

9

Top Medical Marketing Strategies to Grow Your Practice

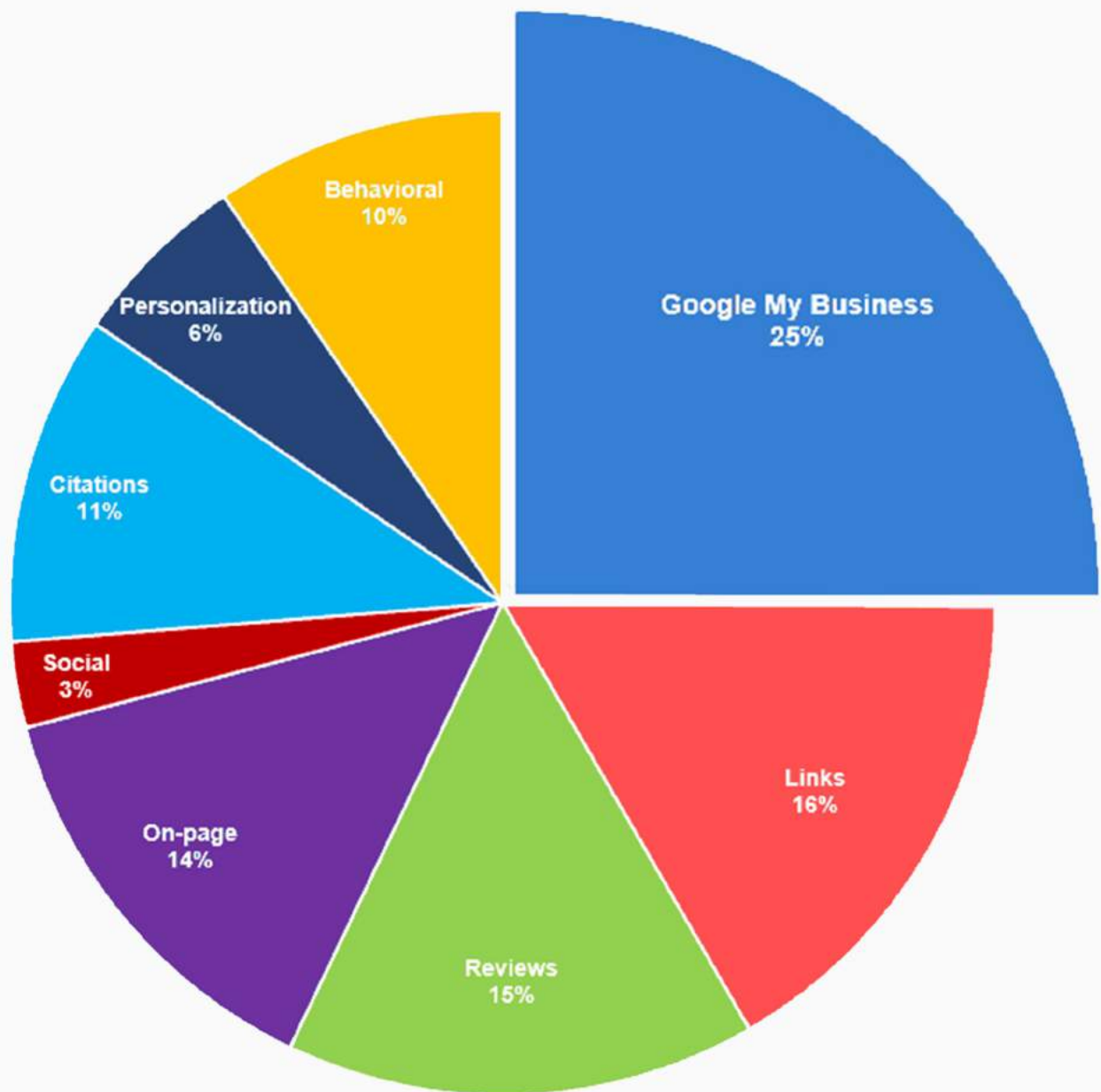


INTRODUCTION

Putting together an effective medical marketing program for medical practices can be a daunting and often downright confusing endeavor. With what seems like endless marketing and advertising channel options and oftentimes contradictory information online about what is the best fit navigating these waters can seem treacherous. The last thing you want to do as a physician is end up making a wrong decision and spending time, money, and valuable resources you could be investing in your patient care. That is why we put together this medical marketing strategies guide.

