FUEL DIGITAL TRANSFORMATION

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THE DIGITAL FRONT DOOR

- 77% of patients use a search engine to book appointments

- 40% of young healthcare consumers have stopped seeing a provider due to poor digital experience

What does this mean for healthcare digital marketing?

- Put the patient first
- Implement an effective digital content marketing strategy
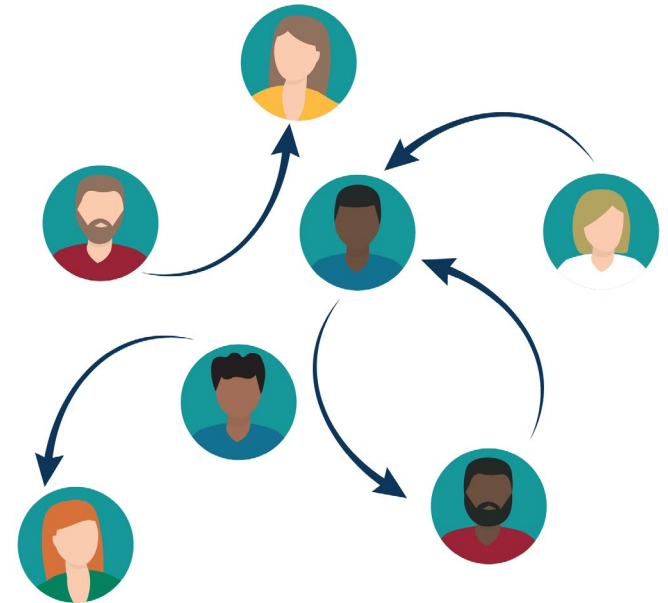
PUT THE PATIENT FIRST

1. Who are your consumers?

2. What do they care about?

3. What problem(s) do they have?

4. How do they look for information?

5. Where do they look for information?

6. When they are ready to seek out care, what communication style do they prefer?

What resources are available for building personas?
- Hootsuite
- HubSpot
- Neil Patel
- Data USA

Local Lyle and Louise (55+)

Problem/Opportunity:
- Prefers to talk to a "real" person
- Not as connected to technology

Digital Response Type:
Risk Assessment

IMPLEMENT A DIGITAL CONTENT MARKETING STRATEGY

1. Define your goals

2. Conduct an audit

3. Determine content needs

4. Develop and publish a content calendar

5. Review and adjust campaigns

Resources available include:

- Hootsuite
- HubSpot
- Google Analytics
- Google Keyword Planner
- True North Custom

THANK YOU

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