

# THE HANDY TOOL KIT FOR

# LAUNCHING & MEASURING A REMARKABLE HEALTH CARE CAMPAIGN



A Publication of



# AN INTRODUCTION

Patients are taking a more active role in their health care decisions than ever before. As a health care marketing director, part of your responsibility is to develop advertising and PR campaign initiatives to achieve your organization's growth goals and objectives. On a surface level, your job is reaching the right people at the right time with relevant communications.

When it comes to prospecting for new patients, this means filling in the gaps when they're searching on Google and making the decision about where to receive care. For current patients, direct digital health communications make them feel more valued as a patient and more knowledgeable and satisfied with their care.

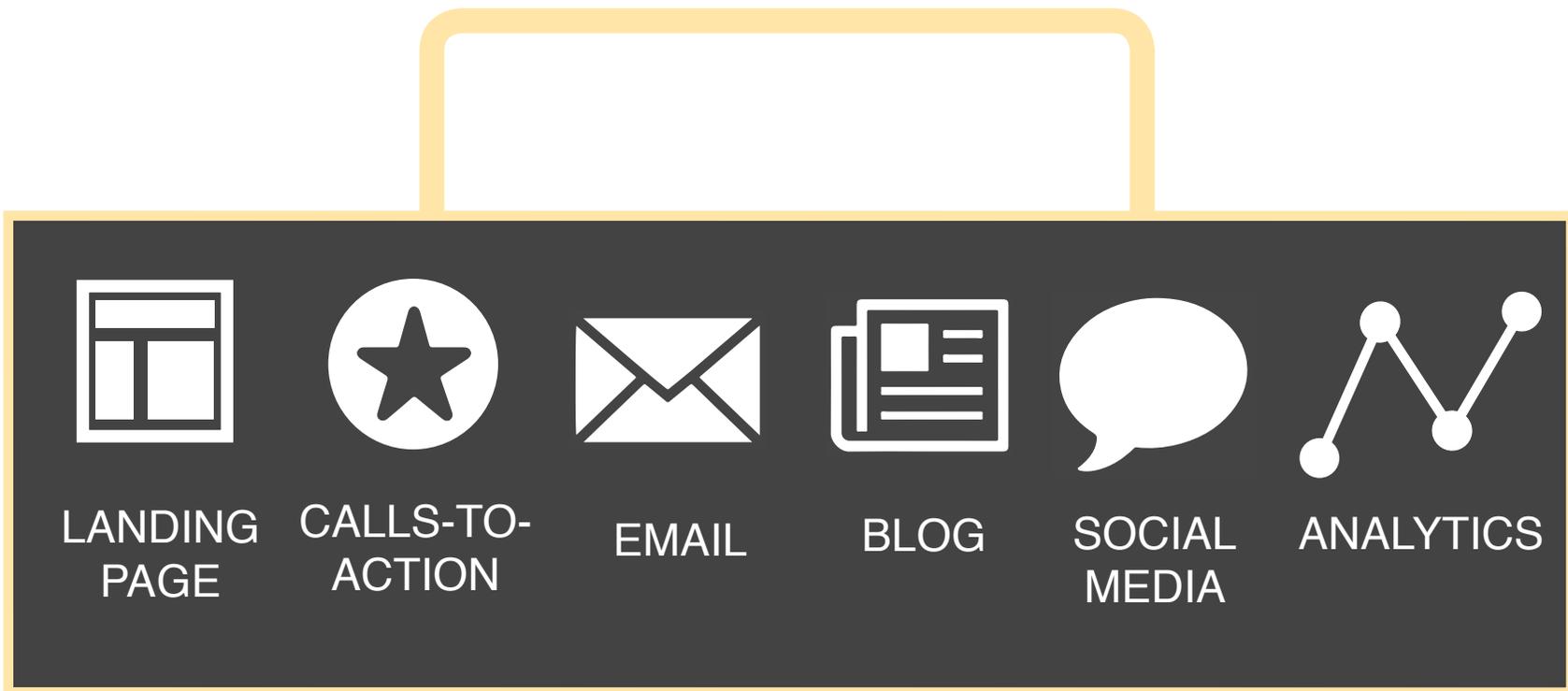
In all new campaign initiatives, you commit to sharing a certain message with the community, patients, doctors and staff whether that message is the promise of information about your medical service lines, health tips, registration information on a community event or health fair, a clinic promotion or a new physician announcement. And if the people who decide to follow your campaign are not given what they are promised, you have broken your commitment. But how do you stay true to that commitment?

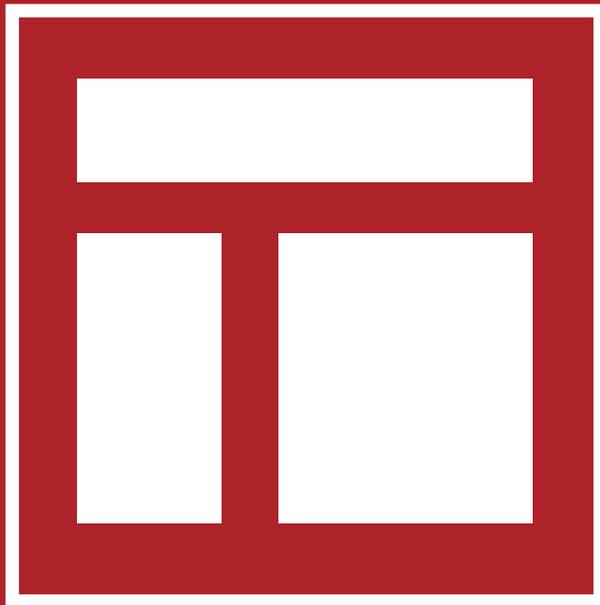
Having the right tools in your marketing tool kit is the first step. Without the right tools, you can't even begin to launch a new health care campaign. This guide will dive into which marketing tools should be in your marketing tool kit. From there, it'll be up to you to ensure every new health care campaign includes these tools.