The goal is to break down the most important things we recommend practices and physicians do to reach new patients. We leverage these tips day in and day out to incredible effectiveness for our clients and if you implement these strategies you will see the same for yours.





GOOGLE MY BUSINESS OPTIMIZATION

Your Google My Business (GMB) is one of the most important local SEO ranking factors. Google created it and has put an enormous amount of emphasis on ranking it highly in local search results. Check out the pie chart, you will see Google My Business is the largest portion with 25% or more of the influence on local search.

STEPS FOR OPTIMIZING YOUR PHYSICIAN GOOGLE MY BUSINESS:

1. Claim & Verify Each Provider & Location Listing
2. Go to Info Tab & Complete Add Information
3. Choose the right primary category
4. Add Multiple Photos
5. Integrate GMB Map on website
6. Generate new reviews on your GMB

PRO TIP:

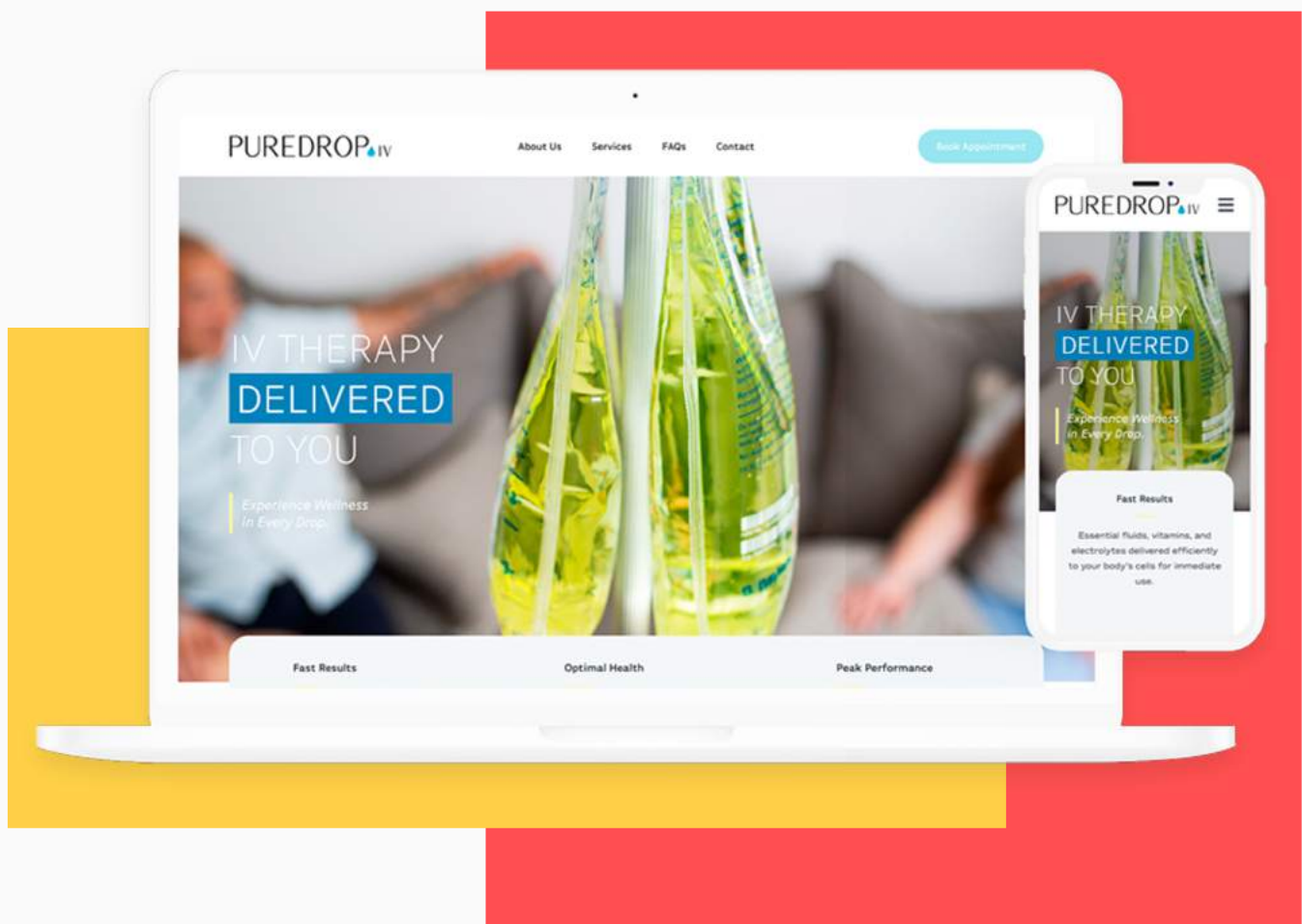
Optimize the first sentence of your GMB Business Description by adding 'practice type + city' or 'physician specialty + city' for local SEO. 💡

