

Social Media Marketing for the Office Based Physician

John C. Lipman, MD, FSIR
President & CEO
Atlanta Fibroid Center
Atlanta, Georgia

Disclosure

- Nothing to disclose

Social media

- 70% of US adults use FB (~175 M)
- Avg time on SM 2-2 ½ hrs/day !
- >50% millennials & 42% adults follow their healthcare provider
- Opportunity:
 - -Connect with current/future patients.
 - ~3 out of 4 people have looked online to find doctor (50% do it regularly)
 - Most people trust info from MDs > hospitals, health insurers, & drug companies.

2 Reasons to Market

- **1. Build brand awareness**
 - -Build relationship with current patients
 - -Establish yourself thought leader/“go to” person
- **2. Increase patient volume and revenue**
 - -Driving more patients to website--→office

Marketing: Brand Awareness

- Traditional media
- -**Radio**: “How much you want to spend doc?”
- -**TV**: very expensive, even when targeted cable
- -**Print**: not a fan (personal bias)
- Dying (future is digital)
- Doesn't allow for **interaction** with your brand, costly, very hard to measure ROI campaign.
- Marketing is about **connections**; digital excels

Marketing

- Determine your budget: 2-5% gross revenue
- -Large practice: Radio, Print, TV, digital
- -Smaller practice: more selective
- ?Referrals: If MDs, spending less (B to B)
- If self-refer, spending more (B to C)
- Competition: More in metro, less in rural
- **At least 50% digital, need to connect to optimized website.**

Video

- Podcasts
- Shorter videos (testimonials, Q & A) for social media
- -You Tube: >150 videos (patients get to see you),
- 2nd largest search engine
- -IG: visual medium, infographic, ads
- -FB: ads
- -(Twitter)

Search Engine Traffic

- 1. **Paid:** Ads top, bottom, side. PPC (targeted keywords)
- 2. **Organic:** Rank/position earned through SEO
 - -Durable source of traffic
 - -20x more traffic opportunity than PPC.
 - -As organic rank increases, decrease PPC
- Boat: Sails=organic, Motor=PPC

Organic SEO

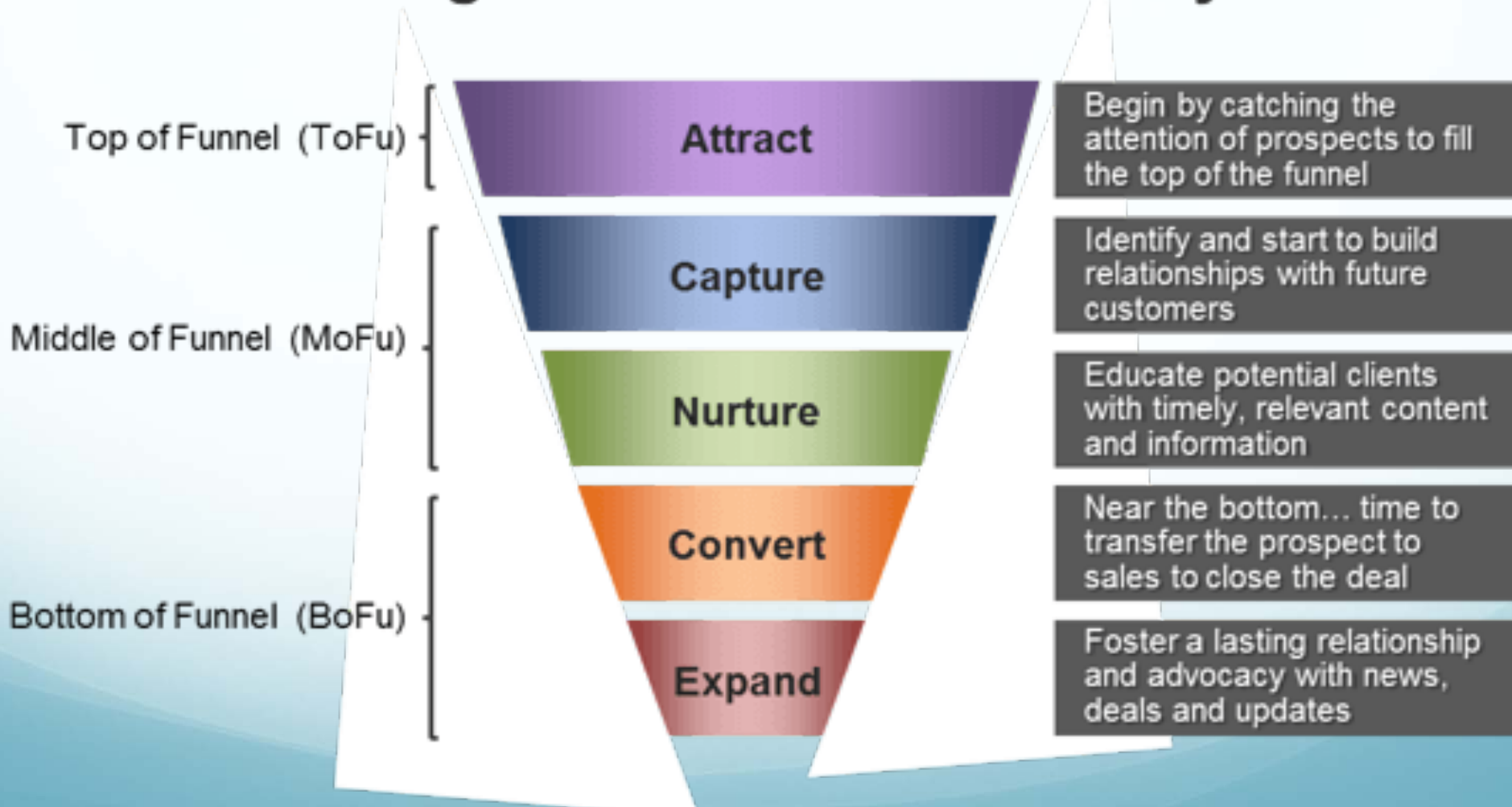
- Google: Bring visitor to best page on the entire web for the topic. With increasing ads, need Top 3 or 4
- Rank:
- 1. **Authority:** “Off-site SEO”
- -Other websites mentioning, **linking** to you
- -More #s good, quality sites great !

Organic SEO

- 2. **Relevance:** “On-site SEO”
- -Your website: content, keywords
- -MD: Original, rich, deep, useful content
- -Pro: On page (content, HTML source code) optimization
- -Built page by page, includes meta tags, keyword placement, tracking pixels.
- -Speed (load quickly)
- -Optimized for **mobile** !
- -Limit/avoid ads, avoid pop ups

Increase Patient Volume/Revenue

Marketing Funnel: Customer Lifecycle



Attract: Top of Funnel

- Identify target audience
- **Website** (not just aesthetics, optimized for conversions)
 - -Tracking pixel
 - -Speed
 - -Write great content (organic)
 - -Mobile
 - -Metrics

Metrics

- Start: new visitors, impressions, engagement (dwell time).
- Which pages do the most people leave your site on (i.e. high bounce rate). Which search terms brought them?
- Know path successful & unsuccessful conversions (“fail fast”, pivot).
- Total website traffic, Cost/Lead (Total Ad Spend/# of unique leads). Typical \$25-\$50, <\$25 Good, <\$15 Excellent

Summary

- Marketing imperative (brand awareness, increase patient volume)
- Consider at least 50% digital.
- Social ads challenging but if you can do it, less expensive than Google Ads, other channels (decreases CPL).
- Need coherent marketing strategy, running through optimized website, with digital component that compliments it.