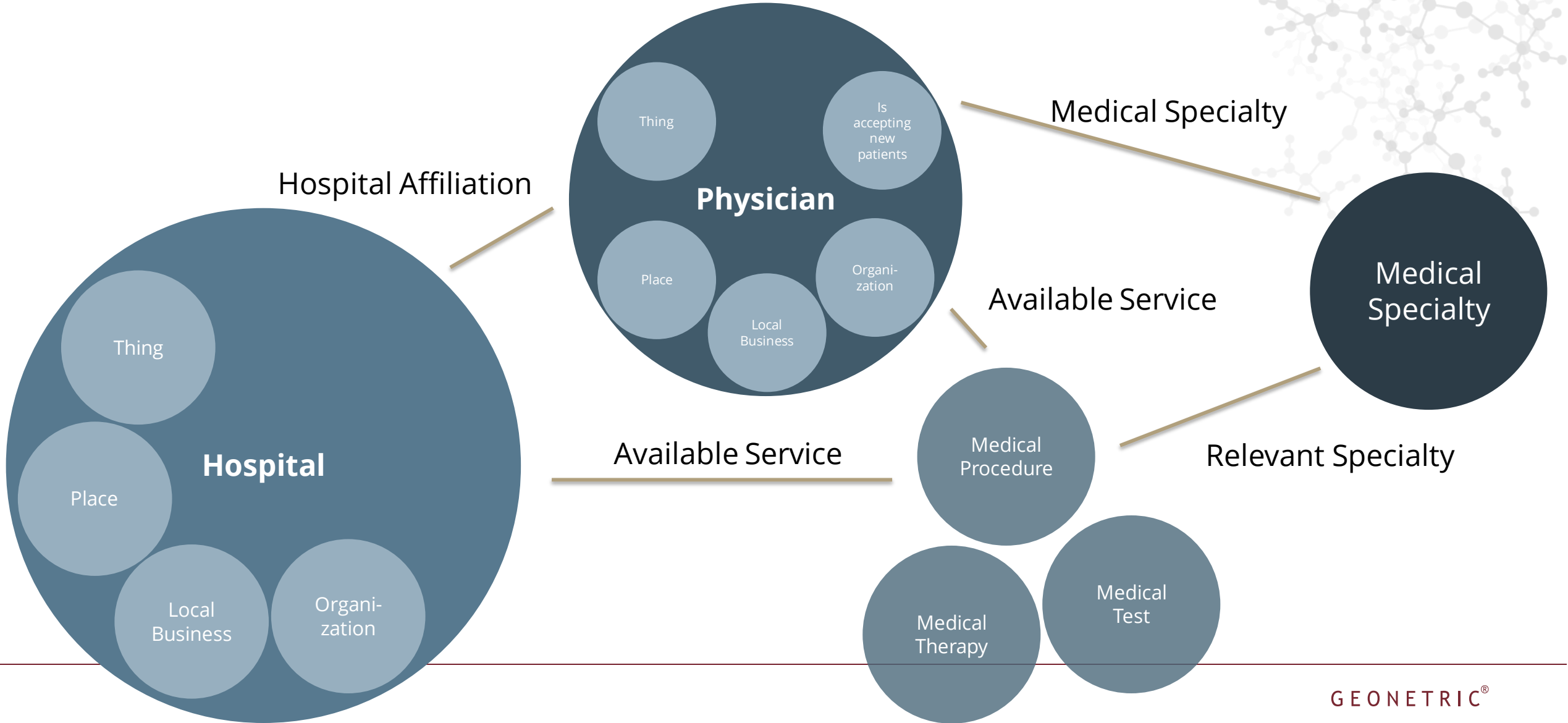
- Increased importance of a location-based marketing strategy
- Focus on technical elements of search and wider marketing actions that will be picked up by voice assistants
  - Reviews
  - Entity authority



Structured data & entity authority are the real trends.

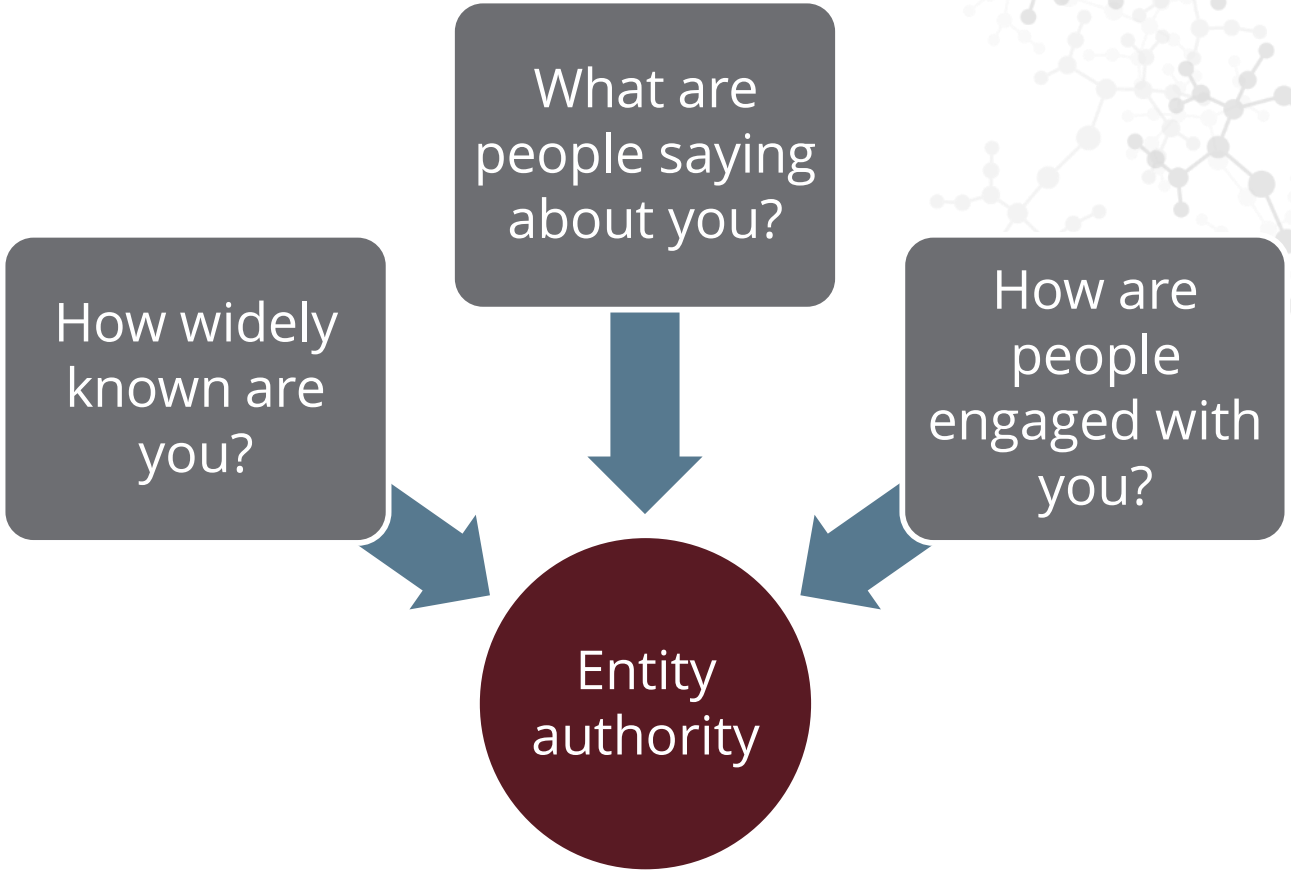
Google is creating a map (graph)
of entities (real world people, places, and things)
& (actionable) information about them.