Infectious Disease Consultants of Georgia is an infectious disease practice in Roswell, GA. Their



INVEST IN YOUR WEBSITE DESIGN

Your practice or physician website is the central hub or home base that all of your marketing efforts run through. Your website must have an easy-to-navigate patient experience that delivers valuable content. It is also the drive of ranking high in search engines for the treatments and conditions you provide. If you want to have success in marketing it starts with a well-built website.





WEBSITE DESIGN TIPS:

1. Website should be built for mobile devices
2. Easily ability to request appointments
3. Individual provider pages
4. Individual location pages
5. Treatment & Conditions pages for each major focus
6. Leverage images & videos
7. Speed Matters - website needs to be fast - Speed Test

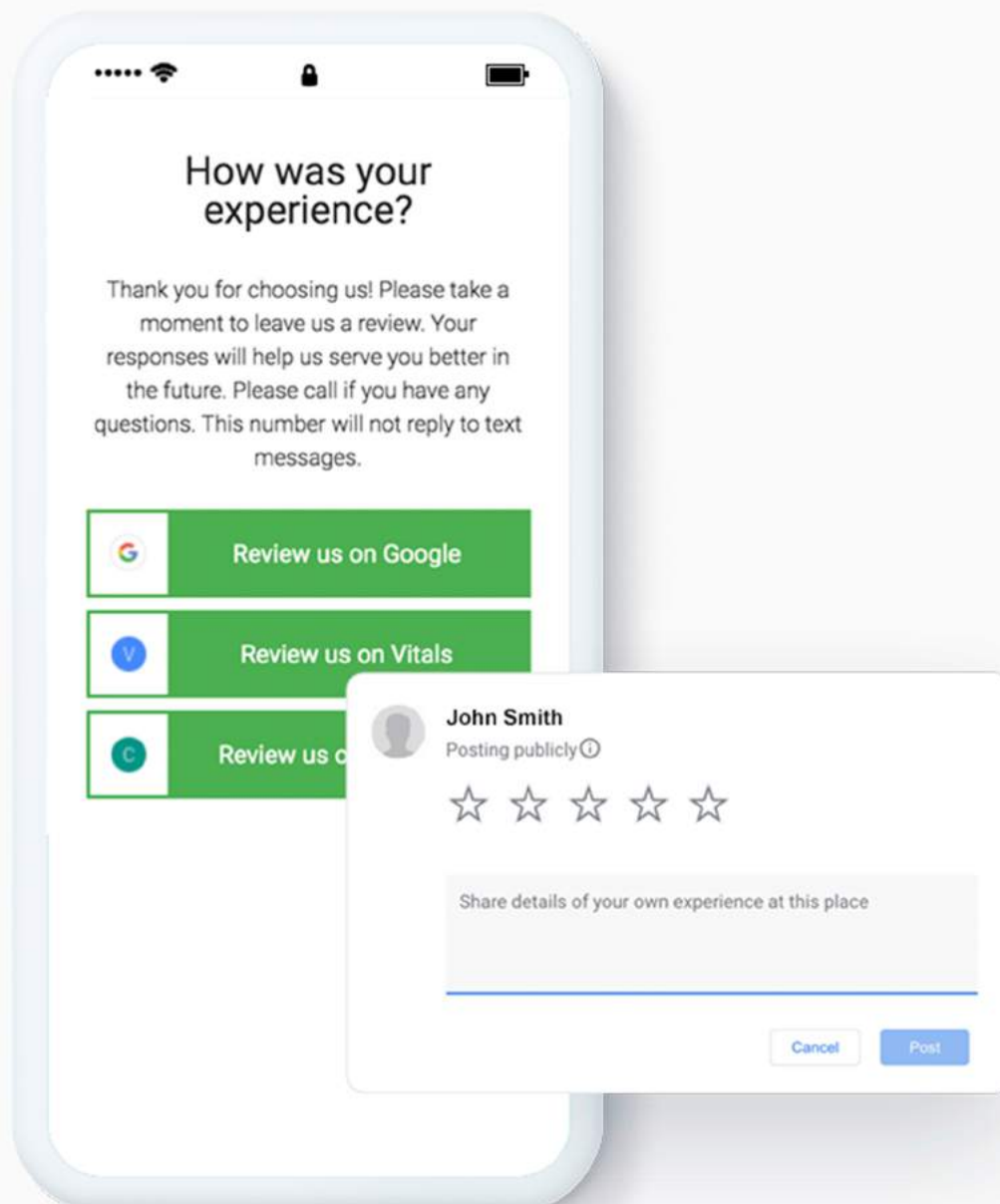
PRO TIP:

Your website is your 24/7/365 salesperson to patients to book appointments and you do not have to pay them a commission. Make sure it is set up to drive new patients.