Whether you do so by printing the tool kit image on the next page and pinning it to your desk, or by carrying this tool kit around in your mind, this guide will help you along the way.



## Your Handy Campaign Tool Kit Contains:





# TOOL 1: LANDING PAGES

## Why Should Landing Pages Be In Your Tool Kit?

Roughly 80% of paid search traffic is sent to an organization's home page. Pay-per-Click ads, banner ads and online marketing initiatives that direct to generic pages on your website leaves visitors cold. Their click through has no relevancy to what drove them there, causing them to leave. This wastes your marketing dollars, decreases the relationship and message value and impacts the search quality score of your content. **People who click on any marketing message you create should be directed to a customized landing page** for the information precisely regarding that message (if a relevant page doesn't already exist). In other words, your landing pages should be specifically customized for the needs of every campaign you launch.

If you're announcing an upcoming health fair or community event, your landing page should strictly highlight details of the event and offer registration. If you're launching a new service line, your landing page should only summarize the benefits of that medical service. If you're sharing health tips, your landing page should only detail what the patient is interested in learning. **Sending users to your homepage will significantly increase drop-off rates** because they have no idea where to go once they arrive. A landing page solves that problem.



## Integrating Landing Pages Into Your Campaign Strategy

The purpose of a landing page is to inspire visitors to maintain their interest in you without distraction. They allow you to capture personal information to generate new patients and retain existing ones. Keyword optimized, these stand-alone pages link visitors to you from blog posts, banner ads, search engines, social media and locations within your current website.

Every campaign you plan, whether it's an event launch, information release, or service update, should come paired with a customized landing page. This page should highlight exactly what viewers need to know about the campaign at hand, and provide links such as calls-to-actions, social share buttons, and the like, to move people further along the campaign -- each of these components will be discussed in greater detail.

With the right software, landing pages are easy to create and integrate with every marketing channel in your arsenal, making them your campaign's central command station. By making your landing page the hub of your campaign launch, you have a dedicated page for all the information someone needs to know about your campaign.





TOOL 2:  
CALLS-  
TO-ACTION

## Why Should Calls-to-Action Be In Your Tool Kit?

Once you have your landing pages built, you can further promote your campaigns, drive action, and capture visitor information. For such a proportionally small part of the total page real estate, the call-to-action (CTA) plays a critical role in patient acquisition from online conversions. **CTAs are the triggers that allow potential new patients to convert.** By clicking through a CTA, your prospective patient is pulled further down your funnel – prospect to lead, and lead to customer.

To influence such conversions, add CTA buttons to all your campaigns. A CTA is the button a website visitor “clicks” on, which funnels them through the next step on your overall site conversion path. These CTAs can come in the form of linked text or images.

As hinted at, CTAs can help conversions on every stage of the funnel. For example, a CTA on a new service line landing page can bring people to your appointment registration page, while a CTA in an email can bring your subscribers to a new landing page to collect more detailed information about their concerns or ailments. In this sense, CTAs are an essential part of your tool kit --they are the driving force behind moving people along in your campaign.

