

HEALTHCARE DIGITAL MARKETING

CHANNEL TIPS & CASE STUDIES

121 Group



GROW YOUR PRACTICE WITH EXPERTS IN

HEALTHCARE MARKETING

121 Group is one of Australia's leading digital marketing agencies specialising in healthcare. From medical and dental practices to skincare and fertility clinics, we work closely with different healthcare providers to develop powerful digital marketing campaigns. Using SEO, SEM, and social media platforms, we can work with you to create a digital marketing strategy that's bound to boost new patient bookings, reduce client acquisition costs, and ensure existing patients are coming back for more.

Healthcare is a space in constant evolution and a manner of opportunity exists within marketing in the digital space.



STRATEGIC APPROACH

SPECIFIC TO HEALTHCARE

We recommend a three-phase approach to Healthcare digital strategy to build the foundations of a successful strategy and partnership.

The three phases are broken down into:



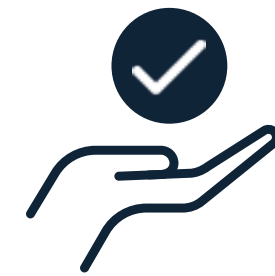
DISCOVER

We assess your business needs and discover how to best address these with available assets, technology channels, and target audiences. We take the time to get to know your business inside and out, explore your goals, identify potential areas for improvement, and establish objectives and expectations.



DEFINE

We develop the overarching strategic plan and framework to meet your vision, broken down into key areas. In the Definition phase, we develop the strategic roadmap to best align with your goals and vision.



DELIVER

A specific execution plan will accompany the digital strategy, with recommended deliverables, resources/partners, and budgets needed to roll out the strategy. Included in this will be a gap analysis on expertise through your existing partner network and internal resources.

SEARCH ENGINE MARKETING

WHAT IS SEM?

Search engine marketing, or 'SEM', refers to marketing a business using paid advertisements that appear on search engine results pages. Companies bid on keywords that users enter when looking for certain services or products online.

CHECKLIST

As a channel for Healthcare businesses, Search Engine Marketing can become a phenomenal pipeline for securing new leads for practices in 2022.

121 Group's SEM Specialist Steven Pythas offers his top 5 tips to improve results:

- ✓ Test new observation audiences frequently for more effective data collection.
- ✓ Improve your CTR% by always using relevant ad-extensions like Callout, Sitelink & Call.
- ✓ Review search term reports regularly and take negative keyword action with the data.
- ✓ Fill all possible headlines and descriptions in your responsive search ads.
- ✓ Always include a call-to-action in all of your ads to improve your CTR%.



SEARCH ENGINE OPTIMISATION

WHAT IS SEO?

Search engine optimisation refers to the process of improving the quality and quantity of website traffic to a website from search engines. Notably, SEO targets unpaid traffic rather than direct traffic or paid traffic.

TOP 3 SEO TIPS FOR BEGINNERS

Optimise Your Site To Be Mobile Friendly

Smart Insights found that 48% of consumers start mobile research with the use of a search engine. This is why fine-tuning your site for optimal performance and load speed is a critical option if you want to gain credibility and convert every visit into a sale.

A delay in website loading speed may be a missed opportunity in engaging with a new visitor. In fact, the average visitor will only wait for your site to load within two seconds.

Produce Readable Content

It's a common myth that picking up only the good keywords and using them repeatedly will improve your site ranking. In the SEO world, we call this 'keyword stuffing'. Keyword stuffing is the elaborate use of keywords to promote the right density; this is a common move for content marketers. Though this might sound convenient, search engines now penalise content that does not appear to be authentic and well-written.

Analyze The Search Traffic Your Brand Gets

47% of buyers skim 3–5 pieces of content from your brand before moving on to their buying decision. Look at what your competitors are doing and what keywords your audience usually key-in when accessing your published content.

Regularly update your high-performing content to help it stay relevant to trends and algorithmic changes. Slowly comb through your top 10 best-performing posts and observe their common traits you might want to adapt to your next post.



THE TAKEAWAYS

SEO is a fundamental inbound marketing strategy for all businesses. If you want to establish a reputation by creating a strong digital footprint, SEO is the best way to go.

Invest in improving your SEO tactics through back-end development, content creation and curation, and high-performing UI/UX design for maximum website speed. From there, you'll know you're off to a great start.

PAID SOCIAL MEDIA MARKETING

WHAT IS PAID SOCIAL?

Paid Social Media is a method of displaying advertisements on popular social media platforms and utilising granular targeting to reach a specific sub-audience.