REPUTATION MANAGEMENT & NEW REVIEWS

Your reputation as a physician and practice is one of the single most important decision-making factors as to whether or not a patient will book an appointment with you. Nearly 80% of patients read 3-party reviews before booking an appointment and with the consumerization of healthcare, that number will continue to rise.



HOW TO BUILD REVIEWS:

1. Focus Reviews on Google My Business
2. Leverage Email & Text to Send Requests
3. Send requests as close to point of care as possible
4. Monitor and respond to reviews (check HIPAA laws first!)
5. Take a bad review offline
6. Get your reviews (social proof) up on your website
7. Video patient testimonials are worth GOLD

PRO TIP:

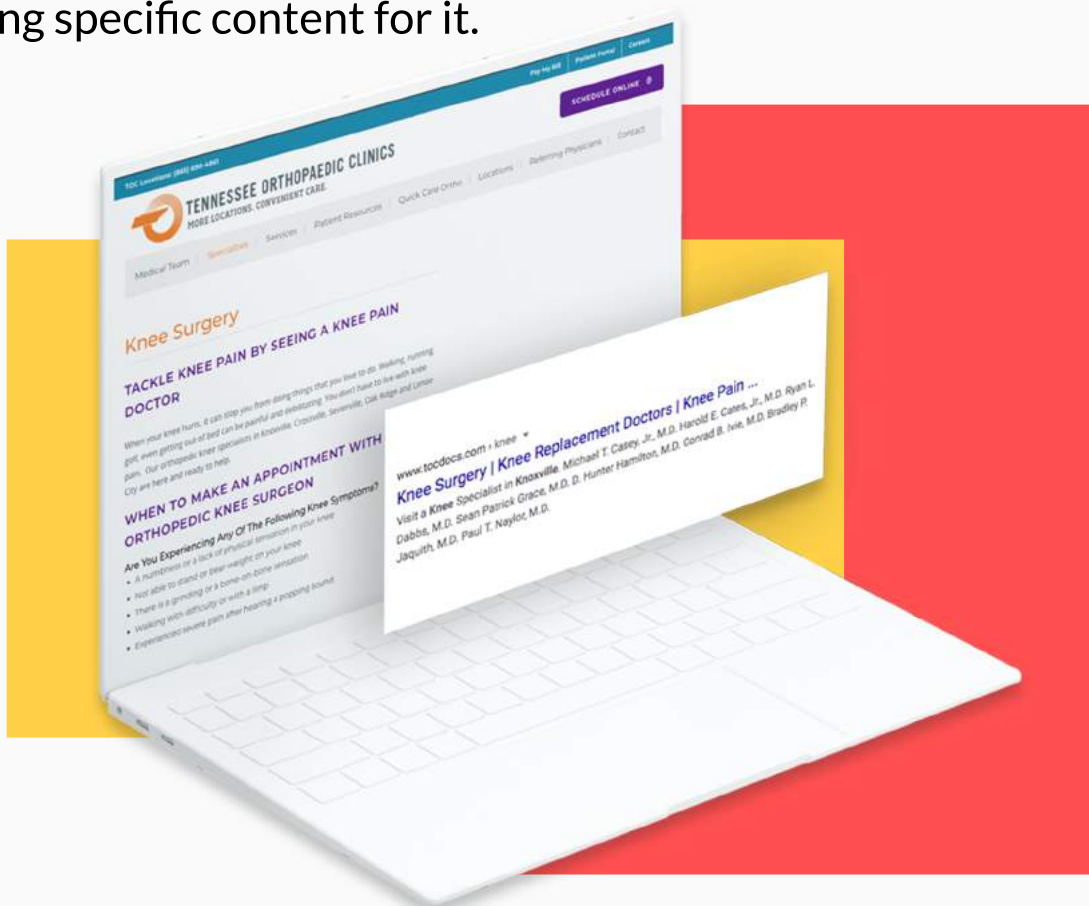
To increase success leverage reputation management software to automate the review request and reputation monitoring process. Some can even integrate directly into your EMR (like our does!) Check out this [case study](#).