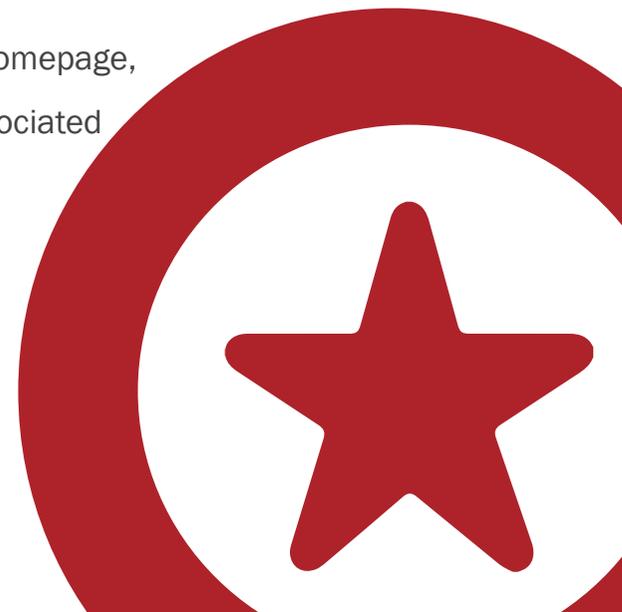


## Integrating CTAs Into Your Campaign Strategy

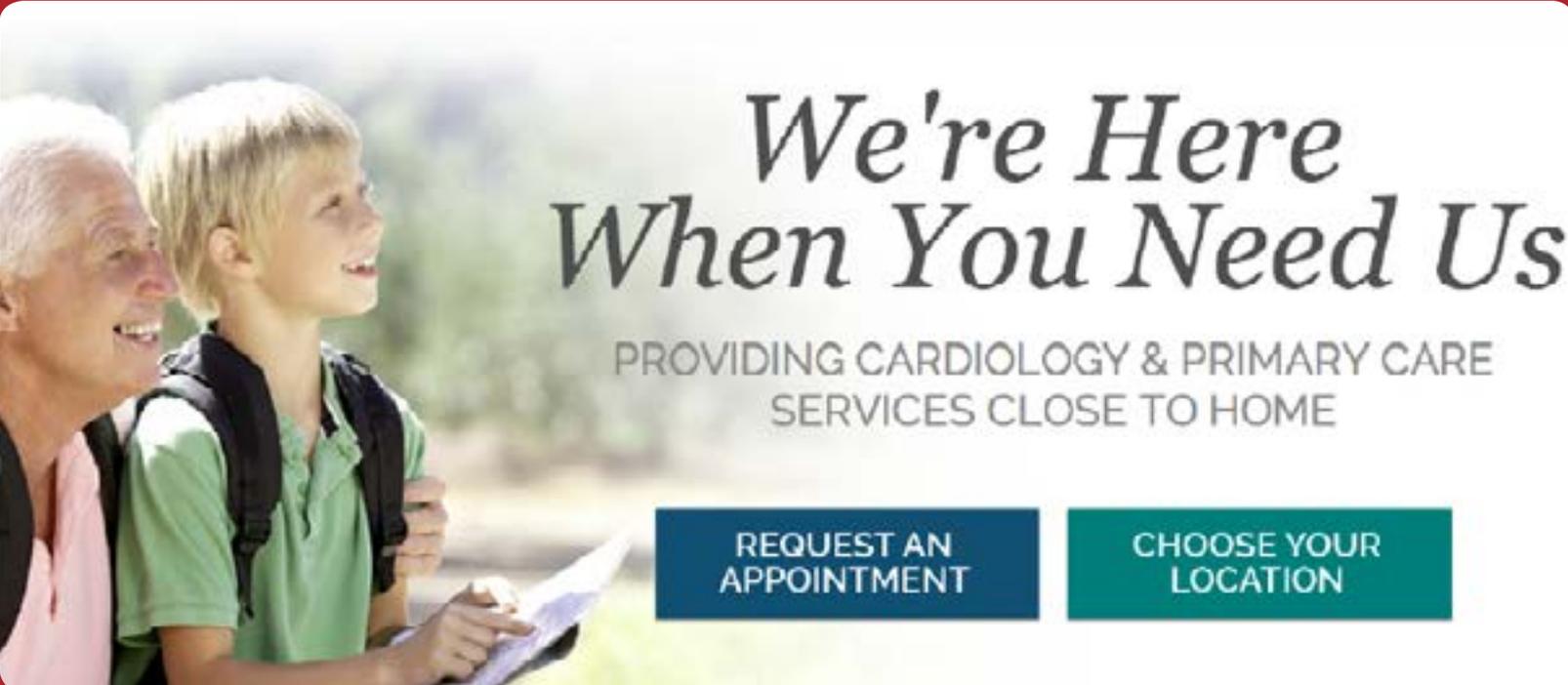
Your marketing campaign is essentially a puzzle without CTA inclusion. Imagine a connect the dots game or assignment from elementary school: In order to create the full picture, you had to ensure you were connecting the right dots by going from dot 1, to dot 2, to dot 3, and following the numbers until your image was complete.

Your campaign works the same way – without a proper call-to-action moving people along, and directing them from point A to point B, they would be left with an incomplete campaign, an incomplete picture. Because of their vital importance, health care marketers should pay a lot of attention to their CTA buttons. You want your CTAs to stand out on the page, communicate a clear value, and compel your visitor to click on them. As a general rule of thumb, CTAs should run between 90 and 150 characters and include explanatory subjects and verbs.

Ohio Medical Group exemplifies clear use of strong calls-to-actions. On their website homepage, they are continuously trying to ensure that every person who visits their website is associated with its closest location. Naturally, they have strong CTAs for this campaign that link to maps, appointment request forms and more information about each location.



## Snap Shot of the Ohio Medical Group Location Campaign



*We're Here  
When You Need Us*

PROVIDING CARDIOLOGY & PRIMARY CARE  
SERVICES CLOSE TO HOME

REQUEST AN APPOINTMENT

CHOOSE YOUR LOCATION

SHARE KIT



# Use Calls-to-Actions to Move People Along Your Campaign

With all the importance placed on a simple link or button, CTA creation and tracking can get overwhelming. With the right software or agency affiliate, you can upload your customized designs into a CTA tool, or start a button from scratch. These CTA buttons will allow you to connect-the-dots on your campaign, and get people to act on your campaign message.

You can then use your software to start collecting metrics on performance right away. For instance, at Red Crow Marketing, our CTA tools lets us build and upload endless CTAs, and then embed them on our client's websites -- all while collecting data on views, clicks, and more, so we can track results in real time.

**ANOTHER reason to request your FREE Information Kit today!**

Once you submit your request, you'll have access to *Medicare Matters*, our Medicare blog that contains helpful tips, articles and tools to educate you on the parts of Medicare, enrollment, eligibility and much more. **And you can download a FREE Retirement Checklist immediately!**