121 Group's Paid Social Advertising Specialist, Michael Potts, offers five tips for Healthcare businesses new to the space:

- ✓ Set up Facebook specific tracking as soon as possible so that when you're ready to launch ads, the software will have already built a pool of higher-intent users available for remarketing - those who have visited your website!
- ✓ Test the results of Lead/Booking forms created both on Facebook & your website to identify an optimal cost per result.
- ✓ Provide an incentive to commit to the first appointment. Understand your consumers lifetime value as a client and leverage an 'foot in the door' offer.
- ✓ Utilise social proof, the best person to sell your product/service is someone you have already converted as a client
- ✓ Understand that building a proper sales funnel online takes time. Don't give up early, and be prepared to commit to at least three months' worth of activity.

Start by following the above to leverage this often underutilised tool.



EMAIL MARKETING

WHAT IS EMAIL MARKETING?

Put simply, email marketing (EDM) is the act of sending a commercial message to a group of people using email.

Below are five reasons why email marketing can be so effective:

- ✔ **Builds Credibility**—A business that goes to the trouble of sending regular emails with quality information is a business you can trust. Building this trust with your clientele is a cornerstone of a long, mutually beneficial relationship.
- ✔ **Keeps Your Brand Relevant**—There are many people vying for your customers' attention. One of the most important reasons why e-marketing works so well is because it is an easy way to stay at the front of a customer's mind. Even if they don't need to use your services or purchase a product from you at the time, regular communication keeps your brand relevant.
- ✔ **Increases Sales**—Email marketing can easily increase sales. For example, if you have some products you'd like to sell before the next season, then use e-marketing to move it, fast. You can easily and quickly reach your target audience with a great offer.

NOT SPAM: WELCOME, TARGETED COMMUNICATION

Email marketing is one of the best, most reliable, and far-reaching ways to keep the customers you have and attract the customers you want.

- ✔ **You Can Access Valuable Metrics**—Here's another great reason why e-marketing works wonders: it allows you to send an email and track which links your clients clicked through to get to your landing page or website. These metrics will tell you what information your clients find most valuable so that you can focus your efforts on those avenues.
- ✔ **Begins Conversations**—Talking with your clients instead of at them is a powerful and ingenious way to encourage a lasting relationship. Email marketing is a brilliant way to start a conversation with a client. Generate feedback by asking for ideas. When customers feel that their opinions are valued, they are more likely to want to do business with you.

Better business is just an email away!

CASE STUDY 1

PRIMARY DENTAL

Primary Dental is an ASX listed subsidiary of Healius LTD, an affordable dental clinic, making Australians smile with accessible treatments from over 60 locations aus-wide.

THE CHALLENGE

Primary Dental has an impressive reach of dental practices Australia-wide, each with unique patients and ever-evolving digital marketing requirements. 121 Group needed to create and execute a digital marketing strategy across Google and Facebook to reduce CPA and increase monthly lead acquisition.

THE SOLUTION

After a deep analysis of Primary Dental's existing, one-campaign-fits-all strategy, the SEM team identified a severe limit in the campaign's ability to scale and grow during high-performing months. This was detrimental to smaller practices that were not being allocated the limited monthly budget.

After recording all individual practices' details and needs, the SEM team overhauled the existing strategy and moved to a dedicated, always-on campaign approach for every single practice.

The SEO team set out to increase SEO and GMB performance by first reviewing and auditing all Primary Dental centres. After the review, the team optimised each location by identifying the best keywords based on search volume, competition, and relevance. Once this keyword research was done, new metadata was created, and location-based content was added to each location page.

The team then initiated a link-building campaign to build citations and quality guest posts to improve Primary Dental's authority and GMB performance. Then GMB business signals were also optimised to 95–100 per cent completion.

The Paid Social team designed and implemented a new advertising strategy to generate consistent leads every day rather than only on key dates or events. The approach saw a full-funnel strategy implemented that spoke to consumers with relevant messaging.



THE RESULT

36%

INCREASE IN ORGANIC TRAFFIC

66%

INCREASE IN PHONE CALLS FROM GMB

64%

INCREASE IN NEW LEADS

[SEE THE FULL CASE STUDY HERE >](#)

CASE STUDY 2

PRACTICEHUB

PracticeHub (part of the Avant Mutual Group) offers a range of digital tools to allow medical practices across Australia to run effectively and safely as well as keep up to date on all the latest legislative changes that affect the industry.