CLICK TO START GETTING REVIEWS

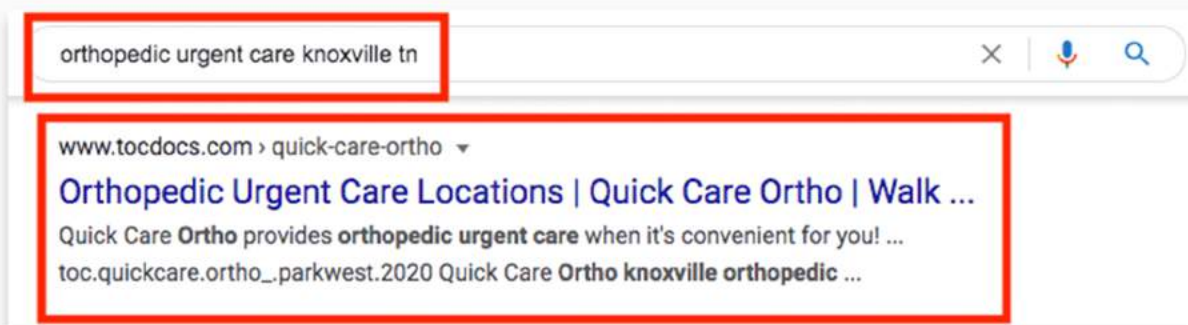


INDIVIDUAL TREATMENT & CONDITIONS PAGES

Our CEO, Justin Knott, has a quote “if you want to rank for it, you need a page for it.” That in a nutshell explains why you need individual conditions and treatment pages. That is because you want to get focused on the keyword you want to rank for on each page by creating specific content for it.

