

# **Growing Digital** Reaching Health Consumers Online

GEONETRIC®

# Making digital a priority



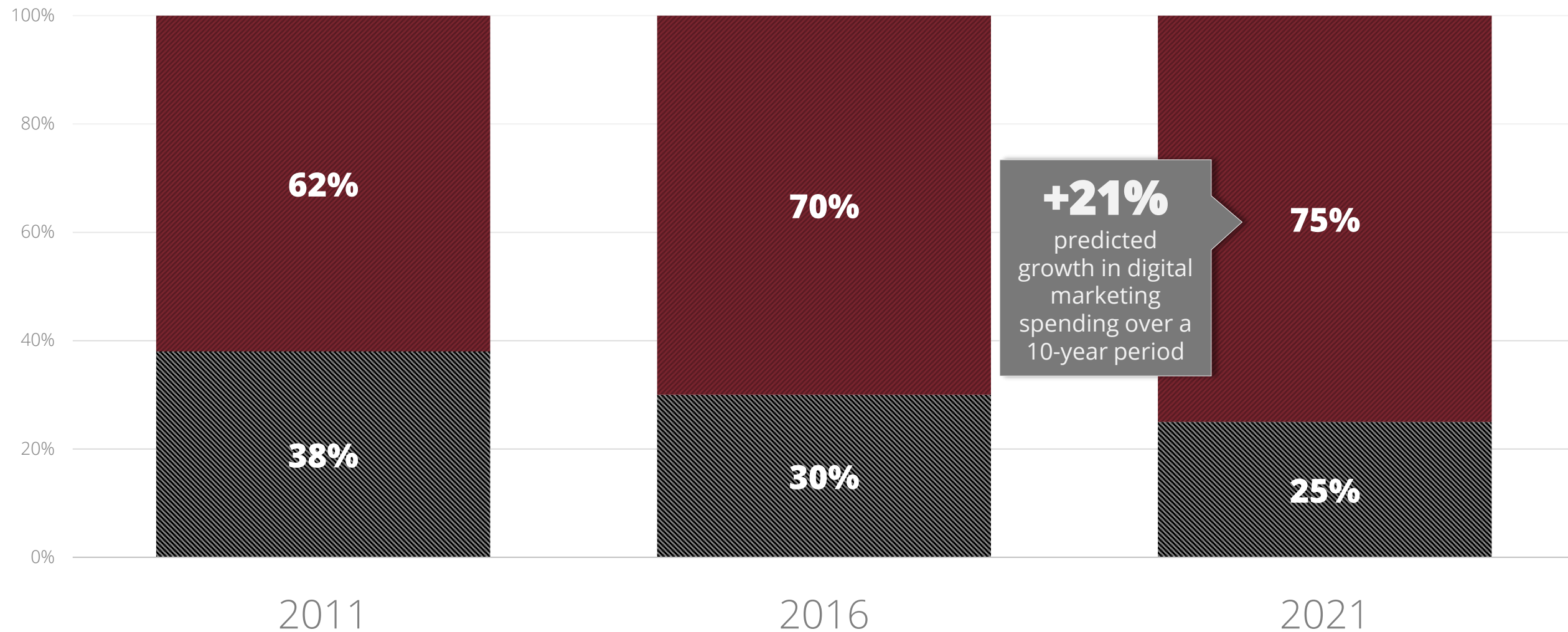


**98% of marketers**  
affirm that offline and online  
marketing are merging.

– Gartner CMO Spend Survey

# Growth in Digital Marketing Spending As % of Budget

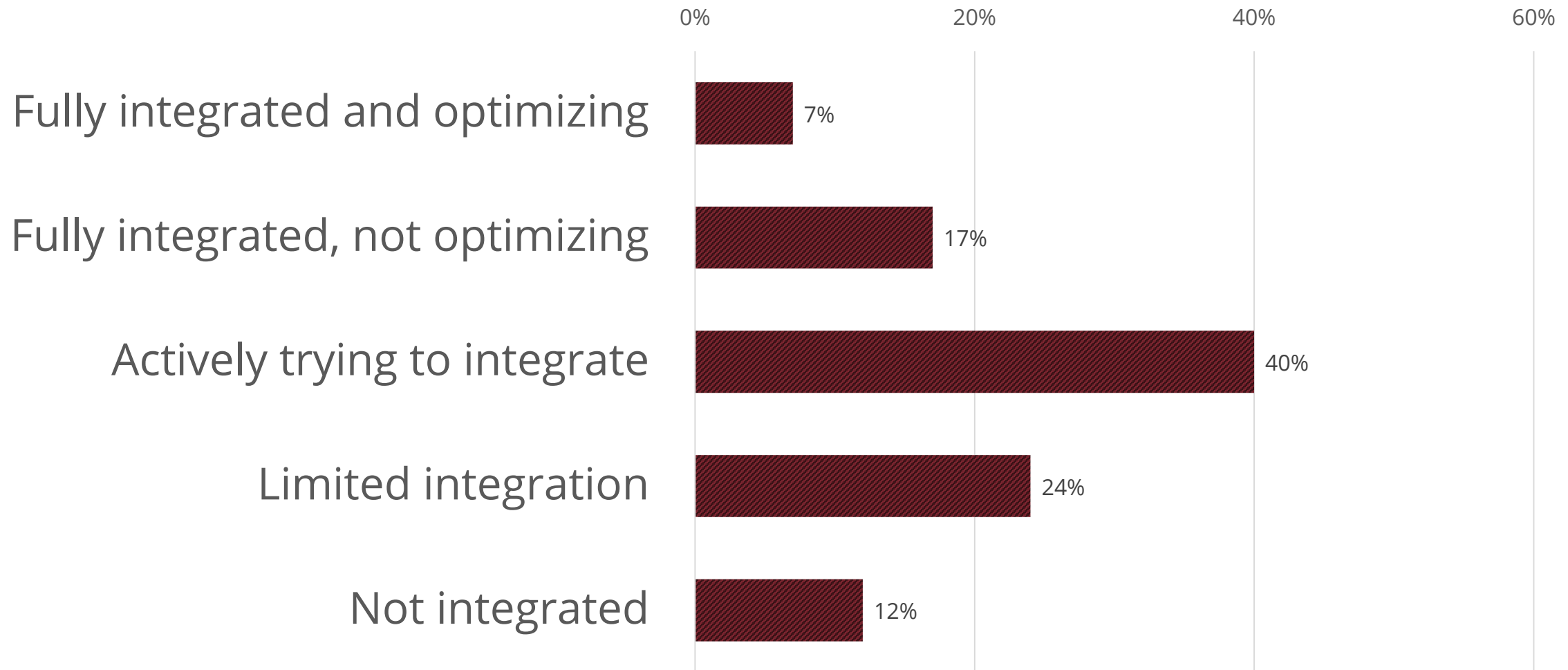
■ Traditional Marketing Channels ■ Digital Marketing Channels

