

Do More with Healthcare Digital Advertising



Why digital advertising?



Digital Advertising

Paid search

Paid social

Display

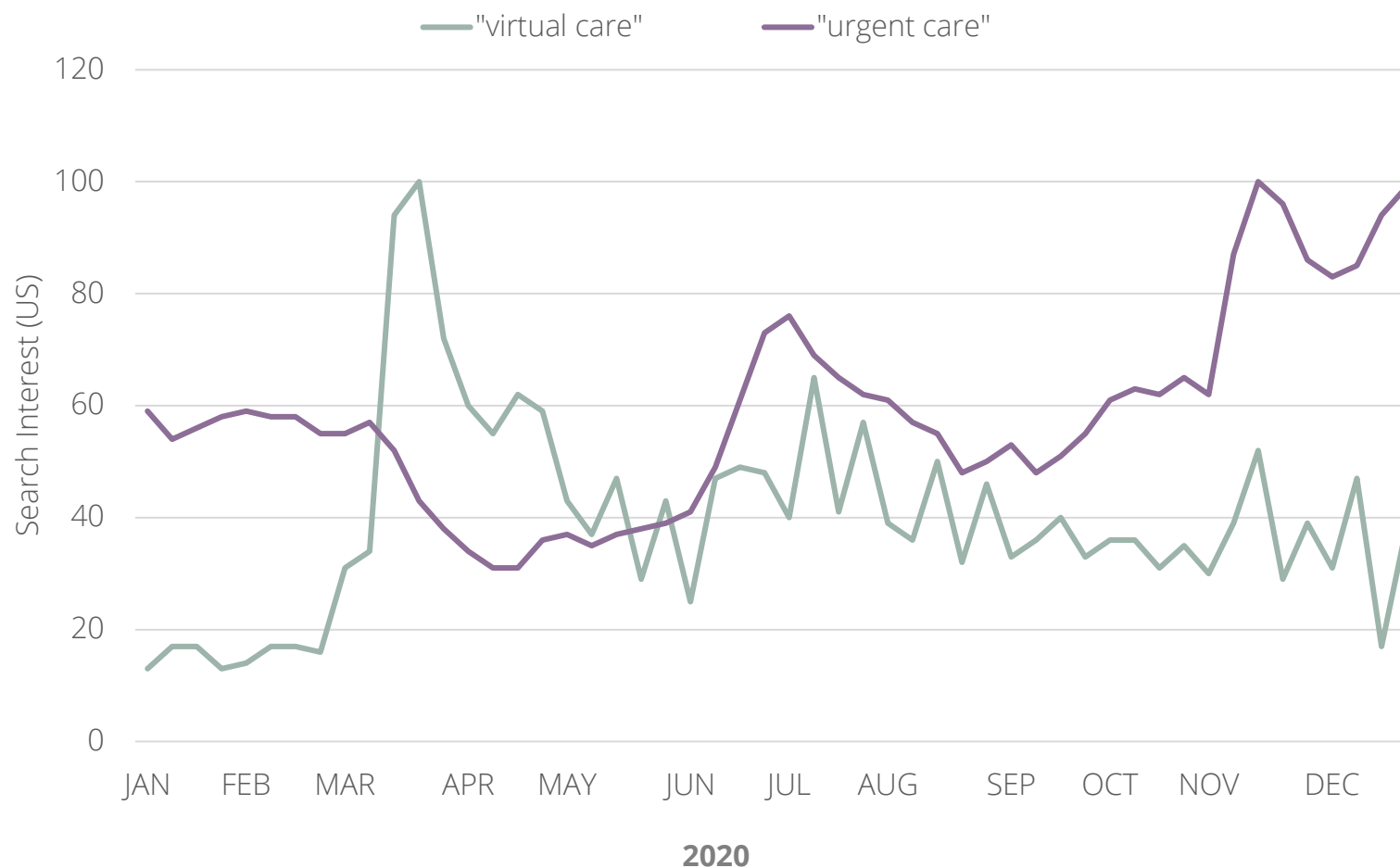
Digital audio

Creative development

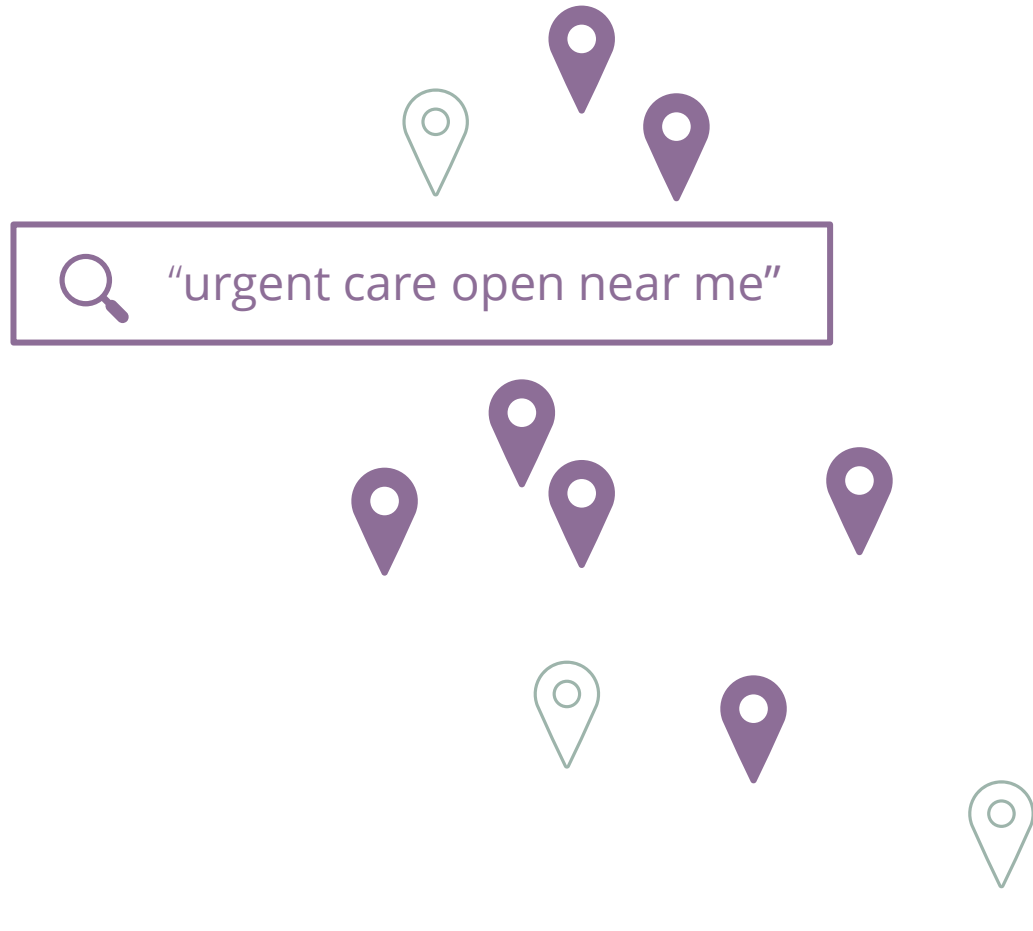
Landing page development



Today, we have more data and consumer signals at our fingertips than ever before.



Brands that keep a finger on the pulse of their consumer's needs can respond quicker and are more relevant.



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Across industries, ads that
speak to underlying needs draw
30% more clicks.