**Free Guide**

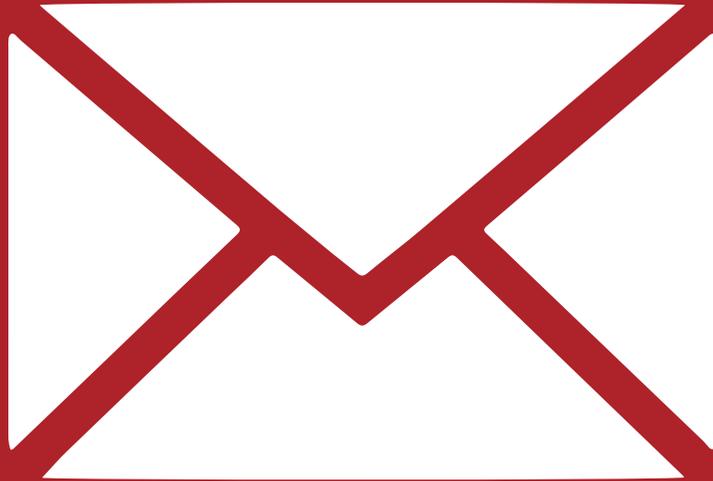


**Summer Safety Survival DOWNLOAD**

**Planning An Office Visit?**

**DOWNLOAD OUR FREE Patient's Guide**



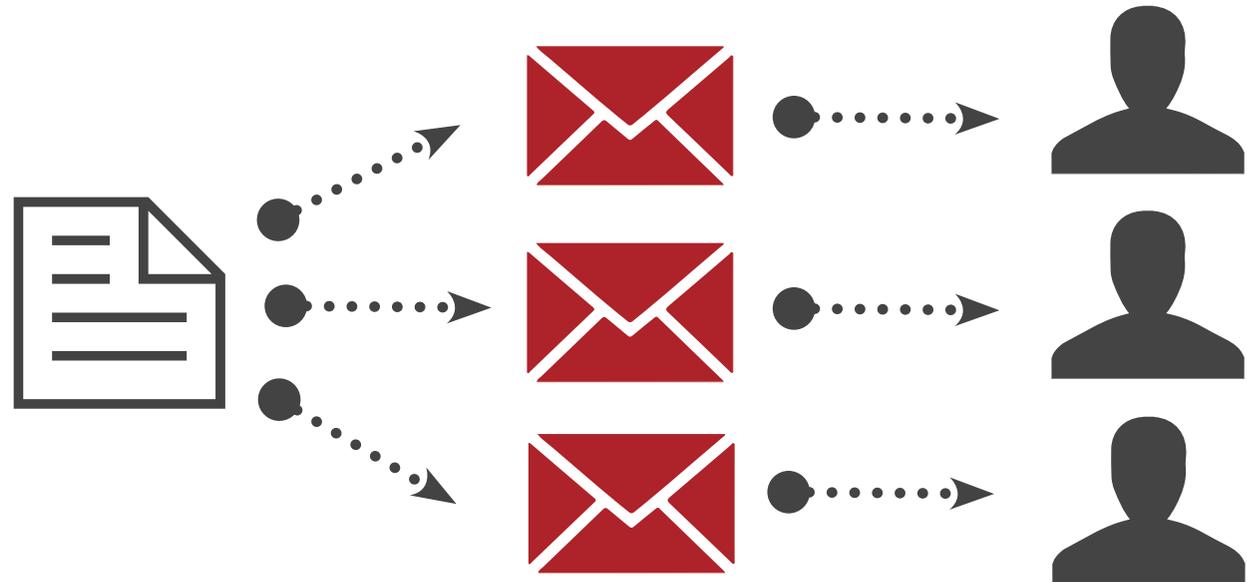


# TOOL 3: EMAIL

## Why Should Email Be In Your Tool Kit?

Despite progressions in marketing channels, such as the introduction of social media, blogs, and the like, email has remained at the core. Email is a valued channel across nearly all message types, from patient care (49%) and health tips (68%) to seasonal reminders and payment reminders (56%) (Source: TeleVox) Email marketing allows you to, over time, create a true database of patients, community affiliates, doctors and staff. All the people who follow through on your calls-to-actions, and all the people who fill out the forms on your landing pages, will be added to your contacts database. You can then target these contacts for appropriate email communication.

Thus, rather than sending your entire contacts list one email, you should frequently be sending the right targeted message to the right person, through the right targeted email.



SHARE KIT



## Integrating Email Into Your Campaign Strategy

Let's refer back to our event example. If you want to launch registration for a community event, in addition to sending the information to new email addresses and users who may be interested in attending, you should be reaching out to last year's attendees and invite them to attend once more. By including social share buttons in the email, these initial proponents will begin sharing the announcement of your event and help you bring in new attendees. After a few weeks, you can then send another email, this time targeted to another list of people. For example, if you secured a medical expert on managing pain, try emailing a segment of your list whose ailments include pain management concerns. They'll see a clear connection between their issues, and the speaker attending.

