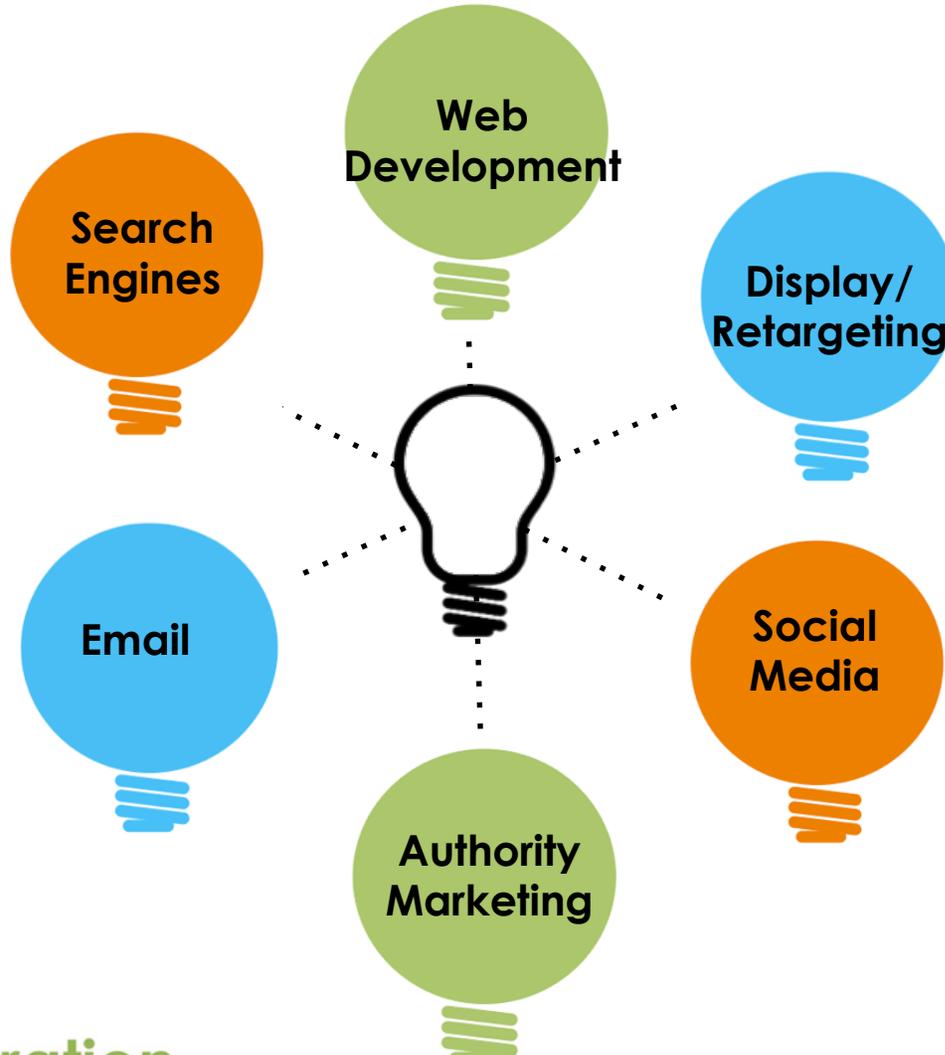


MEDICAL

Marketing Summit

2014

Fresh Collaboration



Understanding Internet Marketing:
**Telling the Story of
YOUR BUSINESS**

Discover how to use internet marketing to grow your business and generate more revenue.



Karla Peppas

Medical Marketing:

THE HEALTH OF
YOUR PRACTICE
IN A DIGITAL ERA

Karla Peppas



Discover how to use online marketing to make your medical practice thrive with insights from top local experts.

Success?

Success

/sək'ses/

The favorable or prosperous termination of attempts or endeavors; the accomplishment of one's goals.

How do you
become a
Success?

Becoming a success...



Failure is not
the opposite of
success...

Not making
attempts, not
trying is.

The Eye of the Tiger



The same formula for success must be applied to marketing.



INTERNET MARKETING:

How to make your
practice be a
SUCCESS ONLINE.



freshcollaboration

The Internet has fundamentally changed the way people find, discover, share, shop, and connect.

Agenda



- **What makes an effective website?**
- **How to connect to potential patients online.**
Search Engines (organic & paid placement)
- **How to create and build brand awareness online.**
Display Advertising and Social Media
- **What are the next steps?**



Having an effective web presence



Google™
+ YAHOO!
bing™



Your website is your 24-7
practice.