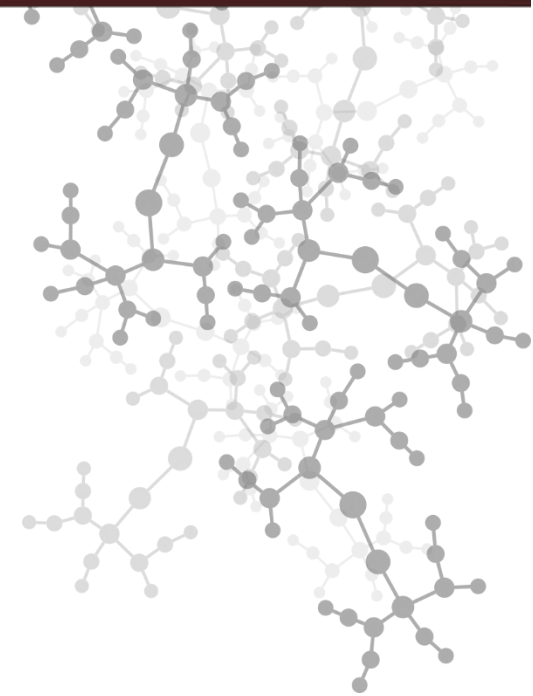
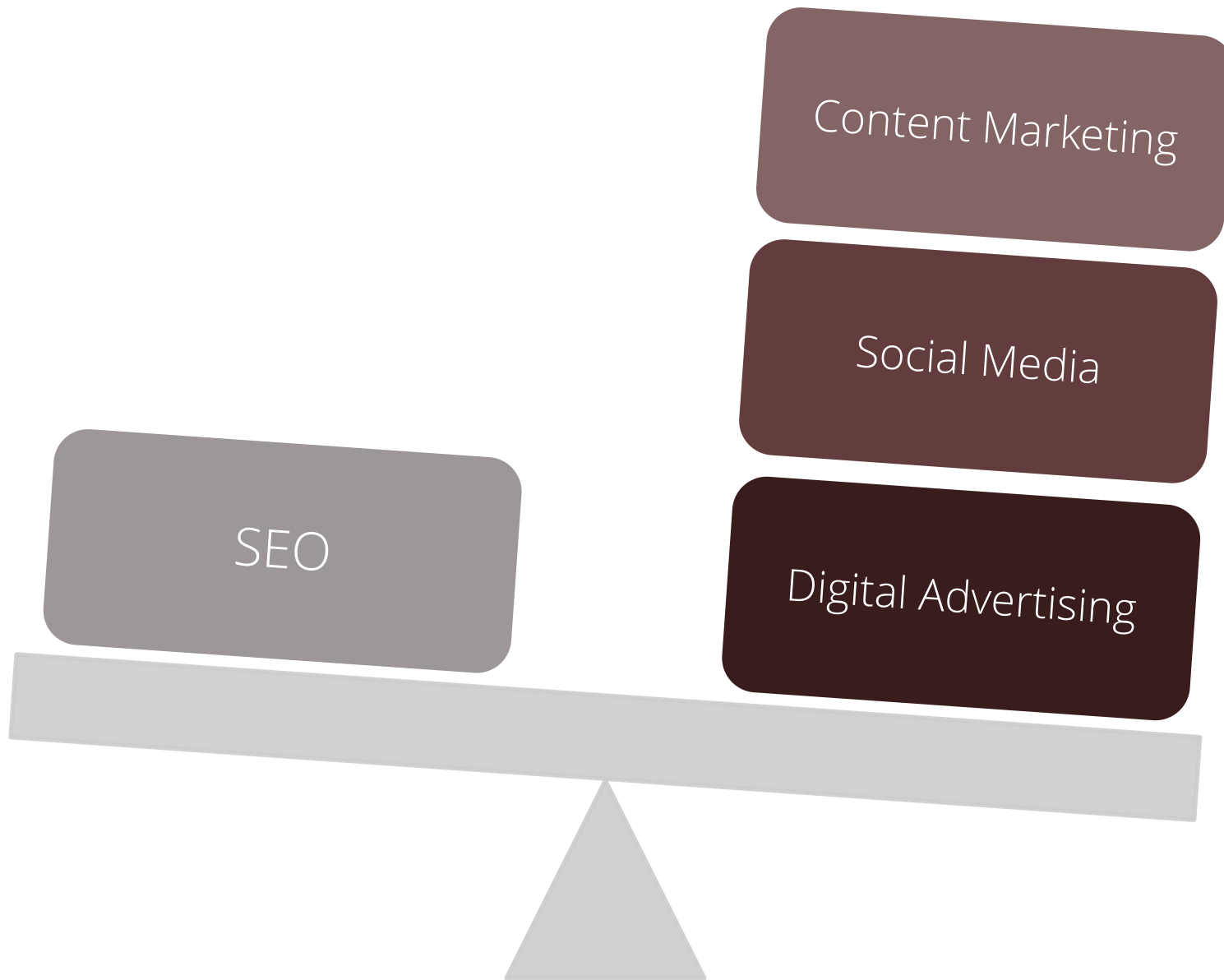


Source: Salesforce Research – 2016 State of Marketing.

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# How well integrated are your digital and traditional marketing activities?





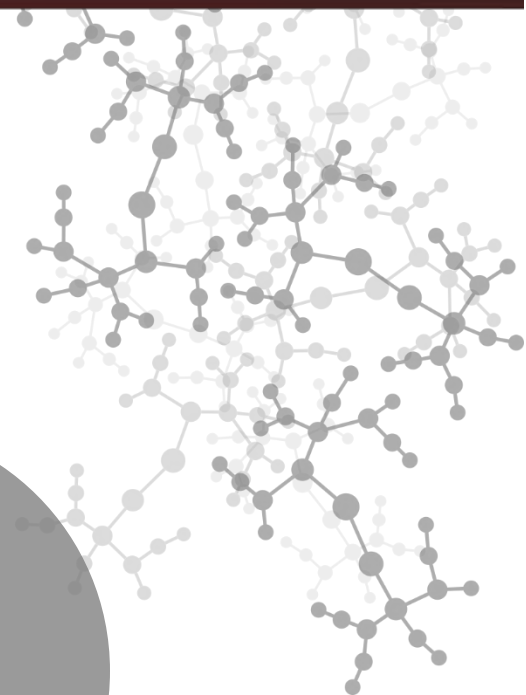
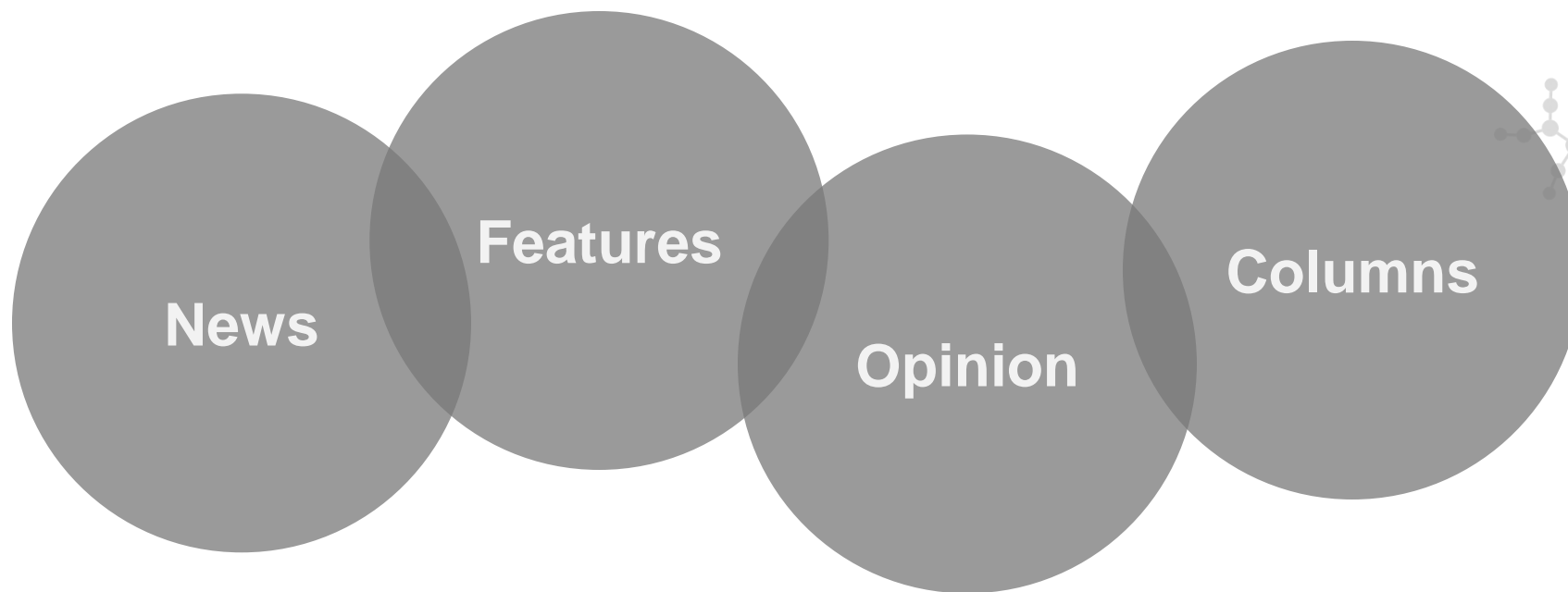
# Content Marketing



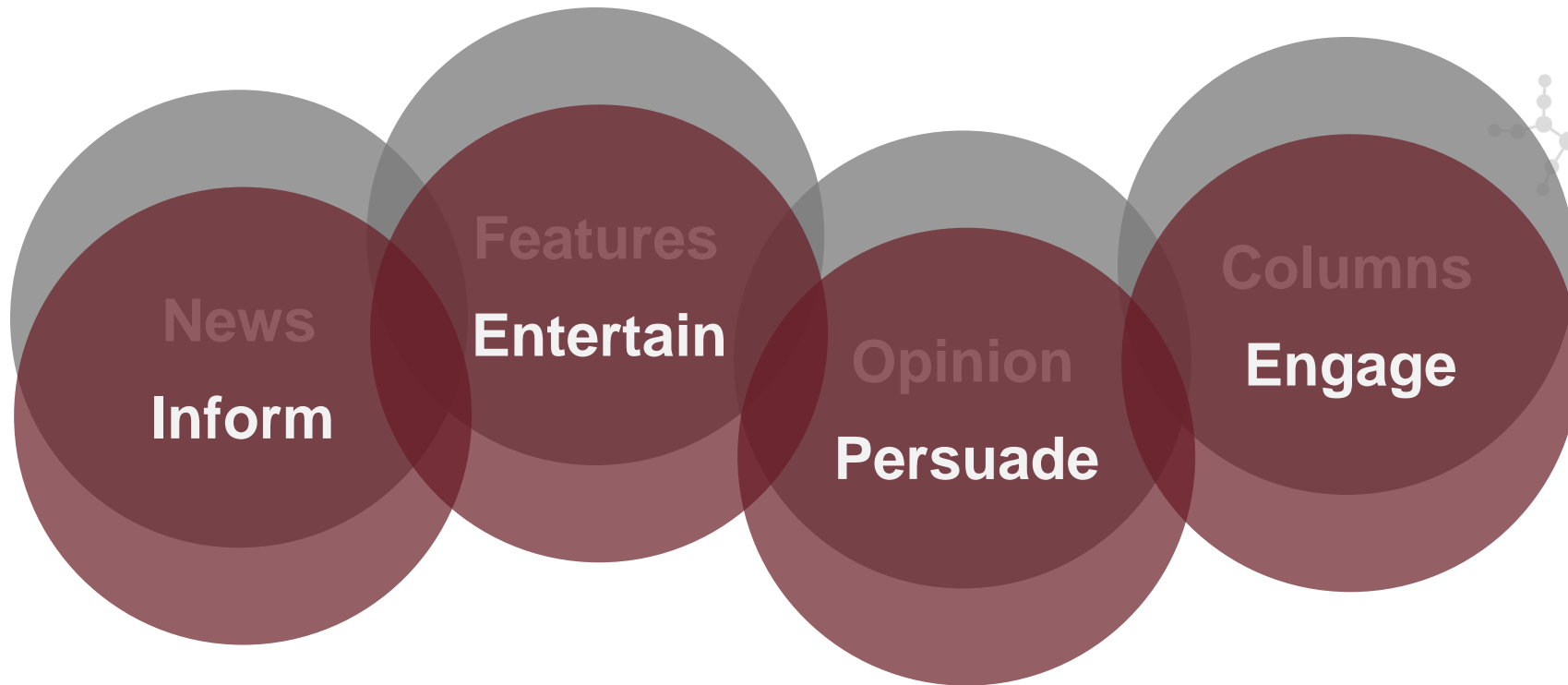
**Engaging audiences,**  
driving action



