



FOUR SOCIAL MEDIA TIPS TO UP YOUR GAME IN 2021



Recharge your social media strategy for 2021 and beyond.

BY NAREN ARULRAJAH

Social media is more important today than ever before, but the road rules have changed, and new challenges loom for protecting your brand, boosting sales, and moderating content.

Navigating these new waters in 2021 starts with:

Getting Back to Marketing Basics. Apple took the “byte” out of the Identifier for Advertisers (IDFA) when launching its new mobile operating system for iPhones and iPads. Now, users must opt-in and give permissions for data on the websites and apps that they use to be tracked. Akin to Google’s GAID advertising

identifier, IDFA supports the analytics that give you a better idea of where your patients are coming from in the vast social universe. This capability helps you to know exactly how an ad worked (or did not work).

Further, IDFA can be used to pinpoint specific types of clients. You can say, “find me more patients like this.” Data that can’t be tracked can’t be measured. This is where emerging privacy-safe features, such as the SKAdNetwork, may come into play by helping measure the success of ad campaigns while maintaining user privacy.

The impact of these changes to your specific practice will depend on just how much you relied on IDFA for ana-

lytics purposes, as well as how much you rely on applications that require permissions, such as apps for teledermatology or simulations of cosmeceutical or treatment outcomes. And remember: IDFA is still, technically, around. There are just additional hoops for users to jump through, and reactions to the now more ubiquitous, “[App name] would like permission to track you,” will vary considerably due to each user’s personal experience, digital privacy concerns, and appetite for risk. App services hub AppFollow held a roundtable featuring representatives from mobile marketing firms and a health tech startup, and panelists agreed that web retargeting of those who bounce from your website or app will take on a bigger role in 2021.

Strategies related to upcoming marketing campaigns may be adjusted to focus on other fundamentals, rather than relying on a hobbled app-to-app promotional strategy. Social and referrals-related links, as well as “sharing,” may be thrust back into the strategic spotlight. Other options could include diversifying channels (email, web, and social) along with seemingly simple concepts such as banners on your website to acquire users formerly acquired through in-app solutions.

There is also much speculation as to what analytic models might emerge or gain prominence. AppFollow’s thought leaders surmise that predictive modeling will assert itself and provide a much more detailed look into each user, predicting with high likelihood if that user who bought said product will click your

link and access your app. Time will only tell, given that the IDFA transition is still very fresh and taking shape.

Listening and Learning. It doesn't hurt to take the time to really sit back and listen to what your targeted social media audience needs and then craft creative, impactful, and fresh messaging that resonates. Brands that have done this have been rewarded with a growing base of quality, loyal clientele. Throughout the widespread protests and pandemic, we have seen brands both stumble and rise to the challenges. Brands have faltered with empty promises and embarrassing, very public missteps. The social savvy among us will use data analytics to adapt to an environment where consumers are as interested in what you stand for as they are in the products and procedures you offer. There is something to be said for promoting sustainable processes, good works in the com-

munity, or even a diverse approach to hiring. These elements all contribute to a stronger organization, team, and industry over the longer term.

Not Underestimating or Underrepresenting. If social justice efforts have taught us anything, it is the pervasive nature of stereotypes based not only on race and ethnic background but also on personal characteristics, such as age. Marketers have largely left out older generations who are increasingly digitally savvy (and have spending power). Moreover, in the aesthetics world, these aging consumers may be the target for skin tightening technology or powerful clinical products. When smart segmentation and thoughtful representation come together, you get the most out of digital strategies.

Branching Out. Hootsuite recently isolated specific channels as sources

of growth and "hot investments" in 2021. Instagram and Facebook both led the way, but LinkedIn, Twitter, YouTube, WhatsApp, Pinterest, and TikTok also made the list. So, with an eye on where consumers seem to be and what the analysts project, it is critical to take a close look at each channel. For instance, are your images "Instagram-ready" to show off your aesthetic skills or the true beauty of your spa-like office surroundings? ■

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