©webcopyplus.com

Art by Dino Pai



1914



2014

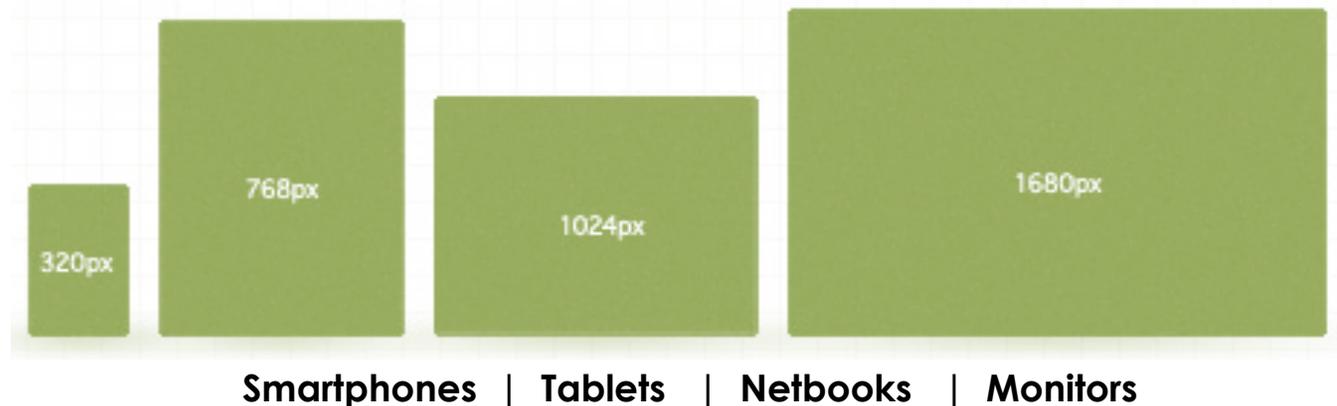
“Our business is fine. We don’t need a telephone.”

“Our business is fine. We don’t need a website.”

Effective web presence



- Website reflects the company brand
- Website is informative and easy to navigate
- Website is built search engine friendly
- Website has a clear call to action
- Website is built responsive and mobile optimized



Mobile search



Optimizing your site for mobile devices brings you more mobile traffic.

71% of smartphone users have searched after seeing an ad.

53% of searchers purchase as a result of a smartphone search.

70% of smartphone users utilize their device while shopping in-store.

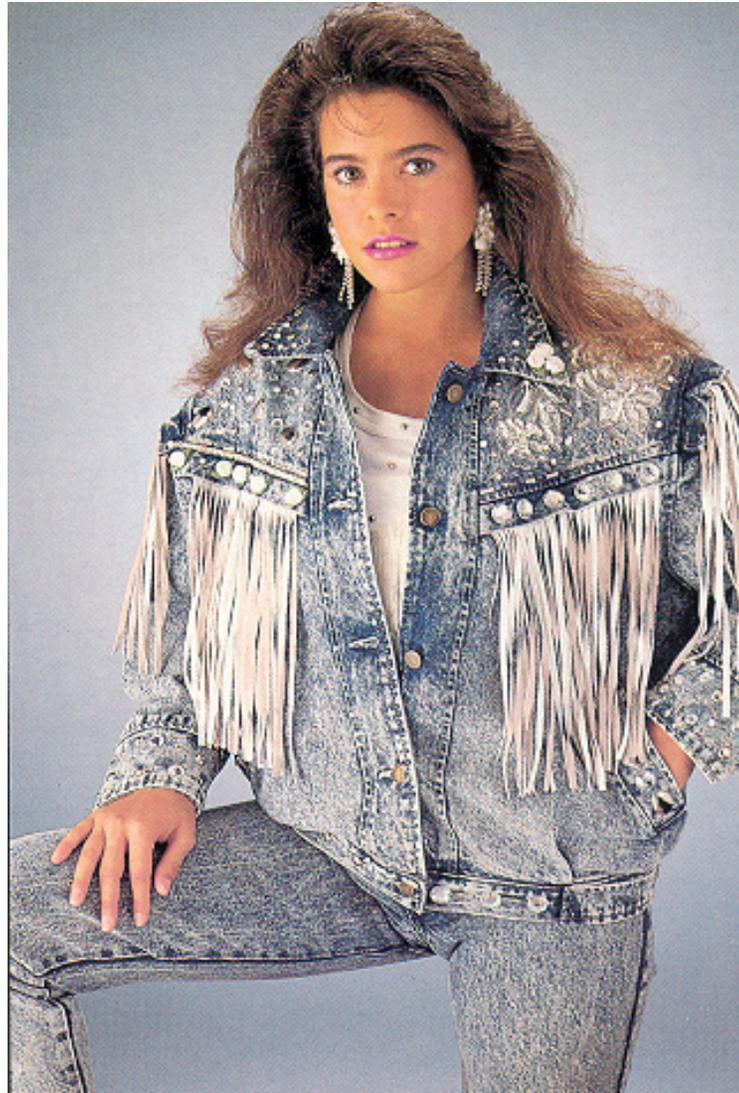
75.7% of the U.S. population uses mobile phones.