THE CHALLENGE

PracticeHub approached 121 Group in order to reach as many practice owners and managers as possible while still maintaining a healthy CPA. PracticeHub's previous SEM activity had seen a nonunified approach to earning new leads. 'Catch-all' search campaigns were the only campaigns being used, and the number of leads was inconsistently between 1-5. The challenge was to increase the number of leads earned by SEM whilst maintaining a healthy CPA throughout the growth period.

From a social media perspective, PracticeHub required help implementing Meta advertising. This was to drive leads via increased demo bookings and expand the brand's online presence. Historically, PracticeHub had not run any Meta advertisements, so we needed to develop an overarching advertising strategy that drove brand awareness, nurtured audiences, and generated customers.

THE SOLUTION

After analysing new opportunities, the SEM team deemed a full-funnel approach necessary to reduce CPA and effectively reach and convert PracticeHub's varying audiences. Awareness-focused display campaigns were created to reach new top-of-funnel audiences at a lower cost per click. Targeted generic keyword lists were established to advertise to middle-of-funnel audiences. Display remarketing and brand protection campaigns were implemented to capture and convert users who had previously not finished the lead process. Additionally, to extend PracticeHub's reach and potential for leads beyond Google, the SEM team created campaigns on Microsoft Ads and Taboola, which diversified the marketing mix.

Meanwhile, the social media team released highly tailored ads to test and gather data. This data allowed us to scale and grow the business long-term. Due to the extremely niche target audience, it was essential that we created ads that only brought in quality leads. To do this, we ran educational and informative ads to nurture potential customers, using multiple messaging angles to find winning ad copy and creative content that generated demo bookings from ideal customers.

Given the very niche specifications of what defined a quality lead, an ongoing nurturing approach was needed to ensure we were only spending money to drive high-quality traffic with a high intention of booking a demo.

THE RESULT

650%

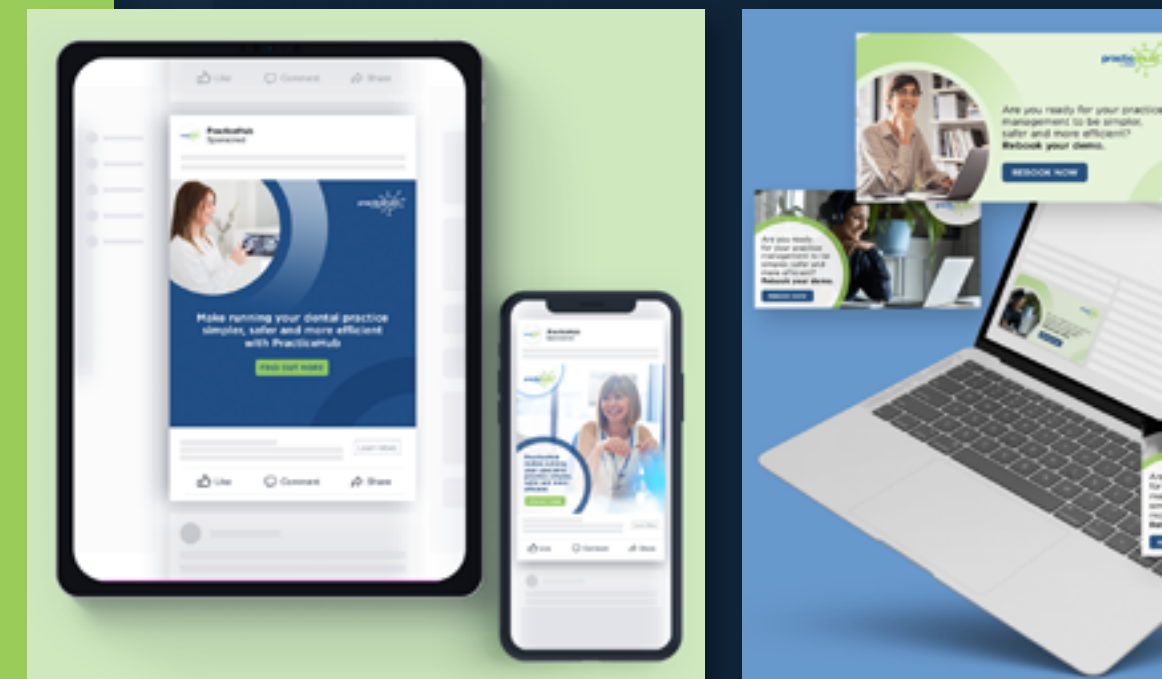
INCREASE IN TRAFFIC FROM SEM

172%

INCREASE IN NEW LEADS FROM SEM

130+

NEW HIGH QUALITY LEADS FROM SOCIAL


[SEE THE FULL CASE STUDY HERE >](#)

CASE STUDY 3

HEALIUS COVID SCREENING

COVID Screening, doubling as a subsidiary and a new health service from Healius, wanted to boost visibility and maximise its revenue.



