

**AB MARKETING CO.**

# **Beyond Word of Mouth**

→ Marketing Your Practice Online  
for Growth and Retention



**"Life is really simple, but we insist on making it complicated."**

- Confucius



# About Me

- 15+ years serving Corporate companies with Sales and Marketing
- Founder of AB Marketing Co.
- Passion for Helping Private Health and Wellness Practices Learn How to Leverage Marketing Strategies and Tools for Growth and Retention
- Marketing Advisor and Strategist, Consultant, Speaker, and Mom



**AMY BURKE**

AB Marketing Co.



# What We Will Be Covering Today

## How WOM Happens Online

- Finding Your Practice
- Email Marketing
- Social Media
- Business Listings
- Content





68%

of all internet users look  
online for information  
about a medical condition.



77%

of patients use online  
searches before engaging  
with a healthcare provider.

PEW Research

# **What do patients find when looking for your practice online?**

**Whether people search for a name as a provider or by practice, or a medical condition related to your medical specialty, healthcare consumers should be able to find you.**

# Search Engine Results Page (SERPs)

- Paid Ads
- Organic Results
- Online Business listings (GMB)
- Social Media accounts
- Online Reviews





# Google Search

**Paid Ad** →

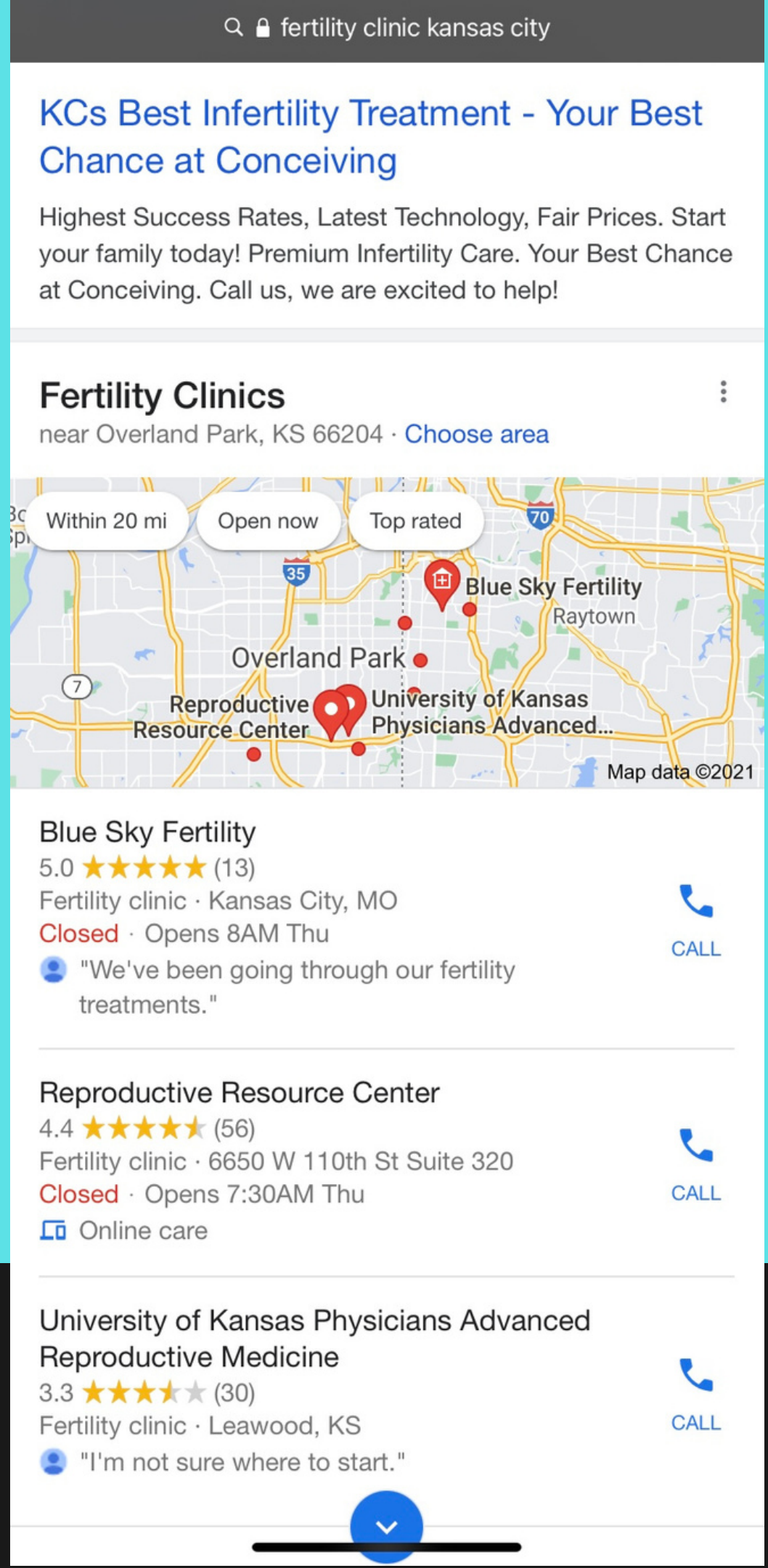
**Organic Listing** →

← **Google My Business**

Example using "ReproMed Fertility Center" as the search term

# By Specialty mobile view

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# Northland Family Care

[Website](#) [Directions](#) [Save](#) [Call](#)