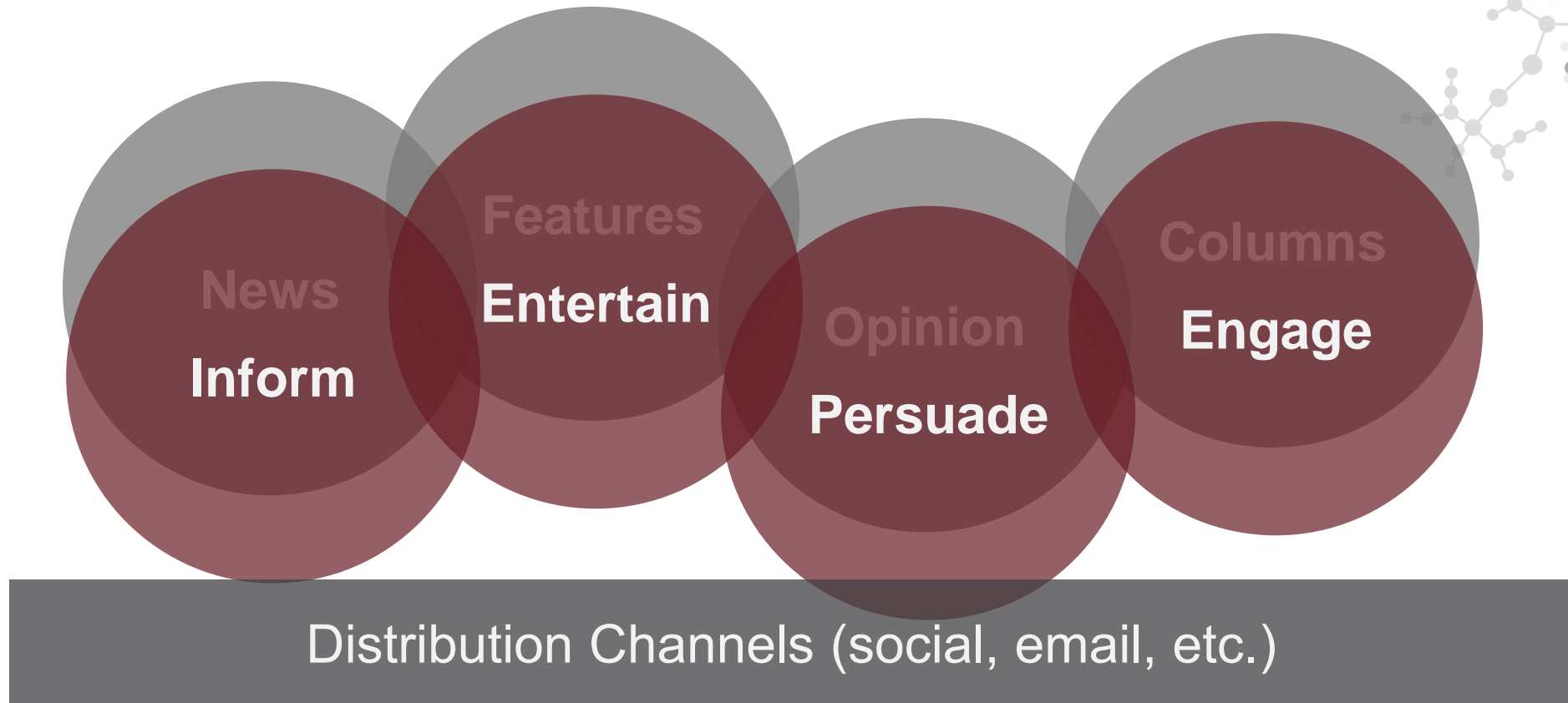
# Think like a publication



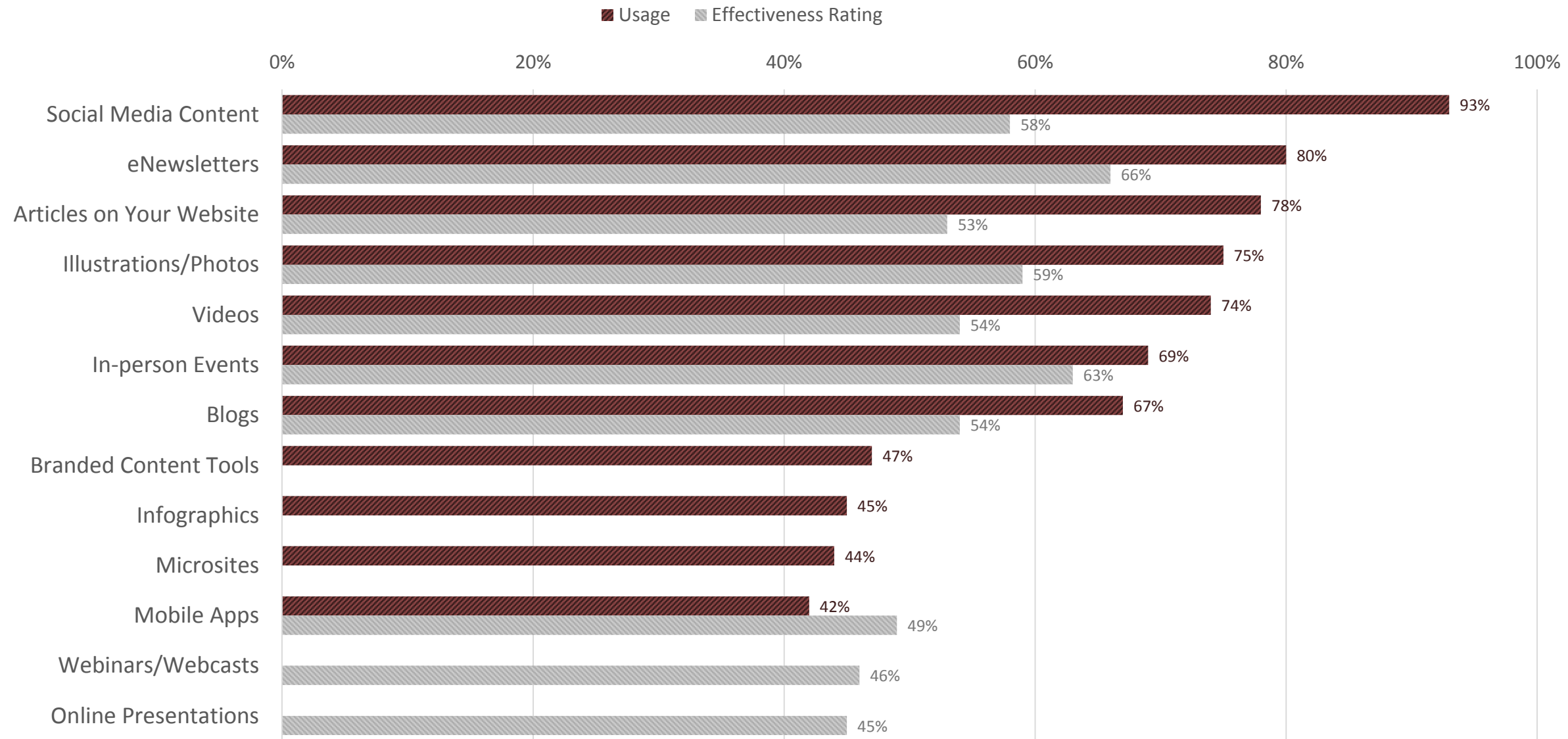
# Think like a publication



# Think like a publication

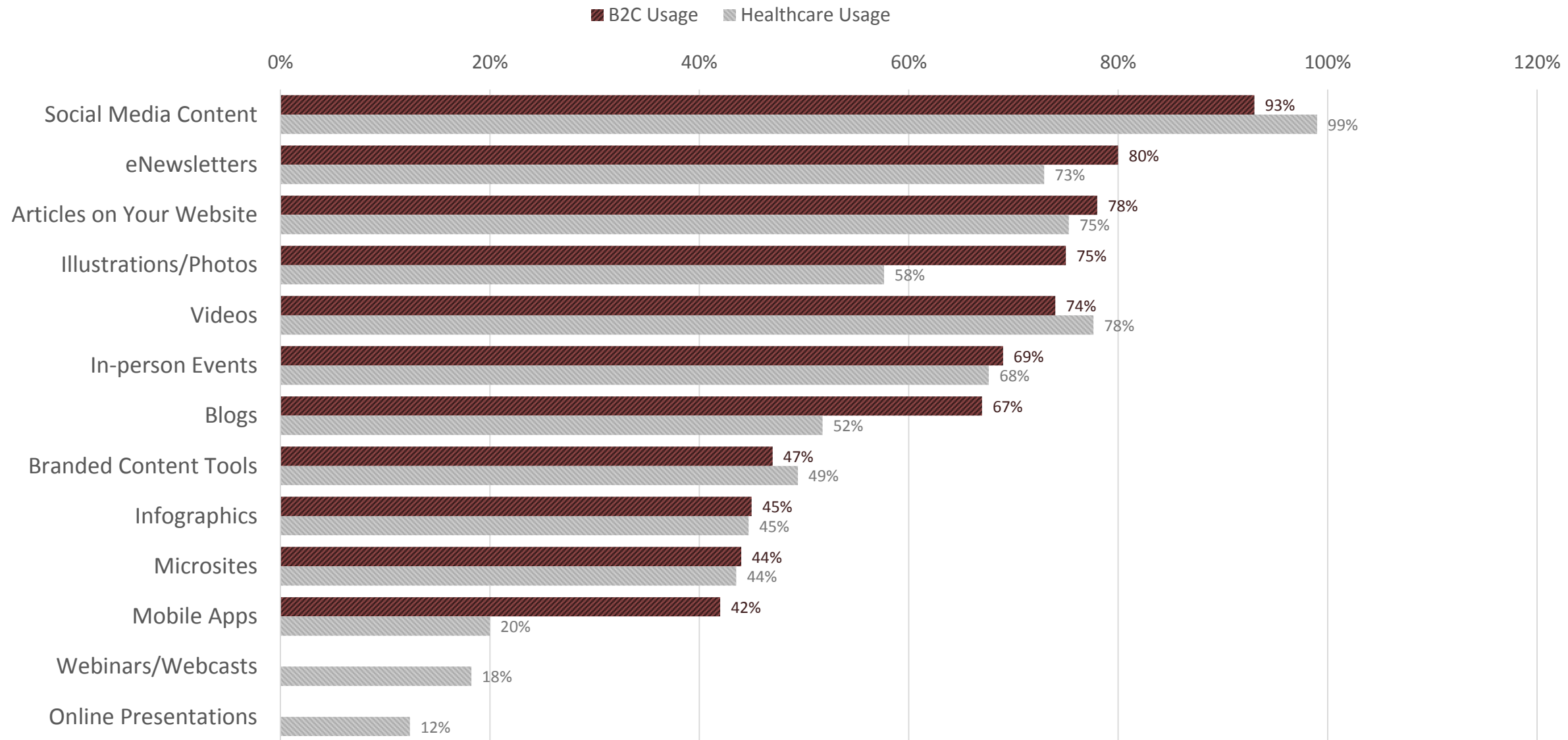


# B2C Content Marketing Tactics: Usage & Effectiveness



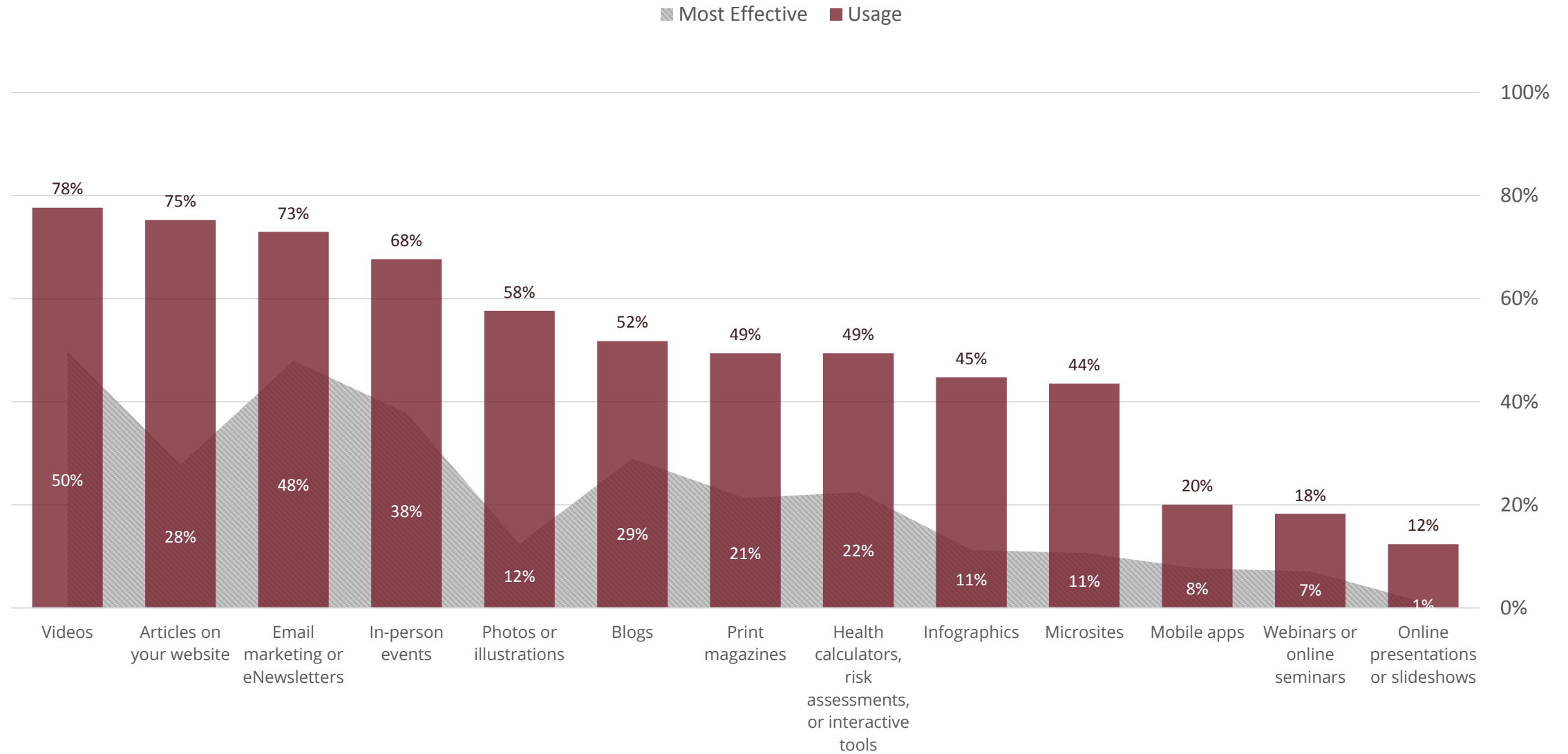
