

INDUSTRY STUDY

HEALTHCARE



## The case for awareness marketing in healthcare

Whether for short-term issues, long-term sickness, or elective procedures, the way patients are seeking new healthcare services is changing more rapidly than ever.

Many changes are, of course, being accelerated by the COVID-19 pandemic. Consider, for example, the growing rise and acceptance of telemedicine, where a Google Meet video call can replace an in-person visit to the doctor's office.

From an advertiser's perspective, this change and uncertainty impacts everything from resourcing concerns to economic viability. As a result, you're tasked with taking a closer look at your businesses to focus on what is going to drive the most impact to your bottom line.

As a search engine marketing agency, Logical Position is dedicated to providing performance-driven digital marketing strategies for healthcare businesses of all sizes. Let's get started.



Logical Position

Lake Oswego, OR

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## Connect the dots between awareness and performance

It's no secret that as advertisers in the healthcare market, you face a continuing balancing act as you grapple with the short-term need to drive sales performance versus the long-term sustainability goals that awareness tactics can create.

While your direct response efforts that drive conversions are typically a priority, you also need to fill the top of the funnel with lead-generation awareness campaigns destined to promote sustainable longer-term growth. This is equally true for emerging, challenger, and established brands.

Building and reinforcing your brand with awareness-focused digital marketing lays the solid groundwork for continuing conversations with consumers and prospects and can ultimately lead to more qualified leads and conversions.

### Change the mindset about awareness marketing

Healthcare providers need to think differently with awareness marketing than with performance marketing.

Dollars spent on awareness marketing in the digital space may not show up quickly on the bottom line, so you may have to be patient before realizing the results. But you definitely want to fill each marketing tier with content in sync with your brand.

What helps you measure this longer customer journey is keeping every tier of your total lead-generation strategy connected – from initial awareness to sales conversion. Visualize it this way: the tier above is what fills the tier below.

As people move through the funnel toward conversion, make sure your brand is present. It's not enough to have really good YouTube videos talking about your healthcare business.

Because people who have viewed those videos will then go to Google Search looking for more information on your product and services. Be present there with a text digital ad that leads consumers to a page on your website designed to push them closer to a conversion.

71%

of consumers are more likely to buy a product or service from a name they recognize<sup>1</sup>



Build a strong brand presence from top-of-funnel awareness marketing down to bottom-of-funnel conversion.

## Trust and transparency first, then transactions

Today more than ever before, healthcare consumers are bombarded with options. Trust acts as a precursor to brand engagement across all age groups, especially for brands the consumer is unfamiliar with.

You need to give consumers reasons to consider your healthcare services before you can expect engagement. That's why it's important to use initial interactions to develop trust and make it easier to convert to a sale in the future.

### Gender makes a difference

**Male consumers** are more likely to trust an unfamiliar healthcare brand than their female counterparts.

**Female consumers** prioritize building trust in a brand before making a purchase, more so than their male counterparts. They're also less likely to engage with unfamiliar brands than male consumers. Additionally, women are more reluctant than men in sharing a lot of personal information for the purpose of email communications, discounts, and other touchpoints.

## Know your consumers – and what they want to know

When it comes to searching for healthcare providers and services, the consumers' journey is particularly unique. Even before the pandemic, choices for consumers were expanding, as were ways to connect with healthcare service providers. Many consumers are feeling less tied to a specific doctor, clinic, or provider and are increasingly comfortable with telemedicine and urgent care centers. COVID-19 is accelerating these changes.

In this context, the first step in effective awareness campaigns is understanding your customer – and knowing where they are today.

It's also important to understand what information consumers are looking for and where they are looking for it. This helps ensure that your brand is considered as they are making decisions.

### How consumers learn about healthcare service options

Research shows that consumers usually do not tend to rely on direct brand channels as their source for learning about new brands – and that includes in-store, corporate websites, apps, online ads, and social media. Instead, they will more likely rely on word of mouth, aggregator websites, and online reviews and recommendations.

When it comes time to evaluate a healthcare brand, consumers look primarily at patient testimonials, statistics about success rates, and clinical data as drivers for selecting a healthcare brand or provider.