Only 33% of advertisers have a mobile-optimized website.

43% of U.S. adults would be willing to give up beer for a month if it meant they could keep accessing the Internet on their smartphones. 36% said they'd be willing to give up chocolate.



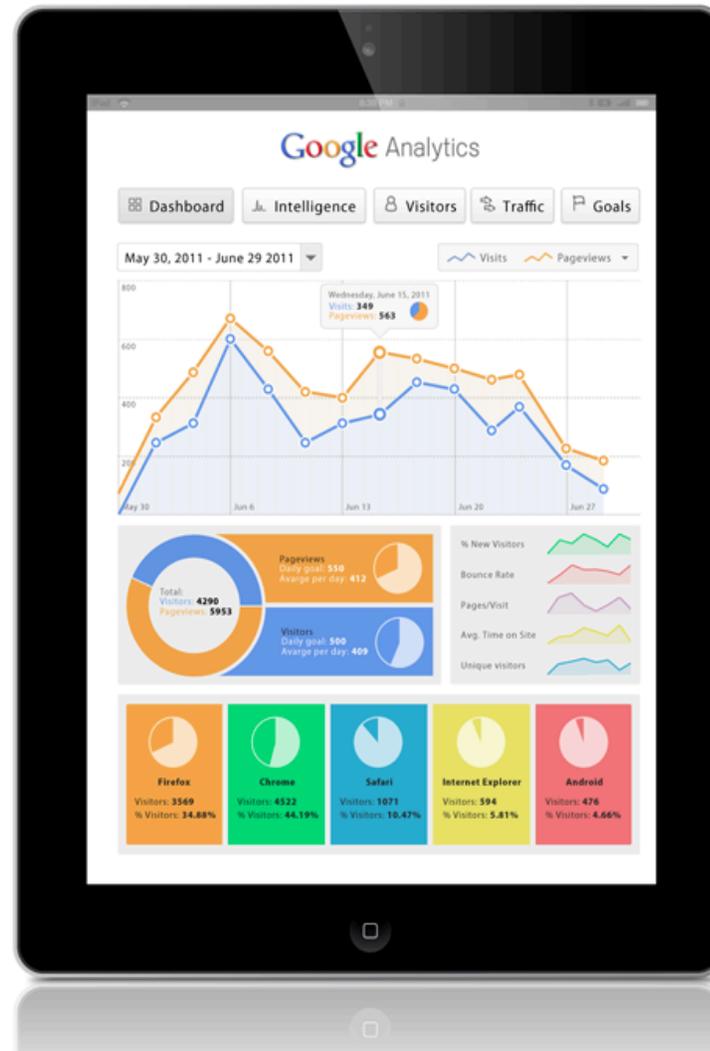
Web development has and will evolve



Google Analytics



- ✓ Unique visitors
- ✓ Keywords
- ✓ Referring sites
- ✓ Page views
- ✓ Time spent on site
- ✓ Top entry pages
- ✓ Top exit pages
- ✓ Mobile activity
- ✓ And more!



Search engines are the #1 resource used by consumers looking for a local business



Source: Pew Internet & American Life Project, comScore

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WWW.ANDERTOONS.COM



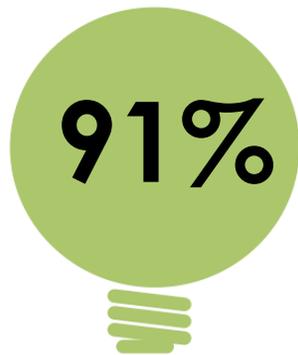
"Location, location, location."

75% of searchers never scroll past the first page.

