Create Landing Pages that Convert

DAVID STURTZ | PRODUCT STRATEGY DIRECTOR
BEN DILLON | CHIEF STRATEGY OFFICER

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- Adventist HealthCare
- Altru Health System
- Avera
- HCA Va Health System
- Dean Partners who care.
- Portsmouth Regional Hospital
- Mercy Medical Center
- Advocate Health Care
- Lawrence Memorial Hospital
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- Concord Hospital
- Baptist Memorial Health Care
- LewisGale Regional Health System HCA Virginia
- MidMichigan Health University of Michigan Health System
- St. Vincent's Healthcare
- Health Care University of Missouri Health System
- Rutland Regional Medical Center An Affiliate of Rutland Regional Health Services
- UHS
- Asante
- Palos Community Hospital
- Reston Hospital Center HCA Virginia Health System
- Tri-City Medical Center
- Wheaton Franciscan Healthcare
- Spartanburg Regional Healthcare System
- Olmsted Medical Center
- Cape Cod Healthcare
- LubbockHeart Hospital
- Cone Health
- Southern Regional Medical Center
- KishHealth System
- Saint Mary's Health System
- CentraCare Health
- Mercy Health System

Webinar Information

- Webinar lasts one hour
- Enter questions at any time
- Recording will be posted in our webinar archive within 48 hours
- Please take the post-webinar survey which will appear at the conclusion of the webinar
- Follow along on Twitter using the #Geonetric hashtag

Today’s Presenters

David Sturtz | Product Strategy Director

Ben Dillon | Chief Strategy Officer

Create Landing Pages that Convert

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BEN DILLON | CHIEF STRATEGY OFFICER

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What is a landing page?

Navigation?

- *A homepage or main page for a section*

Google Analytics?

- *First page of your site visited in a user's session*

Search Engine Optimization?

- *Page optimized for particular keyword phrase(s)*

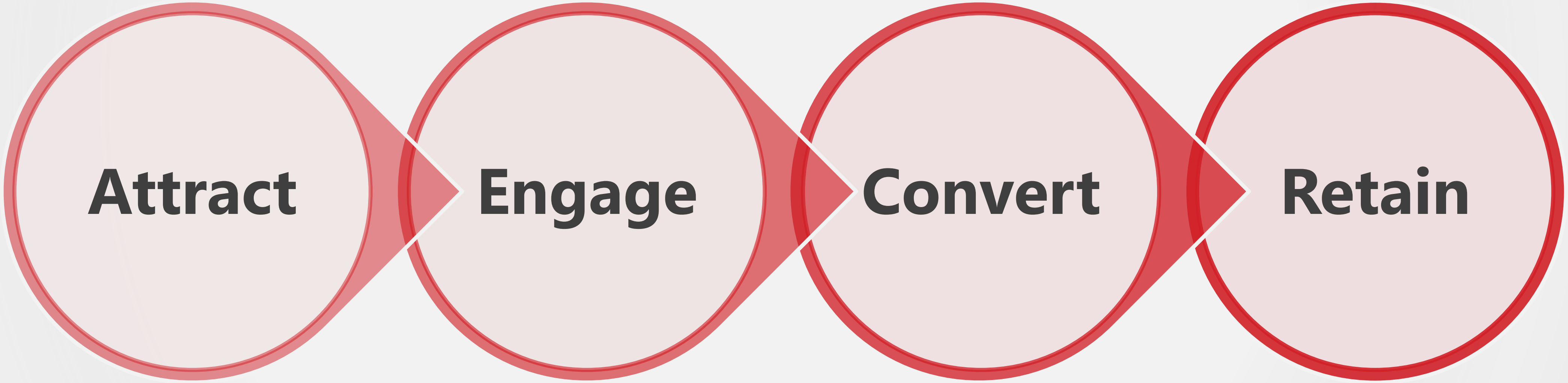
Pay-per-Click?

- *Page that your ad(s) link to*

A Landing Page Has Two Goals

1. Attract & retain traffic
2. Get users to take a specific action

A Typical Conversion Funnel



Attract

Engage

Convert

Retain

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What’s a conversion?

Revenue

- Appointment scheduled
- Screening or class for fee

Actionable Leads

- Information session/tour
- Phone call (trackable)
- Risk assessment (with email)
- Download (with email)
- Email campaign sign up

What’s a micro-conversion?

Engagement

- Pages / screens viewed
- Multiple visits
- Video views
- Use of dynamic page elements (e.g., image enlargements, calculators, tabs, accordions, etc.)
- Anonymous downloads

Un-focused Interactions

- Social shares, follows
- Email newsletter sign up
- General contact us
- Added to retargeting list

Elements of a Landing Page

- Connected to user’s task / link / ad
- Clear value proposition
- Trustworthy & credible
- Necessary information to make a decision
- Call to action

When do you need a landing page?

User Need + Call to Action

For example:

- Women ages 45 to 75 + Download Mammogram Guide
- “mammogram guidelines family history” + Download Mammogram Guide
- Women ages 45 to 75 + Schedule Your Mammogram
- “mammogram second opinion” + Speak to a Physician

Which call to action?

- Schedule an appointment
- Sign up
- Register now
- Call today
- Request a call
- Download
- Subscribe

Revenue

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- Screening or class for fee

Actionable Leads

- Information session / tour
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Think Mobile First

- Test pages on top mobile devices
  - Technical (videos, load times)
  - Content (length, order)
  - Design (target sizes, touch support)
- Reduce download times
- Ensure phone numbers are click-to-call
- Keep forms simple, use HTML5 input types

Optimizing forms

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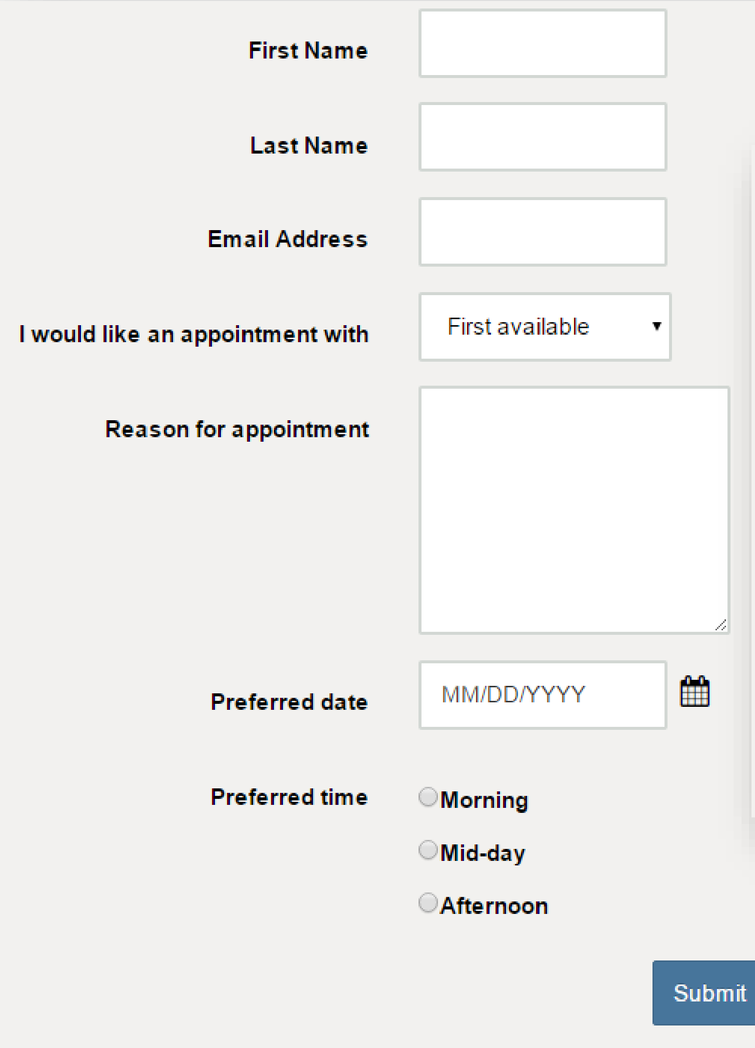
Keep It Short



