Learning How to Track and Maximize Your Online and Offline Marketing Efforts

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Disclosure/Background

• Employee of Ceatus Media Group, an online marketing company
• More than 10 years of experience with internet marketing
• Have helped 100s of elective health care physicians around the world with their marketing efforts

Possible Reasons That You Are Here

• You don’t have any current marketing efforts and are looking to start
• You have been marketing for some time and are looking to ramp it up
• You have been marketing for some time and struggle to understand what is actually working
• Because we all understand that we aren’t…
It Is Getting More Difficult

• The economic climate

• Competition is Stronger

• Potential Patients have so many more avenues to research surgeons
Do You Really Need?

- Facebook?
- Pinterest?
- Instagram?
- Twitter?
- Google+?
- Email Marketing?
- Etc.

Half the money I spend on advertising is wasted; the trouble is, I don't know which half.

- John Wanamaker (1919)
You Don’t Think You Can Track

- You will never be able to 100% track all of your efforts.

- If you could track 70% of your patient leads, you are doing extremely well

- But you need to be creative
Offline vs. Online Efforts

- Offline Efforts
  - Print
  - TV
  - Radio
Offline vs. Online Efforts

• Online Efforts
  – Website
  – Pay Per Click
  – Patient Referral Sites
  – Social Media

Offline Efforts

• Two great ways to track the effectiveness of your offline marketing efforts
  – Call Tracking Numbers
  – Tracking URLs
Call Tracking

• Use of a specialized phone number for each effort
• All numbers are forwarded to your main number
• Potential Patients do not notice any difference
• Most applications have a backend database so you can see where the calls came from
• Some have call recording features

Call Tracking Benefits

• You are able to see what marketing efforts are driving calls
• Caller ID information even for calls received after hours
• In-house training efforts
• Don’t have to rely on the Potential Patient to remember where they heard about you.
Tracking URLs

- Use of individualized URLs to be placed on your offline efforts
- Visitors still go to your website
- Potential Patients do not notice any difference
- Examples:
  - http://www.yourdomain.com/radio
  - http://www.yourdomain.com/kcrw
  - http://www.yourdomain.com/yp

Tracking URL Benefits

- You have all seen examples of these, but maybe never understood their use.
- Allow you to track visitors to your website from offline marketing efforts
- Allows greater online tracking of your offline efforts
- These will be a bit different than online tracking URLs

Important To Know

- 77% of all health care seekers begin their research online!
• N – Name
• A – Address (including URL)
• P – Phone Number

Online Efforts
• Online Efforts
  – Website
  – Pay Per Click
  – Patient Referral Sites
  – Social Media

Phone Tracking
• Same use and benefits we discussed before
• Need to provide the number to that entity
• Keep a sheet of what numbers are used for what
Link/URL Tracking

• Different use than for offline efforts

• Ties directly into your website’s analytics program

• If you don’t have an analytics program on your website, get one – Google Analytics is free!

Online URL Tracking Uses

• Pay Per Click (PPC)

• Social Media Sites

• Patient Referral Sites

• Anywhere you are featured online that provides you with a link to your website.

Setting Up An Online Tracking URL

• Google Search: URL Builder

• https://support.google.com/analytics/answer/1033867?hl=en

• Three things to know:
  – Source
  – Medium
  – Name
### Source

- This is the beginning
- Use this field to label where the marketing effort is
- PPC, AAO, Yellow Pages, Yelp
Medium

• The type (medium) of the marketing effort

• Examples:
  – Paid, Banner, Directory, Email
Name

• Last Step

• Name your marketing effort

• Required (but not that important)

• Examples:
  – AAOListing, LASIK1, etc.

What Should It Look Like

• URL: www.domain.com
• Source: Yelp
• Medium: Paid
• Name: YelpBanner

• Final:

Your Website

• NAP

• Make it easy to find!

• Contact forms
  – If not on every page, make them easy to get to!
  – Include a “How did you find us” dropdown
In Your Office

- **Phone Calls**  
  - Ask the caller where they heard about you

- **Intake Forms**  
  - Have a field that allows the patient to mention where they heard about you

- **Print Materials**  
  - Require patients to bring them in if there is a discount
Data Overload!

• So much data it can become a burden instead of a tool
• Make it easy to compile and analyze
• You can buy services that will help you do this
• There are lower cost (almost free) options

How Do You Handle This

• Two great tools
  – Excel
  – Google Analytics

Excel Spreadsheets

• Use it to track the following:
  – Offline efforts (print, TV, radio)
  – In Office (phone calls, intake forms)
• Track number of leads from each source
• Divide the total ad spend for each effort by the number of your leads
• Cost per Lead
Google Analytics

- Use it to track the following:
  - All online efforts (PPC, Patient Referral sites, etc.)
  - Set up Goals in Google Analytics (easy)
  - You can see what sources are creating goals
  - Divide the total ad spend for each effort by the number of goals/leads
  - Cost per lead

Start Small

- Try and begin tracking the phone calls coming into your practice.
  - How did you hear about us?
- Take a look at your website – is it easy to contact the practice?
- Change your contact forms
- Take a look at Google Analytics
  - Your SEO/Web Maintenance Company can help
Resource Kit

- [Link](ceatus.com/ASOATracking)
- Sample Excel Spreadsheet
- Google’s URL Builder Website
- Google Analytics Resource tailored towards Goals
- Other Resources
Questions?!

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• Let’s Talk!