Relationships in Schema.org



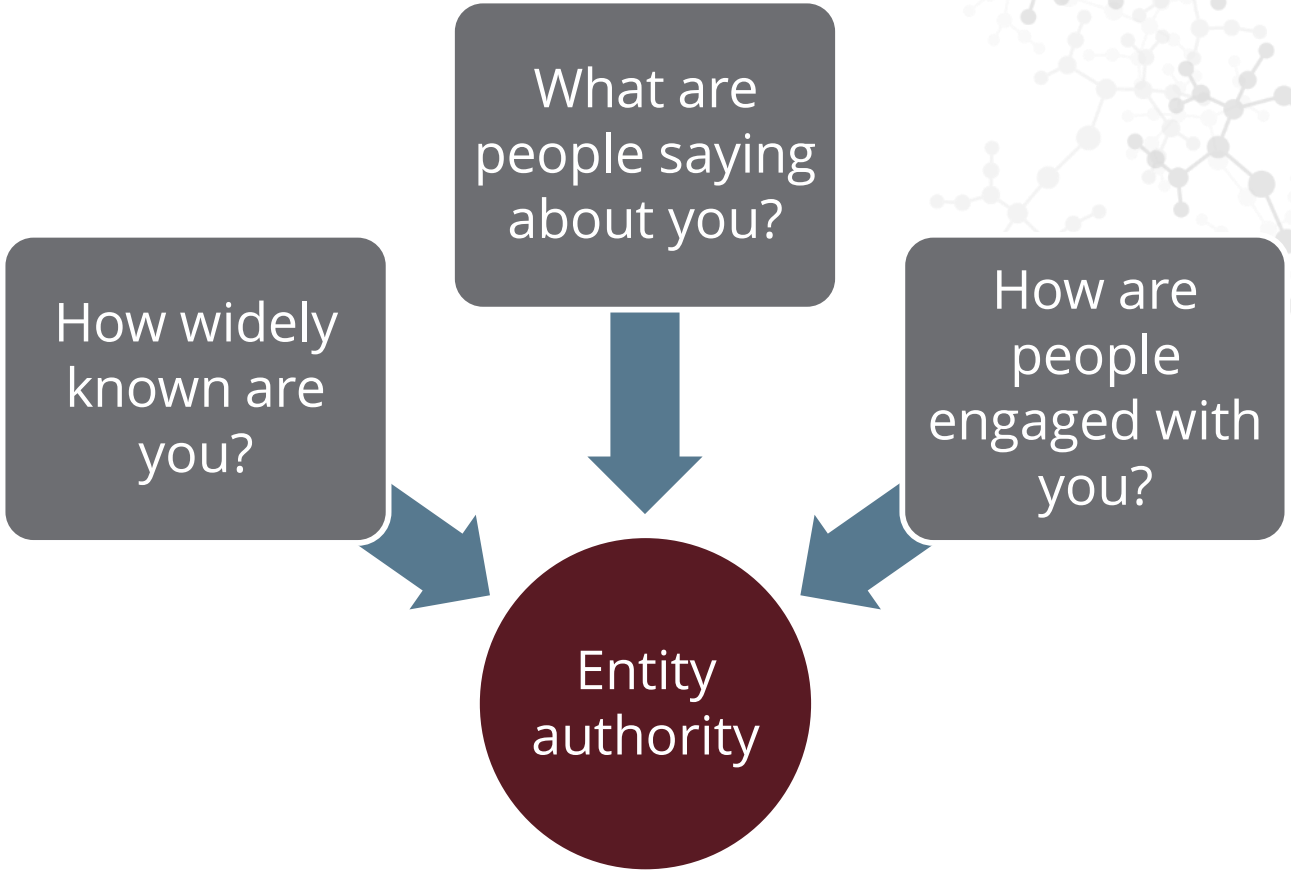
Entity authority

- Offline experiences impact your online presence.
  - Good customer service may result in good reviews; bad experiences may result in bad reviews.
  - Offline advertising or sponsorships may result in links to your website.



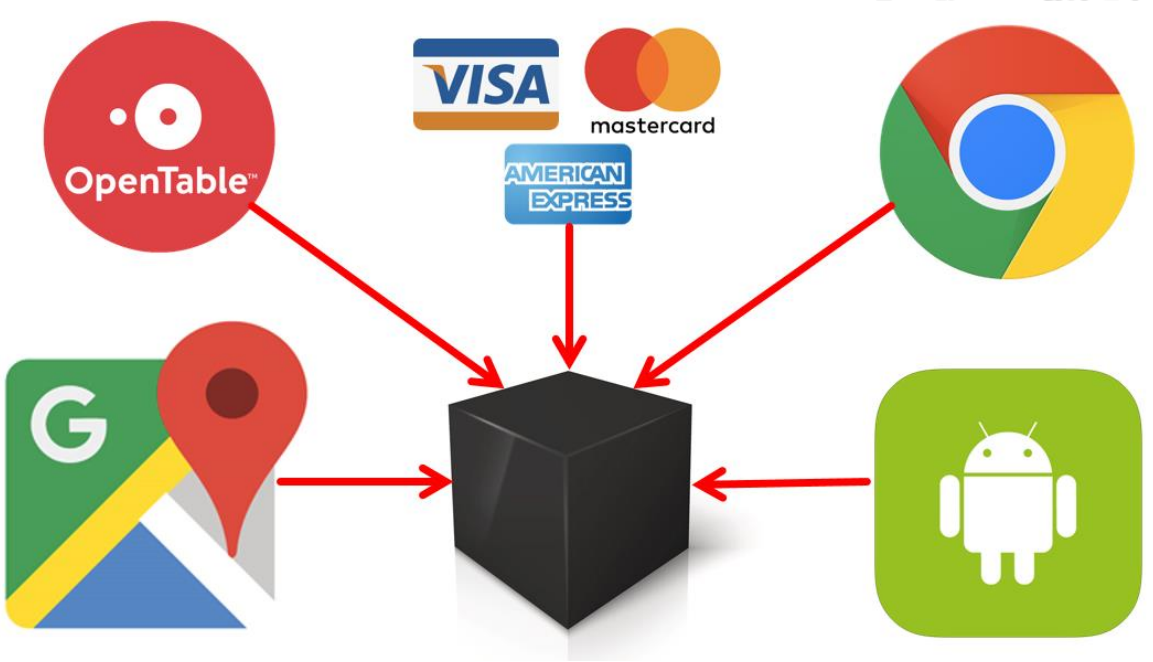
Entity authority

- Engagement a much more accurate signal of the quality of local businesses than traditional ranking factors
- Users' experiences will be increasingly important in the future.