First Name

Last Name

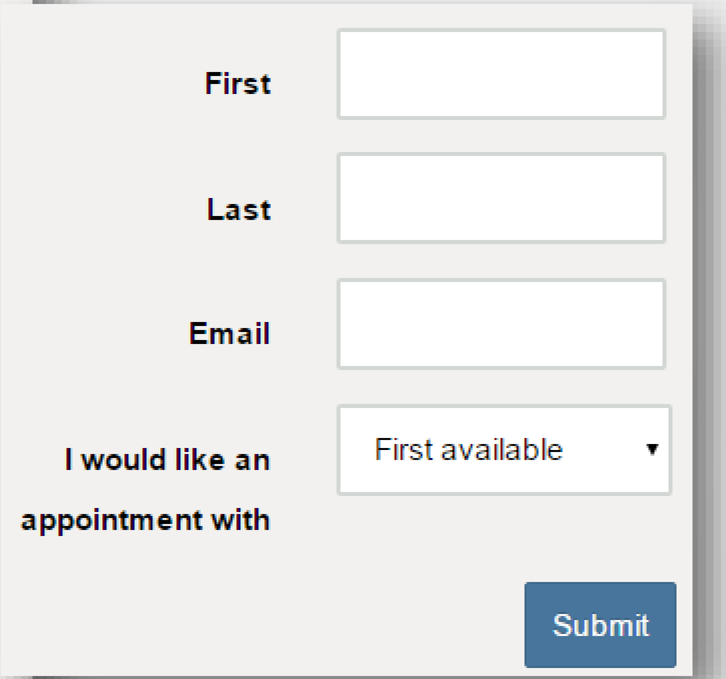
Email Address

I would like an appointment with: First available ▾

Reason for appointment

Preferred date: MM/DD/YYYY

Preferred time
- ○ Morning
- ○ Mid-day
- ○ Afternoon



First

Last

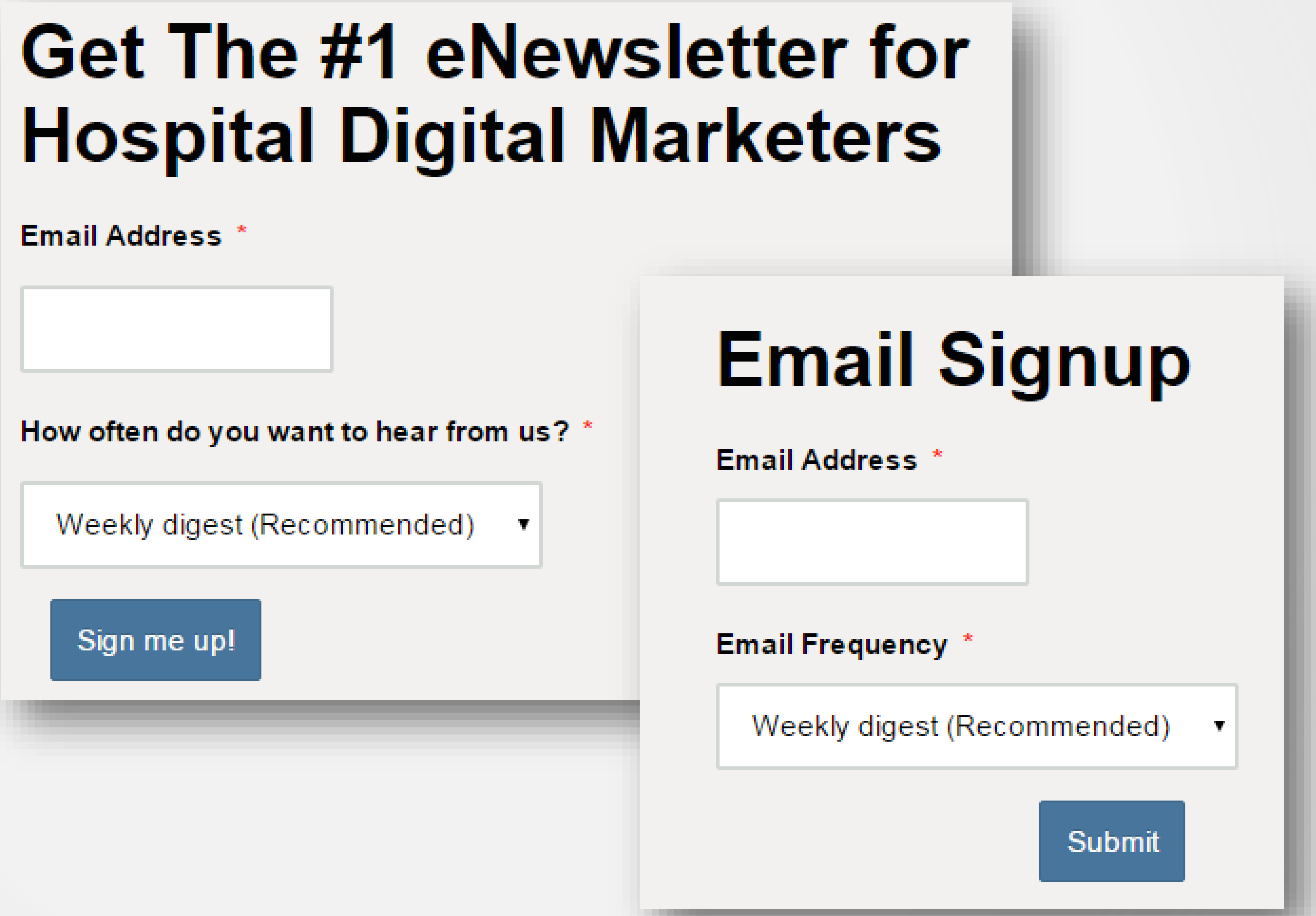
Email

I would like an appointment with: First available ▾

Ex. The Balancing act – shorter vs. better

Copywriting matters

- Form title
- Question copy
- Button copy



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Email Address *

How often do you want to hear from us? *

