



DIGITAL MARKETING

FOR HEALTHCARE IT



- 
- A 2017 Report predicts that
 - the Healthcare IT market will
 - be worth more than

\$280 billion

by 2021.

Despite that phenomenal growth, healthcare IT is one of the most challenging industries to be in if you're a marketer.



INTRODUCTION

Healthcare reform and other legislation has incited a flood of information and competing solutions into the marketplace. Technology options for healthcare companies are vast and complex, and buyers are often confused trying to distinguish one from another.

In addition, healthcare IT companies often have similar solutions and must relay a complicated message amidst a background of industry issues and regulations. It's not easy to stand out, be clear and reach the right people.

Read on to learn how to create a digital marketing plan that helps your company thrive in today's competitive healthcare IT marketplace.

#1

RECOGNIZE THE OBSTACLES

Search for Healthcare IT companies or Digital Healthcare companies, and you'll find a slew of traditional healthcare companies who are marketing to patients. B2B healthcare marketers often find it difficult to reach healthcare organizations instead of consumers/patients.

In this case, it's important to precisely target your audience utilizing advanced SEO and PPC techniques, personalization tactics and creating content that specifically appeals to decision makers at healthcare companies. You may also want to consider [account-based marketing](#), where you choose the organizations you wish to market to instead of just hoping they find you.

Additionally, the length of the sales cycle when dealing with a hospital or health system can be daunting. You may have get past committees, multiple departments and decision-makers.

Healthcare sales take an average of 12-18 months, so you'll have to find ways to keep your prospective clients interested, informed and engaged throughout that process. Consider using [marketing automation](#) for lead nurturing and drip campaigns to keep prospects on the hook over long periods of time.

Innovative marketers at Healthcare IT companies like yours can overcome these challenges with the right tools, tactics and mindset.



#2

KNOW YOUR UNIQUE VALUE

This is the core of marketing for any company in any industry, but it's especially important in crowded healthcare IT market. What makes your business different? What makes your brand stand out from the competition? What specific value do you offer your customers?

Even if you think you know the answer, don't guess. Do some digging – perform a competitive analysis and a SWOT analysis. Talk to employees, customers, stakeholders and partners and determine what truly sets you apart. This is the foundation of your marketing strategy.

This is also central to your website. If you think back to English Composition 101, the first rule about writing was to have a theme. Your website – in fact, all your business' marketing – should share a theme.

Whatever your value prop is, make sure that everyone within your organization knows it, can communicate it, and that all your marketing efforts reinforce it. Consider creating a messaging playbook to help guide your team in different scenarios.



#3

KNOW YOUR AUDIENCE

There are too many companies in this space to waste your efforts on a shotgun approach to marketing. Determine precisely who your target market is and create detailed [buyer personas](#). If you identify who your users are and their pain points, you can target them with helpful content that specifically addresses the issues they face.

“The biggest mistake (Healthcare IT) marketers make is to focus on their solution instead of the customers’ problems.”

– John Lynn, founder of HealthcareScene.com and HITMC.com

Depending upon your business, you may have one distinct buyer persona or many. For healthcare IT companies like yours, we typically recommend you start with three main personas – an end-user, a decision-maker and a financial authority.

For example, if you are selling healthcare software, the end-user wants to be assured that it is easy to use. The decision-maker wants to know how it will impact the company’s bottom line, increase efficiencies or provide better customer service. The financial authority will be interested in cost, ROI and payment terms.

Those are three very different conversations, so a one-size fits all messaging strategy won’t work.

Every time you create a piece of content, you should know which persona you are addressing, what pain point you are trying to solve, and where your persona is in the buyer’s journey. Track this information so you make sure you are creating content for each persona, each pain point, each step in the process, for every product or service you offer.

**Targeting personas
helped our client, a
digital healthcare
start-up, grow their
sales pipeline by
46%**



#4

GET PERSONAL

Once you have those buyer personas, you can personalize content for them. Today, with advances in marketing automation, personalization can happen in real-time, on the fly, as users come to your site. And it may be so seamless that the user is not even aware of it.

Personalization can mean that some users see an entirely different version of your homepage than others. Visitors that meet certain criteria may receive offers or be directed to specific landing pages, while other visitors won't see those offers or pages at all.

Personalized calls-to-action result in a 42% higher conversion rate than calls-to-action that are the same for all visitors.