Source: 2015 B2C Content Marketing Trends – North America; Content Marketing Institute/MarketingProfs

# Healthcare vs. B2C: Content Marketing Tactics:

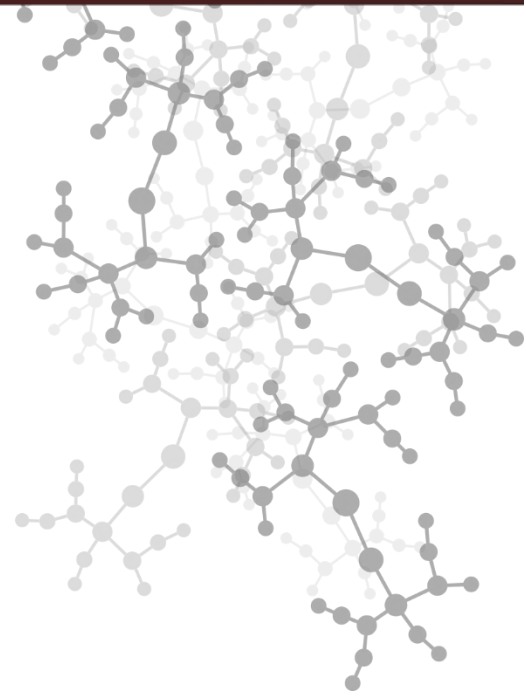


Sources: 2015 B2C Content Marketing Trends – North America; Content Marketing Institute/MarketingProfs;  
2016 Geonetric & eHealthcare Strategy & Trends Digital Marketing Trend in Healthcare Survey