Weekly digest (Recommended) ▾

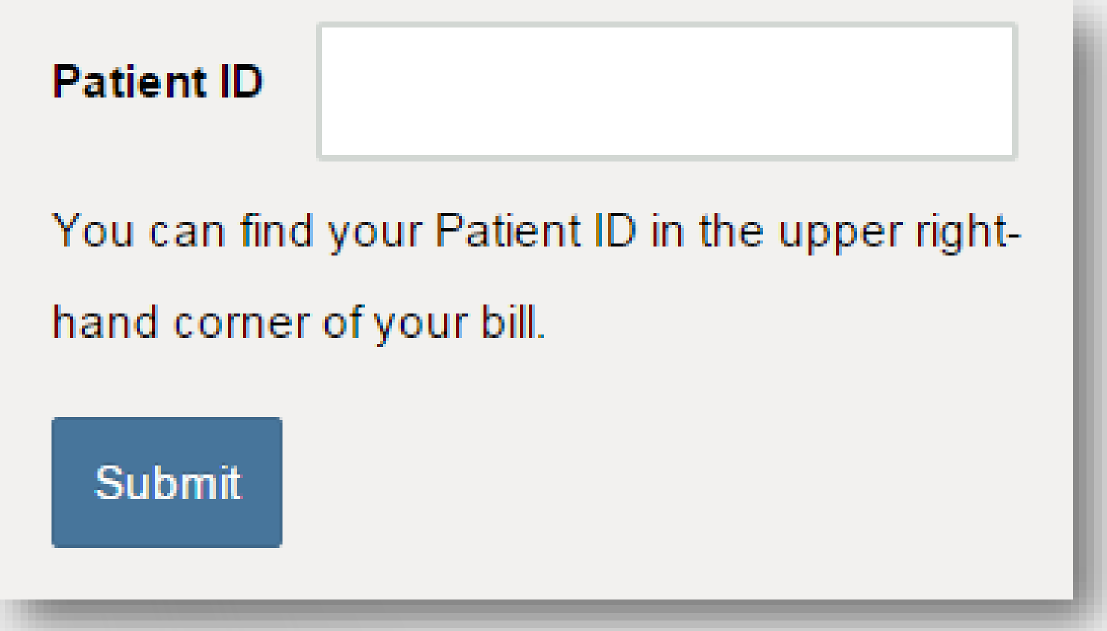
Email Signup

Email Address *

Email Frequency *

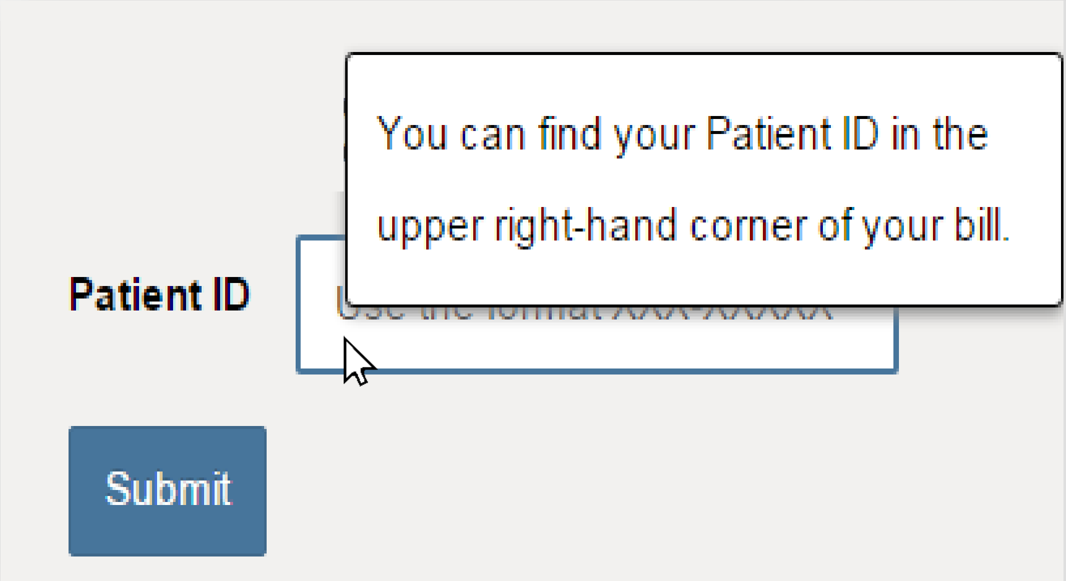
Weekly digest (Recommended) ▾

Helper Text


Patient ID

You can find your Patient ID in the upper right-hand corner of your bill.

Submit


You can find your Patient ID in the upper right-hand corner of your bill.

Patient ID
Submit

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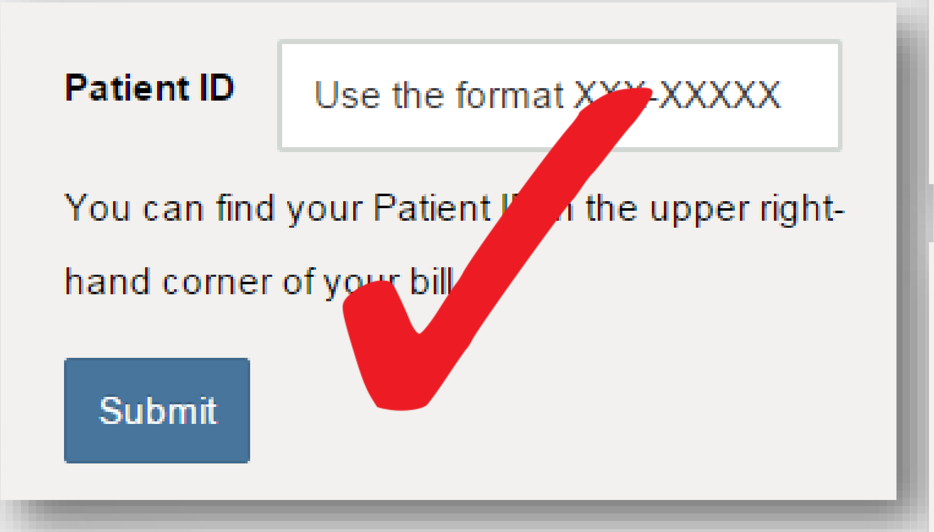
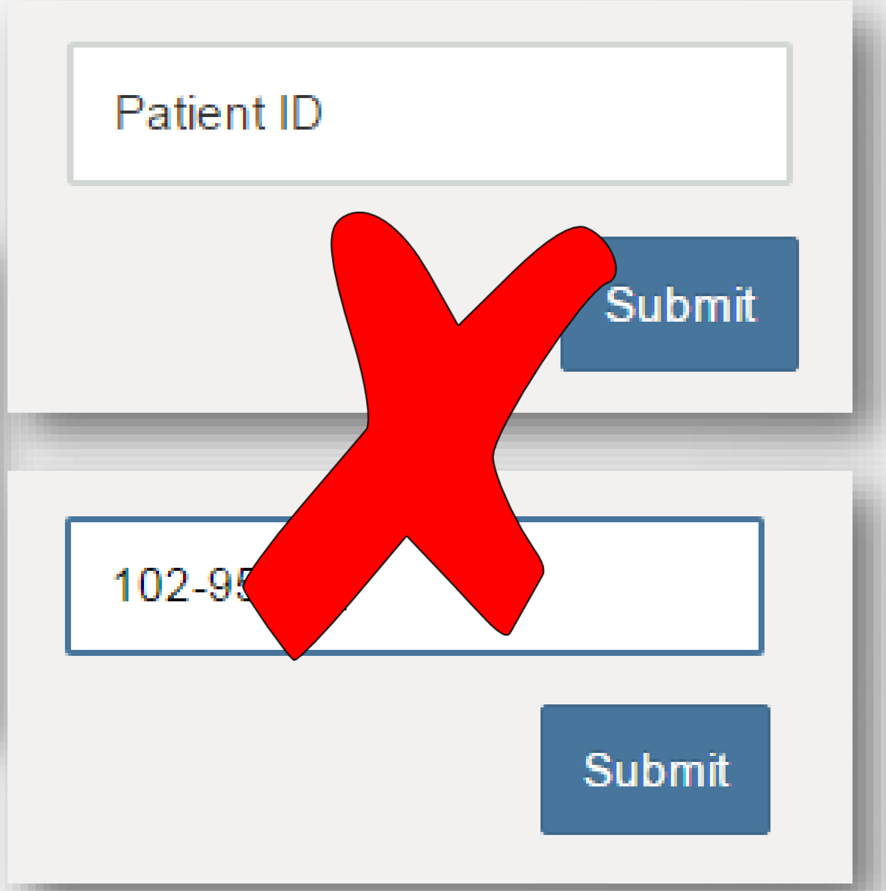
Placeholder Text and Defaults