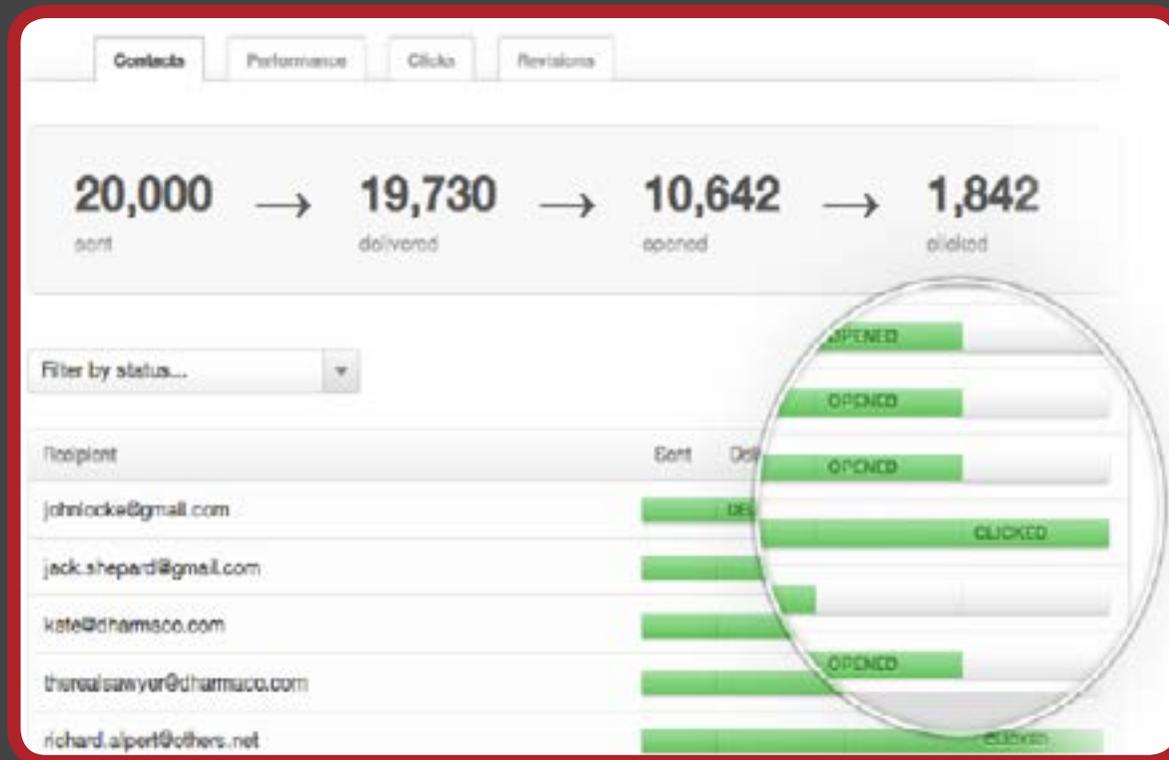
In this manner, email marketing serves a great role in helping you target your messages. No other marketing tool currently exists that allows you to slice and dice your marketing contacts into as many lists as your hearts desire. **The more you target your messaging to specific audiences based on that audience's needs, the better results you'll see.**



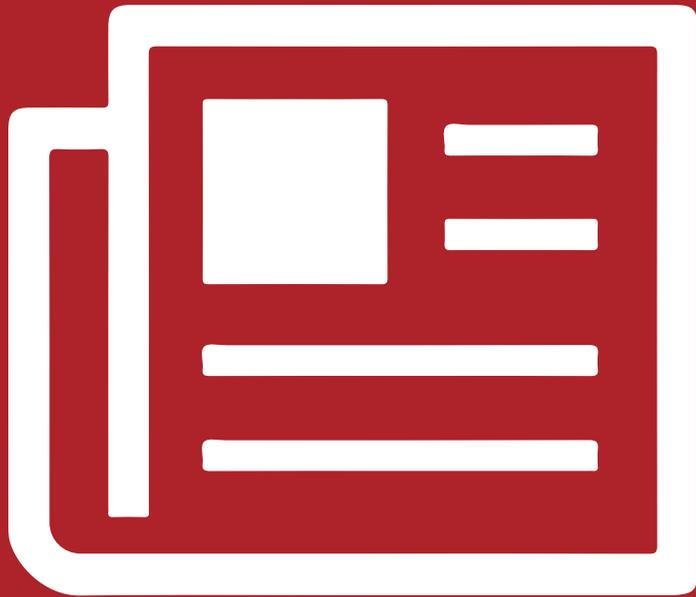
# Send the Right Emails to the Right People

To properly communicate your campaign with your contacts database, you need to ensure you're personalizing the emails. You want to send the right message, to the right people, at the right time.

The right email marketing and nurturing tools can help accomplish this. You can easily build emails, and specify who receives them. Your email tool will automatically collect information on who opened the email, and who clicked on your calls-to-action in them. That will allow you to further target people by contacting those who clicked on a link in a specific email!



Need to see it to believe it? [Click here to request a custom demo of our email and nurturing tools.](#)



# TOOL 4: BLOGGING

## Why Should Blogging Be In Your Tool Kit?

Let's face it -- patients are making much more educated medical decisions courtesy of all the information and reviews available online. In a study conducted by Group M Search together with comScore, **86% of respondents indicated search engines are very important in their path to making health care decisions.** A whopping 58% of respondents indicated they start the medical solution process by searching Google or another search engine! The takeaway here? When your prospective patients go searching for medical solutions, you want to be the first listing in the search results.

When it comes to getting found online and generating traffic to your website, nothing -- other than paid advertising-- works better than publishing a steady stream of blog posts that are jam-packed with information that informs, educates, or helps your community make smarter medical decisions. You could sprinkle pay-per-click or banner ads all over the internet in exchange for an influx of visits or eyeballs on your latest and greatest campaign, but as soon as you stop forking over money to the ad network, your traffic stops. Not only does the use of a blogging platform provide long-term value, it can also help you reach your immediate campaign goal by giving you an outlet to create and share a self-hosted anthology of campaign-related stories. If deemed valuable by your community, your posts may even get shared on social media channels and referenced or discovered in days, months, and maybe even years to come.



## Integrating Blogging Into Your Campaign Strategy

There are countless ways to execute a new marketing initiatives, and health care marketers have many tools at our disposal to do so. Whether you decide broadcast on a prime time TV spot or an email blast or both, **blogging can still complement all the other employed marketing tactics by filling in any blanks you can't fit into other static web pages, ads, status updates, tweets or videos.**

And unlike a Facebook page or Pinterest account, a health care blog is a platform you entirely own and control. Instead of crafting social media-specific content, use your superb blog posts to inspire the updates you share to social media channels, and include a link back to the full post for more information. Once your readers get there, let the value of the information you've provided be the gift you give in order to get your readers to take a desired action custom calls-to-action.



