

# Healthcare Marketing going the **DIGITAL WAY**



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Technology has brought about plenty of changes in the way marketing is carried out. New techniques have come to the fore. Older ones have either got stronger or gone down the drain. There is only one thing that has stayed static over the years The aim of marketers. It has been more leads and deals all the way! Today, internet marketing rules the roost. In healthcare industry, the change over the years has been drastic. Today, everyone related with healthcare search for information online. This includes the patients, doctors, pharmaceutical companies, marketers and everyone related with healthcare. If you haven't started optimizing the online marketing channel, this whitepaper will give you enough reasons to do so.

## Going Digital

The past few years have seen a drastic rise in the number of users using the internet for healthcare requirements. Today, anyone who has an ailment looks for information on it online. Search engines have taken the place of encyclopedias. You get all the information you are looking for online. From descriptions to solutions- you get everything online. You can see what others are doing for the same ailments.

Earlier doctors always turned to journals and books for reference. Today, internet has taken up that place. Doctors update their knowledge by researching online. Information on any new advancement, treatment or solution is available online in no time. There are forums where doctors from across the world discuss the new technologies and advancements. Internet has made the world a smaller place to live in.

## Why online marketing?

Healthcare marketing is going more and more digital by the day. The reason is quite obvious. That's where the audience is. Irrespective of what your product in the healthcare arena is, your targets are searching for you online. Patients are looking for doctors online and vice versa! Social media websites are the main avenues for doctors and patients to interact with each other. Many doctors now offer online consultation as well.

The responsibility of a marketer is to meet his/her prospects when they are looking for a particular product/service. This is where internet offers you a huge advantage. You can meet all your best prospects online when they are searching for you.

## Online Marketing Channels

Online marketing has grown exponentially over the last five years or so. Newer models of online marketing channels have come. Let's review some of the most popular and effective online marketing channels for the healthcare industry.

## Email Marketing

One of the most popular online marketing channels, email marketing, has turned out to be one of the most effective marketing media for healthcare industry. Pharmaceutical companies have leveraged email marketing to reach their target doctors and healthcare executives. Email campaigns are the best options to educate prospects about a product or a service. A series of messages sent one after the other to a subscriber over a period of time is the best lead nurturing platform available today.

Pharmaceutical companies and medical representatives contact doctors through effective email campaigns. They educate them about the benefits of using their products. These educational mails are lapped up by doctors. They are also constantly on the lookout for better products for their patients. You can give it to them at the right time through effective email campaigns.

## Search Engine Marketing

If you are looking for information on any healthcare related issue, where do you look around? The obvious answer will be search engines. Google, Yahoo, Bing and other search engines are the official encyclopedias of the present day world. With a huge chunk of your prospects looking for you online, your presence on search engines is elementary for your business success.

How do you come up on search engines when your prospects look for you? Your websites have to pull up on the search engines each time a user searches for your products/services on search engines. Search Engine Marketers use Search Engine Optimization and Pay Per Click models to ensure high search engine rankings.

SEO or Search Engine Optimization includes a series of steps done to ensure high organic search rankings for a website. This included optimizing the website content with the right keywords, using the right meta tags and so on. SEO is a process which will take time to bring in results. However, it is a highly effective tool and brings in guaranteed results.

Pay Per Click model is used by Search Engine marketers to ensure fast results. In this advertising model, your website will be shown to users who search for your products and services. You have to bid for keywords and the highest bidder will get the first place on the paid search listings. You have to pay for genuine clicks only. PPC brings in fast and assured results.

Be it SEO or PPC, it's always better to take the help of an experienced search marketing practitioner. Search engines keep changing the search algorithms time to time. It's not an easy task to keep an eye on all these changes. Getting helping from an expert is much better and easier.





## Social Media Marketing

Social Media is the buzz word in the marketing circles today. Social Media Marketing is making all the right noises in the healthcare segment as well. Social networking sites are in vogue with doctors, healthcare executives and healthcare prospects. There are multiple forums to discuss about a particular ailment or a medicine or a new treatment techniques. These websites form a major platform where people interact with others and look for healthcare services.

Your presence on such social networking websites is vital if you want to connect with your prospects. The major social networking sites like Facebook, Twitter, MySpace, LinkedIn etc offer you the right platform to interact with your targets and competitors. The best part of Social Media Marketing is that you don't need a big investment as such. All you need is the right partner with the right experience and expertise to help you with your Social Media Marketing campaigns.

Social Media Bookmarking is another tool which gives you high visibility online. There are many websites like Digg, Technorati, Kaboodle etc where users look for products and services. You need to have the right presence here to make an impact on your target customers. Being there is not enough. You need to communicate the right message through your presence.



## Keep Updating

The whole world is on the move. You need to keep updating your marketing efforts with the changing times. This is very true in the case of online marketing. You need to be open about the trends in online marketing and make a move based on that. It's often better to take the help of a partner for your online marketing efforts. With the right partners, you can move places in no time. Your online presence acts as your face in today's world. Make sure that you show your best face to your prospects.

## About Healthcare Data Group

Healthcare Data Group is a premier healthcare marketing services provider with clients across the globe. We aid healthcare marketers with the right data at the right time. Our huge database has all the contact details and other information on healthcare executives working across the globe. With customized services catering to the healthcare industry, we help our clients meet their marketing and sales goals.

For more information on our services, visit our website at [www.healthcaredatagroup.com](http://www.healthcaredatagroup.com). You can email us at [info@healthcaredatagroup.com](mailto:info@healthcaredatagroup.com) or call us at 800-717-0938