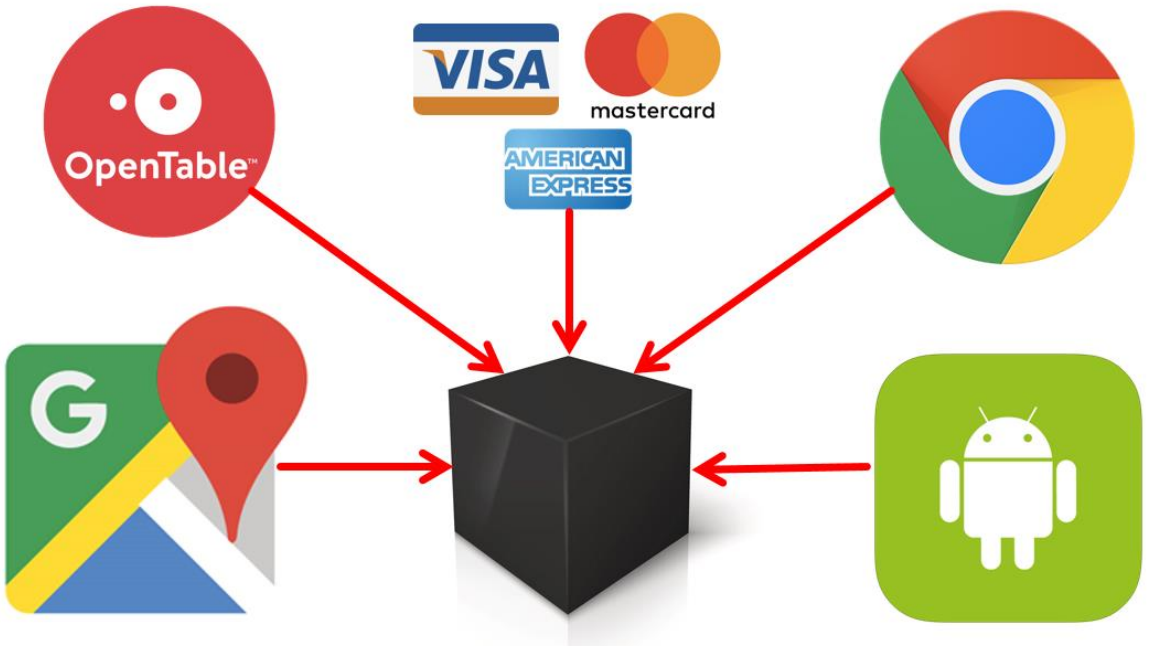
Entity authority

- Possible future engagement signals:
  - How many Gmail users read its newsletter?
  - How many ask for directions to it on Google Maps?
  - How many visit the location while carrying an Android phone?
  - How many transact with the business via voice assistant or the Knowledge Panel?



Entity authority

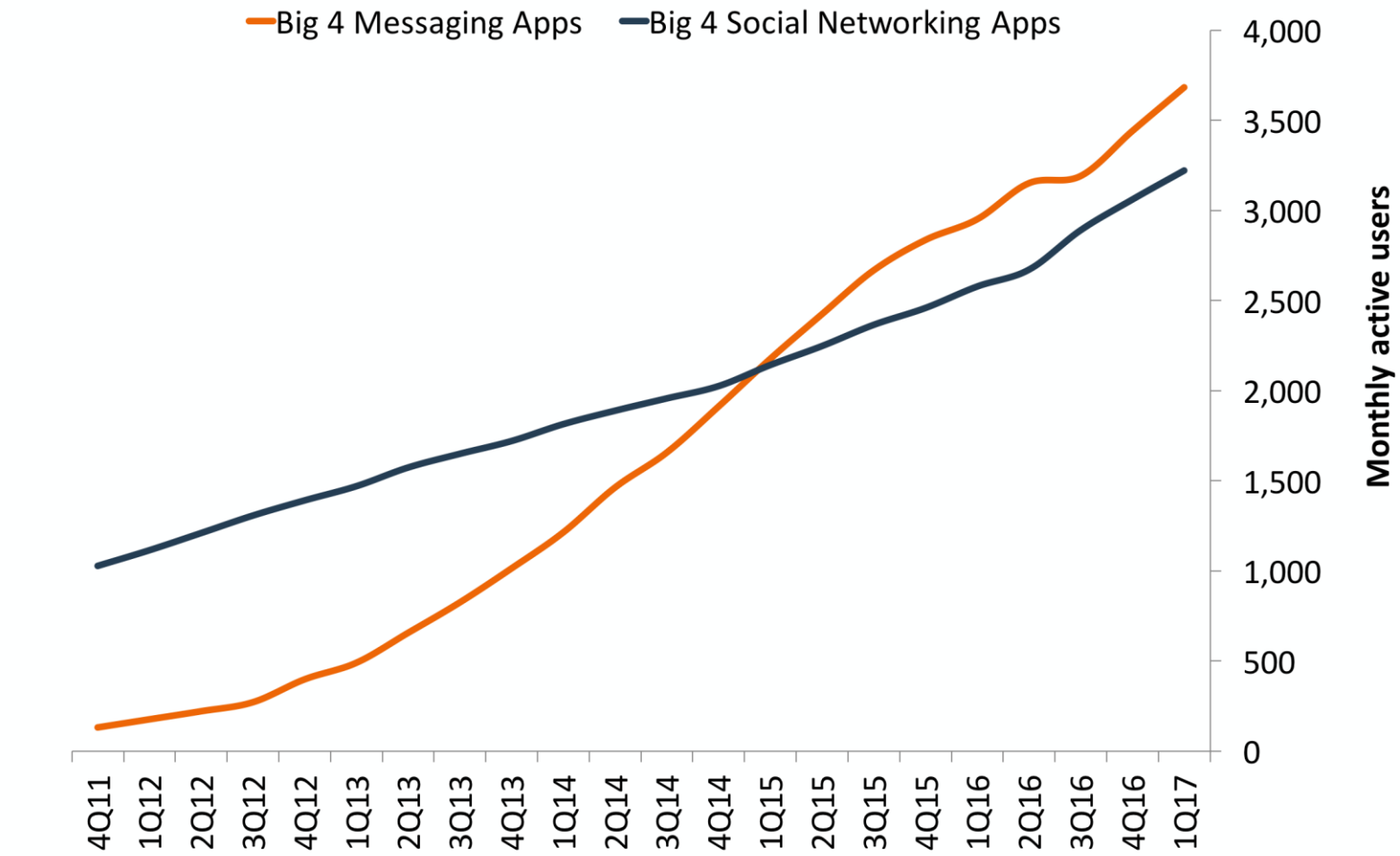
- To stay relevant and maintain a strong online presence, build up your brand holistically, both offline and online.
- Focus on creating good user experiences.



Branded conversations

Messaging Apps Have Surpassed Social Networks

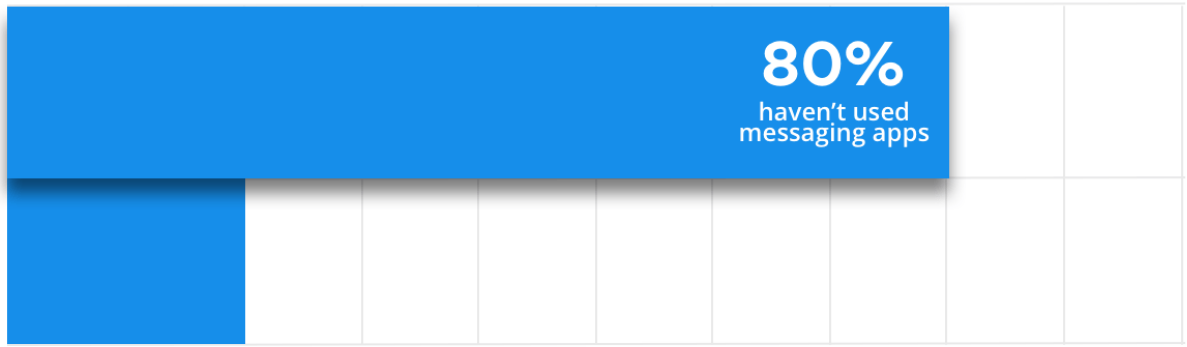
Global monthly active users for the top 4 messaging apps and social networks, In millions



Note: Big 4 messaging apps are WhatsApp, Messenger, WeChat, Viber.
Big 4 social networks are Facebook, Instagram, Twitter, LinkedIn
Source: Companies, Apptopia, TechCrunch, BI Intelligence estimates, 2017

BI INTELLIGENCE

Has your business used any messaging apps for marketing?



