Digital Marketing Media Guide to Engage Healthcare Consumers

It is common for healthcare consumers to turn to the internet and social media to search for information about symptoms, treatment options, and finding a healthcare provider, including specialized providers. The Advisory Board 2019 Cardiac Market Report found that 14% of patients are referring themselves for cardiac services. (*Cardiovascular Market Trends, January 2019. Advisory Board, Service Line Strategy Advisor.*)

Clinics that offer relevant, credible educational information on their websites help consumers make informed healthcare decisions. Such content also offers an accessible and low-cost approach to engage potential patients.

If your clinic is interested in adopting a robust digital strategy, this digital marketing guide will provide high-level information and suggestions to help educate your audience about the treatments you offer.

For more information and additional resources, go to our online AtriCure Resource Center.

SEO for Your Website

Search Engine Optimization (SEO) guides you to use certain words and phrases that are not only relevant to the topic but, equally important, ensure that your website can be found in search engines for that topic. Having an SEO strategy is the best means of making sure your website is visible, searchable, and generally provides a valuable user experience for the consumer.

When building an effective strategy to leverage SEO, we recommend contacting your web developer, an agency, or accessing resources like those available on the AtriCure Resource Center. Also helpful are reports onGoogle Analytics profile and Google Search Console.

Optimizing your web page to increase search engine rankings includes the following:

☐ Quality, keyword-rich content: Your content should include SEO keywords or phrases that match a user's intent when performing a search.

☐ Mobile friendly website design: Search engines crawl and rank web pages based on the mobile version of the website.

☐ Page speed: Page speed is correlated with user experience, and search engines use this as a factor to determine your rankings.

☐ Crawlability of a website: This is the process by which search engines discover your web pages, which is achieved by having an updated sitemap. Update the sitemap whenever website content changes so the search engines can re-crawl the new and updated pages.

☐ Properly set up elements that aid your SEO, but some – the HTML content – readers will not actually see. All of the following enhance algorithms' understanding of all content on your website: *(examples used from this page: www.atricure.com/radiofrequency-ablation-pacing-and-sensing)*

    ☐ Title Tag: This HTML element specifies the title of a web page and is displayed in the search results.

        ☐ *Example: Radiofrequency Ablation, Pacing and Sensing | AtriCure*

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☐ Meta Description: HTML elements that describe the contents of the page. These descriptions enhance your search engine results.

  ☐ *Example: AtriCure offers a robust portfolio of radiofrequency (RF) ablation, pacing and sensing devices. AtriCure's Isolator Synergy Ablation System is the only FDA-approved surgical device for the treatment of persistent atrial fibrillation and longstanding persistent atrial fibrillation.*

☐ Alt Text for Images: Text in HTML code describes the images on web pages. In addition to helping the visually impaired understand image content, this text is also read by search engine crawlers. Alt text allows image processing algorithms to understand the content of the images.

☐ Header Tag: These reveal, to both the search engines and the users, the topics and content of the pages. The most important header tag is the H1 tag.

  ☐ *Example: RF Ablation, Pacing and Sensing*

☐ Canonical Tag: Set up properly, these tags inform search engines which URLs you want to be indexed and ranked. In some cases different pages may have similar content, and this tag identifies the master page. Without a canonical tag, duplicate content may dilute your SEO ranking.

PPC

PPC, or pay-per-click, is an online advertising model in which advertisers (i.e., your clinic) pay each time a user clicks on one of their online ads. The most popular form of PPC is search engine advertising – specifically on Google.

PPC advertising allows you to display your ads to the most specific target market. Users are more likely to visit your site as a result of being shown the ad because it appears at the moment they're searching for relevant information.

Outlining your advertising goal is the first step in a well-planned PPC/Google Ads campaign. The campaign structure can be organized as follows: Ad Account (Brand/Organization) > Campaign (advertising initiative/shared goal) > Ad Groups (organized by theme, control keyword/ad association) > Keywords & Ads > Ad Extensions

☐ Campaign Level Decisions: Location targeting, language targeting, bid strategy, budget, number of ad groups (maximum 7 - 10)

☐ Ad Group Level Decisions: Keywords (maximum ≈ 20), ads (2 - 3 per ad group)

☐ Keyword Decisions: Use keyword tools to aid in research so that you ensure you're bidding on keywords with high search volume.

  ☐ Choose keywords with a clear intent (i.e., people who search those terms are looking for you).

  ☐ Test keyword match types: broad match, modified broad match, phrase match, and exact match. Using a different match type with the same keyword can determine how your ad appears, to whom, and the amount you're paying for each keyword.