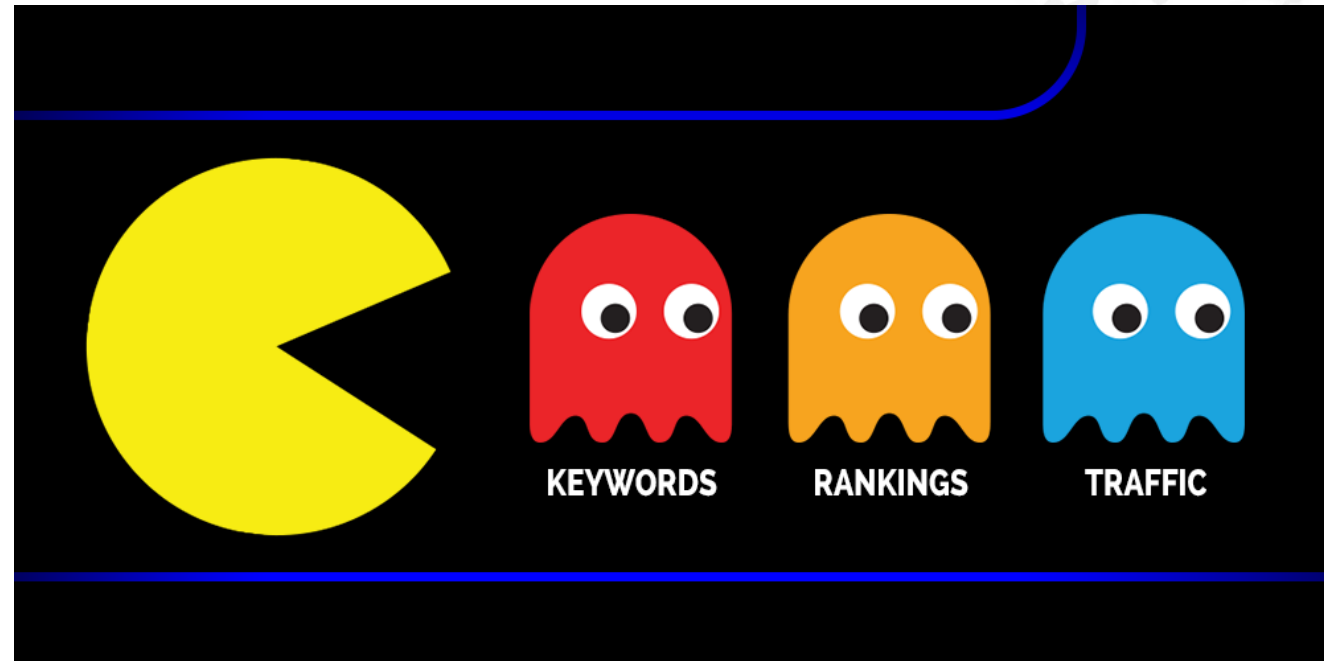


PPC/SEO cannibalization



Three types

- Geographic
 - Same service to two non-overlapping areas
- Keyword overlap
 - Intersecting keyword lists that target the same service
- PPC-SEO
 - Running ads on keywords that perform well organically





PPC/SEO cannibalization

- No one-size fits all solution
- Sometimes advertising on strong SEO keywords makes sense
 - Branded keywords
 - Acquisition funnel