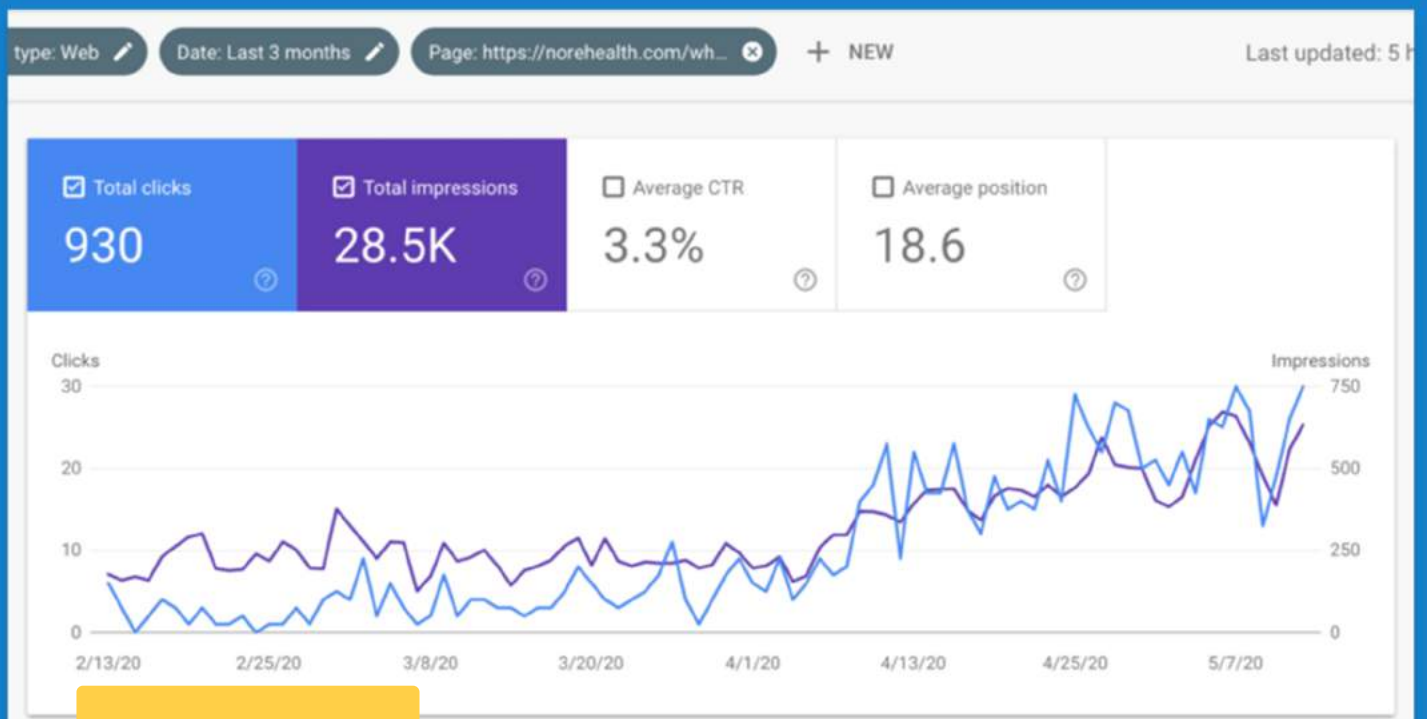


The screenshot shows a page we created and optimized to rank for “knee surgeon near me”. As you see it contains content focused specifically on knee surgery in their geographical area.



ON-PAGE OPTIMIZATION TIPS:

1. Keyword included at front of the title tag
2. Keyword and city included in H Tags
3. Page length 500 words or more
4. Answer Common FAQs
5. Include videos & images
6. Write supporting blog posts



PRO TIP:


You can see in the screenshot the growth power of individual treatment pages. It will allow you to grow your search visibility and drive new traffic to the website for the surgeries and procedures you care about most.



LOCATIONS PAGES


(MULTI-LOCATION PRACTICES)

Individual location pages are just as important as the conditions and treatment pages we just reviewed. That is because your location pages are how you target the specific geographic search area around each practice location to show up at the top in local search results. (i.e. those “near me” searches)

[Medical Team](#) | [Specialties](#) | [Services](#) | [Patient Resources](#) | [Quick Care Ortho](#) | [Locations](#) | [Referring Physicians](#) | [Contact](#)

TOC at The Tower at Parkwest

Orthopedic Clinic at The Tower at Parkwest – Knoxville, TN



Tennessee Orthopaedic Clinics' location at the Tower at Parkwest provides advanced, comprehensive orthopedic care services in a newly renovated facility. We have partnered with Parkwest Hospital to provide onsite MRI services, therapy and a surgery center to provide our Knoxville patients with the ultimate in convenient orthopedic care.

By offering a full menu of services at our convenient Parkwest location, Knoxville residents can

Contact Info

If you have questions, or would like to Request An Appointment, you may contact us by phone or fax during office hours.

Phone: [865-690-4861](tel:865-690-4861)
Fax: 865-560-8525

For billing questions, please contact our central billing office at 865-694-7725.

ADDRESS

TOC at The Tower at Parkwest
9430 Park West Boulevard, Suite 130
Knoxville, Tennessee 37923

OFFICE HOURS

Monday through Friday, 8 a.m. to 5:00 p.m.

CLINIC DIRECTORS

Avery Raines
Jaimee Donoghue



TIPS FOR LOCATION PAGE OPTIMIZATION

1. The city name in Title Tag, H Tags & Body Text
2. Include all the things you do there
3. Include the physicians that practice there
4. Include NAP (name, address, phone)
5. Integrate your Google My Business

PRO TIP:

Make sure that you have your locations up in the main menu and linked on the contact page to increase their local SEO and visibility.



OPTIMIZE PHYSICIAN PAGES

The names of the providers in your practice are generally one of the top organic keywords that a site ranks for when we do an SEO audit. However, all too often, the provider's pages are not optimized for the specific specialty or sub-specialty the physician wants to rank well for (spine surgeon, dermatologist near me, hand surgeon, etc).

HAND SURGEON IN KNOXVILLE

Dr. Daniel Branham is a highly experienced hand surgeon in Knoxville. If you need top hand doctor, wrist or any upper extremity medical care, you can count on his professional hand and wrist surgery expertise.

WHAT IS A HAND SURGEON?

A hand surgeon is a medical doctor who specializes in solving problems involving the hand, elbow and even the shoulder. Hand surgeons undergo extra training to become intimately familiar with the complex anatomy of the upper extremity. They employ both non-operative and operative treatment programs to alleviate pain and restore function to their patients.

BOOK AN APPOINTMENT WITH A HAND DOCTOR

You don't have to live with the pain from wrist or hand issues. Dr. Branham sees patients in Oak Ridge, Knoxville, and Crossville. Book your appointment with Dr. Branham today!