Price and functional features are the top two pieces of information that can cause customers to engage with an ad from a familiar brand.

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**82%**

of consumers say they're likely to do business with brands that have a trusted image<sup>2</sup>

**43%**

of consumers ranked healthcare as the top industry for developing trust in a brand before making a purchase<sup>3</sup>

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- › **51% of women** ranked healthcare as the top industry based on the importance of developing trust before making a purchase, as compared to **34% of men**
  - › **35% of men and 24% of women** are more likely (somewhat + highly likely) to trust an unfamiliar healthcare provider brand after seeing an online advertisement from them for the first time<sup>4</sup>

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### Top 3 channels for learning about healthcare providers:

**59%**

of consumers listen to word-of-mouth recommendations, including those from friends, family, and colleagues

**47%**

of consumers seek online reviews and comments from other consumers

**44%**

of consumers search for online information from expert review sites and service comparison sites<sup>5</sup>

## Refine how you reach consumers and prospects

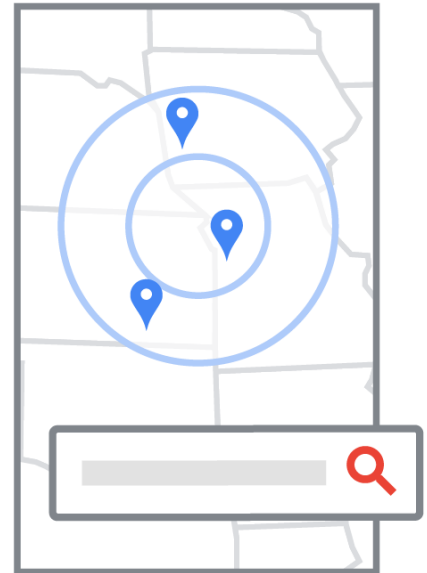
Once you know your consumers and the type of content they best relate to, consider these steps to improve your strategy:

- › **Understand what makes sense for your brand** – Every brand is going to have different budgets and client value, so make decisions and set goals that are appropriate for your brand, not necessarily what makes sense for a competitor. Some marketing channels will work for your business, some won't. Don't force it.
- › **Reach consumers by spanning the geography where people are searching for the services you offer** – Healthcare businesses can accidentally spend money on ads to reach people who are located too far away to visit or take advantage of an offer. Be realistic on locations and how aggressive to be with budgets.
- › **Better define the personas of customers and prospects** – Not every human is going to be a good fit for your brand, so be very targeted with your awareness marketing. Eliminating a segment of the market is usually a good thing, as it's often difficult for a website to appeal to every potential customer. Know what you're good at and target consumers most likely to be passionate, lifetime customers of your brand.
- › **Review and scrub your existing lists** – Audiences are powerful levers to pull with Google Ads. The better your customer lists, the more you can segment them and create lookalike audiences to capture more of what you want.

### Recommended channels for awareness marketing

When it comes to top-of-the-funnel awareness marketing, it makes sense to choose a familiar platform like the [Google Display Network](#). The Google Display Network reaches 90% of internet users worldwide, across millions of websites, news pages, blogs, and Google sites like Gmail and YouTube. The Google Display Network is designed to help you find new customers or engage existing customers. It also drives more online conversions using automation.

If you can expand your budget a bit, adding [YouTube](#) brand awareness campaigns into the mix is a good option. Video content acts as a hook to build healthcare brands. Anyone can make a YouTube ad that gets results. Create a video right on your phone, use other free Google tools and resources, or find the perfect partner to help.



Clearly define the geography for digital ads to reach likely consumers and to make the most of your marketing spend.