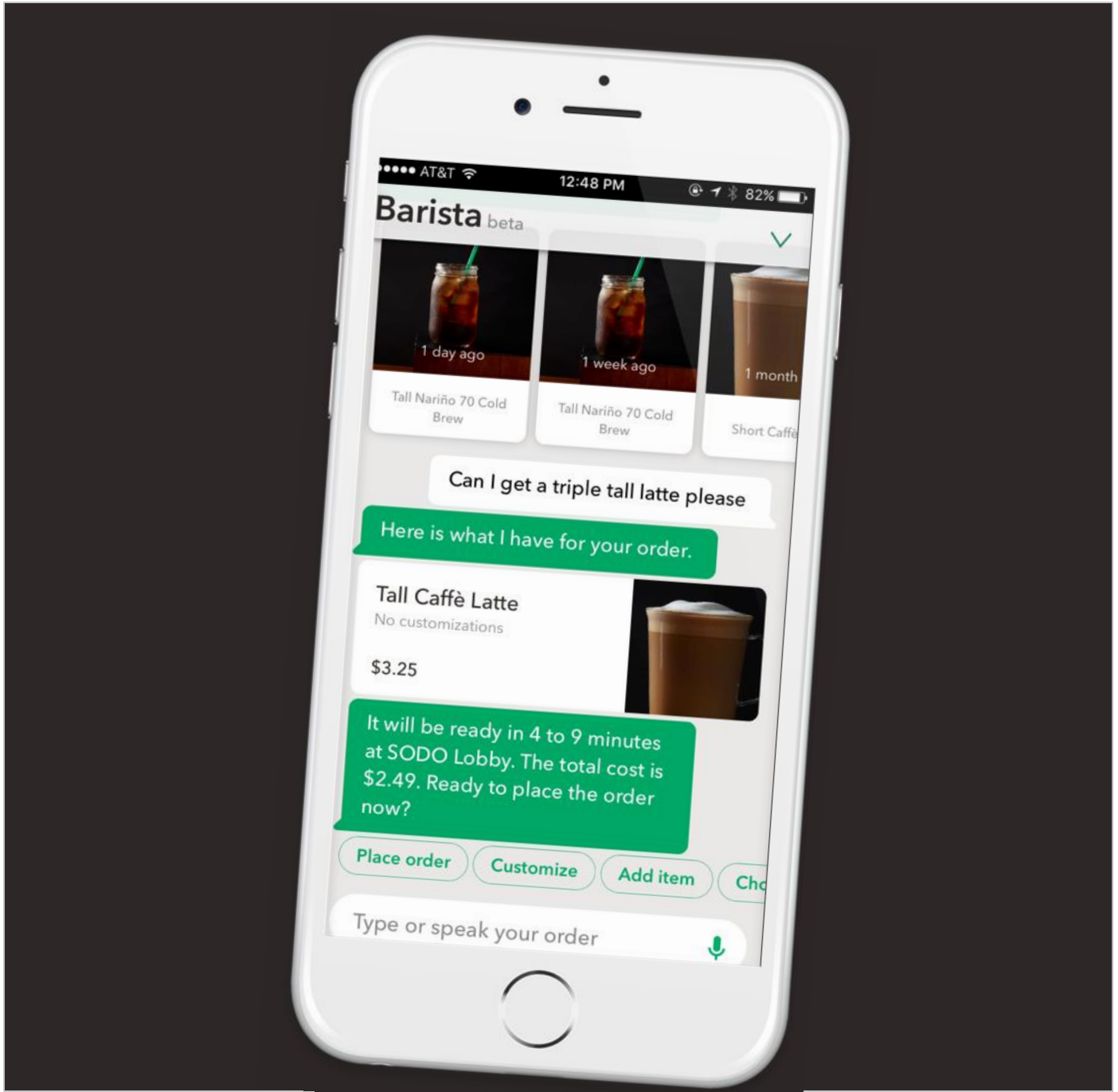
SOCIAL MEDIA WEEK

THE STATE OF SOCIAL 2018

(Source: State of Social 2018, sample size: 1,796 social media marketers)

