

# Stay Healthy with Regular Marketing Check-ups

Online in marketing is hardly a “one and done” proposition. Be sure to nurture your program.

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The purchase journey of the connected consumer of today includes many touch points, with each one offering an opportunity to win a quality lead and improve traffic to your dermatology practice. But you need to evaluate along the way that the message you are delivering at each touch point in that journey is making the desired impact. You need to ensure that your marketing efforts and investment of time and money are working, and you are not making a misdirected effort, or worse, alienating new potential patients.

Regular and better measurement of your marketing campaign areas is the answer. It is the key to determining that you are making the most of these interconnected consumer touch points. If your measurement foundation is strong, you will be able to eliminate the gaps or the friction for the consumer wherever it may arise. This gap or friction could be in some of your web pages, articles, social media posts, blogs, how-to videos, ads, or other means of connecting with the consumer.

## TRACK ONLINE PATIENT REVIEWS AND COMMENTS

Many of your existing and past patients are likely to talk about you at some point over the Internet. They are going to share their experiences and opinions related to your practice over the social media, on discussion forums, blogs, review sites such as Yelp, RealSelf, DrOogle, HealthGrades, and other places. If they read your column or blog, view a SlideShare or infographic, or watch a YouTube video, they are going to leave comments.

This constant generation of online feedback not only continually redefines your online reputation, but it also provides you crucial insights into how your marketing efforts to reach out and engage with potential patients are being perceived, and how the new patients are reacting to the treatment experience they receive in your office. Be proactive about

monitoring and addressing the issues that may regularly arise in this diverse online conversation that is taking place about your practice all the time.

One of the most effective ways to generate and measure patient response to your marketing efforts and practice services is to create your own online patient review form and include it prominently on your practice website. Once a patient has submitted a positive review, your site may redirect them to a ‘Thank-you’ page where they are encouraged to share their review on their personal social media networks. The ‘Thank-you’ page may also include a compelling video about your practice that you may want your actively supporting patients to share with others.

## KEY MARKETING METRICS TO WATCH

Perhaps the most important marketing metric to watch is brand awareness, which is a primary campaign objective. Brand awareness is a key performance indicator (KPI) that will eventually drive new patients to your practice. Google Analytics can serve as a powerful tool to let you measure how many new people visit your website every month and how far do they engage on your site. You can install Call Tracking software in your office to track how many new patients call for inquiries or appointments in a month.

Social media networks such as Facebook and Twitter will provide you with their own analytics reports so that you know how your social campaigns are performing in terms of new member activity. However, a common mistake is to use these metrics without context. For instance, a new YouTube marketing video launched by your practice receives 500 views in the first month. If you launched the video to generate awareness among new potential patients, but the bulk of these views came from previous or existing patients, your marketing goal may not have been served.