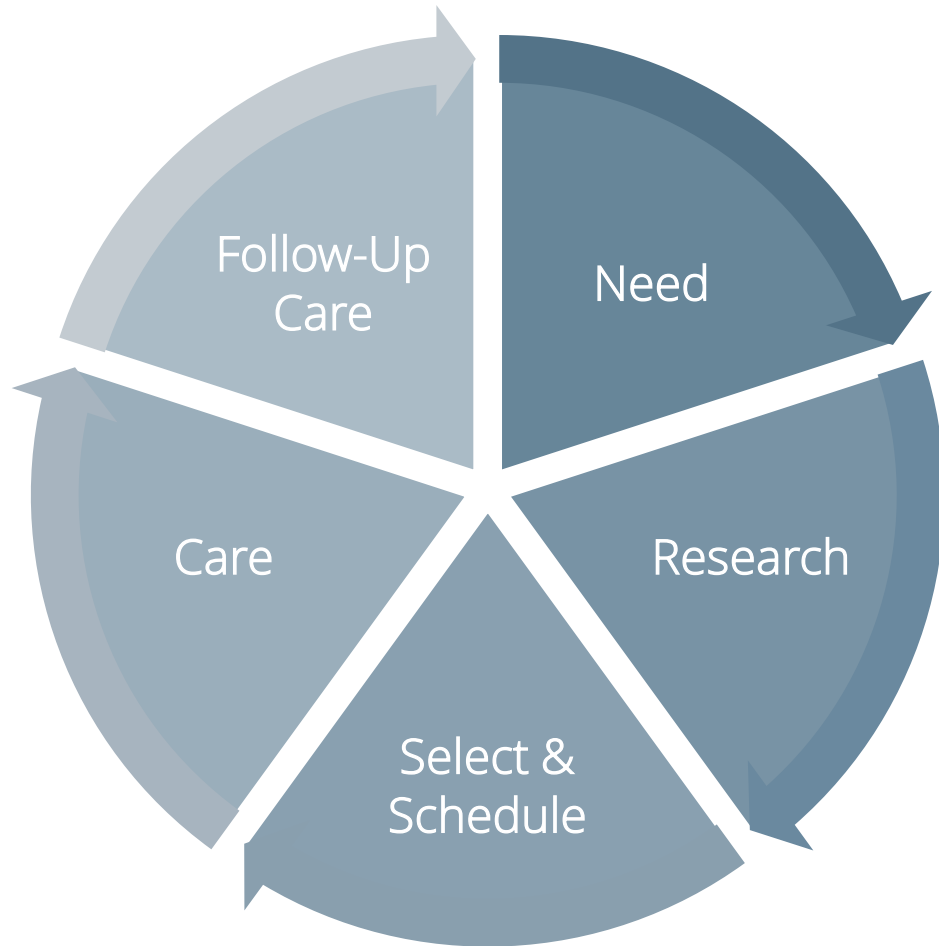




Aligning with the patient journey



Healthcare journey

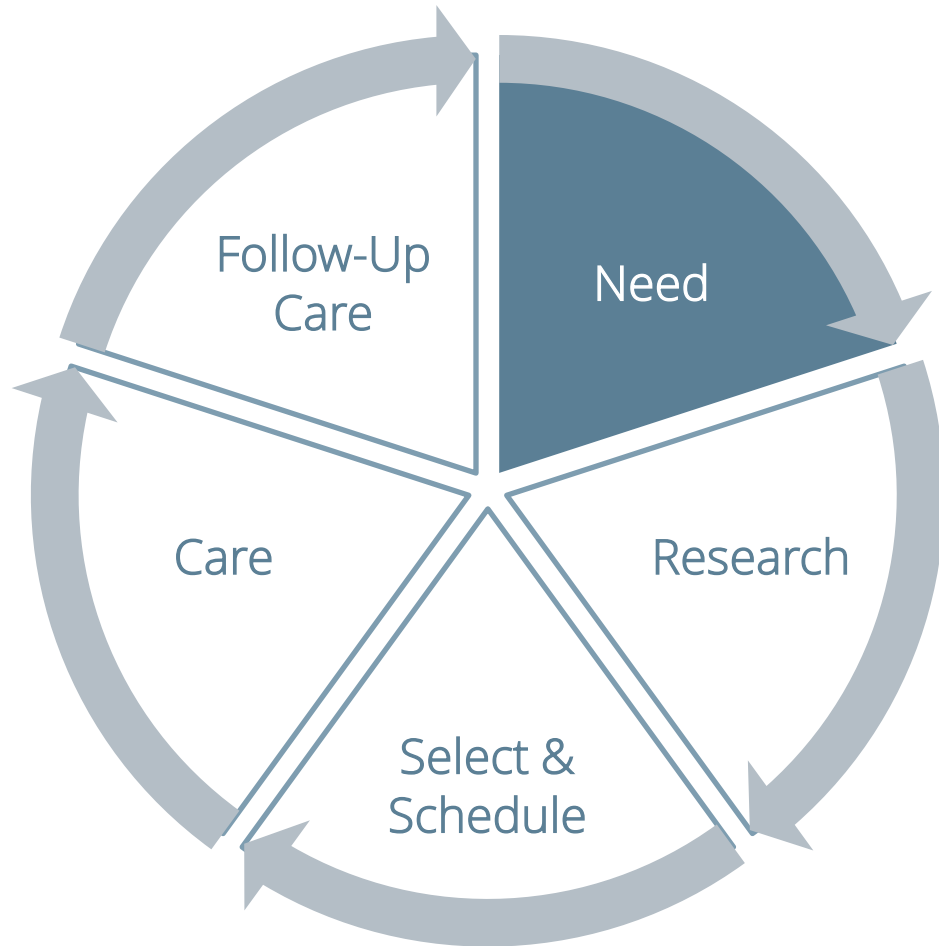


