Growing Digital
Reaching Health Consumers Online
Making digital a priority
98% of marketers affirm that offline and online marketing are merging.

– Gartner CMO Spend Survey

Source: Gartner CMO Spend Survey 2015-2016: Digital Marketing Comes of Age, Gartner, Inc.
Growth in Digital Marketing Spending As % of Budget


+21% predicted growth in digital marketing spending over a 10-year period.
How well integrated are your digital and traditional marketing activities?

- Fully integrated and optimizing: 7%
- Fully integrated, not optimizing: 17%
- Actively trying to integrate: 40%
- Limited integration: 24%
- Not integrated: 12%

Source: SmartInsights/TFM&A
Content Marketing
Engaging audiences, driving action
Think like a publication
Think like a publication
Think like a publication
### B2C Content Marketing Tactics: Usage & Effectiveness

<table>
<thead>
<tr>
<th>Content Marketing Tactics</th>
<th>Usage</th>
<th>Effectiveness Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Content</td>
<td>93%</td>
<td>58%</td>
</tr>
<tr>
<td>eNewsletters</td>
<td>80%</td>
<td>66%</td>
</tr>
<tr>
<td>Articles on Your Website</td>
<td>78%</td>
<td>66%</td>
</tr>
<tr>
<td>Illustrations/Photos</td>
<td>75%</td>
<td>59%</td>
</tr>
<tr>
<td>Videos</td>
<td>74%</td>
<td>54%</td>
</tr>
<tr>
<td>In-person Events</td>
<td>69%</td>
<td>63%</td>
</tr>
<tr>
<td>Blogs</td>
<td>67%</td>
<td>54%</td>
</tr>
<tr>
<td>Branded Content Tools</td>
<td>47%</td>
<td>54%</td>
</tr>
<tr>
<td>Infographics</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>Microsites</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Mobile Apps</td>
<td>42%</td>
<td>49%</td>
</tr>
<tr>
<td>Webinars/Webcasts</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>Online Presentations</td>
<td>45%</td>
<td></td>
</tr>
</tbody>
</table>

*Source: 2015 B2C Content Marketing Trends – North America; Content Marketing Institute/MarketingProfs*
Healthcare vs. B2C: Content Marketing Tactics:

Healthcare Content Marketing Tactics: Usage & Effectiveness

Rethink content creation and focus efforts on consumer engagement
The shift in SEO

Optimizing pages → Optimizing entities

Keywords → Topics

Web browsers → Devices & voice search
Four actions framework
(ERRC Grid)

eliminate  reduce  new value curve  raise  create

From Blue Ocean Strategy, by Renée Mauborgne and W. Chan Kim
Four actions framework for SEO
(ERRC Grid)

- Eliminate:
  - Keyword stuffing
- Reduce:
  - Clickbait
- Raise:
  - 10x content
- Create:
  - Topical density

New value curve

From Blue Ocean Strategy by Renée Mauborgne and W. Chan Kim
Social Media & Reputation Management
Talking vs. listening
Percentage Who Are Increasing Spending On Social Media Over Next 12 Months

- 62% Social Media Marketing
- 65% Advertising on Social Platforms
- 67% Social Media Engagement

Look at going in deeper – groups, forums, discussion boards and niche communities.
Facebook usage overall accounts for 1 in every 6 minutes spent online, and more than 1 in 5 minutes spent on mobile.
“The Facebook algorithm killed us. A couple years ago, 50% of our traffic [to Health Essentials, the Cleveland Clinic health hub] was from social media. Today, it’s not even our number one channel. Organic search is.”

– Amanda Todorovich, Cleveland Clinic

Speaking at Content Marketing World 2016
Use curated content on social media to test drive content marketing topics
Social & reputation are part of SEO
Social & reputation are part of SEO

- Do maintain a clean ecosystem of profiles, content and reviews on social and third-party platforms
- Do encourage sharing on social and third-party platforms
- Don’t push social shares at the expense of the user experience
Give your website a social checkup

- Mobile optimized
- Social metadata – Open Graph, Twitter card, schema.org
- Social profile links up to date & working
- Social share buttons – keep it minimal, simple, functional
- Analytics on social actions
Digital Advertising
Targeting and tracking
Digital Advertising Strategies

Rate as Very Effective or Effective

- Advertising on social platforms: 71%
  - Currently use: 65%
  - Piloting/plan to use in next 12 months: 17%

- Display or banner ads: 66%
  - Currently use: 62%
  - Piloting/plan to use in next 12 months: 17%

- Video advertising: 72%
  - Currently use: 54%
  - Piloting/plan to use in next 12 months: 21%

- Native advertising: 66%
  - Currently use: 54%
  - Piloting/plan to use in next 12 months: 18%

So many targeting options...

- Search
- Contextual
- Demographics & interests
- Behavioral targeting & in-market segments
- Remarketing
- Custom audiences & connections
- Similar & lookalikes
Why pick just one?

Create layers or chains of targeting...

Demographics

Behavioral

Remarketing

• Identify intent

• Capture visitors

• Find more

Remarketing List

Search

Lookalike
Be prepared for success
Tracking effectiveness

Survey says:

• 12% don’t know if they’re using CRM

• 28% currently using CRM – but 26% of those don’t know which system

• Only 53% reported tracking conversions
Tracking effectiveness

Acquisition → Behavior → Conversions
Tracking effectiveness

- **Acquisition**: Equivalent ad buy / PPC spend
- **Behavior**: Repeat visitors, subscriptions, social likes and followers
- **Conversions**: Average engagement time, pageviews, articles viewed; Number/percent of new appointment requests, event registrations; (Estimated) goal value
PPC vs. SEO

Cancer treatments

- Treatments may include surgery, chemotherapy, and radiation therapy.

Most common types

- Breast cancer
  - Treatment depends on the stage of cancer. It may consist of chemotherapy, radiation, and surgery.

- Prostate cancer
  - Some types of prostate cancer grow slowly. In those cases, monitoring is recommended. Other types are aggressive and...

- Basal cell cancer
  - Treatments include prescription creams or surgery to remove the cancer.

- Melanoma
  - Treatment may involve surgery, radiation, medications, or in some cases chemotherapy.

- Colon cancer
  - Colorectal cancer treatment depends on the size, location, and how far the cancer has spread. Common treatments include surgery to...

- Lung cancer
  - Treatments may include surgery alone, but also might include chemotherapy, radiation, or a combination of these.
Bringing It All Together
71% of marketers have an innovation budget.

– Gartner CMO Spend Survey

10% of marketing spend, on average.

Source: Gartner CMO Spend Survey 2015-2016: Digital Marketing Comes of Age, Gartner, Inc.
Key takeaways

• Content, social, paid and organic channels are all interrelated – use them together to solve problems

• Tie closely to organizational strategy and go deep – quality over quantity

• Track your efforts, build on (and be prepared for) success
Questions?

Type yours in the “Ask a Question” box
Industry Trends
from Geonetric's 2016 Healthcare Digital Marketing Survey

November 16, 2016 – 2 p.m. EDT / 11 a.m. PDT

The results are in! Learn key findings from our recent survey of healthcare digital marketers and go into 2017 with the data you need to make important decisions.

Register at: geonetric.com/webinars

You'll learn:
• How budgets and teams are shifting
• Which tactics and techniques are producing results
• How the most effective healthcare marketers plan and track activities
• The biggest barriers to success (and how to address them)
• And more...