Patient ID

Use the format XXX-XXXXX

You can find your Patient ID in the upper right-hand corner of your bill

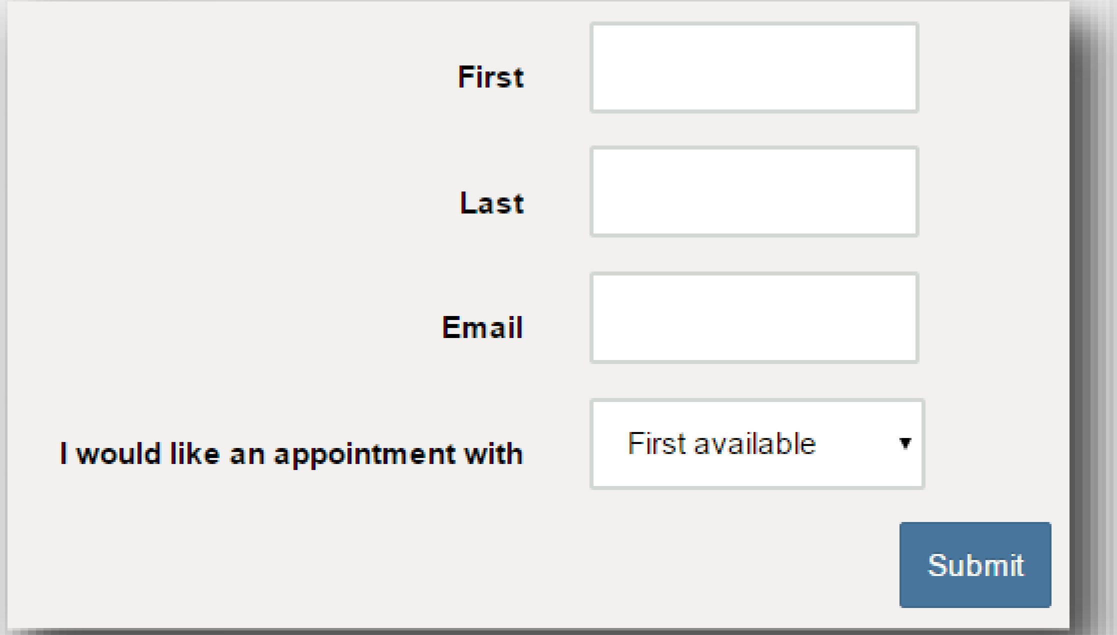


Patient ID

102-95

Submit
Submit

Label Structure Matters



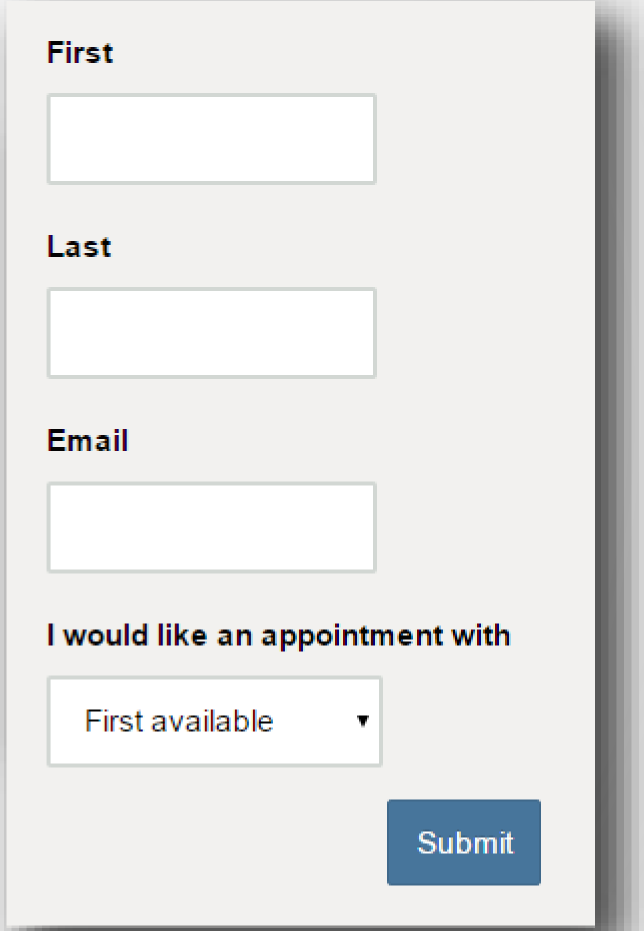
First ☐

Last ☐

Email ☐

I would like an appointment with: First available ▾

Submit



First

☐

Last

☐

Email

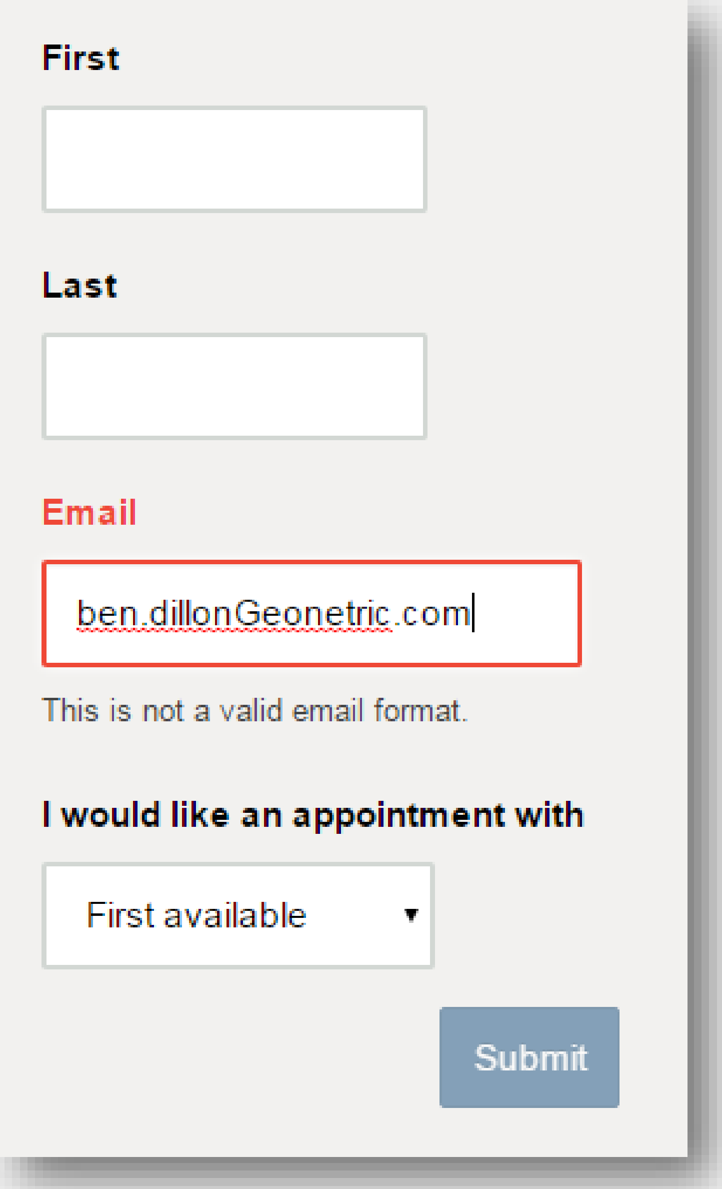
☐

I would like an appointment with

First available ▾

Submit

Real-time Field Validation



First

Last

Email

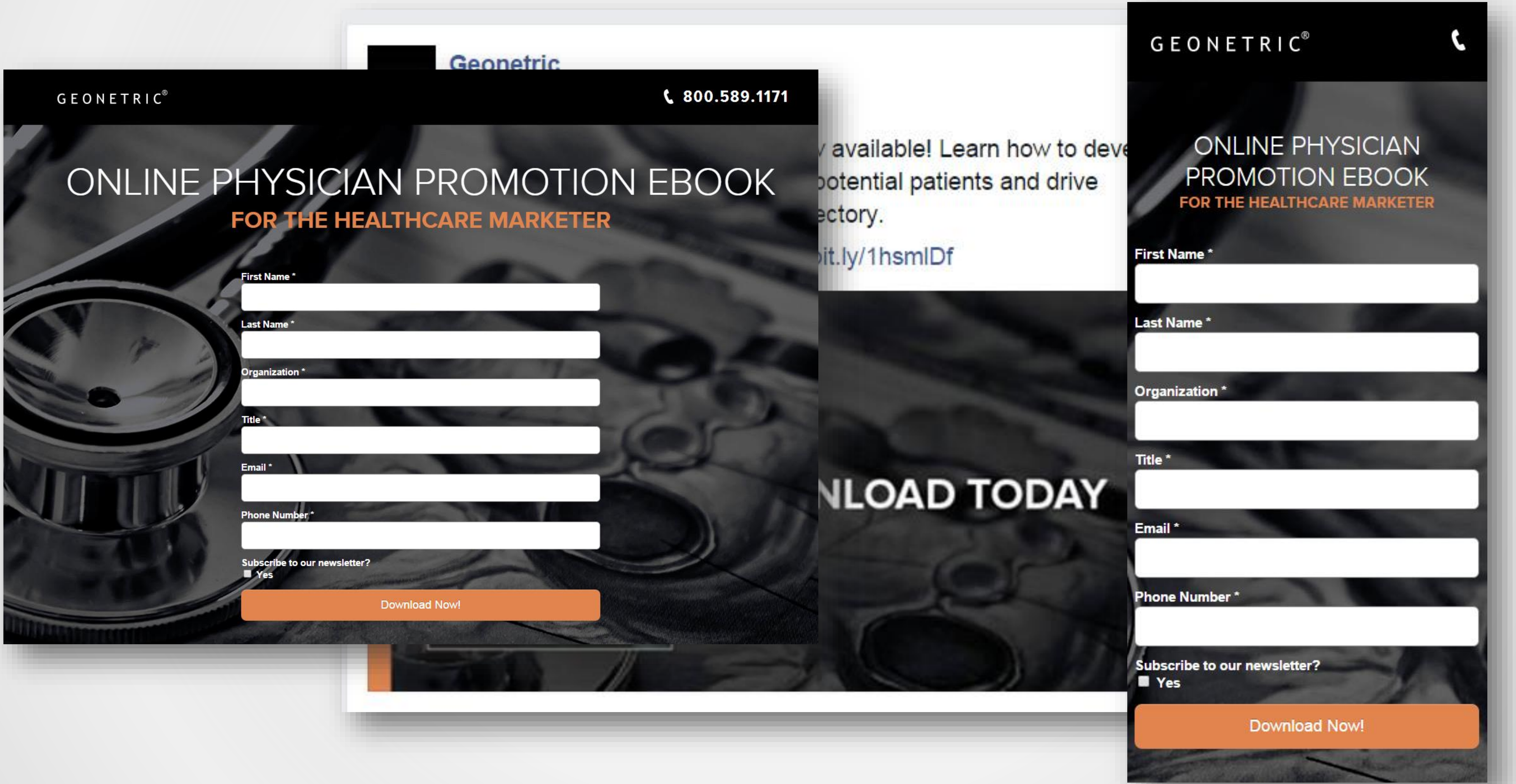
ben.dillonGeonetric.com

This is not a valid email format.