Retail journey





Healthcare journey

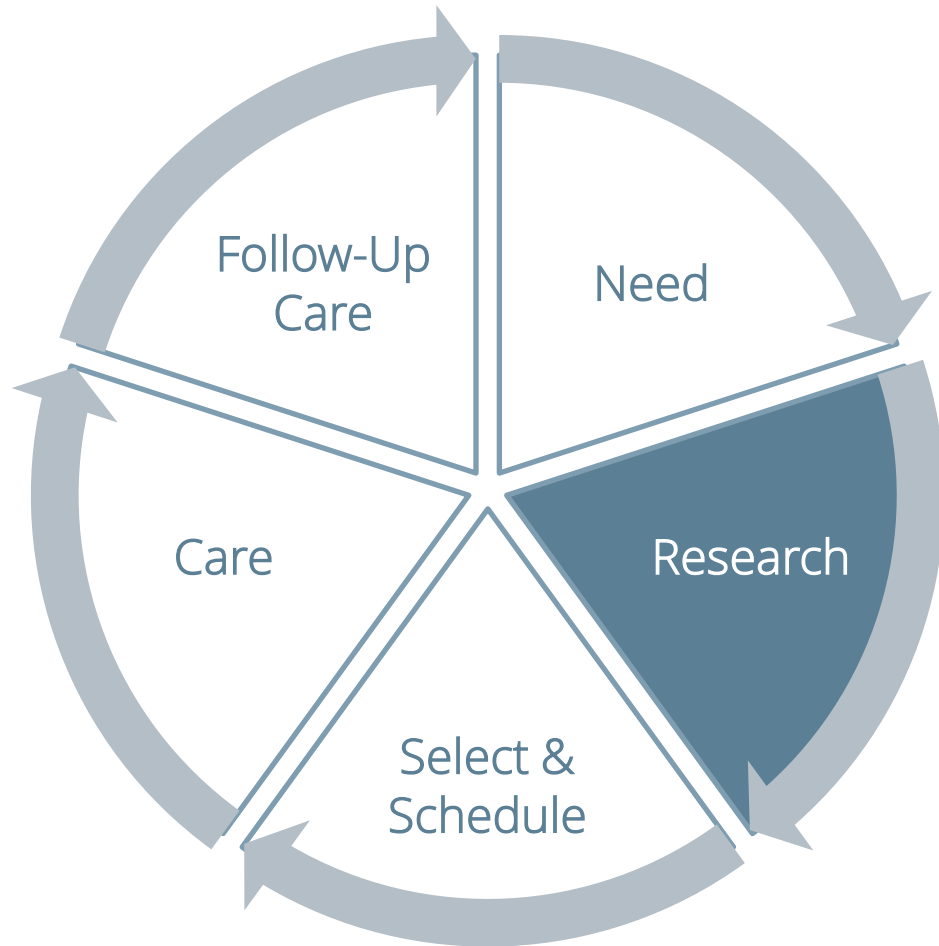


Build awareness for your brand and help consumers identify their needs.