4.5 ★★★★★ 111 Google reviews  
Doctor in Kansas City, Missouri

**COVID-19 info:** [northlandfamilycare.com](http://northlandfamilycare.com)  
**Address:** 9151 NE 81st Terrace STE 100, Kansas City, MO 64158  
**Hours:** Closed - Opens 8:30AM Thu ▾  
**Phone:** (816) 781-4740  
[Check insurance info](#)  
[Suggest an edit](#) - [Own this business?](#)

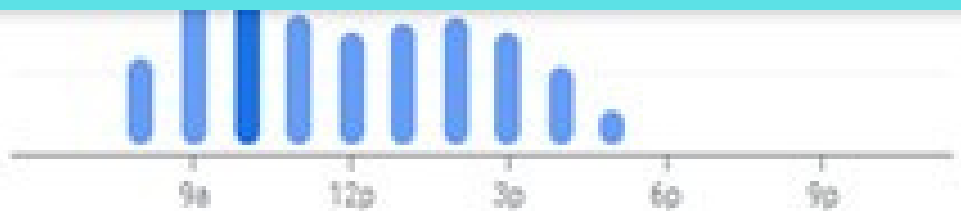
## Questions & answers

[See all questions \(4\)](#) [Ask a question](#)

## Reviews from the web

<a href="#">Healthgrades</a> <b>4/5</b> 33 votes	<a href="#">Facebook</a> <b>5/5</b> 35 votes
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**Popular times** ⓘ



🕒 People typically spend 30 min to 1 hr here

📱 Send to your phone Send

Reviews ⓘ Write a review Add a photo

**B** "The **staff** is easy to work with and very kind also."  
★★★★★

**D** "The **quality** of the physicians, **nurses** and administrative staff are outstanding!"  
★★★★★

**M** "He listens, pays **attention** and treats you as an individual."  
★★★★★

[View all Google reviews](#)

Profiles



Facebook



# Action Items:

- Make sure your practice can be easily found online
  - \*Desktop and Mobile versions*
- Make sure the information is accurate
- Make sure you have reviews
- Make sure your website answers the questions patients are looking for, is engaging and educational
- Mark your calendar!

# WHY use Email Marketing??

- Cost effective
- YOU own the List
- Nurture and Build relationships
- Keep patients informed/upated



**Email volume increased by 45% in 2020  
compared to the previous year.**

**2020 has shown that people are signing up  
for email newsletters more than ever!**

Mailerlite Feb 2021

## General Email Marketing Statistics and Best Practices

- There are 3.9 billion daily email users. This number is expected to climb to 4.3 billion by 2023. ([Statista](#), 2020)
- Active email accounts surpassed 5.6 billion in 2019. ([Statista](#), 2019)
- Marketers who use segmented campaigns note as much as a 760% increase in revenue. ([Campaign Monitor](#), 2019)
- 35% of marketers send their customers 3-5 emails per week. ([Not Another State of Marketing](#), 2020)
- 78% of marketers have seen an increase in email engagement over the last 12 months ([Not Another State of Marketing](#), 2020)
- 31% of B2B marketers say email newsletters are the best way to nurture leads. ([Content Marketing Institute](#), 2020)
- The U.S. spent over 350 million dollars on email advertising in 2019. ([Statista](#), 2019)



- Mobile opens account for **46%** of all opened emails.
- **73%** of millennials prefer communications from businesses to come via email.

Hubspot Jan 2021

# Where to Start

*\*Consistency is KEY!!*

## Ideas



Practice/Staff Updates  
Special Events  
Community Events  
Promote New Service  
Connect via Social  
Channels

## Content



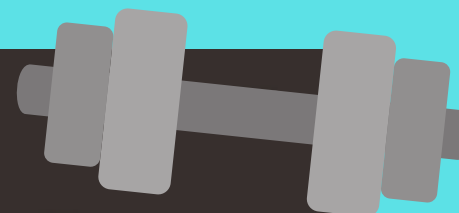
Create a focused outline and follow the 80/20 rule. 80% should be informational or educational, 20% should be promotional.

## Cadence



Determine a cadence for sending the Newsletter that works best for your audience (and you) then stick with it.

# FITNESS UNIVERSE



## Member of the Month: Charlie Butler

Congratulations to Charlie Butler, our inspirational motivator for May!