# Publish Optimized Blog Posts To Support Campaigns

There are many blogging platforms available, but few that make blogging easy. For example, even though search engine optimization is an integral part of getting your blog posts indexed, discovered, read, and hopefully shared, you don't have to be an SEO expert to publish great blog posts.

With a qualified SEO experts on your team and the proper CMS, you can write and publish SEO-optimized blog posts with ease. Your team and CMS platform gives you optimization recommendations for what you write, informing you of what changes you should make to strengthen your post. Since blogging is a an ongoing commitment, you'll want to know how effective your blogging efforts really are. Reporting metrics within your software platform can help by giving you insight into what blog posts are driving the most traffic, how overall traffic is growing over time, who is linking to your content, and much more.



Click Here to Craft Optimized Blog Posts for Your Next Campaign Today >>



# TOOL 5: SOCIAL MEDIA

## Why Should Social Media Be In Your Tool Kit?

Nowadays most marketers aren't struggling to understand why social media is important; instead, all are challenged by how to manage a social media program in a scalable way while measuring its impact. If you're reading this, then you probably know that using social media to converse with your health care community is one of the best ways (if not the best way) to strengthen the rapport you have. That way people will actually want to hear your campaign message and think of you first when they are ready to purchase your health care solution. But how do you make the biggest impact with what limited time you can invest?

Some questions you might be asking yourself include:

- How do I save time posting all of these messages across all my social channels?
- How do I know which of my potential or existing customers are interacting with my Facebook posts?
- Is my social community (subscribers, followers, fans, connections) growing steadily over time?
- Which of my contacts are most engaged with my brand?
- How do I use what information I know about my patients and community based on their social media activity to market to them in a more targeted, personalized fashion?

These are all questions that the right social media management tool can help you answer so you can save time with all the minutia associated with getting a campaign message out there, and instead focus on getting your message right.



## Integrating Social Media Into Your Campaign Strategy

Using social media channels in your campaign effort is all about creating a connection with your patients and community through likeable content, reciprocity, responsiveness and transparency.

Here's an example: Affordable Care Act: #GetCovered

The Obama administration's Affordable Care Act had a famously bumpy start, but what its #GetCovered campaign achieved was "nothing short of a miracle," says Rachel Everett, CEO of Viderity Inc. The campaign sought to encourage 26-to-35-year-olds, as well as older adults, to sign up for Obamacare. It succeeded in part by "giving real people a voice" on the HHS.gov site and making that content easy to share on social media sites. #GetCovered boosted enrollment among Millennials and incorporated an Obama appearance on the comic Web series Funny or Die, which increased traffic to the healthcare.gov site by 40 percent, according to Everett.

When it comes to maximizing the reach of your own campaign, consider taking a similar approach: **create a series of mini-stories using video, images, blog posts, tweets, pins and more to draw attention to the bigger idea.**



# Snap Shot of Obama's #GetCovered Campaign Posts



**WHELP** National Health Law Program (NHLP) Like Page  
August 28 at 5:30pm · 🌐

Did you know? You can #GetCovered during ACA special enrollment if you are getting married, having a baby, adopting, moving, turning 26, or more. Find out if you qualify.

**Find out if you can get 2014 health coverage**

Now that you've signed up for email or text message updates about the Health Insurance Marketplace, you're one step closer to getting the health coverage you need. We'll send you tips and alerts that will help you stay on track to get health insurance that fits your budget and meets your needs.

HEALTHCARE.GOV

Like · Comment · Share · 🌐 📧 📧



SHARE KIT



# Use Social Intelligence to Improve Campaign Messaging

Let's take a second to remember why health care marketers should use social media in the first place. "Our patients are there. **Our moral obligation is to meet them where they're at and give them the information they need so they can seek recovery,**" said Farris Timimi, medical director for the Mayo Clinic Center for Social Media. "This is not marketing; this is the right thing to do."

There are plenty of social media management platforms you can investigate at your own leisure. You'll find countless tools that can help you be the best social media manager alive, but Red Crow Marketing offers a software and management solution that will allow you to do more than all of the following:

- Streamline your content creation, coordination and publishing process
- Filter out the social media prospects who are truly ready to have a more in-depth conversation with you
- Create segmented lists of social influencers or patient prospects for custom, personalized lead nurturing
- Determine how many leads and even customers stemmed from your social efforts

**Lists** Organize and segment your contacts [Tutorial](#)

**Name your list**

Social Media Influencers

**Should HubSpot update this list over time?**

Yes, make a smart list  No, make a static list

**Describe the contacts who should be in this list**

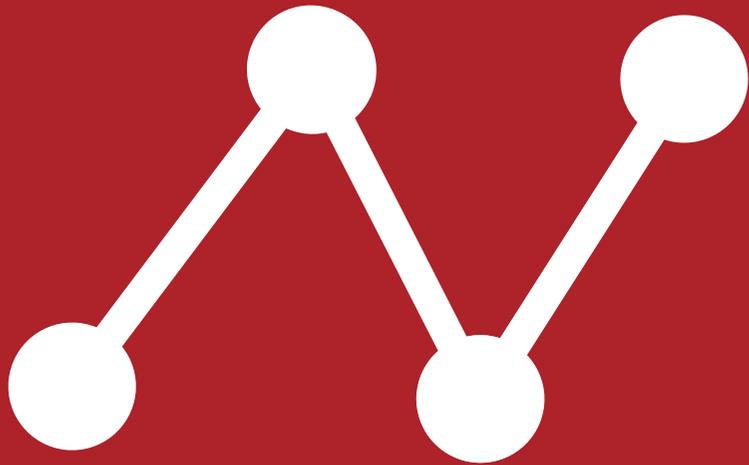
Follower Count is greater than 2500

**AND**

Twitter Clicks is greater than 1

**AND**

Most Recent Social Click is later than 06/01/20



# TOOL 6: MARKETING ANALYTICS

## Why Should Marketing Analytics Be In Your Tool Kit?

The final component in your new marketing campaign strategy involves reviewing your campaigns with analytic tools. Which campaigns were the most successful? How do you prove the value of each campaign?