- Display advertising
- Paid social advertising
- Digital audio advertising



Healthcare journey

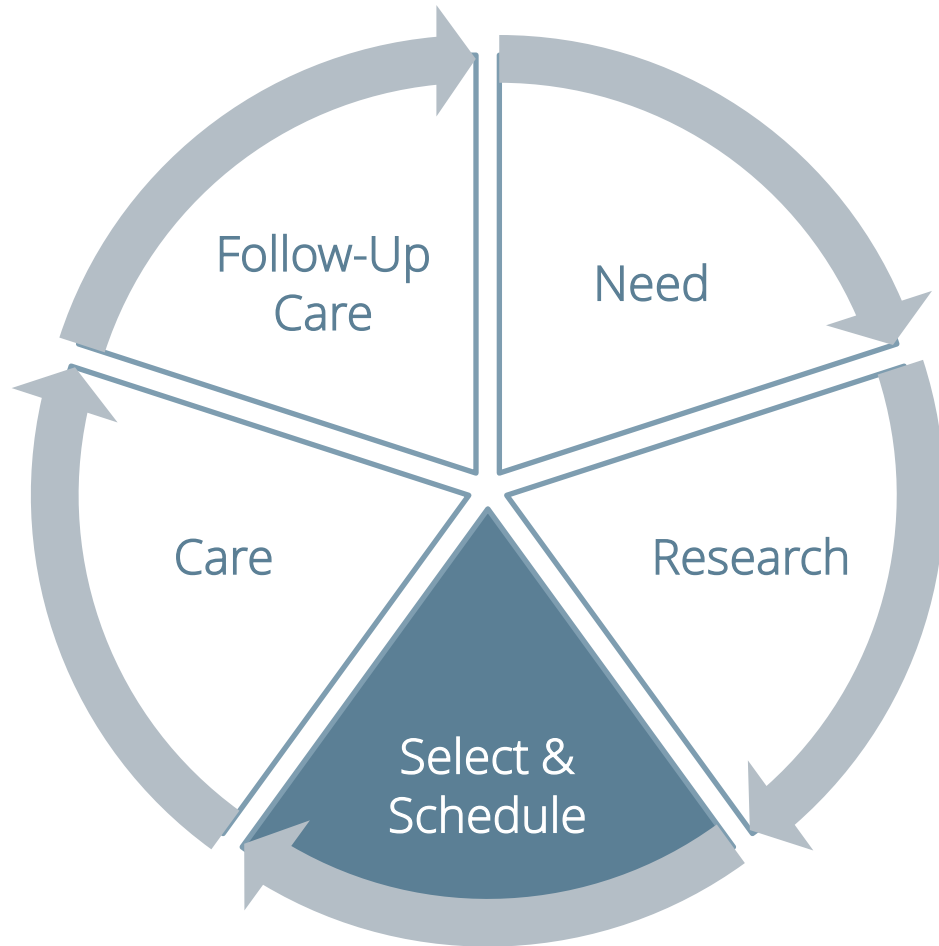


Reach users at critical moments during their research.