– HubSpot



HERE ARE SOME OF THE CRITERIA YOU CAN USE TO TRIGGER PERSONALIZED CONTENT:

BEHAVIOR

Have your users been to your site before, or is this their first time? (Perhaps new visitors get a welcome offer; long time visitors receive something for their loyalty.)
Have they downloaded a certain document or visited a specific page?

CONTEXT

What device is your user accessing your content from? What time of day or day of the week do they visit? Did they come to your site from a certain ad or campaign?

DEMOGRAPHICS

What city/state/country are they in? What is their gender? Age? Income level?

ACCOUNT-BASED

If you are targeting certain companies or a specific vertical market (such as health plans or hospitals) you can personalize based on those factors as well, and create a customized web experience for your high priority prospects.

Once you know the criteria you want to use and who you want to target, you can begin mapping out what content you want your different personas to see and when. Personalization can cross multiple media and impact your website, email marketing, PPC/retargeting efforts and more.





#5

CREATE MULTI-CHANNEL, MULTIMEDIA CONTENT

Great content can establish your company as a thought-leader in your industry and drive more traffic to your site. Take the same topic and present it in different ways, such as a video, blog post, infographic or podcast.

Often companies in the healthcare IT industry suffer from TMI – too much information. To explain complex products and solutions, websites and other marketing materials can become text-heavy and overwhelming. Find ways to streamline your copy, make sure it's relevant to your audience and that it's clear and easy to read.

Content should be the element that keeps buyers engaged. Provide related resources at every step of the buyer's journey to guide your visitors through the process.

Once you have valuable content that buyers are interested in, build a promotional strategy to ensure that content is easy to find and share. Promote your content through multiple channels such as landing pages, PPC & retargeting, email campaigns, e-newsletters, content syndication and social media. Also consider cross-promotional activities with partners or industry associations.

“[Healthcare marketers] need the ability to syndicate, distribute, measure and optimize content seamlessly across channels.”

– Mayur Gupta, SVP and head of digital at Healthgrades

#6

MAKE SURE PEOPLE CAN FIND YOU

In such a crowded space, it's vital that health systems can easily find your healthcare IT solution among the rest.

- Do keyword research, or enlist an Adwords expert, and make sure your website and all online materials are search optimized for the keywords that your customers would most likely use.
- Use long-tail keywords that express intent, so you weed out patients searching on more generic terms.
- Launch strategic PPC campaigns and utilize [dynamic search ads](#) so you can target key audiences.
- Create [remarketing](#) banners to recover lost traffic.
- Develop landing pages or microsites for your keywords to help you rank better and to capture lead information.

PPC is one of the most effective ways to drive traffic to your site, and if you have an optimized campaign landing page to accompany your campaign, you'll be able to effectively capture new leads to nurture and convert into sales. See our [Paid Search Strategy](#).

If your PPC campaigns aren't yielding the results you need, consider having a [PPC Audit](#) to identify wasted spend and untapped opportunities.

75% of users
never scroll past the first
page of search results.

– HubSpot




#7

NURTURE YOUR LEADS THROUGHOUT

Especially in healthcare IT when sales are complicated and the sales cycle is long, the ability to automatically reach out and provide leads with value throughout the sales process can keep them active and engaged.

Robust marketing automation tools use forms, behavior tracking, dynamic lists, email automation and analytics to help generate and qualify new leads. Additionally, a marketing automation tool can help identify anonymous visitors on your website, tell you when they've performed certain behaviors, and trigger targeted responses. It also allows you to:

- Score visitor behavior (lead-scoring) based on behavior or demographics
- Automatically send follow-up emails and drip campaigns
- Notify salespeople of a lead's behavior and interests
- Produce analytics for every step through the sales funnel

If you already have a marketing automation tool in place and would like to learn how to make the most of it, check out [7 Surprising Ways to Generate Leads with Your Marketing Automation Platform.](#)





SUMMARY

Digital Healthcare companies are faced with many challenges, but also unprecedented opportunities. Those that can implement a smart and strategic digital marketing plan will have the edge, as they'll be better able to differentiate themselves in the market, reach and engage a specific audience with targeted content, and generate and nurture leads to fill their sales pipeline.

Harness the power of digital marketing for a healthier, more successful business. And if you need any help creating or implementing your plan, [let's talk](#). This is what we do.





HEALTHCARE IT & ROGER WEST

Roger West understands the marketing challenges – and also the nearly unlimited potential – of the healthcare/healthcare IT markets. With clients such as IBM Watson Health, Wellcare and Allscripts, we've been able to help our healthcare companies stand out, rise up and thrive. Let us help you too.



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