I would like an appointment with

First available

Make it Mobile Friendly



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800.589.1171

ONLINE PHYSICIAN PROMOTION EBOOK

FOR THE HEALTHCARE MARKETER

First Name *

Last Name *

Organization *

Title *

Email *

Phone Number *

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available! Learn how to deve
otential patients and drive
ectory.
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ONLINE PHYSICIAN PROMOTION EBOOK

FOR THE HEALTHCARE MARKETER

First Name *

Last Name *

Organization *

Title *

Email *

Phone Number *

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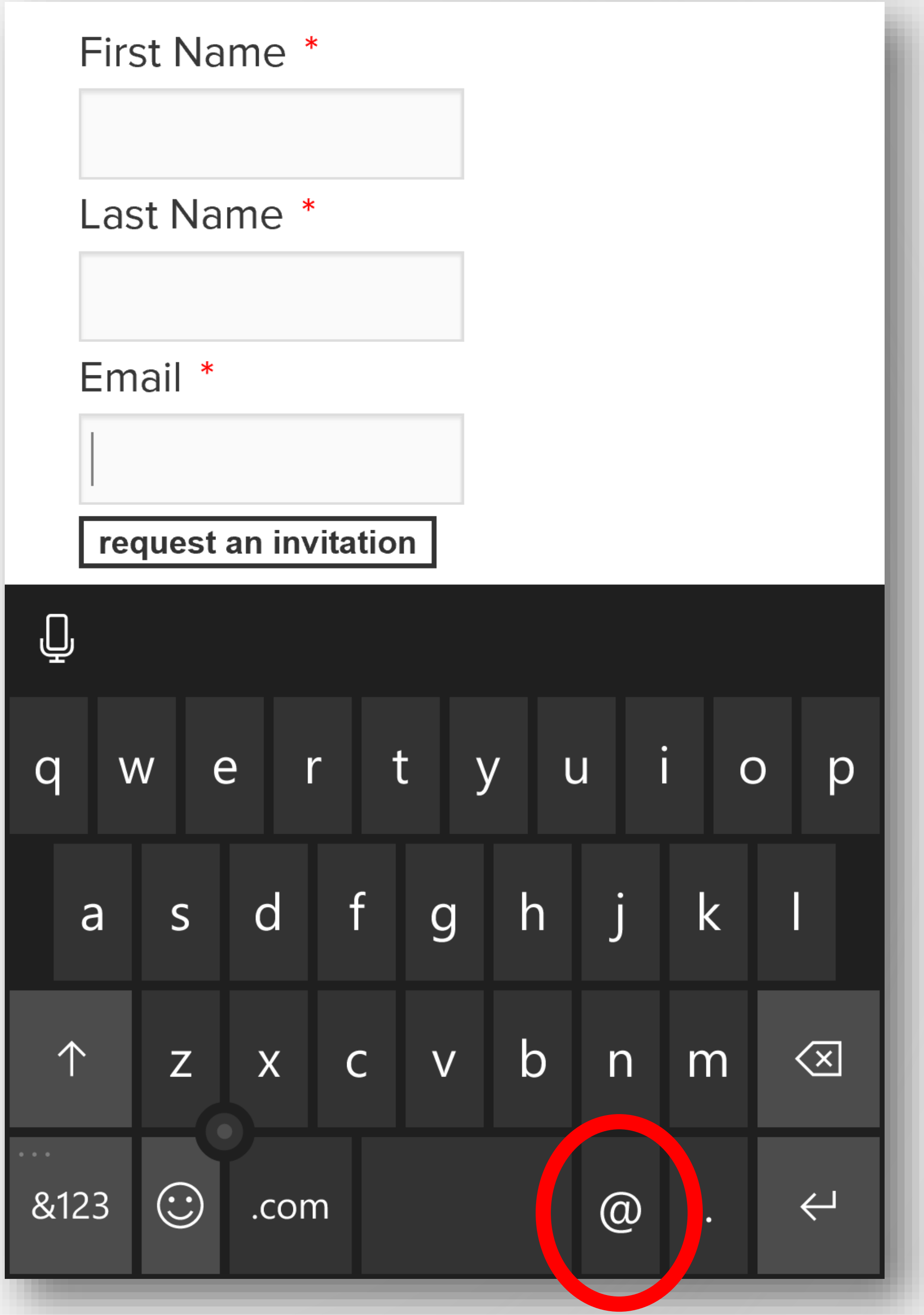
Example: Email Fields in Forms

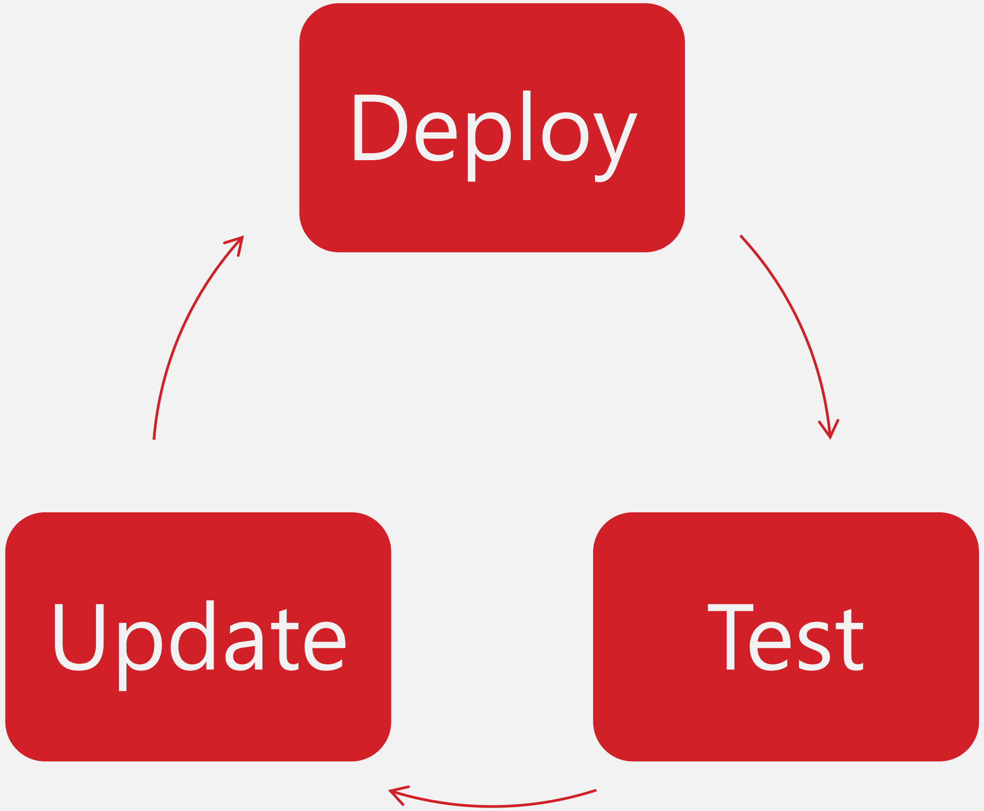

First Name *

Last Name *

Email *

request an invitation
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
&123
.com
@
.

Test, Test, Test!