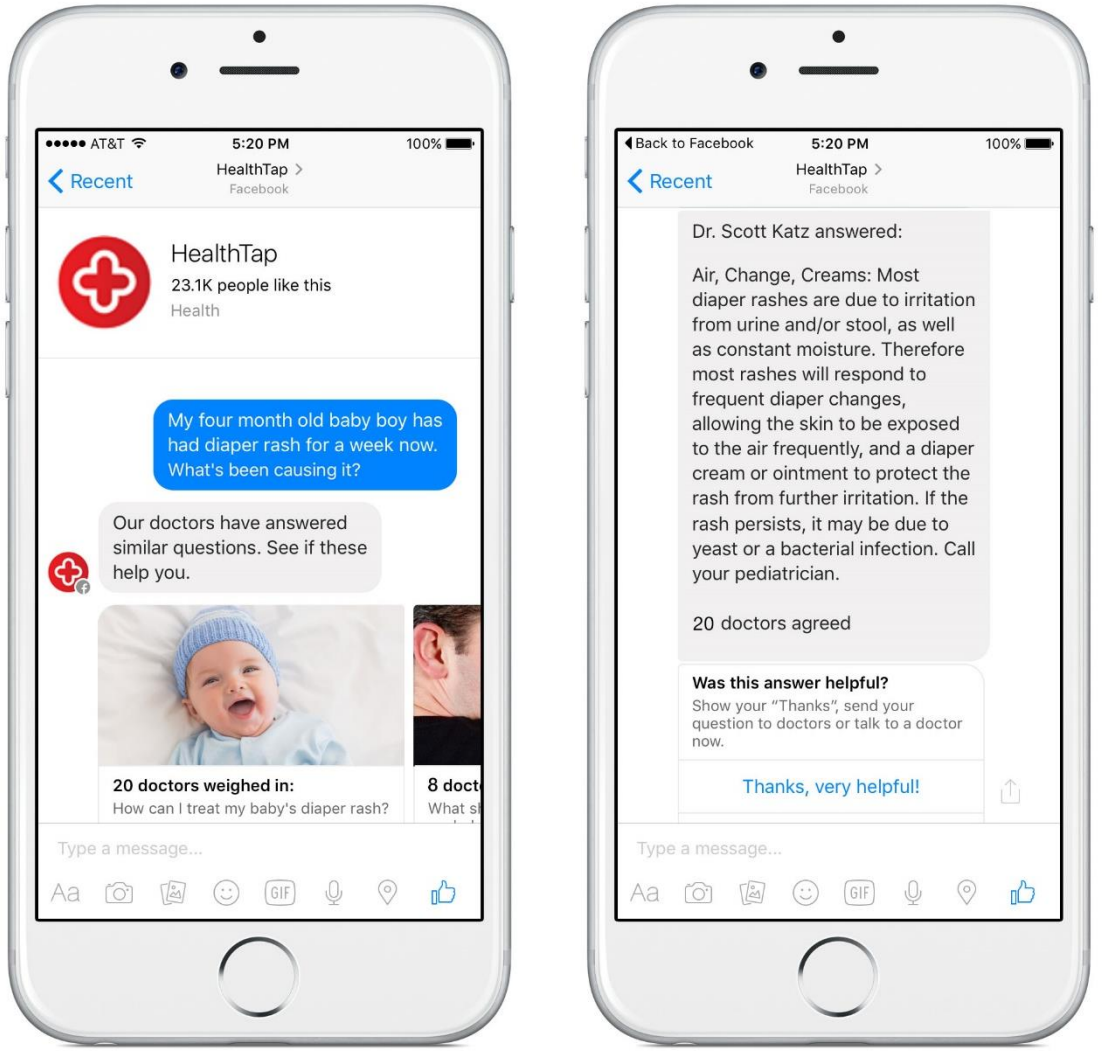
Starbucks

Barista beta



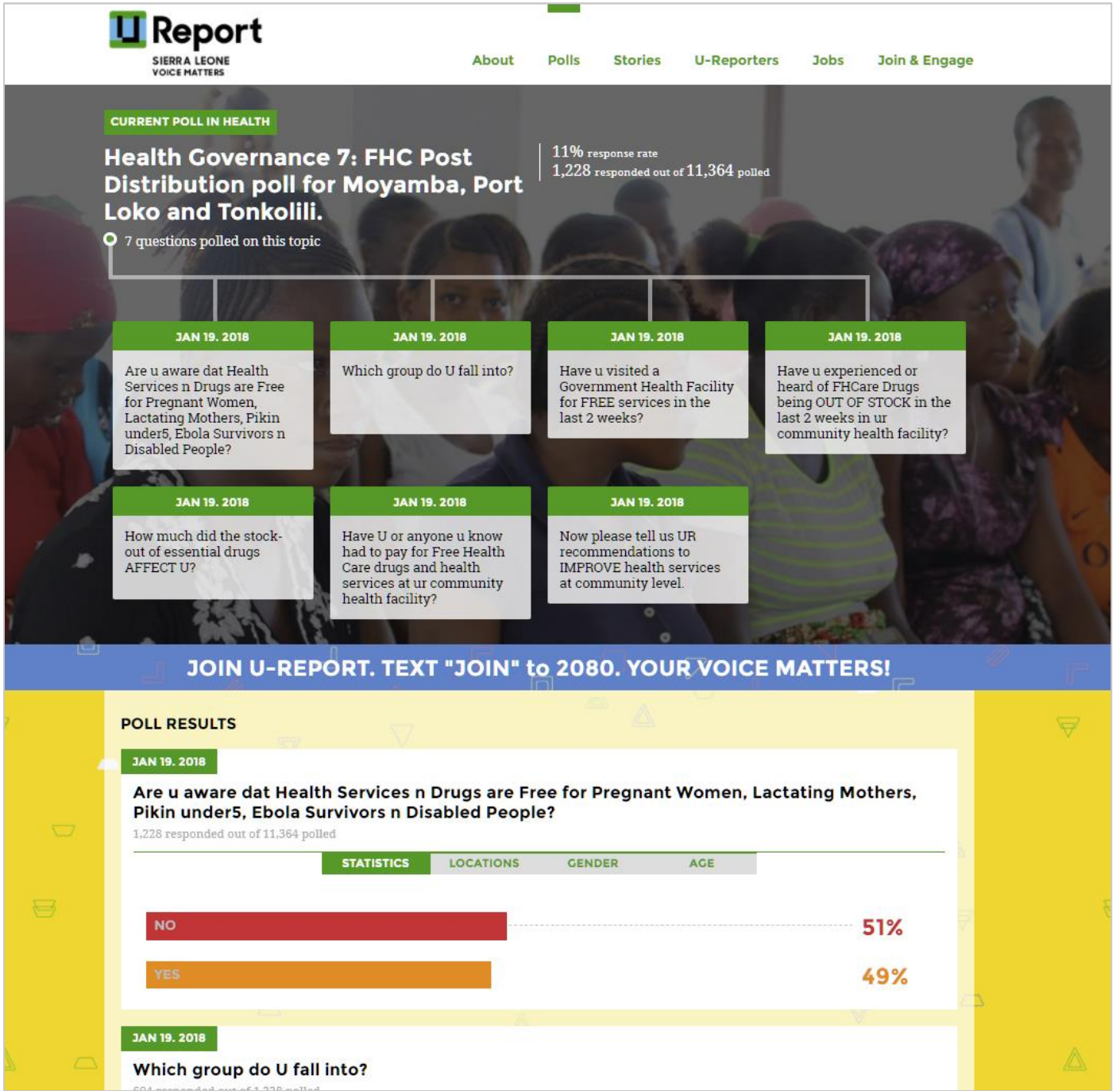
HealthTap

“Based on your symptoms, Dr. AI routes or "triages" you to the right level of care at the right time. By conducting an interactive conversation, Dr. AI instantaneously translates concerns about symptoms into a path to feeling good.”



UNICEF U-Report

"free tool for community participation, designed to address issues that the population cares about"