# 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

raise

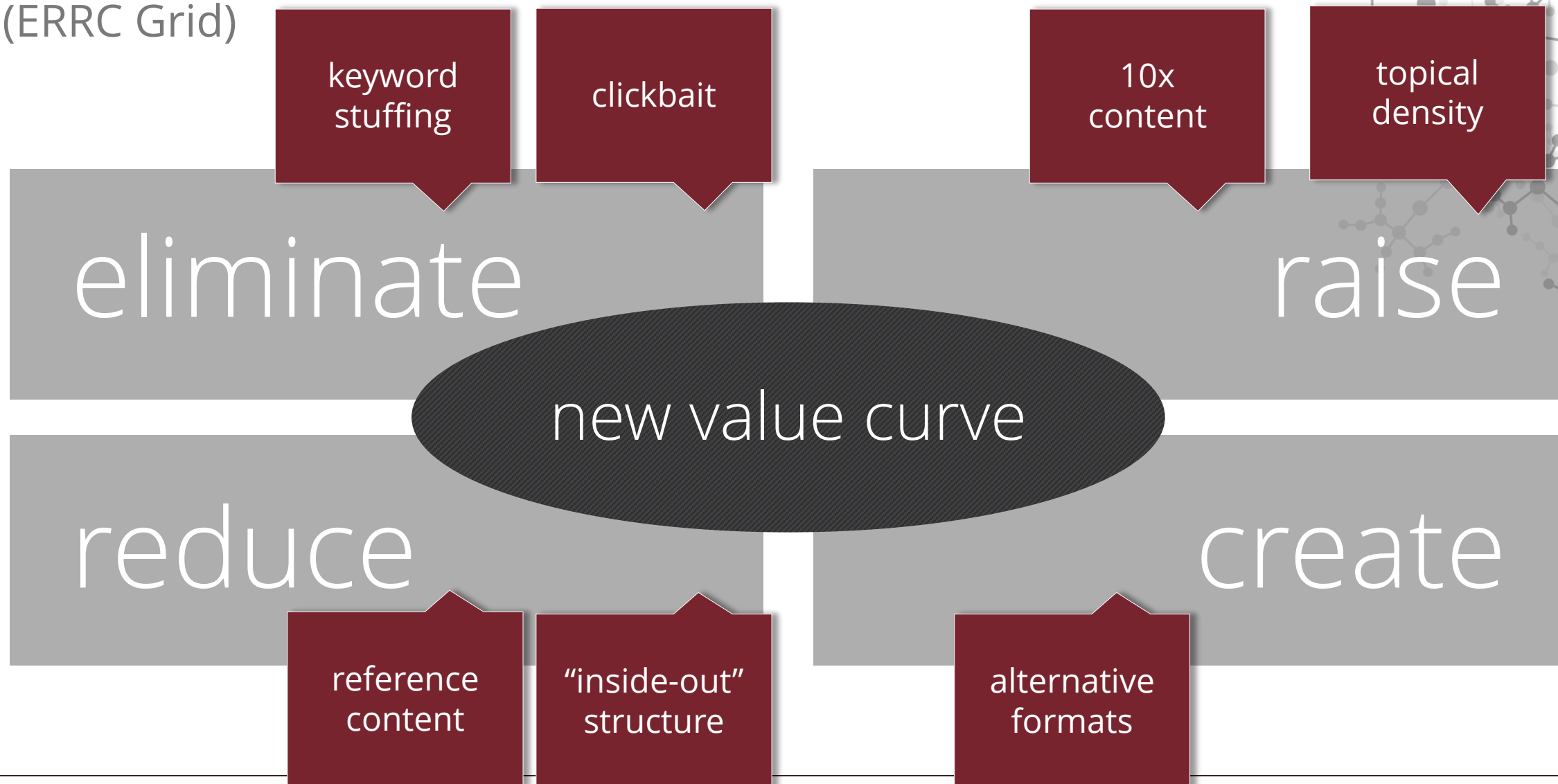
new value curve

reduce

create

# Four actions framework *for SEO*

(ERRC Grid)



From Blue Ocean Strategy by Renée Mauborgne and W. Chan Kim

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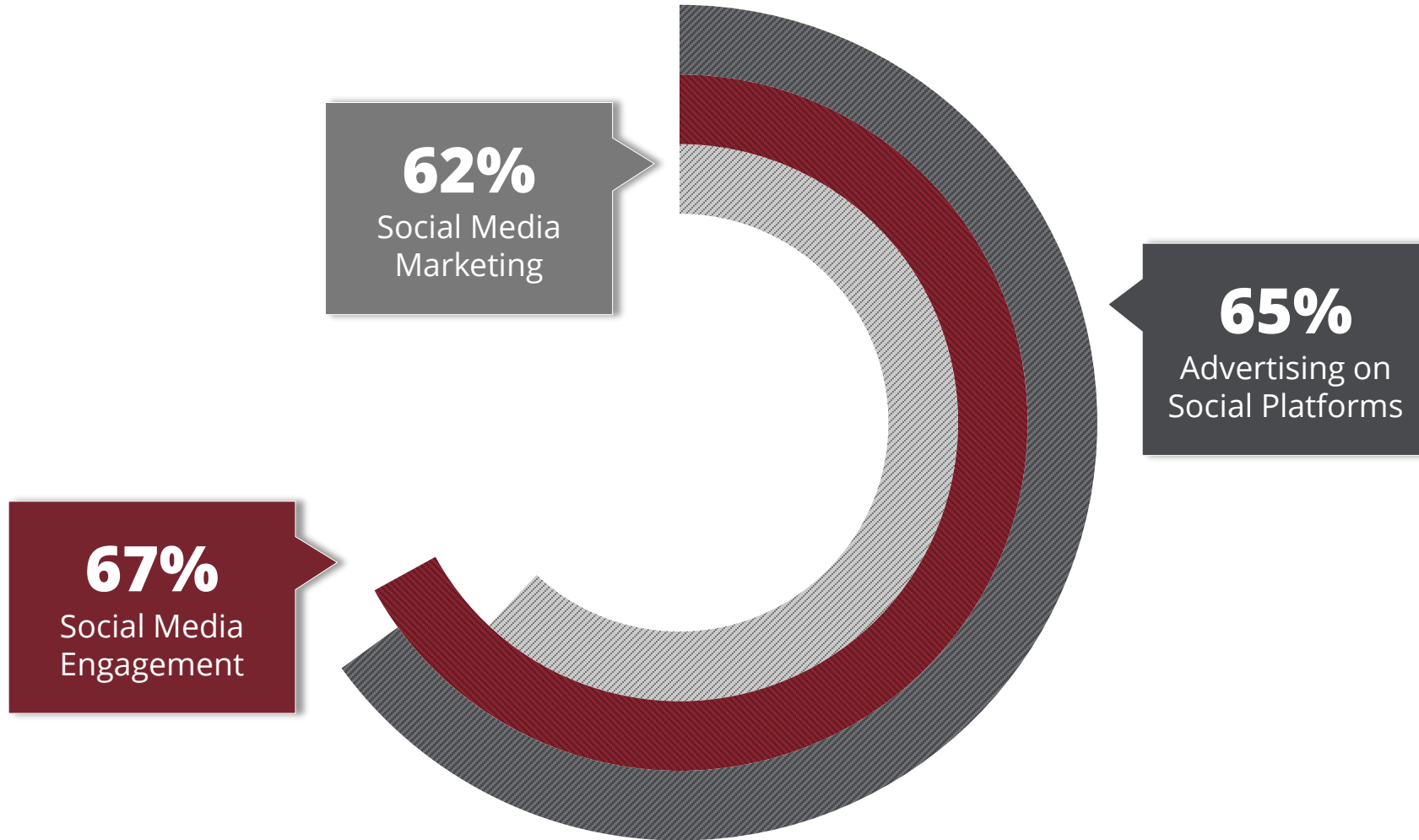
# Social Media & Reputation Management



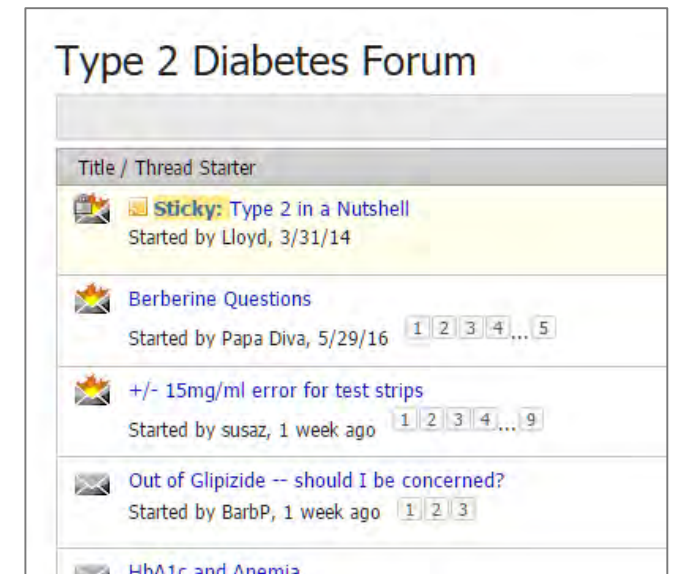
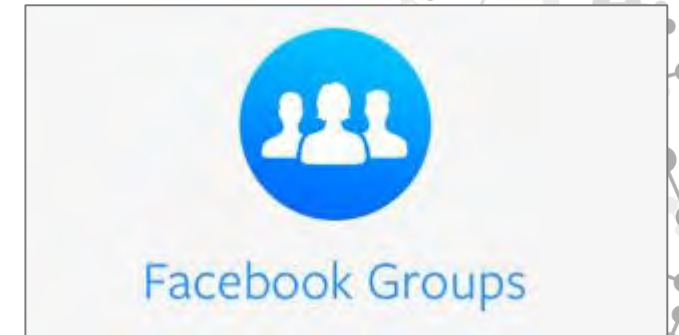
**Talking**  
vs. listening