TIPS FOR PHYSICIAN PAGE OPTIMIZATION

1. Specialty in the title tag, H tags & body text (spine surgeon)
2. Integrate your Google My Business
3. Add patient reviews
4. Add content on your specialty
5. Add Awards & Education



PRO TIP:

Adding an introduction video is a great way to create a know, like, trust relationship with potential patients and will make it more likely for them to convert and book an appointment while on the website.



CREATE NEW CONTENT = VIDEOS

Content is a powerful tool to engage with potential patients. Patients are more in tune with their health journey and hungrier than ever to hear from you, the expert. Collaborating with your marketing agency to creating engaging videos that can be used on the website, social media, paid ads, Youtube will be a huge win!

DOWNLOAD VIDEO MARKETING EBOOK

TIPS FOR GETTING INTO VIDEO CREATION:

1. Don't over complicate it
2. Audio matters most
3. Create an intro, outro & lower-third graphic
4. Keep videos 1-2 mins and 5 mins max
5. Answer FAQs you hear from patients

PRO TIP:

Youtube is the second largest search engine (Google-owned) so you can think of it not only as another social media platform but a way to grow your SEO too!

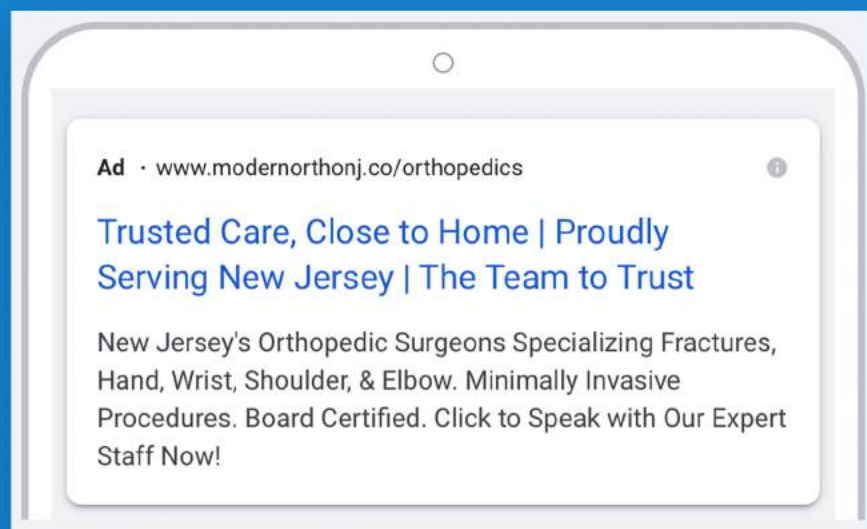


PAID ADVERTISING

Paid advertising platforms have become more accessible and more targeted over the last few years. Which is great news for practices and providers wanting to reach a specific part of the patient population. The options and can seem overwhelming though, Google Ads, Facebook Ads, Instagram Ads, Youtube Ads, Display Ads, Remarketing Ads, Programmatic Ads, Native Ads, and on and on.

TIPS FOR PAID ADS

1. Start by really defining your target patient
2. Be patient & leverage data
3. Start with Google Ads or Social Ads
4. Remarketing ads are the cheapest leads



AD TYPE IDEAS:

- Direct Response
- Webinar or Live Events
- Downloadables or Quizzes
- Forums or Support Groups
- Monthly Specials & Promotions
- New Patient Offers

Tennessee Orthopaedic Clinics
Sponsored (demo) · 🌐

Please join us for this **FREE** interactive virtual discussion on Common Shoulder Injuries with Dr. Justin Kennon.

Dr. Kennon completed his fellowship training at the Mayo Clinic and specializes in the reconstruction of the elbow and shoulder.

You must register for the **FREE** event by providing your name and email. A link will be sent to that email prior to the discussion.

HOT TOPICS
COMMUNITY TALK & DISCUSSION

TENNESSEE ORTHOPAEDIC CLINICS

WED, JUL 15
Why does my shoulder hurt and what can I do about it? ☆ Interested
38 people interested · 31 people going

👍❤️ 14 8 Comments

👍 Like 💬 Comment ➦ Share 🌐

BONUS STRATEGY:

GROW PHYSICIAN REFERRALS

Physician liaison marketing is about leveraging a physician liaison to go out in the field and grow physician-to-physician relationships to increase referrals from PCPs and specialty physicians in your area.