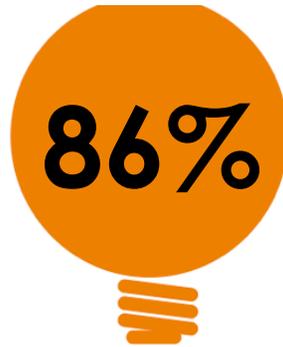


Source: <http://www.searchenginejournal.com/>

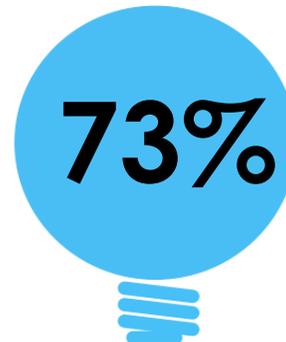
How online searches effect consumers



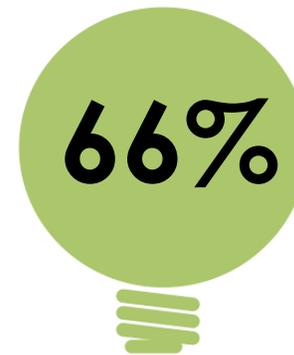
Found what they were looking for.



Learned something new or important



Believed Information was accurate and trustworthy



Said search engines are fair and unbiased



Found info they didn't think they could

Capture the lowest hanging fruit



Search Engines

Anatomy of a search



Google

[Web](#) [Images](#) [Maps](#) [Shopping](#) [Videos](#) [More](#) [Search tools](#)

About 30,700,000 results (0.41 seconds)

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PPC

SEO

PPC

Pay Per Click



Anatomy of a search



Google

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PPC

PPC Strategy



RESULTS

Paid Search **Advantages**

- Advertiser has more control.
- Only pay for clicks, not impressions.
- Changes are fast.
- Custom creative allows advertisers to pre-qualify visitors.
- Geographic targeting.

Paid Search **Challenges**

- Traffic comes at a cost.
- Increased competition can inflate the cost of traffic.
- Organic listings make up a higher percentage of total clicks.
- Can be complicated and take time to manage and optimize.

Organic



Anatomy of a search



Google digital marketing nashville

Web Images Maps Shopping Videos More Search tools

About 30,700,000 results (0.41 seconds)

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SEO

SEO Strategy



RESULTS

SEO | A Love Story



SEO | Updates



Panda –Originally launched in February 2011, **targets low quality onsite content**. Behind Penguin, this algorithm update has had the greatest effect on search marketing over the past three years. Panda now refreshes on a monthly basis.

Hummingbird –A new version of search technologies that allows Google to more **effectively interpret users' conversational searches and question based searches**, in particular voice searches which are becoming increasingly common. Google launched this new platform in September 2013.

Pigeon – The Google Pigeon update focused on providing **more local search results for users**. Launching in July 2014, this update increased the emphasis on a user's location in determining the results that Google presents.

Penguin – Arguably the update with the greatest impact across businesses around the world, first updated in April 2012, **targeting spammy backlinks** that had been ubiquitous to SEO for over a decade.



Organic **Advantages**

- Traffic is free.
- Preference for clicking on organic results.

Organic **Challenges**

- Labor and other costs with good positioning can be expensive.
- Limited by keywords and geography descriptors.
- Takes time to see results.
- Constant changes to SEO formula.
- Can't guarantee performance.

Measuring Search Engine ROI



- ✓ Increase in phone calls and conversions
- ✓ Increase position in organic results
- ✓ Increase site traffic
- ✓ Increase time spent on site
- ✓ Increase online real estate
- ✓ Increase user engagement



Most websites conversion rates typically range from 1-3%



RETAGETING

Source: Steelhouse

Bring lost prospects back with retargeting



- Once a consumer is on your website, a cookie is put into their browser.
- Then, as the consumer surfs the internet and visit other sites within the display network, it recognizes the cookie and display your ad.
- Retargeting is a cost effective way to build brand awareness and bring prospects back to your website.



Social Media is the #1 activity on the internet.



RELATIONSHIP MARKETING

Our Social Media is buzzing. We are trying to understand what it means!

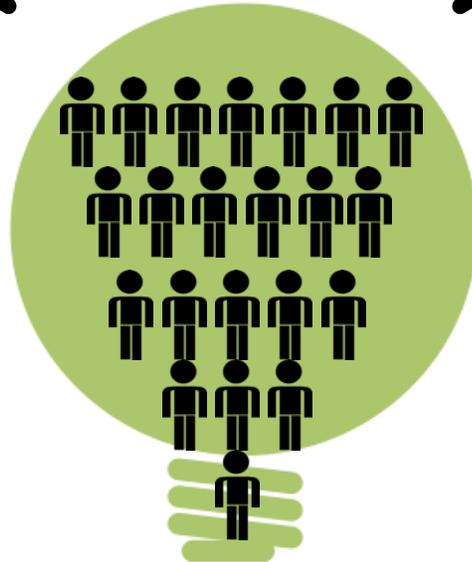


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Start small and build outward