☐ Ad Copy Decisions: A/B test ad copy

  ☐ Keyword focused ads vs. creative ad copy

  ☐ Response search ads vs. expanded text ads

  ☐ Various calls to action

  ☐ Match your call to action to your landing page.

☐ Ad Extensions: No-cost way of improving click through rate (CTR) and expanding real estate on a search engine results page.

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Keyword Guide

Your keyword guide provides the most frequently searched words or phrases about a given topic. This example relates to atrial fibrillation.

Exact Phrase (Keyword) Entered Into Google U.S.	Average Number Times This Is Searched for on Google Monthly
a fib	201,000
fibrillation atrial	135,000
atrial fibrillation	110,000
ablation	90,500
afib	33,100
ablation heart	33,100
a fib symptoms	27,100
cardiac ablation	27,100
symptoms a fib	27,100
afib treatment	18,100
atrial fibrillation paroxysmal	14,800
heart ablation	14,800
afib ablation	12,100
fib ablation	12,100
ablations surgery	9,900
cause afib	9,900
paroxysmal atrial fibrillation	9,900
ablation procedure	8,100
catheter ablation	8,100
atrial fibrillation treatment	2,900
atrial fibrillation symptoms	2,900
heart fibrillation	1,600
cardiac ablation surgery	1,300

Exact Phrase (Keyword) Entered Into Google U.S.	Average Number Times This Is Searched for on Google Monthly
a fib treatment	1,000
ablation of the heart	880
atrial fibrillation ablation	880
a fib heart	590
afib heart	590
ablation atrial fibrillation	390
af ablation	210
paroxysmal atrial fibrillation treatment	170
paroxysmal afib	140
cryoballoon	110
heart flutter	70
afib symptoms	50
heart ablation surgery	50
epicardial ablation	None in last 60 days
heart flutter symptoms	None in last 60 days
hybrid epicardial	None in last 60 days
hybrid endocardial	None in last 60 days
hybrid AF	None in last 60 days
hybrid epi/endo	None in last 60 days
epicardial	30
surgical ablation	4,000
surgical and catheter ablation	None in last 60 days

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Social Media

Social media can encompass any website or application that enables users to create and share content. While there are numerous social media platforms, the following are the most popular platforms where healthcare providers and patient audiences share and gather information.

> **Facebook** – Over 70% of adults in the U.S. report using Facebook at least once per day. The platform has a variety of options for marketers to share their message – from newsfeed video and carousel ads to sharing lengthier content in the form of videos or organic posts.

> **YouTube** – YouTube is the number one used social media platform among U.S. adults. Beyond entertainment, users are searching for educational videos from reputable sources. A marketer can run ad campaigns targeting users whose search histories align with the marketer's content.

> **Twitter** – Twitter users – 80% of whom are affluent millennials – are primarily seeking news. Twitter is best used when posting and promoting content that is timely, informative, and relevant.

Creating a page or account for your clinic is an impactful way to engage people looking for information and resources locally. Be sure to maintain the same identity/voice across all social media platforms.

There are two types of social media content: organic and paid. Organic is content without paid promotion; paid content can boost your brand presence.

- ☐ Develop a detailed content calendar to schedule all social media posts.

  - ☐ Determine where content will be placed and in what format, i.e., video, images, live feeds, organic posts, paid advertising campaigns.

  - ☐ Tailor the content for the platform on which it appears.

  - ☐ Define the call to action for each initiative.

Organic
- ☐ Use organic informative content to establish voice and increase audience engagement.

- ☐ Post 2-3 times per week for Instagram and Facebook.

- ☐ Establish a social media champion in your organization who is responsible for posting, updating business information, and responding to messages and/or comments.

- ☐ Create best practice guidelines for page/brand comments and how to respond. Be respectful, and have a second person edit the response before sending.

Paid
- ☐ Paid social media can amplify your organic content.

- ☐ Use it to target specific audiences to build awareness, remarket to your customer base, or find an audience that shares similar interests to your core audience.

- ☐ Use human-centric images/ads and include relevant information and details in the copy.

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Programmatic Display and Video

Programmatic advertising involves using a platform or software to automate the process of buying digital media to target specific audiences.

- ☐ It allows you to tailor an advertising message to specific audiences across the web, which can increase traffic to your site and reinforce your brand and services.

- ☐ Optimize responsive design, so that the ad will adapt to the format/device that the reader is using.

Email

Keeping your current consumer base up to date through email campaigns is an effective way to share information that would be of benefit or interest to them.

- ☐ Have a clear purpose for each email campaign and avoid over-emailing to your list.

- ☐ Create compelling, short subject lines and include a clear call to action in each.

- ☐ Integrate responsive design, so that the message will adapt to the format/device that the reader is using.

- ☐ A/B test subject lines, content, and images used in the email.

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