# Percentage Who Are Increasing Spending On Social Media Over Next 12 Months

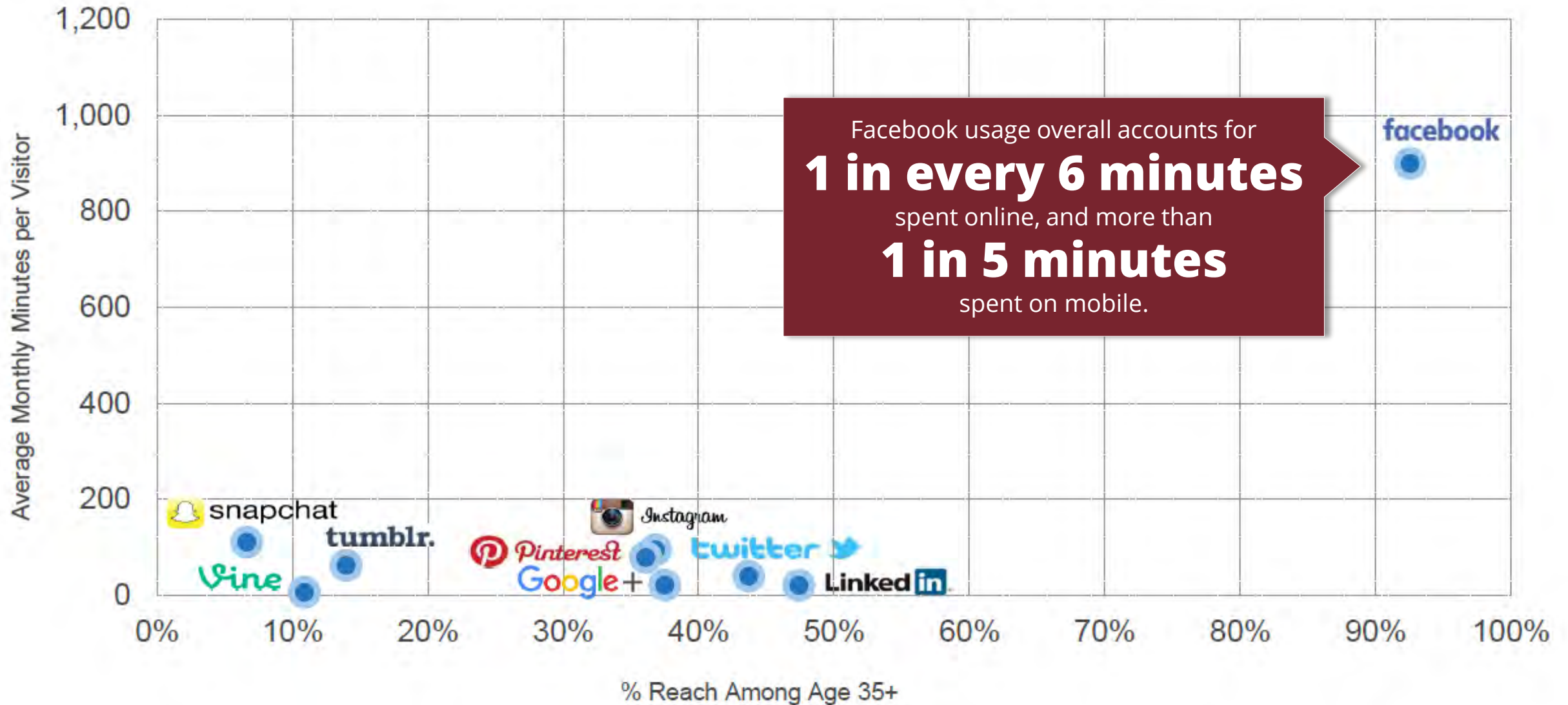


Look at going in deeper –  
groups, forums, discussion  
boards and niche  
communities.



# Age 35+ Digital Audience Penetration vs. Engagement of Leading Social Networks

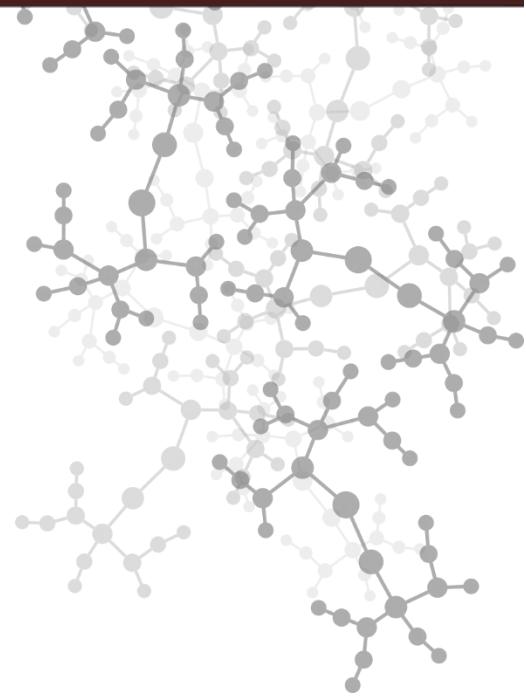
Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015



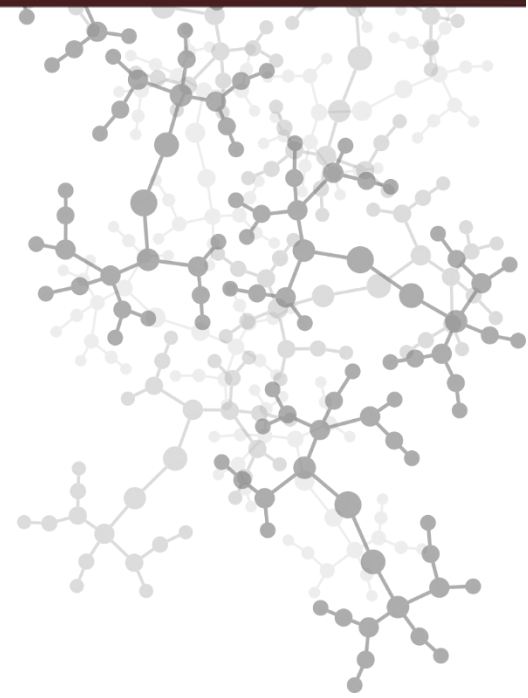
*“The Facebook algorithm killed us. A couple years ago, 50% of our traffic [to Health Essentials, the Cleveland Clinic health hub] was from social media. Today, it’s not even our number one channel. Organic search is.”*

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– 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

## Total Body Stretch - Flexibility Exercises for the Entire Body ...



<https://www.youtube.com/watch?v=KJaWIBg15n0>

May 29, 2012 - Uploaded by ExtremeFitnessPro

Great for after a hard workout. Stretching helps improve your flexibility, which in turn improve your athletic ...

Jose Abad Santos, MD - Wheaton Franciscan Healthcare  
[www.mywheaton.org/.../Jose-abad-santos...](http://www.mywheaton.org/.../Jose-abad-santos...) Wheaton Franciscan Healthcare  
★★★★★ Rating: 4.3 - 35 votes  
1991 University of the Philippines, Manila, Philippines. Residency, 1995 Medical College of Wisconsin Affiliated Hospitals ...

## Images for sports medicine

Report images



More images for sports medicine

## In the news



### Woman diagnosed with breast cancer at 25 urges others to get checked

Fox News - 2 days ago

Breast cancer also didn't run rampant in her family - her grandmother had been diagnosed ...

New gene identified as cause, early indicator of breast cancer  
Science Daily - 2 days ago

Pill that 'lights up' breast cancer could lead to more accurate screening  
Medical News Today - 12 hours ago

More news for breast cancer

## People also ask

### Why do people have strokes?

When this **happens**, the brain does not get enough oxygen or nutrients which causes brain cells to die. **Strokes occur** due to problems with the blood supply to the brain; either the blood supply is blocked or a blood vessel within the brain ruptures. There are three main kinds of **stroke**, ischemic, hemorrhagic and TIA.

