Marketing 101: The Art of Building a Campaign

Introduction

• 11 years experience in medical marketing include wide range of specialties

• Topics include:
  • Healthcare IT & EMR
  • Meaningful Use
  • PCMH & PQRS
  • Clinical Workflow
  • Billing & Coding
  • Referral Networks
  • Patient Education
  • Digital Marketing & Patient Portals
Disclosure

- Work for ALK, Inc.
- No other affiliations

Marketing?

I HATE SALES. CAN YOU CROSS-TRAIN ME TO BE AN ENGINEER?

ABSOLUTELY. ALL YOU NEED IS A TIME MACHINE AND A BRAIN WITH TWICE AS MANY FOLDS AS YOUR CURRENT MODEL.

MAYBE I COULD TRY MARKETING.

THAT'S JUST LIQUOR AND GUESSING.
What does it take to be a great marketer?

“The question is always “In service of what?” What is it that we want a consumer to do, think, believe differently or believe more fully after they’ve been exposed to our message? You also need to find the right balance between the data and your gut. Be quantitative but also balance that with being able to anticipate the unexpressed consumer need. Research gets you to the front door, but it’s your gut that’s going to decide whether there’s a tiger or a lady behind it.”

--CMO, e-Trade

Marketing Campaigns

Planning
- What?
- Target Markets
- Demographics
- Needs
- Pain Points
- What?
- Market Opportunities
- Market Penetration
- Market Share
- Market Maturity

Launch
- Message Development
- Distribution
- Evaluation

Follow-up
- Lead Generation
- Support
- Trouble-shooting

ROI
- # of leads
- Potential Revenue
- Response
- Did the messaging work?
- Did prospects take action?
- Long Term Planning
- What needs fixing?
- How do we sustain growth?
- How do we continue to “talk” to the customer?

Communication Channels
- Digital
- Direct Mail
- Tradeshows/Events
- Word of Mouth
Planning

What?
• Product/service
• Market Penetration
• Market Share
• Market Maturity

Who?
• Target Markets
• Demographics
• Needs
• Pain Points

When?
• Market Pressures
• Internal Pressures

How?
• Communication Channels
• Digital
• Direct Mail
• Events
• Word of Mouth
• TV/Radio
• Print Ad
Planning – Step 1

What?

- Product/service
  - What do you want to promote?
  - What is or isn't working?
  - What needs improving?

- Market Penetration & Market Share

- Market Maturity

Planning Step 2 – Who?

Who?

- User Profile
  - Demographics
  - Needs
  - Pain Points

Remember: “What is it that we want a consumer to do, think, believe differently or believe more fully after they’ve been exposed to our message?”

Caution: It’s a study in the human condition. This can seem straightforward. Your audience is trickier than you think.
Case Study:
Doctor wants to increase utilization of a cash-only service and be more efficient with marketing budget.

• Problem
  • Very little adoption of cash-only services
  • Very high spend on pay-per-click campaigns with no results

• Research
  • Referring physician numbers
  • Demographics of potential patient base

Case Study Results
Doctor wants to increase utilization of a cash-only service and be more efficient with marketing budget.

• Referring Physicians
  • 440 General Practitioners
  • 290 Pediatricians

• Patient Demographics
  • Mean age: 38
  • Mean income: $74,000/year

• Recommendation
  • Consider focusing more on referral network and less on pay-per-click
  • Re-evaluate price levels of cash-only business
Planning – Step 3

When?

- Market Pressures/Barriers
  - What is going on in the community that could impact success?

- Internal Pressures/Barriers
  - Staffing needs
  - Scheduling
  - Resources
  - Budget

Planning – Step 4

How?

- Communication Channels
  - Digital
  - Direct Mail
  - Events
  - Word of Mouth
  - TV/Radio
  - Print Ad
Planning - Result

What?
• Product/service
• Market Penetration
• Market Share
• Market Maturity

Who?
• Target Markets
  Demographics
  Needs
  Pain Points

When?
• Market Pressures
• Internal Pressures

How?
• Communication Channels
  Digital
  Direct Mail
  Tradeshow/Events
  Word of Mouth
  TV/Radio
  Print Ad

Clear Pictures to Set Goals

SMART

Specific
Who, What, Where, When, Why, Which
Define the goal as much as possible with no ambiguous language.
WHO is involved, WHAT do I want to accomplish, WHERE will it be done, WHEN am I doing this (reasons, purpose), WHICH constraints / requirements do I have?

Measurable
From and To
Can you track the progress and measure the outcome?
How much, how many, how will I know when my goal is accomplished?

Attainable
How
Is the goal reasonable enough to be accomplished? How so?
Make sure the goal is not out of reach or below standard performance.

Relevant
Worthwhile
Is the goal worthwhile and will it meet your needs?
Is each goal consistent with other goals you have established and fits with your immediate and long term plans?

Timely
When
Your objective should include a time limit, "I will complete this step by month/day/year.
It will establish a sense of urgency and prompt you to have better time management.
Execution

Message Development
- What is the single most important thing to say with this piece?

Material & Content Development
- Web
- Social Media
- Collateral
- Events

Training
- Who needs the information?
- What information do they need?
Message Development

• Apply the “So what?” test.

• Know your audience.
  • Apply what you discovered during your campaign planning.

• Clearly define your value proposition.

• Take the opportunity to build your brand.
  • Visually
  • Verbally
  • Experientially

Material & Content Development

• Stay on message.

• Write like people talk.

• Be timely.

• Lead with your strongest point.

• Build credibility with your reader.

• Use the key copy drivers.
  • Make sure your copy hits one of the key copy drivers: fear, greed, guilt, exclusivity, anger, salvation, or flattery.

• Ask them to take action.
Outreach to Patients

- Get out in the community
  - Community health fairs
  - Large corporations
  - Disease awareness events

- Highlight the details of your campaign
  - Quality of care
  - Specific services such as allergy or audiology
  - Continuity of care
  - Office amenities
Strengthen Referral Networks

- Stay in touch with your network

- Find new or changing practices to build relationships with

- Sell your services
  - Attentive and timely medical service
  - Cutting edge testing and techniques
  - Wonderful patient experience from start to finish

- Offer educational training for staff

Digital Marketing

- Promote yourself online through
  - Website
  - Social Media
  - Online Reputation Management
  - Email Campaigns
  - Advertising

- Integrate web marketing with current efforts
Evaluation & Follow-up

Evaluation Overview

ROI
- Number of leads
- Potential revenue
- Response
  - Did the messaging work?
  - Did prospects take action?

Future Planning
- What needs adjusting?
- How do we sustain growth?
- How do we continue to “talk” to the customer?
Specific Campaign Evaluation – Event Promotion

**Goal**

- Drive traffic to tradeshow booth
- Drive website visits.

**Activities**

- Direct Mail
- Dedicate Landing Page
- eBlast
- Social Media
- Facebook Adverts

**Results** (Analytics & FB Reports)

- Reached roughly 11,000 people.
- 903 clicks on the FB ad,
- 673 visits to the website
- Average time: 1 min 39 seconds!

**Leads:** ~25

**Potential ROI:** XX$
Specific Campaign Evaluation – Email Campaigns

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Questions & Discussion