Deploy

Test

Update

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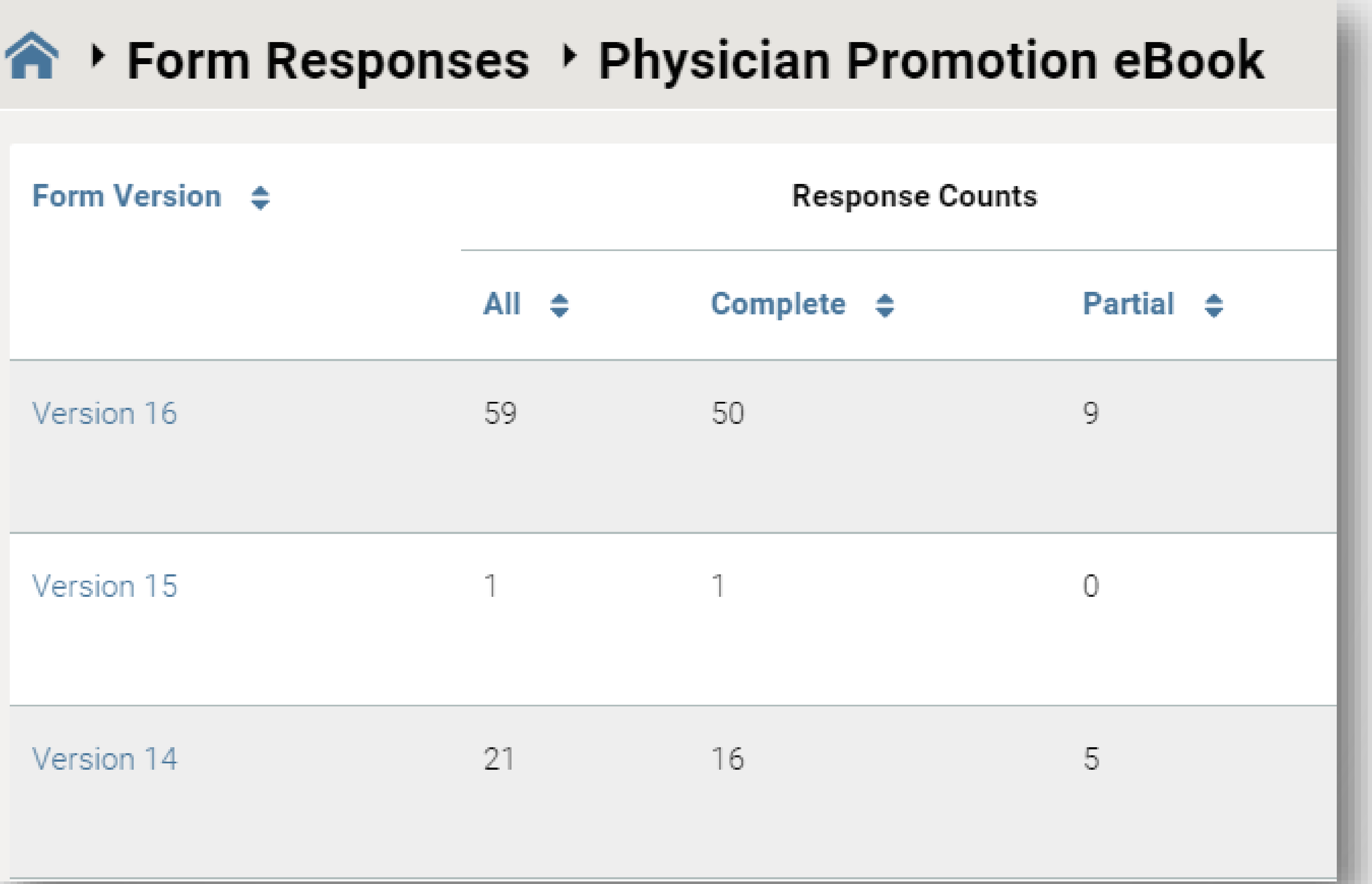
Ex. Partial Responses



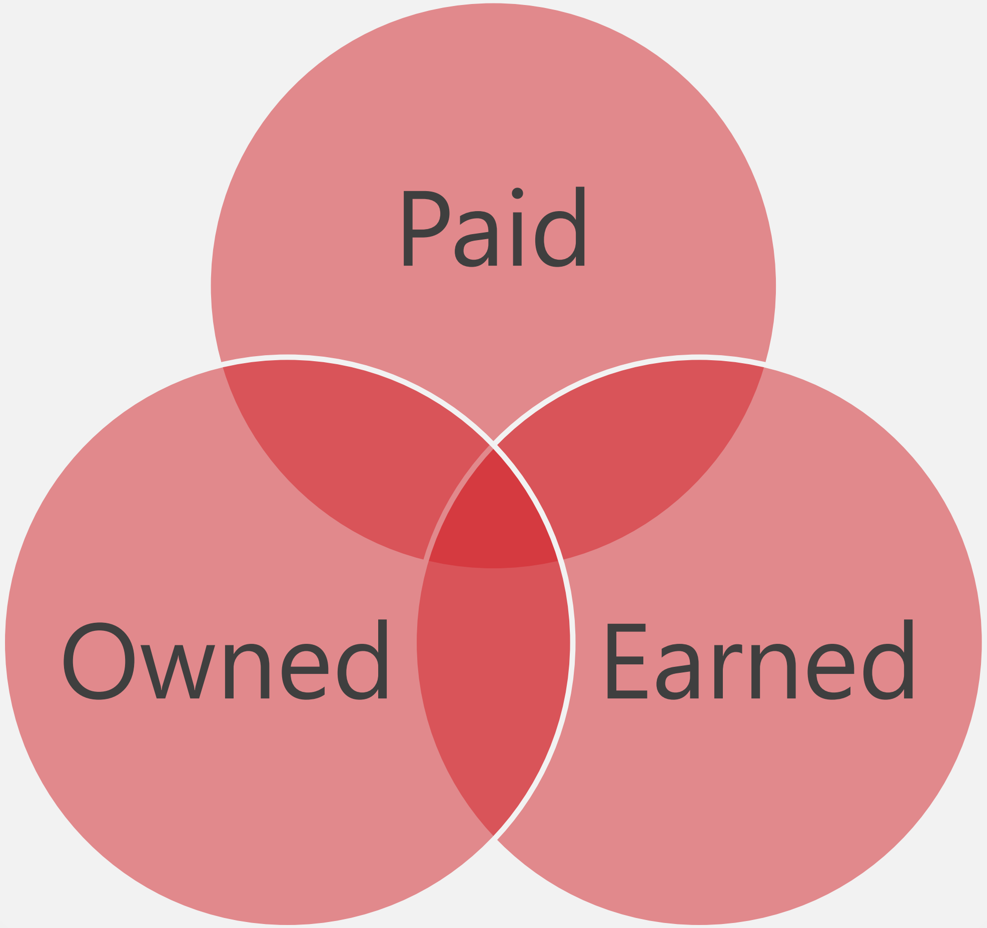
Form Responses ▸ **Physician Promotion eBook**

Form Version	Response Counts		
	All	Complete	Partial
Version 16	59	50	9
Version 15	1	1	0
Version 14	21	16	5

CRM Integration

- Close the data loop
- Real-time connection
- Marketing automation
- Use CRM insights to make the web smarter
- Gather email everywhere

Promoting Landing Pages


Paid
Owned
Earned

Measurement

- Use campaign tracking
- Track conversions using Goals & Funnels
- Track significant micro-conversions using Goals
- Track additional micro-conversions using Events

Calculating Conversion Value

Example 1

- $100 per screening
- 3/5 screening requests complete screening

$60 goal value per screening request.