THE CHALLENGE

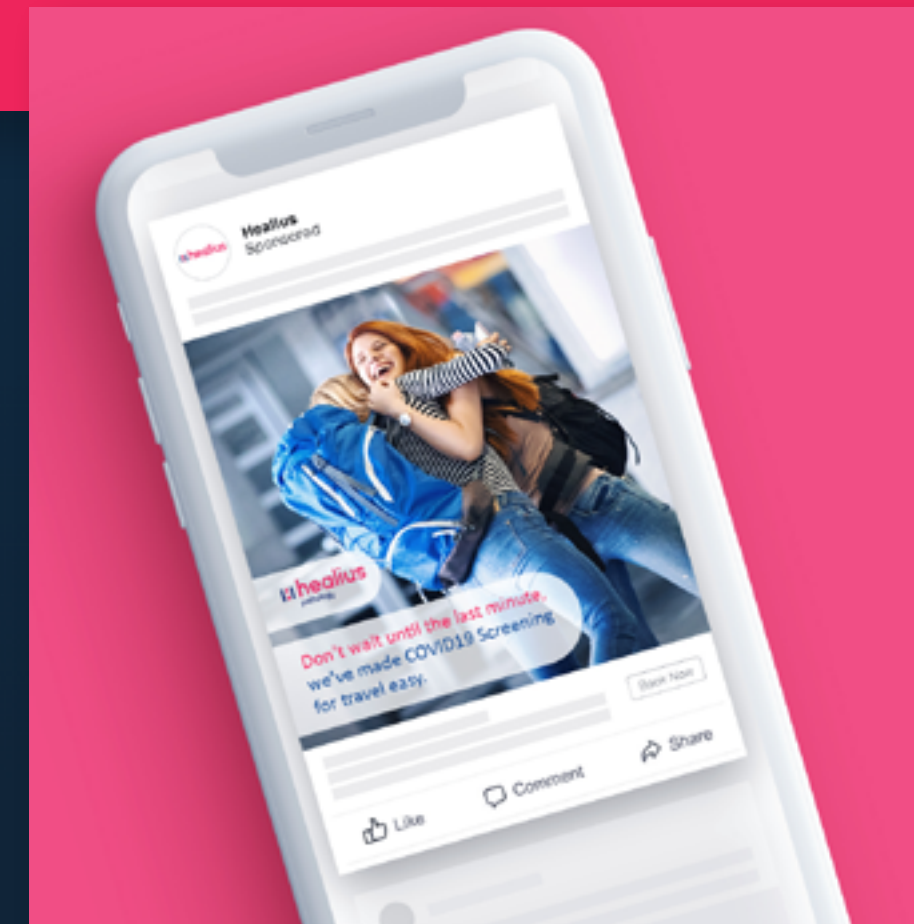
COVID Screening was a new service offered by Healius. Thus, the SEM & Paid Social team faced the challenge of communicating COVID Screening’s offering to users unaware of the brand. COVID Screening had not run any ads historically, so the team needed to develop a strategy that would cater for rapid scaling. Time to market was critical due to the demand for the service.

THE SOLUTION

Using search campaigns to target high-value keywords, the SEM team worked closely with Healius to devise state-specific keyword lists. To keep up with the frequently changing laws and regulations of international travel, it was important that these keywords could be adjusted regularly. Coupled with frequent optimisations and ad-copy adjustments to reflect USPs, the strategy was geared for scalable growth to maximise conversions at the lowest possible cost.

THE SOLUTION CONTINUED

Focusing on client acquisition, the paid social channel tailored ads to ex-pats who needed a COVID test before returning home. We implemented a full-funnel strategy, which drove sales from both new customers and potential customers who had shown interest without purchasing. We targeted—and generated conversions from—the latter via a strong retargeting framework.



THE RESULT

5:1

RETURN ON AD SPEND GOOGLE ADS

10:1

RETURN ON AD SPEND FB

3,500+

ADDITIONAL UNIQUE CONVERSIONS

[SEE THE FULL CASE STUDY HERE >](#)



WE'D LOVE TO TALK FURTHER

As a leading marketing agency, we at 121 Group provide premier strategy in SEO, SEM, social media, and email marketing. Healthcare is our specialty and if you like what you've seen today, we'd love to talk further. Let's work together to get your healthcare organisation noticed and generate more leads and sales than ever before. Contact us by phone or email to take that next step for your healthcare clinic or organisation.

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KLAVIYO // PARTNER



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