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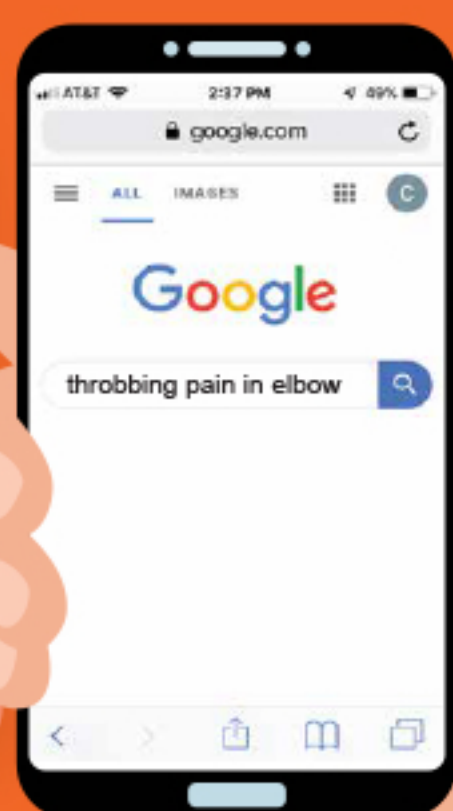
# HEALTHCARE MARKETING STATS YOU NEED TO ACT ON

6AM MARKETING



## tips

- **Adapt** a content marketing strategy that focuses on having useful, consumer-focused content throughout your website.
- **Use** search engine and on-site-search data to solidify your SEO strategy and ensure you are aligning searches with an organic SEO plan.
- **Leverage** Google Ads to generate service-line results while better understanding what patients are searching for in your area.



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## percent of daily Google searches are health related

As health care marketers transition to an "always-on" strategy, it's important to offer a solution the moment someone is seeking one. The mother who is searching for what ails her young child becomes a lead when she clicks on your search result no matter if it's noon or midnight. That's powerful.

### U.S. HEALTH CARE DIGITAL AD SPENDING Figures in billions

2016	\$2.02
2017	\$2.52
2018	\$2.84
2019	\$3.14*

\* — Projection

\$3.14

## billion is projected to be spent on digital ads in 2019 by health care providers, an 11% increase from 2018

As consumers continue to bear more of the costs of insurance, they are more likely to shop around for health care—creating a competitive environment among health-care providers. Digital advertising gives you the opportunity to stand out from the crowd with narrowly targeted messages.



## tips

- **Adopt** an "always-on," cross-channel marketing strategy.
- **Understand** your target audience for each campaign and develop a targeted strategy based on demographics, location, and interests.
- **Leverage** new ad delivery methods to make sure your ads are seen and heard.

77

## percent of patients said the ability to book, change or cancel appointments online is important in their choice of a healthcare provider

SCHEDULE APPOINTMENT



This number only is going to grow as digitally savvy millennials age—and their healthcare needs increase. Their thinking—and yours should be too—is, if I can easily reserve a table at a restaurant online, why can't I easily book a doctor's appointment in the same way?



## tips

- **Develop** a system for users to schedule appointments from their phone without having to talk with someone.
- **Integrate** your software, if possible, into your EMR system for ease of use and scheduling.
- **Ensure** your digital booking system is transparent, immediate and has multi-tasking functionality.

80

## percent of Internet traffic will be generated from video by the end of 2019

If you're not creating video, start today. Whether it's on social media, your website or pre-roll, video generally is going to generate more views than other forms of content. It's OK to start small, but it's not OK to ignore this increasingly important marketing tactic.



## tips

- **Think** about leveraging video as a part of the patient journey: video calls, wayfinding, provider search
- **Leverage** video across multiple platforms: blog posts, service lines, branding, pre-roll advertising, etc.
- **Experiment** with live video tactics, such as a "Live with a Doctor" feature, that facilitate patient-doctor interaction



20

## percent is how much conversions are shown to increase when a customer uses a chatbot

Artificial Intelligence has the potential to revolutionize numerous industries in the coming years. Healthcare is among them. Chatbots help to guide website visitors to the right transaction more quickly and easily. They also:

- Help you better understand why visitors are coming to your website
- Reduce non-scheduling and non-referral calls to your call center
- Facilitate online appointments and scheduling
- Identify content gaps on your website



## tips

- **Think** about holes in the patient journey and how a chatbot could fill them.
- **Consider** the cost savings provided by a chatbot, which is a 24/7 endeavor.

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