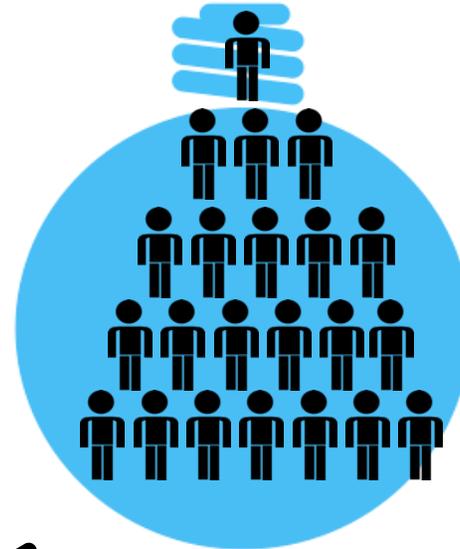


Mass Media Input



Outcome

Social Media Input



Outcome

Relationship marketing benefits



- Create consumer loyalty
- Engage and listen to your community
- Top of mind brand awareness
- Communicate information
- Increase your online presence
- Professional and expertise branding
- Have a personality behind the practice

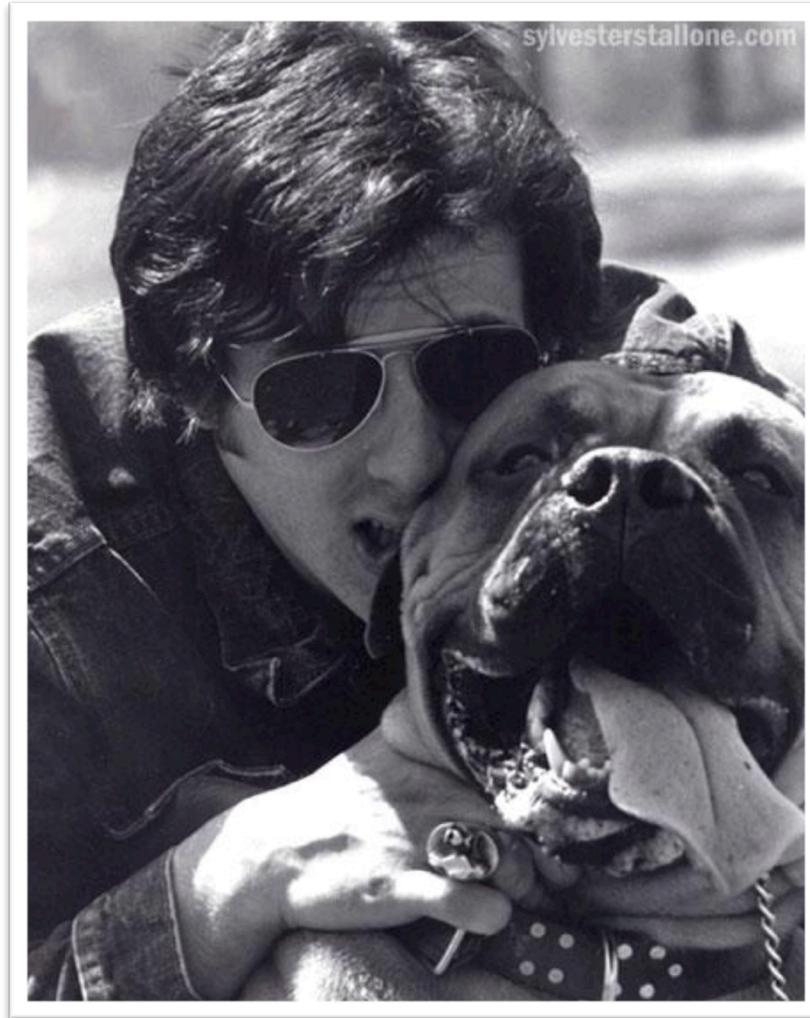
You can't expect to meet the challenges of today with yesterday's tools and expect to be in business tomorrow.

Next Steps



- ✓ **Make sure you have an effective website**
(Responsive/mobile, quality content, no spammy links, etc.)
- ✓ **Establish a plan to drive traffic to your website**
(PPC, SEO, Retargeting Ads, Social Media, Traditional Marketing, etc.)
- ✓ **Execute your plan and get professional help where needed!**

The Eye of the Tiger



MEDICAL

Marketing Summit



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