- Paid search advertising
- Search engine optimization
- Content strategy



Healthcare journey

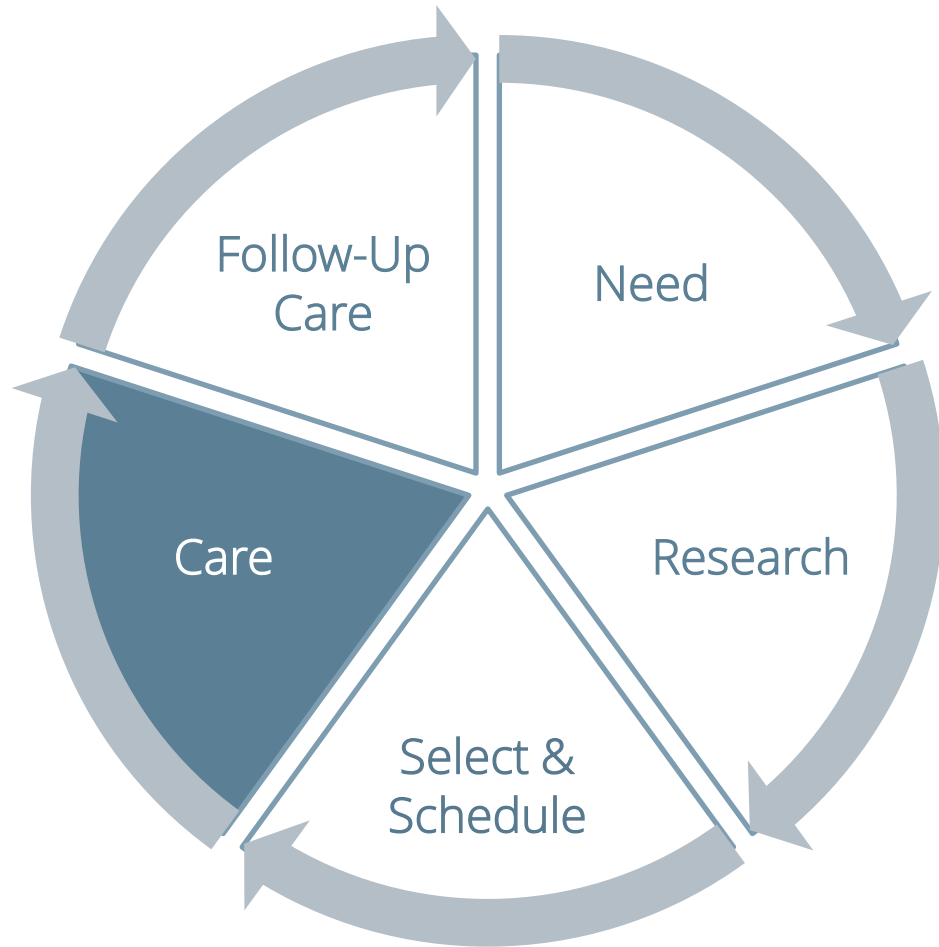


Encourage consumers to choose you for care.

- A/B and multivariate testing
- Landing page optimizations
- Conversion tracking
- Funnel analysis
- Retargeting



Healthcare journey

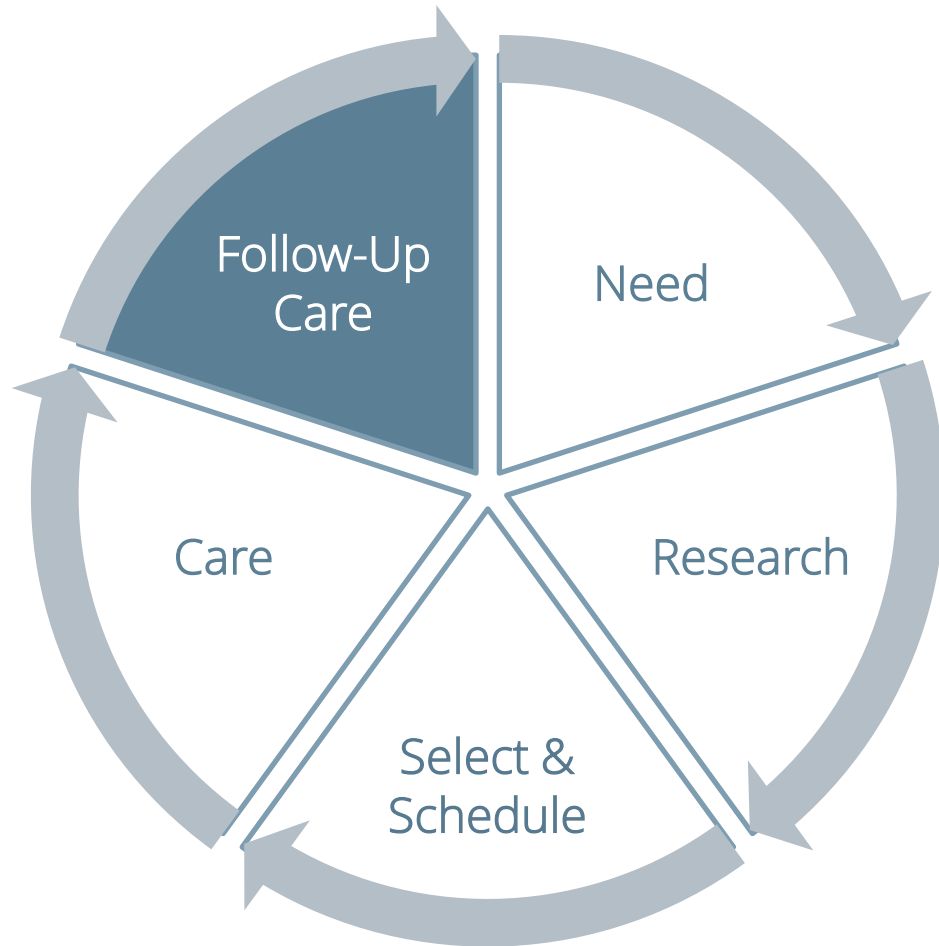


Ensure a positive user experience across touchpoints.

- Online & In-Person UX/CX
- ROI tracking
- Patient and visitor UX



Healthcare journey



Retain patients through regular touchpoints and education.