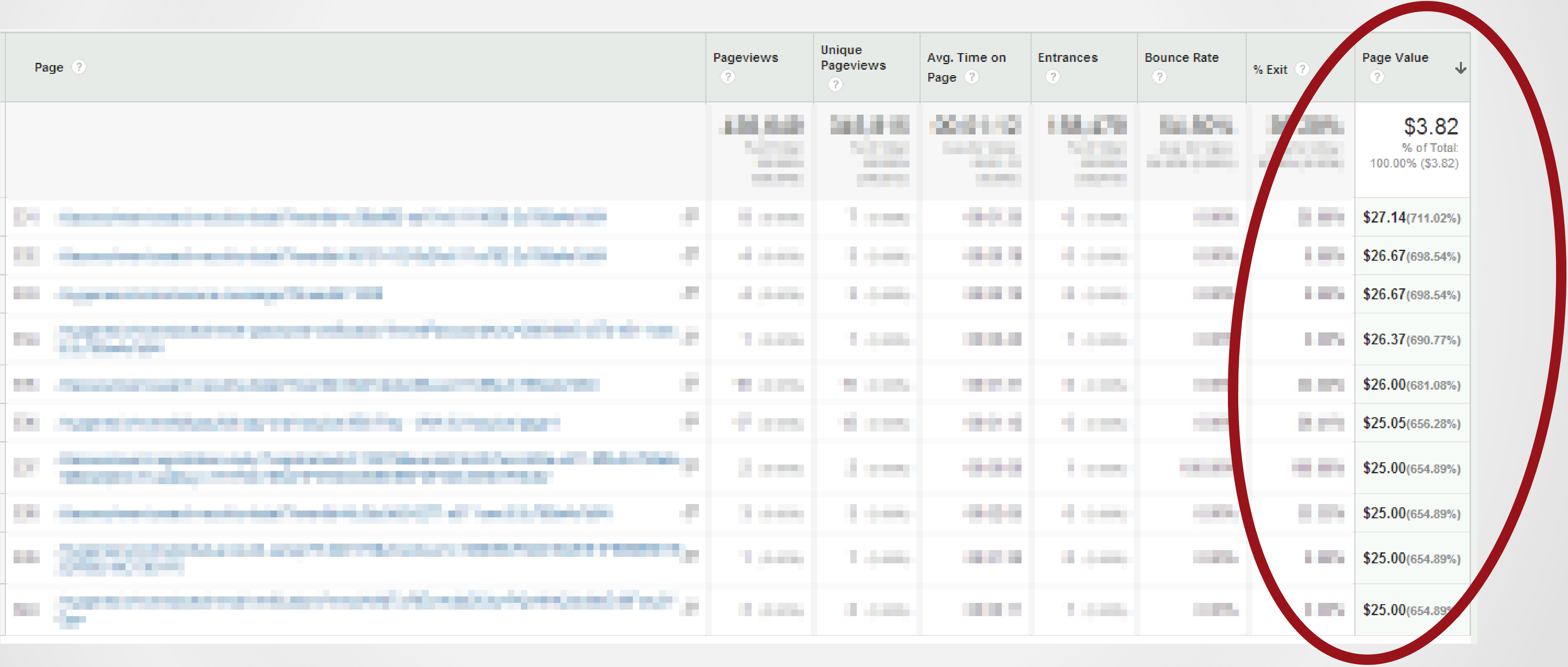
Example 2

- $20k net income per surgery
- 2/3 candidates have surgery
- 2/5 in-person visits are candidates
- 3/5 info session attendees schedule in-person visit
- 4/5 info session registrants attend

~12/100 registrants have surgery

$2,400 goal value per registrant

Page Value



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
							$3.82 % of Total: 100.00% ($3.82)
							$27.14(711.02%)
							$26.67(698.54%)
							$26.67(698.54%)
							$26.37(690.77%)
							$26.00(681.08%)
							$25.05(656.28%)
							$25.00(654.89%)
							$25.00(654.89%)
							$25.00(654.89%)
							$25.00(654.89

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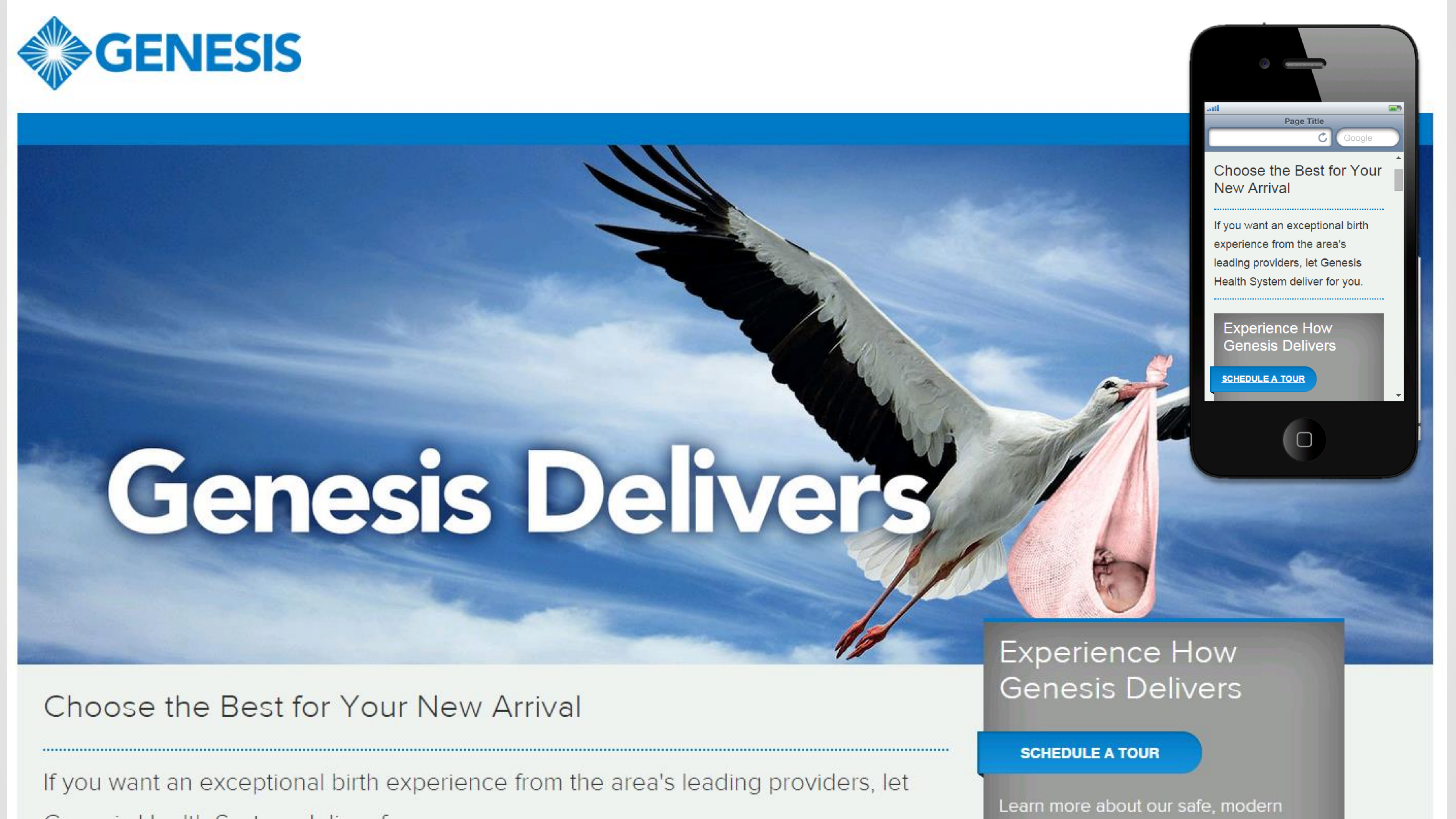

GENESIS
Genesis Delivers
Page Title
Google
SCHEDULE A TOUR
SCHEDULE A TOUR

Choose the Best for Your New Arrival

If you want an exceptional birth experience from the area's leading providers, let Genesis Health System deliver for you.

Experience How Genesis Delivers

Choose the Best for Your New Arrival

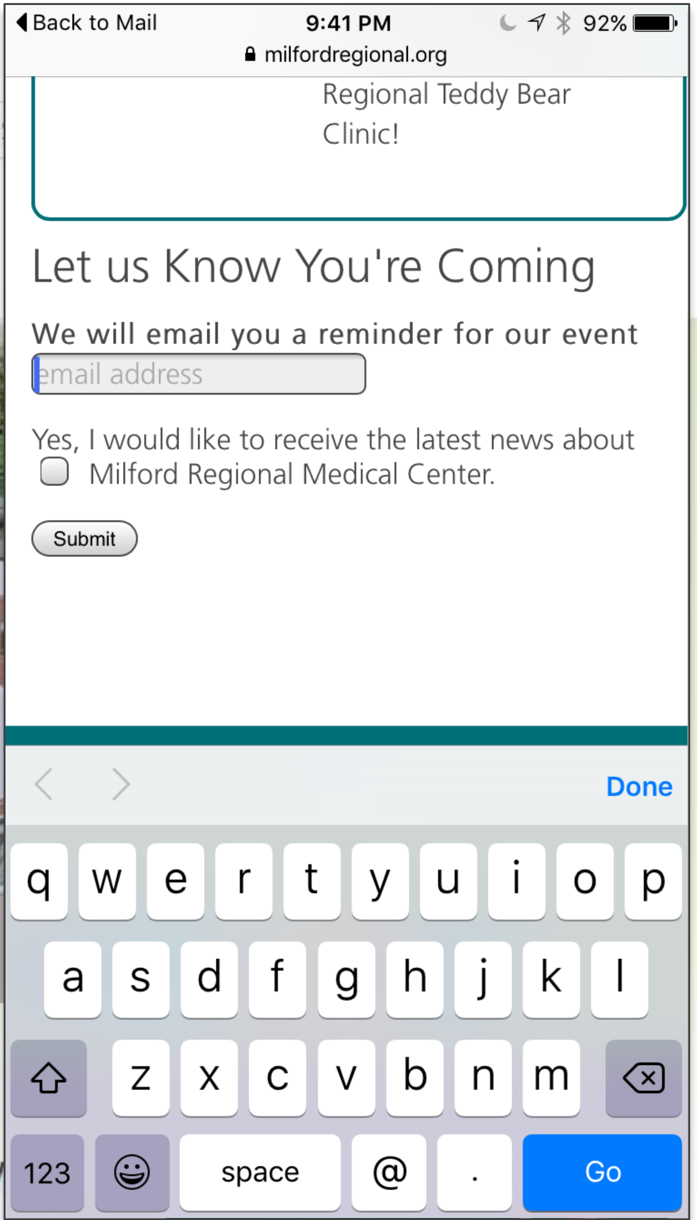
If you want an exceptional birth experience from the area's leading providers, let