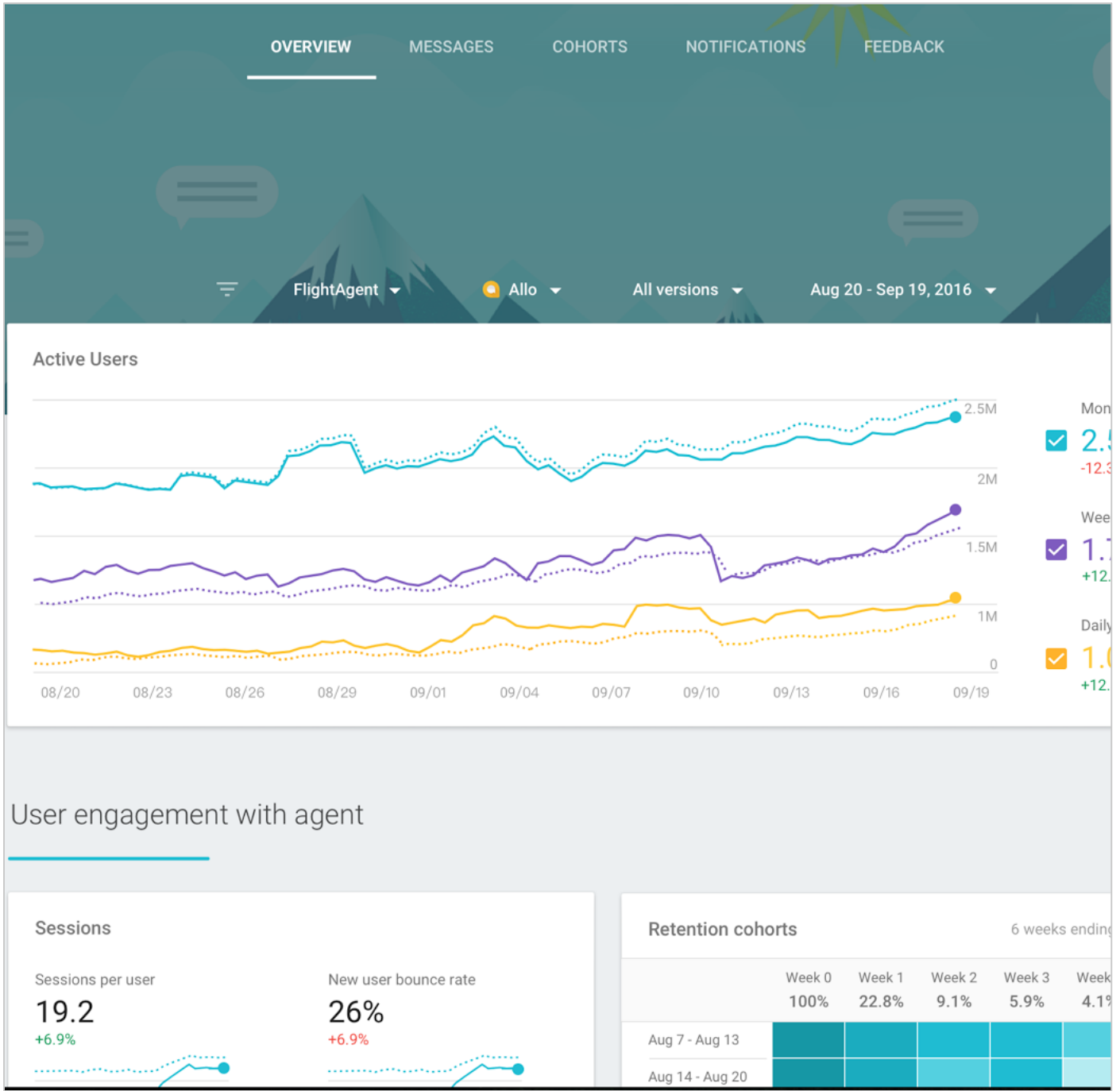


https://ureport.in/

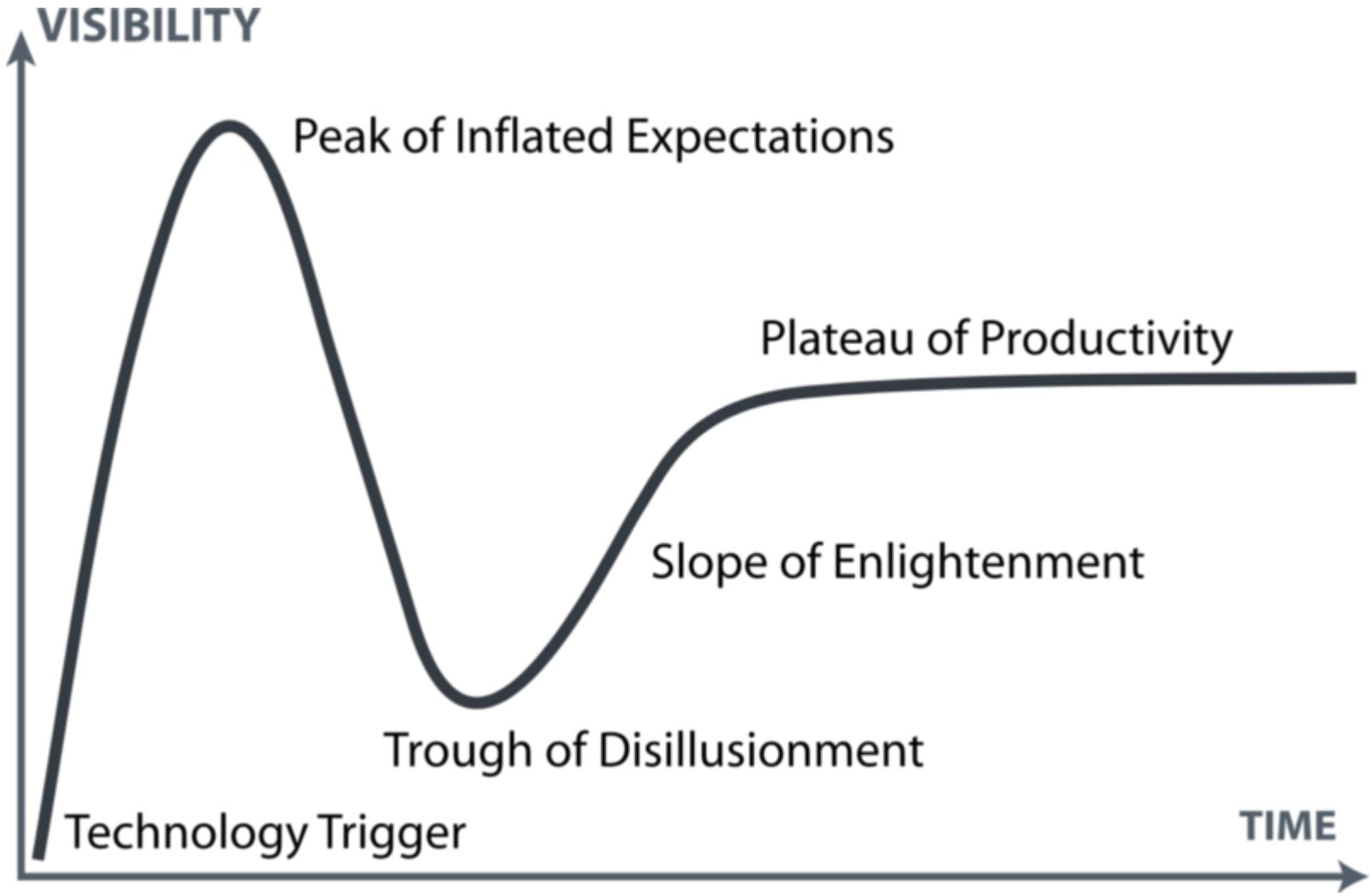
Chatbase

Chatbase is a cloud-based analytics service for builders of conversational interfaces, or chatbots. It helps those builders more easily analyze and optimize their bots for better consumer experiences than ever before. Chatbase is free to use, easily integrates with any chatbot platform, and works with any type of bot, voice or text.