The beauty of online marketing is that every action your visitors take is tracked and stored somewhere – this represents a tectonic shift for marketing strategy. Rather than relying on your gut to decide how well your ideas are working, marketers can now use data to dissect campaigns, and glean true insight into their ROI. With marketing analytics ability to improve campaign effectiveness, it's easy to see why chief marketing officers plan to increase their spending on marketing analytics 60% by 2015.

At Red Crow Marketing, we've found that conversion rates for offers vary by type and by channel – eBooks generally perform better than webinars, and organic, email and social media channels all produce different submission rates. Using this information, we carefully select what campaigns we design for each channel, and evaluate how each new offer performs based on past channel performance.

**The key to successful marketing is accountability, and learning from every campaign to improve the next.**



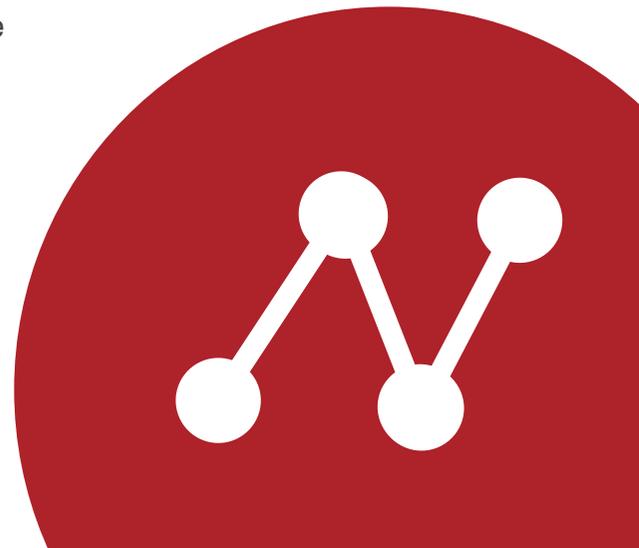
## Integrating Analytics Into Your Campaign Strategy

To measure the results of your marketing campaigns, you need to look at your performance data. Site analytics will help you improve your marketing strategy and collect insight on campaign performance, such as:

- How well your campaigns score in patient acquisition
- How specific marketing campaigns are faring compared with one another
- How effectively your campaigns are delivering ROI and revenue

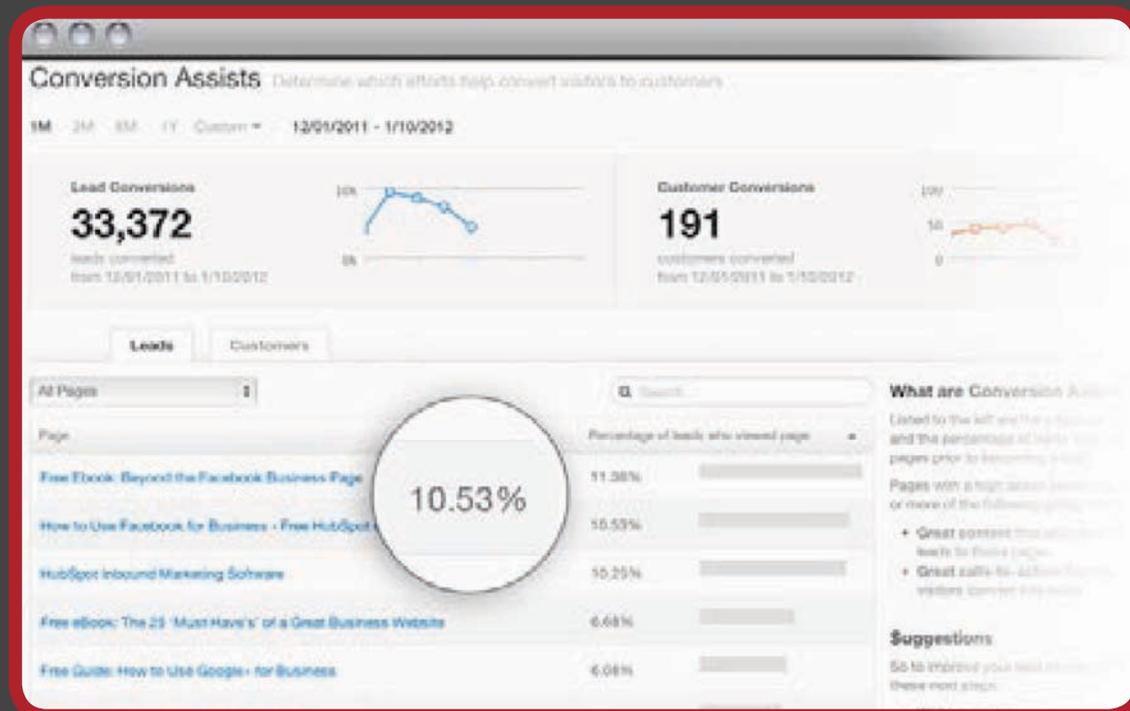
The specific metrics that will best predict your campaigns effectiveness will vary by your service line and target consumer (patient, community and internal marketing). For a complete picture of how your campaigns are faring, be sure to look at a variety of measures, including: traffic, submission and conversion rates; raw data such as total new leads and engagement by channel (e.g., how many total tweets or likes did a campaign achieve); and comparative metrics such as new patients/contacts. Make sure you delve deeply enough to be thorough, and use common sense when looking at your numbers. Your newest email campaign could have a 5% clickthrough rate.

