How to Improve Your Client Reach through Digital Advertising

December 21, 2018
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Advertisers and marketers face numerous challenges in an online environment, regardless of the industry they are working for. Competition is definitely shooting from different directions. This has made digital advertising a useful tool to reach out to your target audience for your medical practice. These adsmust be aimed at attracting the attention of yourpotential clients with the message they are eager to hear.

The challenge is if you are not sending a well-crafted message to a specific demographic, then it is more like trial and error. This can work only if you have a massive advertising and marketing budget. But if you are an independent medical practitioner looking to reach out to your clients in the local area, your ad message should be customized to suit the needs of your specific market.Your prospective clients need to be segregated carefully.

Here are five effective steps for successful audience targeting in your digital advertising campaign. These steps will enable you to approach your audience with the right message and converse with them in more personalized and evocative ways.

1. Let's Pixel

Before you target your ads, you need to place a pixel on your digital properties like website and blogs, in order to gather information regarding the audience. What are pixels? These are small blocks of code displayed on a web page which allows websites to read and place cookies. This code passes details about the person's online activity to you. This would also include the specific web pages they have viewed.

Digital marketers who have extensively used Google analytics will find this method quitesimple. Google analytics employs the path of pixels to target and convert the audience.
Many digital marketers use their own pixels to accumulate different types of information about site visitors. If you are working witha digital marketing professional, make sure they are utilizing pixels to get enough information about the prospective clients.

2. Identify the connecters and clickers

The process of pixeling will help you identify the audience of 'clickers' and 'connecters', which is the group of the audience that has shown more interest in your services online and can possibly become your clients in the future.

After a few weeks of collection of data about the target audience, try to learn more about these prospective clients by delving into the analytics or demographic profile of that audience.

Most good online marketers are knowledgeable about their target audience, but sometimes their digital profile, location, activity, and online status can tell a different story. You might have been targeting the wrong group till now, and this kind of analysis will help you course-correct and target your digital ads to the right audience for you.

3. Set up a personalized messaging platform

Clients have unique needs and preferences. Therefore, one message may not be effective for all the clients. The expertise of a marketer lies in making the message appealing to the largest possible number of clients. The message you send should increase the sales and leads.

The feedback you get from the audience will help you refine your digital advertising campaign as you go along.

4. Target the 'lookalikes'

Once you have defined and targeted your potential clients through digital advertising, you can extend your effort outside your own website or blog. You can buy third party data to identify other potential clients who have a similar profile or are 'lookalikes', but who have not visited your site ordo not even know about your medical practice.

Lookalike audiences are the same as your target audience but they are unaware of your site and brand.However, they should be treated as prospective clients because they couldeventually be interested in your products or services.
Lookalike models are best for marketers who are searching for a wider client base. They may use third party data to augment their market size. It is always best to invest your digital ad dollars on people who are likely to be interested in your products and services.

5. Retarget the audience

Retargeting the people who have already visited your medical website can be advantageous to you. Retargeting is getting back to the audience and encouraging them to visit the site once again, increasing their engagement.

Amazon is one of the best companies at retargeting. They use this technique when a customer leaves the site without ordering a product they have viewed. The product will become visible as a reminder in the form of an advert in another website the customer visits. These retargeted digital ads can be very compelling sometimes.

Retargeting can be based on an individual's former searches in your website or occasional online visits to your blog. Retargeting is possible through mobile and desktop when you need to send periodic, but continuous,

messages to the target clients. This cross-device retargeting is effective and more advanced than the traditional retargeting.

Takeaway

These are five effective waysto put the online data to use for successful and result-oriented digital advertising for your medical practice. It can enhance the engagement of the audience with your products and deliver better results for your digital ad campaign.

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