Chatbase

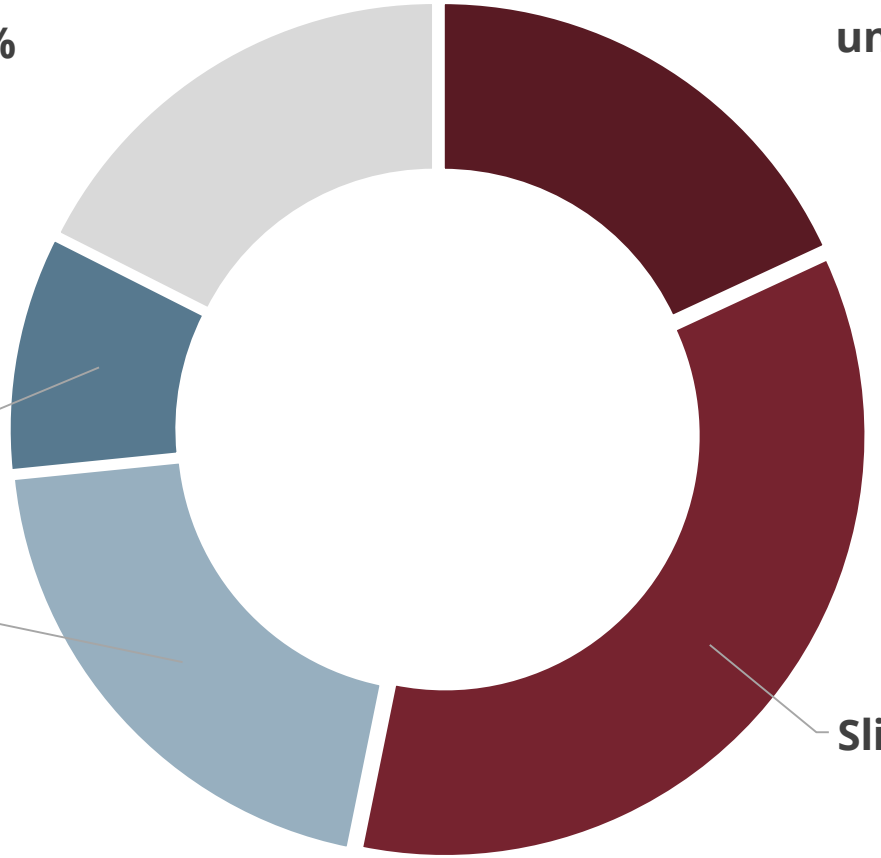


Gartner Hype Cycle



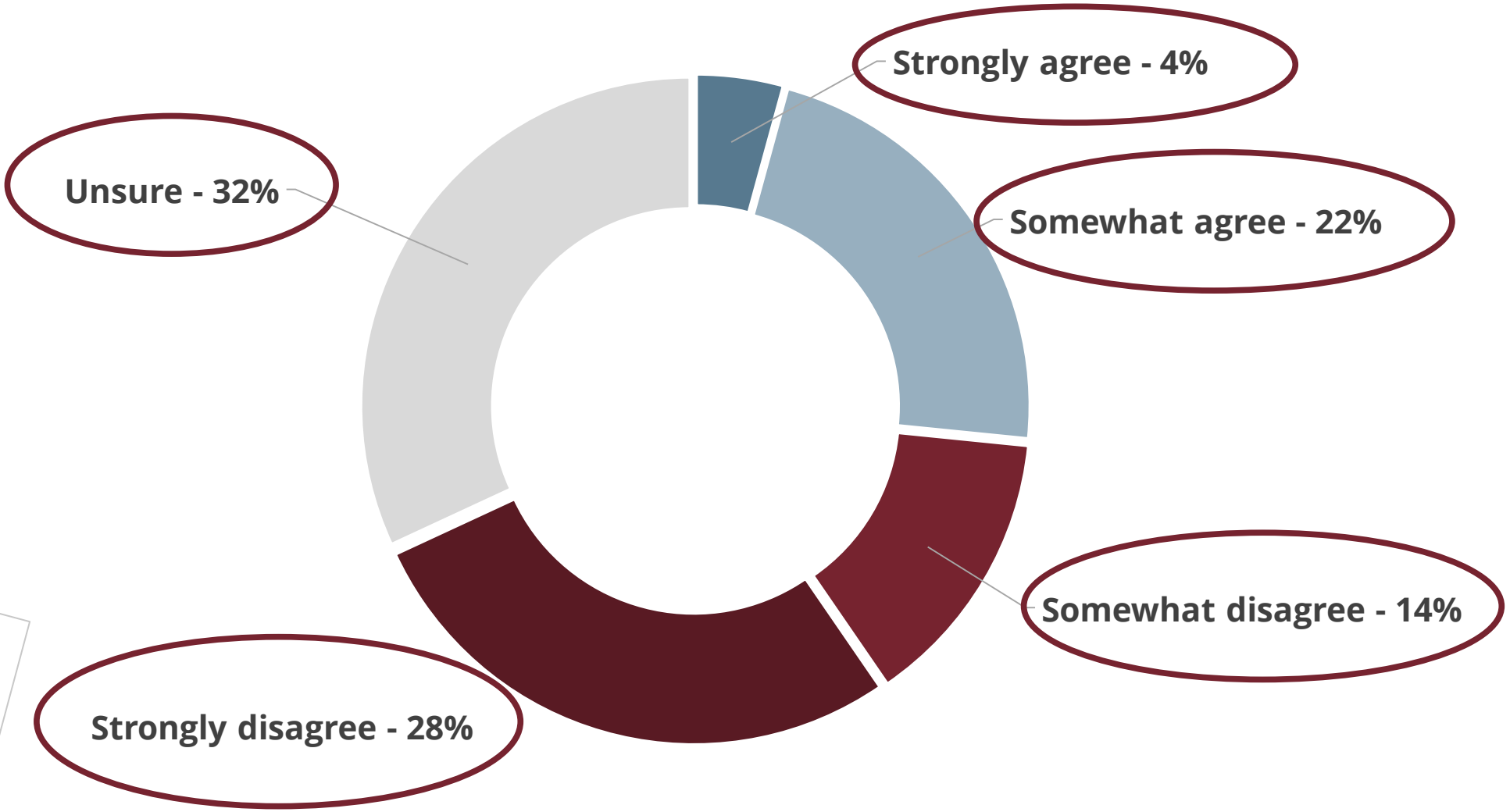
Marketing automation and website personalization are the opportunities already in front of us.

How does your organization's performance compare to that of your competitors' in **email marketing and marketing automation**?



Early Results

Our organization can demonstrate that **website personalization** has improved the performance of our digital marketing.



Early Results

Whatever the delivery method,
personalized experiences
are the true trend.

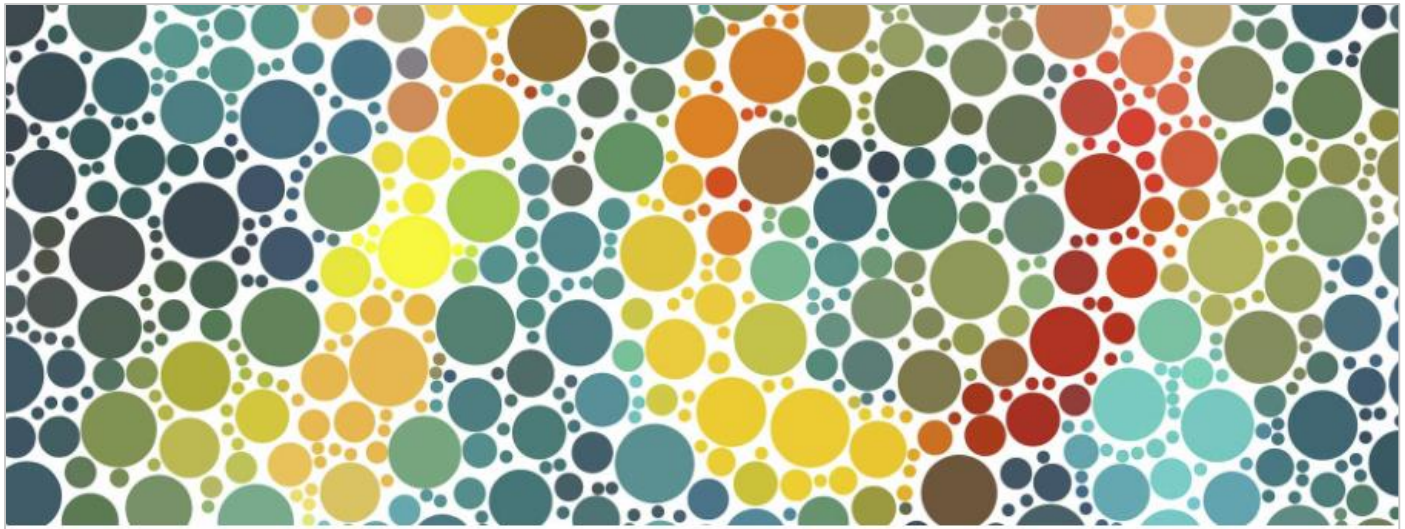
Understanding the patient journey

The UX details that matter

18.7% of Americans
have a disability

Accessibility

- Americans with Disabilities Act (ADA) prohibits discrimination on the basis of disability in places of public accommodation
- Section 1557 ties web accessibility to ACA
- Updated Section 508 rules in effect January 18, 2018



January 16, 2018 Share

WEBSITE DESIGN

How New Accessibility Requirements Will Impact Healthcare Websites

If accessibility isn't one of your digital priorities, it should be. New requirements may have you rethinking your to-do list.

Ensuring the best user experience possible on your website is always a top priority. And that means being thoughtful about the way people with disabilities – such as those with color blindness and hearing loss – interact with your hospital's site. Although accessibility is always

https://www.geonetric.com/website-design/how-new-accessibility-requirements-will-impact-healthcare-websites/

The business case for accessibility

Risk

- Losing patients
- Lawsuits
- Bad PR
- Potential loss of government funding/ACA/Medicare

Opportunity

- Gaining patients with accessibility challenges
- Improves usability for all users
- Improves SEO
- Smaller page weights
- It's just the right thing to do!

Mobile user experience is critical

2G Tuesdays

Find ways to integrate the mobile experience into your daily workflow.

THE WALL STREET JOURNAL.

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Visa Taps Blockchain for Cross-Border Payment Plan

DIGITS

Facebook Slows the Internet for Staffers on '2G Tuesdays'

