Diversification in Online Marketing
Strategies to Strengthen Online Patient Acquisition

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Conflicts & Disclosures

- President of Etna Interactive
- Consultant and educator for Allergan and BSM Consulting
Problem 1: All Your Eggs in One Basket

Problem 2: Fixation on Sparkly Things
Problem 3: Throwing Darts at a Board

The rules of mature investing are universal.

- Diversify to control risk (and maximize opportunity)
- Explain your picks
- Do your homework and check hope at the door
Diversify to Control Risk
Search Engine Optimization

**Why**  • Attract new patients and protect reputation

**What**  • Top rankings on Google & Bing

**How**  • Identify keywords, deploy great content and earn trust from the search engines

**Pro/Con**  • Big upside
  • Ranking criteria change constantly
Local Optimization

Why
• Attract new patients and guide existing ones

What
• Top visibility in map packs and mobile search

How
• Consistent NAP, local links and citations, and reviews
• May be an easier win than traditional SEO, local results dominate mobile search
• Ranking criteria change constantly, limited local result real estate in search

Pro/Con

Email Marketing

Why
• Build brand, relationships and permission list

What
• Large list excited to receive your messages

How
• Consistent delivery of valuable content
• Quick and cost effective
• Only as good as your strategy and execution, SPAM filters and information overload

Pro/Con
Paid Placement

**Why**
- Attract patients immediately

**What**
- PPC & CPM, banners, retargeted ads, directory listings

**How**
- Invest wisely and then routinely refine
- Immediate exposure, manageable terms
- It’s easy to lose money and difficult to track when you make it

What we’ve covered so far...

- Search Engine Optimization
- Local Optimization
- Email Marketing
- Paid Placement

Explore these topics in detail at [www.etnainteractive.com/learn/](http://www.etnainteractive.com/learn/)
Reputation Management

**Why**
- Attract patients and secure the practice

**What**
- Positive ratings and reviews, professional online portrayal and a distributed presence

**How**
- Proactively cultivate a representative reputation
  - Our top online performers also have the biggest reputation footprint
  - It’s hard work and requires full practice alignment, there are no quick fixes

**Pro/Con**

Social Media

**Why**
- Build brand, relationships, permission list and potentially reach in to your patients’ network

**What**
- Facebook, Instagram, social communities like RealSelf...the site du jour

**How**
- Master the message style and build a following
  - Can form deeper connections and accumulate social proof
  - Long term strategy and big investment; evolving landscape may undermine your investment

**Pro/Con**
Blog

<table>
<thead>
<tr>
<th>Why</th>
<th>What</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Build brand and attract patients</td>
<td>• Blog and guest blog contributions</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>How</th>
<th>Pro/Con</th>
</tr>
</thead>
</table>
| • Author strategic posts to extend time on site and support integrated campaigns | • Easy to deploy  
• Tough to do well |

Microsites

<table>
<thead>
<tr>
<th>Why</th>
<th>What</th>
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</thead>
<tbody>
<tr>
<td>• Build brand and attract patients by differentiating yourself in a targeted area</td>
<td>• Additional website(s) with specific focus</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>How</th>
<th>Pro/Con</th>
</tr>
</thead>
</table>
| • Create additional websites | • Easier to demonstrate commitment and expertise than on your main website  
• Costly strategy that requires parallel promotional campaigns |
EXPLAIN YOUR PICKS
## Online Investment Philosophy

<table>
<thead>
<tr>
<th>Online Marketing Tactics &amp; Channels</th>
<th>Possible Return</th>
<th>Average Cost</th>
<th>Probability of Success</th>
<th>Implementation Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video Optimization</td>
<td>Mid</td>
<td>Mid</td>
<td>Mid</td>
<td>Mid</td>
</tr>
<tr>
<td>PPC, Re-Targeting &amp; Display</td>
<td>Low</td>
<td>High</td>
<td>Mid</td>
<td>Fast</td>
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<tr>
<td>Tier 2</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Integrated Campaign Strategy</td>
<td>Mid</td>
<td>Low</td>
<td>Mid</td>
<td>Mid</td>
</tr>
<tr>
<td>Online PR &amp; Content Mktg.</td>
<td>Mid</td>
<td>Mid</td>
<td>Mid</td>
<td>Fast</td>
</tr>
<tr>
<td>Social Media Marketing</td>
<td>Mid</td>
<td>Mid</td>
<td>Mid</td>
<td>Slow</td>
</tr>
<tr>
<td>Selected Paid Placements</td>
<td>Mid</td>
<td>Mid</td>
<td>High</td>
<td>Fast</td>
</tr>
<tr>
<td>Tier 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Marketing</td>
<td>High</td>
<td>Low</td>
<td>High</td>
<td>Mid</td>
</tr>
<tr>
<td>Local Search &amp; Reputation</td>
<td>High</td>
<td>Low</td>
<td>Mid</td>
<td>Mid</td>
</tr>
<tr>
<td>Traditional SEO</td>
<td>High</td>
<td>Mid</td>
<td>Mid</td>
<td>Mid</td>
</tr>
<tr>
<td>Attractive, Complete Site</td>
<td>High</td>
<td>Mid</td>
<td>High</td>
<td>Mid</td>
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</table>
**Tier I: Fundamental Strategies**

- Invest in your site first, it will be the foundation for SEO and the point of conversion for many other channels.
- Immediately engage in SEO as this has shown the highest historic rates of return but takes time to mature.
- Claim and optimize local profiles and take steps to protect your reputation; the former is an easy win and the later will deliver lasting value and security.
- Build your email marketing list; this is equity for future marketing communications.

**Tier II: Mature Strategies**

- Select a few paid placements to diversify your lead stream and carefully track performance.
- Engage in one or more social media channels and do it well before you expand further, looking to build long-term value.
- Work to cultivate coverage and syndicate content...simultaneously expanding your reach and supporting your optimization effort.
- Start thinking about “integrated marketing” and leverage a single message or concept across all your channels to save time and improve performance.
Tier III: Advanced Strategies

• Invest in CAREFULLY TRACKED pay-per-click campaigns and regularly refine bidding to maximize return
• Use video to engage visitors (increasing time on site) and to diversify your optimized content

CHECK HOPE AT THE DOOR
Before You Invest
- Is this the best next step for my practice?
- What information is guiding my investment?
- Will this further diversify my online promotion?

During Your Campaign
- Ensure that performance measurements are in place
- Take advantages of amplification opportunities
- Work to refine campaign performance based on data
After Your Campaign

- Use performance data to refine your strategy
Be **Strategic.**

- Diversify your online activities
- Be confident in the reasoning behind your strategy
- Avoid impulsive and emotional moves, let data drive decisions

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