Experience How Genesis Delivers

Learn more about our safe, modern

Milford Regional
Medical Center

Be Our Special Guest


Back to Mail
9:41 PM
92%
milfordregional.org

Regional Teddy Bear Clinic!

Let us Know You're Coming

We will email you a reminder for our event

email address

☐ Yes, I would like to receive the latest news about Milford Regional Medical Center.

Submit

Done
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
space
@
.
Go

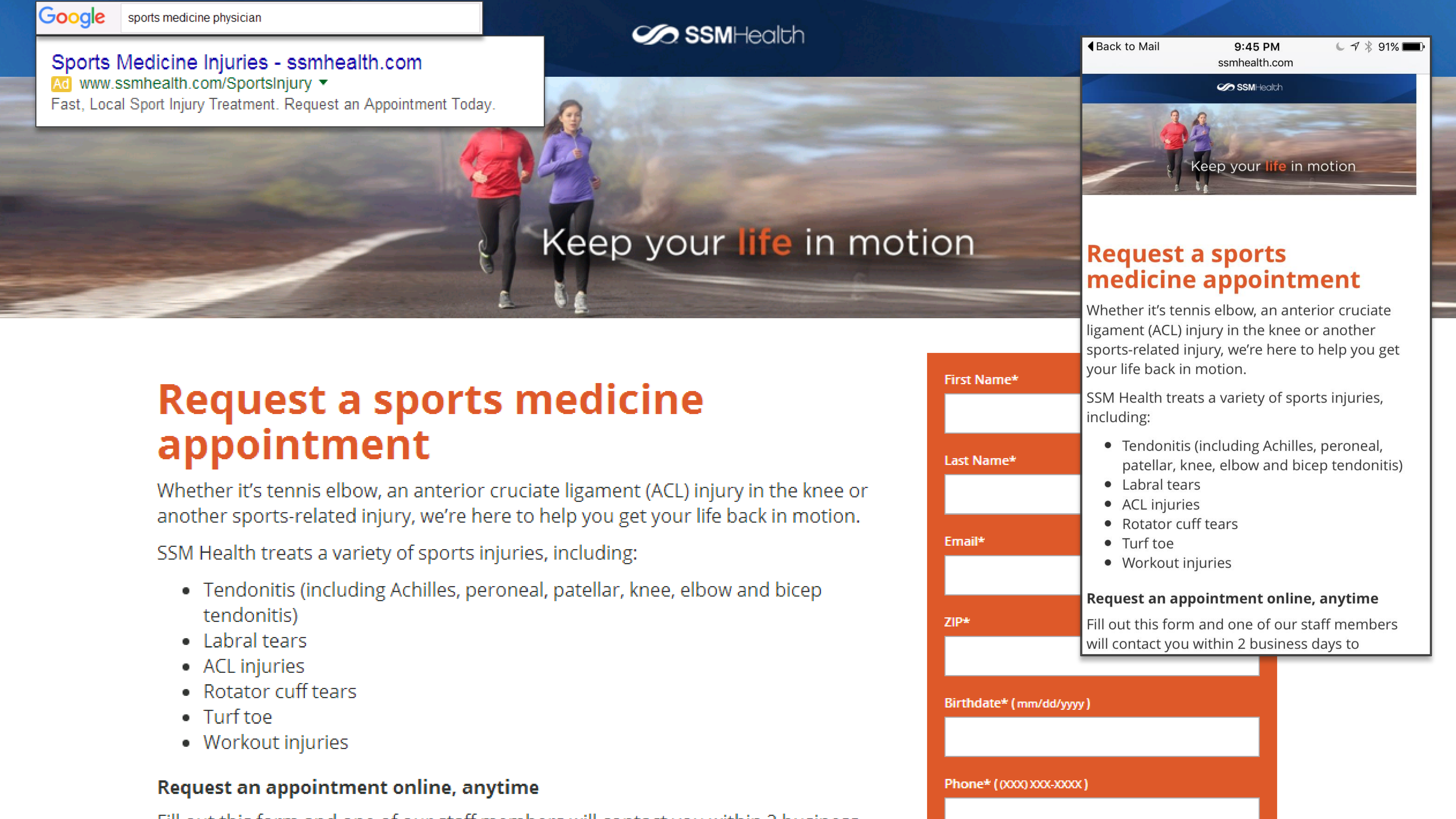
A Grand Opening Celebration of our Largest Expansion Ev

We are excited to share with you this spectacular 78,000-square-foot expansion to our Medical Center. After years of vision, planning and construction, we can't wait to show you around! After all, every inch of this new facility was built with your healthcare in mind!

We invite you to Milford Regional for our grand opening celebration, Sunday, October 4 from 1:00 to 5:00.

Refreshments

We will have raffles for all ages including Patriots tickets!



sports medicine physician

Sports Medicine Injuries - ssmhealth.com

Ad www.ssmhealth.com/SportsInjury

Fast, Local Sport Injury Treatment. Request an Appointment Today.

Request a sports medicine appointment

Whether it's tennis elbow, an anterior cruciate ligament (ACL) injury in the knee or another sports-related injury, we're here to help you get your life back in motion.

SSM Health treats a variety of sports injuries, including:

- Tendonitis (including Achilles, peroneal, patellar, knee, elbow and bicep tendonitis)
- Labral tears
- ACL injuries
- Rotator cuff tears
- Turf toe
- Workout injuries

Request an appointment online, anytime

Fill out this form and one of our staff members will contact you within 2 business

First Name*

Last Name*

Email*

ZIP*

Birthdate* (mm/dd/yyyy)

Phone* ((XXX) XXX-XXXX)

Request a sports medicine appointment

Whether it's tennis elbow, an anterior cruciate ligament (ACL) injury in the knee or another sports-related injury, we're here to help you get your life back in motion.

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- Workout injuries

Request an appointment online, anytime

Fill out this form and one of our staff members will contact you within 2 business days to

SSMHealth

REACH new heights

REQUEST AN APPOINTMENT ONLINE, ANYTIME »

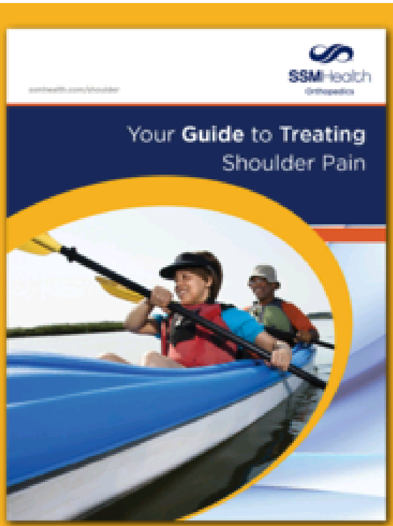
Download your free guide to treating shoulder pain

Gain maximum performance. And feel like you can touch the sky.

With SSM Health Orthopedics as your partner, you can get back to your favorite activities. Our board-certified, fellowship-trained orthopedic surgeons utilize the latest in minimally invasive surgical techniques to reduce hospital and recovery time.

In your free shoulder replacement guide you'll find out:

- What your shoulder pain means
- What treatment options are available


SSMHealth
Orthopedics

Your **Guide** to **Treating** Shoulder Pain

First Name*

Questions?

Thank You!

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Revolutionizing eHealth.