By Georgia Wells

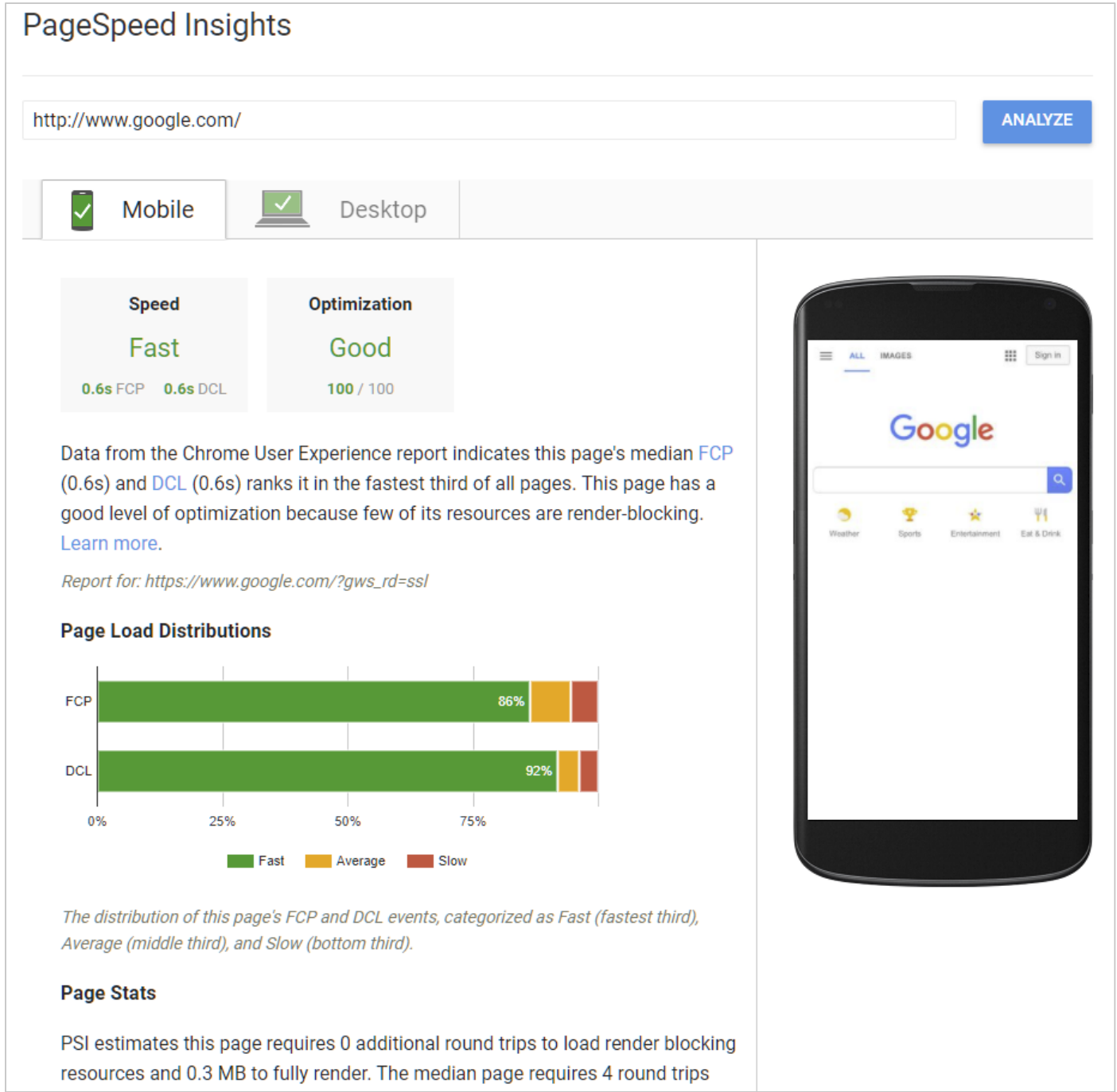
Oct 27, 2015 7:20 pm ET

Facebook Inc. is offering its employees a chance to slow down – but only for an hour.

The social network on Tuesday launched "2G Tuesdays" to let its staffers experience the social network as if on a 2G connection. The idea is to simulate the experience of Facebook users in regions with sluggish networks – a major area of growth for Facebook – who might use the site differently.

PageSpeed Insights

- Google updated their PageSpeed tool to display real-world data from the Chrome experience report
- In July 2018 “page speed will be a ranking factor for mobile searches”



Using web analytics to identify mobile issues

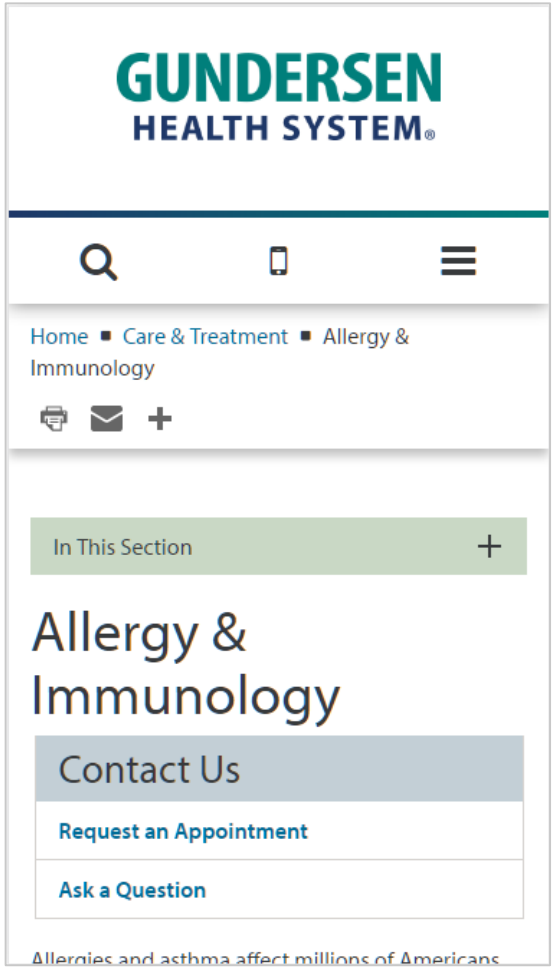
Symptoms of poor mobile user experience:

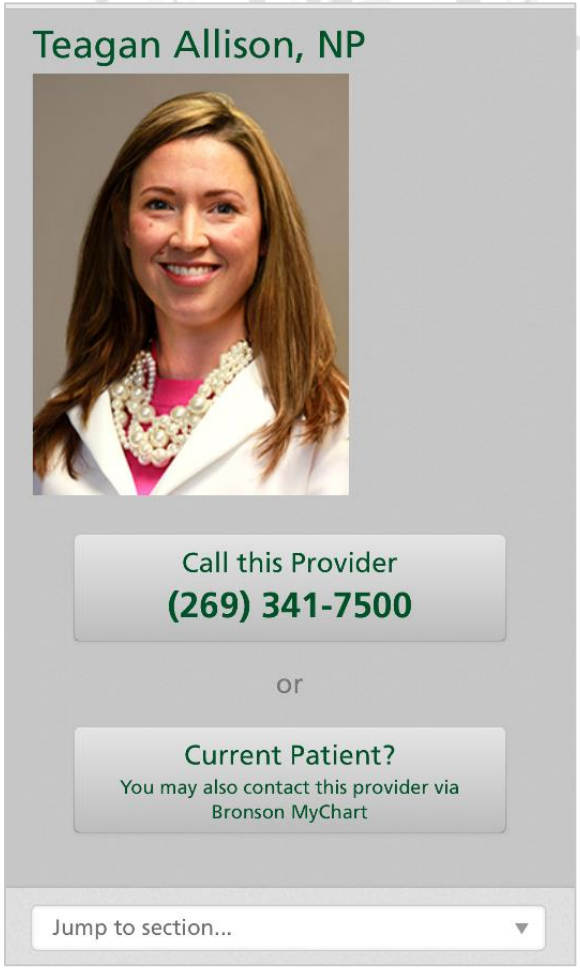
- Higher than average bounce rate — compare to desktop rates
- Average time on page is comparatively low
- Increased use of “lifelines” – contact us form, site search, pogosticking from search engines

Design for clarity and action

- Simplify navigation and menus
- Clickable phone numbers
- Short, simple forms
- Maps that work with native mapping apps
- Simple, clear instructions
- Above-the-fold calls to action

Tip: Identify and test page types with highest mobile traffic.





Working smarter

Let's take something
off the pile

1.
Ensure SEO, PPC, and content efforts are aligned.

2.

You may need to let go of broad efforts in order to focus on the narrow.

3.
Set aside time, budget, and energy for innovation.

Questions?

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Chart a Path to Digital Marketing Success

Upcoming Webinar:

WordPress Survival Skills for the Healthcare Marketer

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- Avoid common WordPress pitfalls that result in hidden costs and risk the security of your site
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