### What is stroke? What causes strokes? - Medical News Today

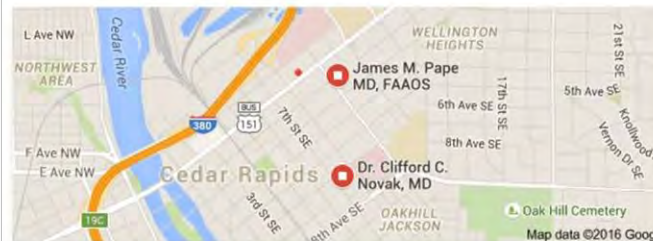
[www.medicalnewstoday.com/articles/7624.php](http://www.medicalnewstoday.com/articles/7624.php) Medical News Today

Search for: Why do people have strokes?

Can stress cause a stroke?

Can a person die from a stroke?

How many people have a stroke each year?



### James M. Pape MD, FAAOS

No reviews - Orthopedic Surgeon

202 10th St SE #140 - (319) 398-1545

Closed today



Website



Directions

### David P. Hart MD, FAAOS

1 review - Doctor

202 10th St SE #140 - (319) 398-1545

Closed today



Website



Directions

### Dr. Clifford C. Novak, MD

No reviews - Doctor

600 7th St SE - (319) 398-1500



Directions

More places



## Steindler Orthopedic Clinic

Website

Directions

3.7 ★★★★★ 8 Google reviews

Orthopedic Surgeon

Address: 2751 Northgate Dr. Iowa City, IA 52245

Phone: (319) 338-3308

Hours: Closed today

Suggest an edit

## Reviews

Write a review

Add a photo



"Great care for knee replacement and foot surgery."



"I saw Dr. Langland for ankle tendonitis diagnosis (I started the appt.)"



"The staff is all very caring and treats you with respect and dignity."

View all Google reviews

Send to your phone

Send

## People also search for

View 15+ more



Mercy Iowa City Hospital



University of Iowa Orthopedic Surgeon



Emma Goldman Clinic  
Abortion Clinic



Progression Physical Therapist

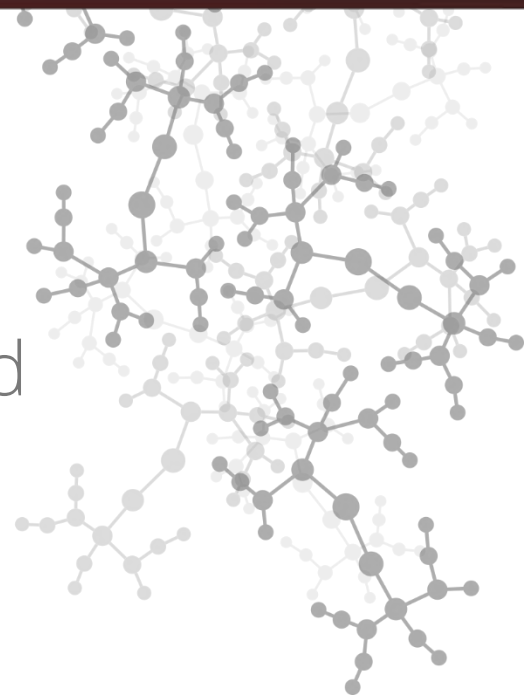


UI Sports Medicine Orthopedic Surgeon

Feedback

# 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

■ Currently use

▨ Piloting/plan to use in next 12 months

71%

Advertising on social platforms

65%

17%

66%

Display or banner ads

62%

17%

72%

Video advertising

54%

21%

66%

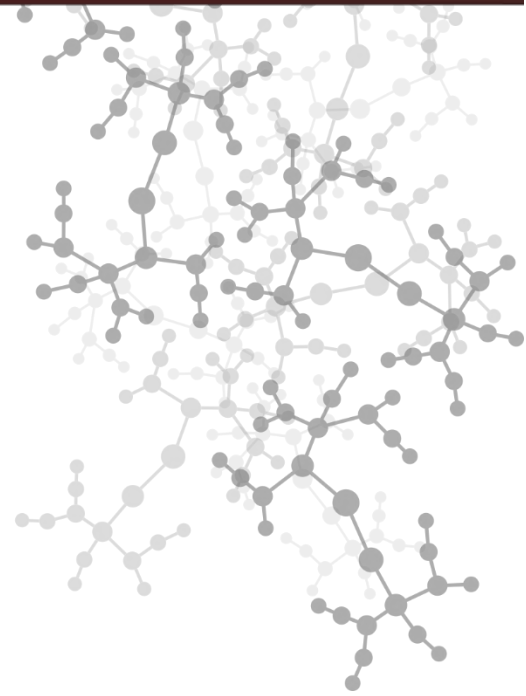
Native advertising

54%

18%

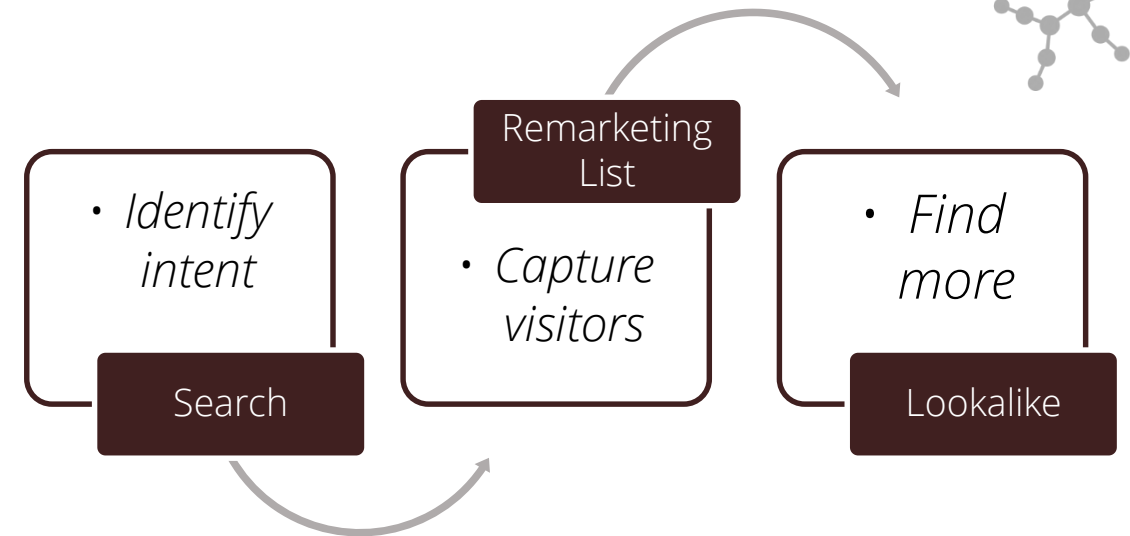
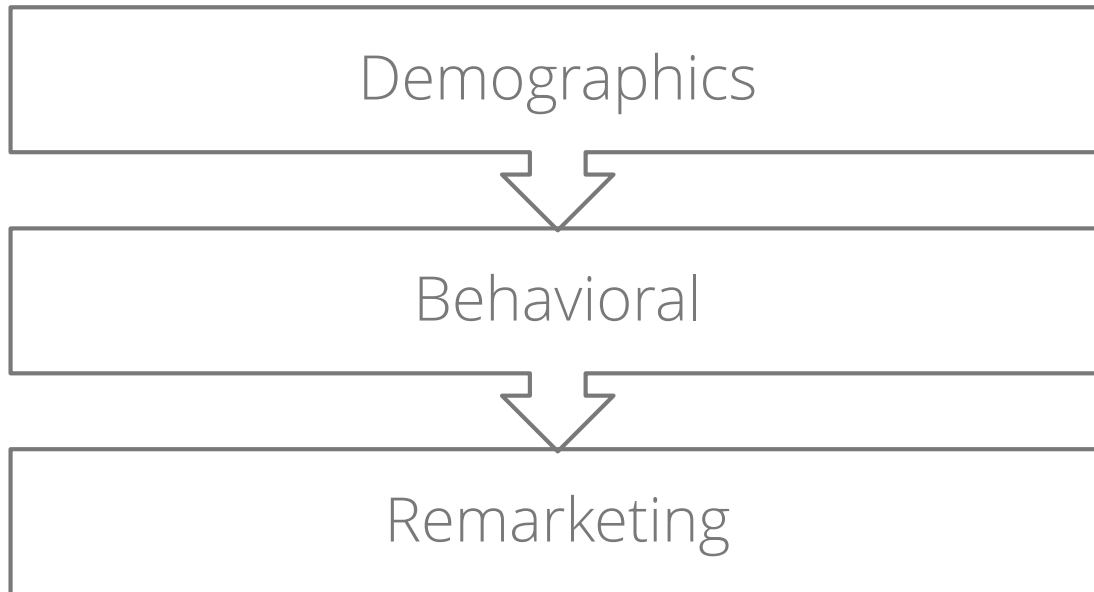
# So many targeting options...

- 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...