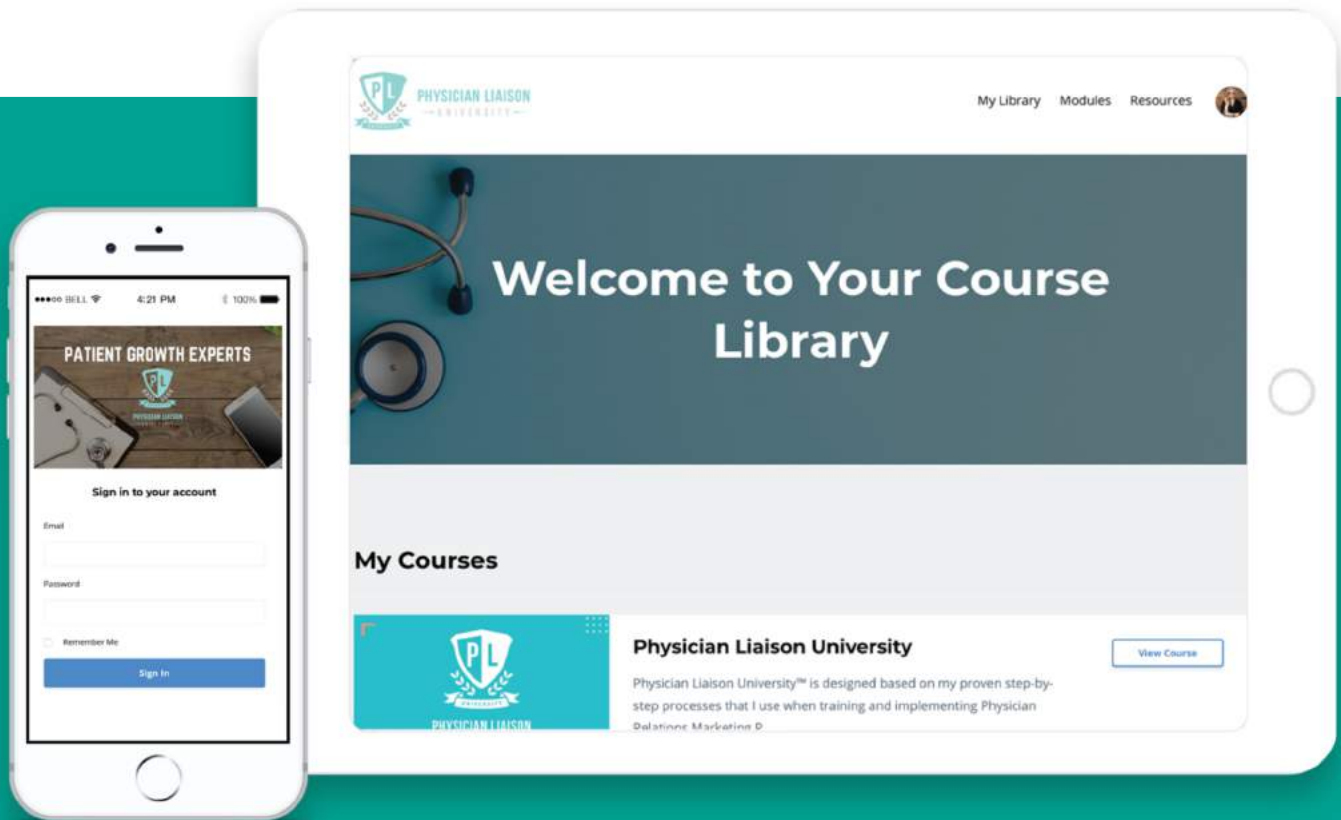
TIPS FOR PHYSICIAN REFERRAL GROWTH

1. Focus on providing value to referrer
2. Avoid lunches at all costs
3. Set up a meet and greet
4. Limit the amount of collateral (in the trash it goes)
5. Open the doors on LinkedIn
6. Expand your territory
7. Bring your physician with you

PRO TIP:

Finding or training the right physician liaison can seem like a daunting task. That is where online physician liaison training can help!





Physician Liaison University™ is our sister training program created by our Co-Founder, Kelley Knott, and was built as a labor of love to help physician liaisons come together and feel empowered to grow themselves and their practice. It was developed through years of experience working with practices and hospitals across the US. The course includes 6 resource-packed modules and includes a bonus module.

LEARN MORE

WORK WITH INTREPY

Need help creating a strategy or implementing the things in this ebook?

We are here to help! As an award-winning healthcare marketing agency that offers medical marketing services, we get it!



- Medical SEO
- Digital Ads
- Reputation Management
- Physician Listings
- Medical Website Design
- Solo Provider Websites
- Marketing Automation

 678-250-4757

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