Wow! But if 90% of those people are clicking on the unsubscribe link, your email is actually a giant failure. Be sure to look at what your data means, in addition to just the hard numbers.



# Measure the Actual Business Success of Your Campaigns

While many analytic tools give you insight into metrics, through our software, Red Crow Marketing offers you actionable marketing analytics that track the effectiveness of your marketing efforts. In addition to the normal traffic numbers our software metrics provide insight into how people first found you, which critical touch points led to ultimate conversion, and which marketing campaigns generated new patient business. After all, isn't the point of your campaign to reel in revenue?

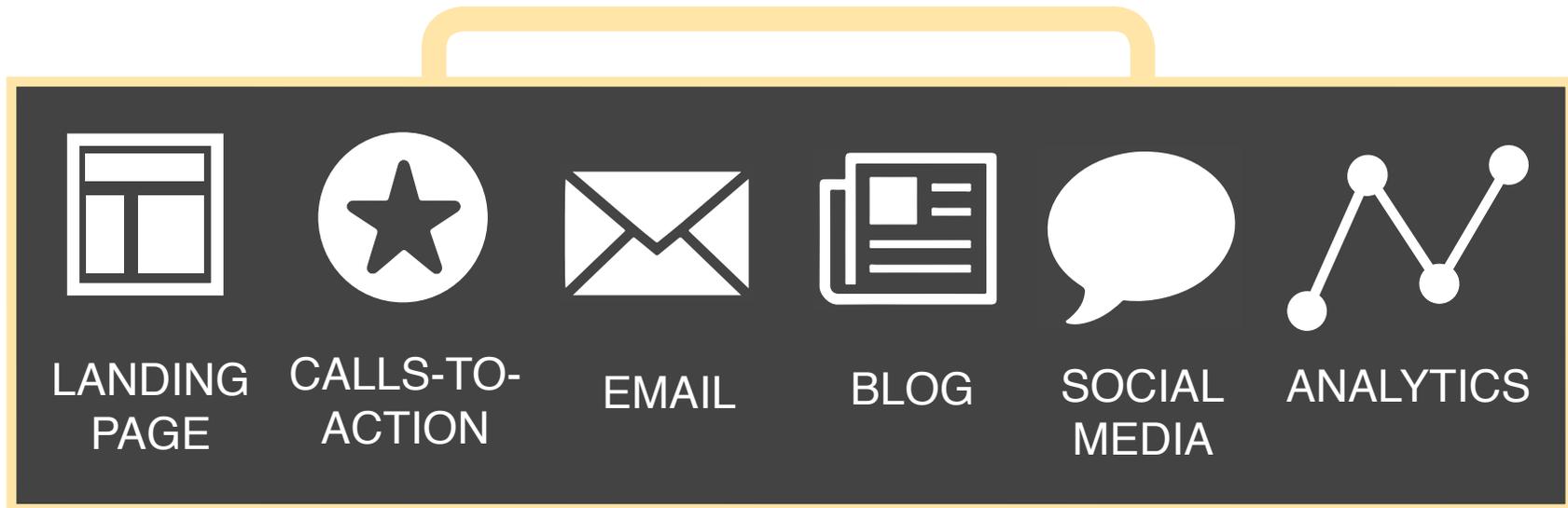


Want to prove the ROI of your marketing? Contact us to see how our software analytics can track the success of your campaign.

## CONCLUSION



According to Joseph Jaffe, “Marketing is not a campaign, it’s a commitment.” After going through each tool, you should see how that statement stands true. A campaign is not an idea that is simply thrown out into the world, it’s a complete strategy. In order to see the ROI of that strategy, you need the proper tools to guide you along the way. Keep the image below of a campaign tool kit etched in your mind. It’ll prove useful time and time again.



SHARE KIT



# Our Pitch

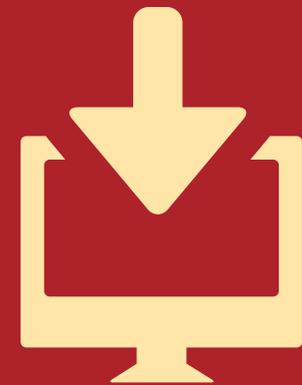
Red Crow Marketing has a dedicated staff to collaborate with you, to fill in the missing parts and resources, and to help guide you to developing a comprehensive and strategic content marketing program. From the software that allows you to harness and control all these initiatives, to the copywriters and online experts that help you generate the content that will provide you leads and conversions, Red Crow Marketing is an extension of your team, complementing your strategy with our expertise and the online techniques required to meet your strategic objectives and metrics.

We help health care organizations:

- Create and align marketing to your health care organization's strategic plans and objectives.
- Establish a unique and valued brand which separates and elevates your marketing position from the competition.
- Provide strategically-aligned creative services and media placement.
  - Websites
  - Graphic design
  - Online and Inbound marketing
  - Advertising and collateral production
  - Audio/visual services for commercials or online
  - Media analysis and placement

Contact us today for a free marketing consultation.

Liked what you read?  
Get a free health care Marketing Assessment.  
[www.redcrowmarketing.com/contact](http://www.redcrowmarketing.com/contact)



A Publication of