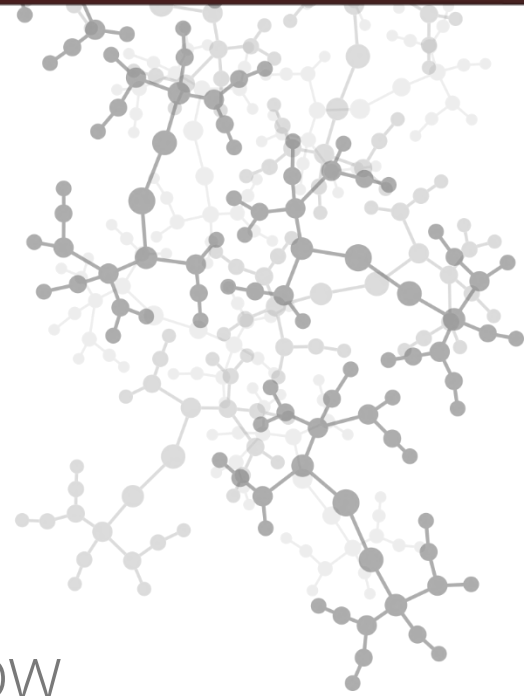
**Be prepared**  
for success



# Tracking effectiveness

Survey says:

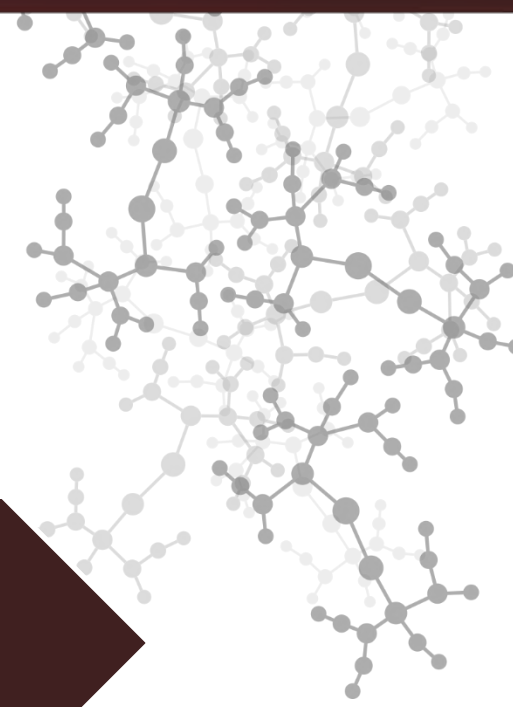
- 12% don't know if they're using CRM
- 28% currently using CRM – but 26% of those don't know which system
- Only 53% reported tracking conversions



# Tracking effectiveness



# Tracking effectiveness



Acquisition

Behavior

Conversions

Equivalent ad  
buy / PPC spend

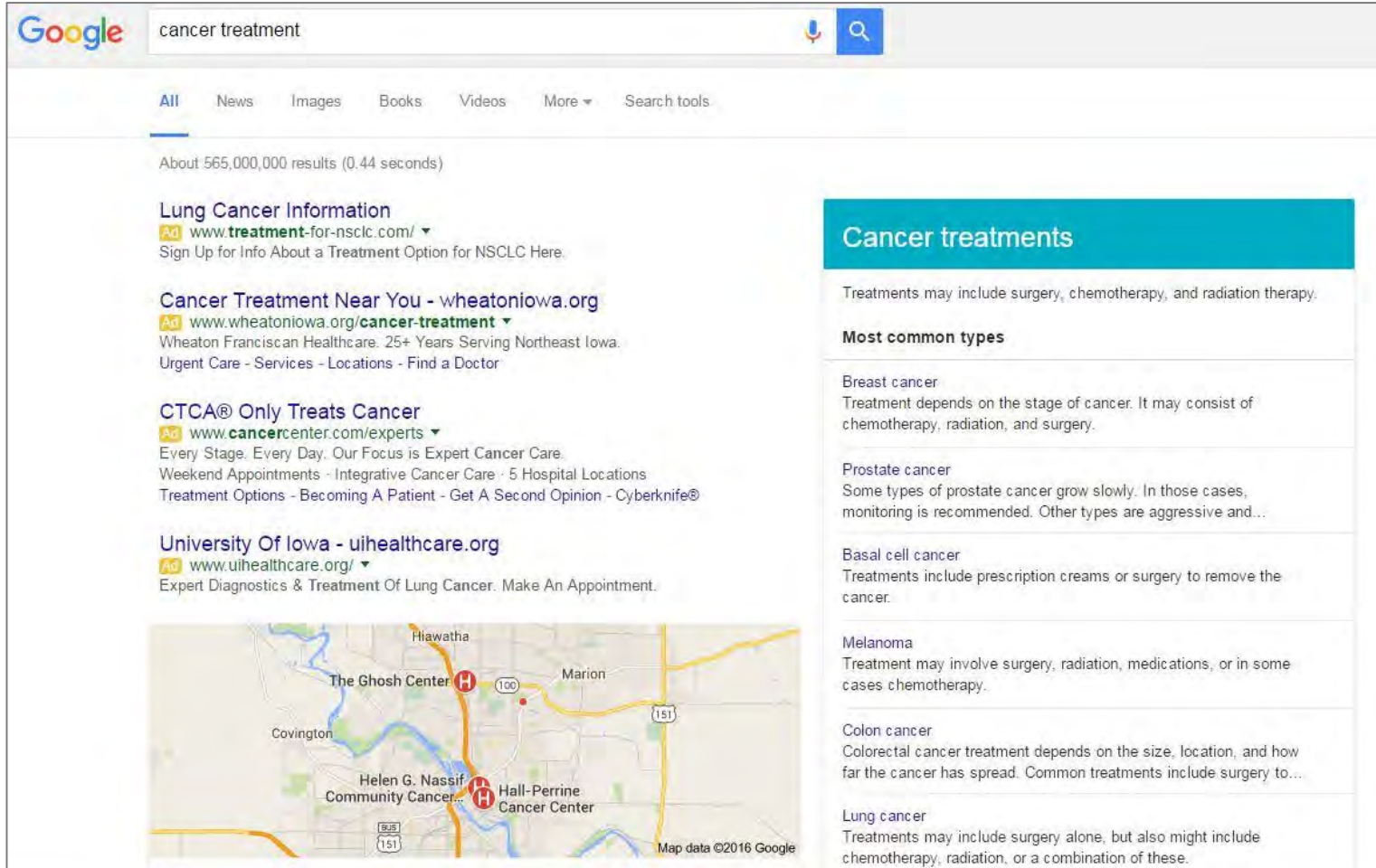
Repeat visitors,  
subscriptions,  
social likes and  
followers

Average  
engagement  
time, pageviews,  
articles viewed

Number/percent  
of new  
appointment  
requests, event  
registrations

(Estimated) goal  
value

# PPC vs. SEO



Google cancer treatment

All News Images Books Videos More Search tools

About 565,000,000 results (0.44 seconds)

**Lung Cancer Information**  
Ad [www.treatment-for-nsclc.com/](http://www.treatment-for-nsclc.com/) Sign Up for Info About a Treatment Option for NSCLC Here.

**Cancer Treatment Near You - wheatonioowa.org**  
Ad [www.wheatoniowa.org/cancer-treatment](http://www.wheatoniowa.org/cancer-treatment) Wheaton Franciscan Healthcare. 25+ Years Serving Northeast Iowa. Urgent Care - Services - Locations - Find a Doctor

**CTCA® Only Treats Cancer**  
Ad [www.cancercenter.com/experts](http://www.cancercenter.com/experts) Every Stage. Every Day. Our Focus is Expert Cancer Care. Weekend Appointments - Integrative Cancer Care - 5 Hospital Locations Treatment Options - Becoming A Patient - Get A Second Opinion - Cyberknife®

**University Of Iowa - uihealthcare.org**  
Ad [www.uihealthcare.org/](http://www.uihealthcare.org/) Expert Diagnostics & Treatment Of Lung Cancer. Make An Appointment.

**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...

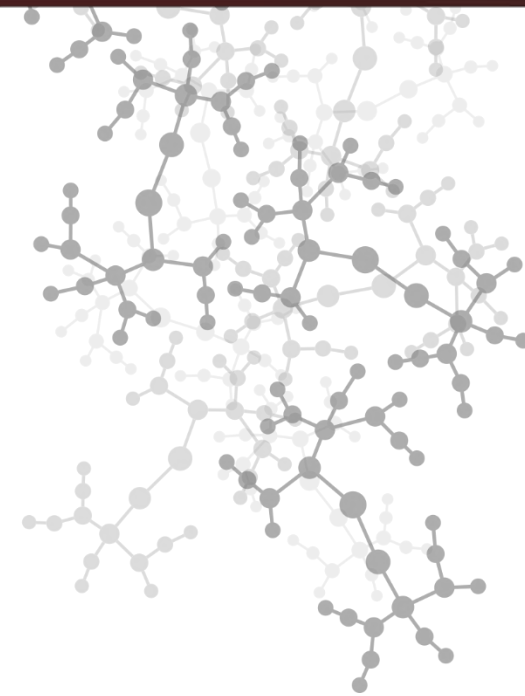
**Basal cell cancer**  
Treatments include prescription creams or surgery to remove the cancer.

**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.

Map data ©2016 Google



Bringing It All Together





# **71% of marketers** have an innovation budget.

– Gartner CMO Spend Survey

**10%**  
of marketing  
spend, on  
average.

# 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](http://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...