Charlie came to Fitness Universe a year ago to shed 50 pounds. Through diet and hard work, Charlie met his goal and then some! He went from a flabby 280 to a lean, mean, muscular machine. 80 pounds later, Charlie keeps to his fitness goals with a combination of lifting and boxing three times a week.

His persistent work at the gym also introduced him to new activities—and new activity partners! With the help of a few other dedicated members, Charlie started the Fitness Universe Cycling Club. They go on long-distance rides around the area every weekend, rain or shine. For more information on their outings, please email Charlie at [fitucycle@email.com](mailto:fitucycle@email.com). Congrats on your healthy new lifestyle, Charlie!

## Tip of the Month: Switch It Up!



Make sure you give your muscles time to heal by keeping your workout varied and alternating body parts. Do your upper body on Monday, Wednesday, and Friday and your lower body on Tuesday, Thursday, and Saturday. Sunday can be your day to relax and recover!

## Healthy Recipe: Steak Fajita



1 whole wheat tortilla	1 onion
1/2 lb lean steak	1 zucchini
1 red pepper	Salt and pepper, to taste
1 green pepper	

1. Season the steak with salt and pepper and pan sear to your desired level of doneness.
2. Steam peppers and zucchini until slightly soft.
3. Sauté onion in a small amount of olive oil.
4. Wrap everything up in the tortilla and add a few drops of your favorite hot sauce for some extra spice!

## Special Events in May

Wednesday, May 11: Guest night! Each member is allowed to bring one guest in to work out for free and participate in equipment demonstrations. (Guests must be 18+.)

Tuesday, May 17: Free daycare for the kiddies from open 'til close!

Friday, May 20: Guest Chef Ramon teaches us about healthy cooking. 6 pm to 8 pm. Reservations required.



# HIPAA Compliant

- Written Authorization
- Generic Emails (marketing!)
- Unsubscribe Option
- Utilize 3rd party software  
to protect PHI (encryption)

# Action Items:

- Plan in advance
- Use a secure software
- Gain permission from patients
- Be consistent!

# Social Media Marketing

Social media platforms generate awareness, engagement, and action with your existing and potential patients



**Facebook, Twitter, Instagram:** allow more engagement and interaction with patients

**LinkedIn:** allow more engagement and connection with healthcare professionals

**YouTube:** great resource for sharing educational videos about a procedure or condition

**Reduce Overwhelm**



**Choose ONLY 1 Platform**

**Start with  
one channel  
that makes  
the most  
sense for  
your practice.**

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# Where to Start

*\*Consistency is KEY!!*

## Ideas



- Practice/Staff Updates
- Special Events
- Health Related Tips
- Promote New Service
- National Holidays
- Your Expertise

## Content



- Know your audience.
- Follow the 80/20 rule.
- Get prsonal with pictures and videos!
- Include a CTA.

## Cadence



- Determine a cadence for posting and engaging on the platform then stick with it.

# HIPAA Violations:



- Posting images of a healthcare facility which includes patients that can be identified
- Posting images, videos of patients without written consent
- Posting ANYTHING containing PHI
- Answering specific questions even if patient initiates the dialogue

# Action Items:

- Choose the best platform(s) for your practice
- Plan in advance
- Be personal with pics, videos, lives
- Post consistently!



- **93% of local buyers use reviews to determine if a local business is good or bad**
- **59% of people consider those sites “somewhat important” when choosing a doctor**
- **Almost 75% of patients use online reviews as their first step in finding a new doctor**
- **Patients now prefer online reviews when choosing a doctor**

# GMB



- Represent your practice as recognized in the real world across signage, stationery, and other branding
- Make sure your address and/or service area is accurate and precise
- Choose the fewest number of categories it takes to describe your overall core business
- List locations separate IF there are legit multiple locations

# Facebook



- Your page should mirror your website
- Include Map
- Add links for scheduling, calling or direct message
- Add reviews
- Create separate page for each location IF there are legit multiple locations or link together

# Healthgrades



- Claim providers profile
- Use to promote individual provider
- Post general responses
- Properly manage provider profiles



# Action Items:

- Claim your listings
- Keep information correct and updated (NPI)
- Respond appropriately



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# Bloggging

- Increases chances of being found online (SEO)
- Content is desirable today (consume it, share it)
- Allows for more connections to be made
- Increases positive reputation of practice and providers

# Action Items:

- Start/add a blog to website
- Give your audience what they are looking for (be creative)
- Leverage SM and Email to link back to website
- Create a content calendar

# Making the most of online marketing

Take advantage of the tools and platforms available.

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Make a Plan, Work in Advance.



Consistency is key.



Follow the 80/20 Rule.



Connect, Engage and Interact.



Be personal, be creative!

# The best marketing doesn't feel like marketing.

-Tom Fishburne



# Let's Chat!

Love to talk about  
all things marketing.

→ **30 minute Virtual Chat**  
<https://calendly.com/abmco>

→ **Email Address**  
amy@abmarketingco.com

→ **Phone**  
913-428-9822