- Content marketing
- Email marketing
- Social media marketing



Healthcare journey





Tracking beyond the click



Traditional UTM flow

Enter Site

UTM appears in URL

Click to
External Online
Scheduling



External Site

UTM doesn't follow user
across domains

Traditional conversion tracking stops once a user leaves your site. Campaign-specific attribution data is not available for scheduled appointments.



Traditional UTM flow

Enter Site

/urgent-care/?utm_source=print&utm_medium=newspaper&utm_campaign=urgent-care&utm_term=local2

Click to
External Online
Scheduling



External Site

schedulenow.com

Traditional conversion tracking stops once a user leaves your site. Campaign-specific attribution data is not available for scheduled appointments.



Flow with advanced UTM tracking

Enter Site

UTM appears in URL

Click to
External Online
Scheduling



External Site

UTM follows user across
domains

Advanced UTM tracking allows your campaign-specific attribution data to persist across domains. Using source, medium, campaign, and term parameters allows successful appointments to be tracked to specific initiatives.

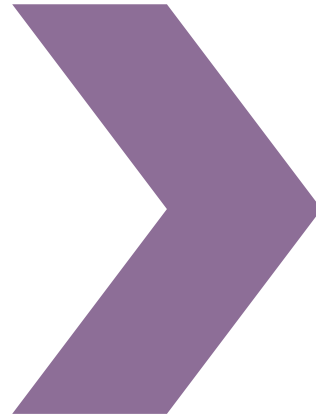


Flow with advanced UTM tracking

Enter Site

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/urgent-care/?utm_source=print&utm_medium=newspaper&utm_campaign=urgent-care&utm_term=local2
```

Click to
External Online
Scheduling



External Site

```
schedulenow.com//?utm_source=print&utm_medium=newspaper&utm_campaign=urgent-care&utm_term=local2
```

Advanced UTM tracking allows your campaign-specific attribution data to persist across domains. Using source, medium, campaign, and term parameters allows successful appointments to be tracked to specific initiatives.



iOS 14 and marketing

iOS 14 and marketing

- Users are now required to *opt-in* to being tracked for advertising purposes
- Apple devices will no longer share user or device-level data with advertisers.
- Apple will retain full control over attribution data
- The data they *will* pass is minimal.



iOS 14 and marketing

- No longer able to directly target Apple users using demographic or third-party behavioral data.
- Reporting in Facebook is more difficult to drill down to demographic data
- Conversion data is more limited (max of 8 conversion events per domain)
- ROI attribution is more limited
- Less control over targeting and positioning



iOS 14 and marketing

- Adapt your campaigns to the new standards.
- Revisit your conversions (adjust to the new limit)
- Adjust campaigns relying on stored off-site behavior
- Adjust audience segmentation if based on demographics.
- Adapt your targeting strategies by tapping into platform-specific data
- Take advantage of channels and platforms that haven't been impacted, such as paid search.
- Have conversations with internal teams or agencies to ensure everyone is aware and prepared.
- Stay on top of coming changes as technology evolves in response to the update



What makes healthcare unique



Dedication
to healthcare

Hospitals are unique.

- Holistic approach to paid and SEO.
- Understand how search engines respond to condition and treatment searches.
- Know the patient journey inside and out for priority service lines.
- Know how to navigate HIPAA restrictions with retargeting and manage Facebook's health-related ad restrictions.



Download


10 Questions to Ask Your Potential Digital Advertising Agency


geonetric.com/10-questions



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Work Services Ideas 

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Last Name *

Organization *

Job Title *

E-mail Address *

Business Phone *

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Upcoming Webinar

Redesign Roundtable: Tips from Healthcare Marketing Leaders

Join us Thursday, April 29, 2021 at 2 p.m. EDT / 11 a.m. PDT

Every healthcare marketer faces it at some point: a website redesign. These experts can help you prepare.

Register at: geonetric.com/webinars

You'll learn how to:

- Prepare for an upcoming redesign or re-platform with tips and guidance from healthcare marketing leaders
- Avoid common obstacles that can derail even the most well-planned redesign
- Use real-life healthcare website redesign examples as inspiration for your next project



Questions