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**2x**

Viewers say they're twice as likely to buy something they saw on YouTube<sup>6</sup>

## CASE STUDY

### Healthcare provider turns to awareness marketing in the COVID-19 age

Avamere Health Services offers a comprehensive continuum of post-acute care and senior living settings, which provides seniors with a range of healthcare needs and post-retirement options. Here are ways our client Avamere is effectively incorporating awareness marketing into its overall lead-generation strategy:

#### Using YouTube for awareness

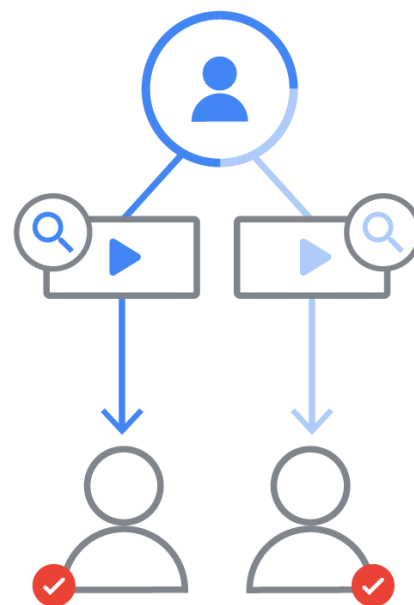
In the midst of the current pandemic, it's more important than ever for the older generation to be in the care of trustworthy facilities. Avamere Health maintains transparency by offering virtual tours of their hundreds of facilities on YouTube. Specifically, in response to the pandemic, Avamere's Chief Medical Officer is featured in a series of videos discussing how they've adapted, to help people feel more comfortable taking tours and living there.

#### Defining and focusing on the target gender-specific audience

Avamere Health came to Logical Position hoping to expand its brand awareness and increase its lead generation from digital marketing. We began our partnership by focusing on Avamere's target audience: 45-to-65-year-old adult daughters who are trying to make a retirement home decision for their parents. Secondary audiences include general relatives of someone who is sick or elderly, plus people who have a sports-related injury and need rehabilitation.

#### Working within HIPAA regulations

For organizations in the healthcare industry like Avamere, privacy laws prevent running remarketing campaigns on the Google Display Network. Instead, we utilized the Display Network to build prospecting campaigns using in-market and affinity audiences. We targeted interest groups such as retirement planning, assisted living, and memory care. In certain areas with low search volume, or low Google Display Network inventory, we were able to boost top-of-funnel activity by leveraging YouTube ads. In this way, we used the full breadth of our targeting options to drive overall brand awareness.



Target very specific audiences to build brand awareness and increase lead generation from digital marketing.

## Generating measurable results

In 10 months, Avamere has had 2,225 conversions against a budget of only \$225,000. It's worth mentioning that Avamere achieved this accomplishment during the COVID-19 pandemic at a time when most people are very wary of retirement homes.

We helped Avamere target cost-per-acquisition (CPA) goals even when lead conversion rates varied among locations, allowing for more scale when leads were closing at a higher rate. Overall CPA has decreased by 4%, with the search conversion rate up 30%.

Total leads are up 326% year-over-year, which is a testament to Avamere's commitment to transparency and building trust in its communities. Avamere typically closes one in every three leads, meaning it's had around 750 closed deals this year – all during the COVID-19 pandemic that severely affects the elderly.

### Measurable marketing results at Avamere Health Services

- › **2,225** increase in conversions year-to-date
- › **30%** increase in conversion rate
- › **326%** increase in conversions year-over-year<sup>7</sup>

## Now's the right time to focus on awareness marketing

As we did for our client Avamere, Logical Position is ready to put our experience in the healthcare industry to work for you. We can collaboratively build awareness marketing activities targeted to the right consumer audiences. We can help you create and strengthen brand recognition – and trigger more conversations and conversions.

## Logical Position

Whether you are a small business or a global enterprise brand, Logical Position can help you find solutions unique to your business.

With origins in Google marketing campaigns and PPC digital marketing, we've grown to offer everything it takes to be successful in the modern era of marketing. From SEO to social, email, web design, and more, Logical Position builds a diverse range of successful digital marketing strategies that impact thousands of businesses every day.

Our team of search engine marketing specialists uses their depth of knowledge to make any budget, large or small, work for your business's needs. As a top online marketing agency, we separate ourselves from other search engine marketing agencies by being transparent and giving all our accounts the attention they deserve.



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4. Google/Accenture, Awareness Consumer Study – Healthcare, US, 2020.
5. Google/Accenture, Awareness Consumer Study – Healthcare, US, 2020.
6. Versus the competitive average – Source: Google/Talk Shoppe, US, Why Video study, Feb 2020.
7. Case Study: Avamere Health Services – Logical Position, 2020.