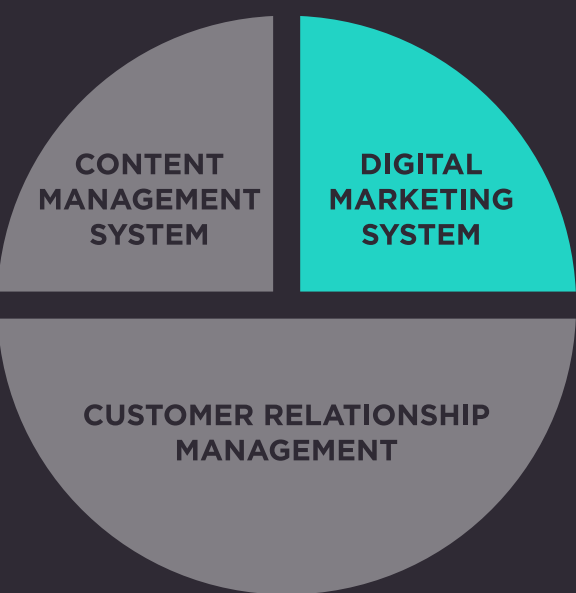


# Digital Marketing System

Engage consumers on their preferred channel and convert them to loyal patients.



Influence Health's Digital Marketing System is healthcare's leading platform and managed marketing service for driving consumer awareness, acquisition, and engagement through targeted campaigns spanning mobile, search, social media, email, and print. Quickly launch multi-channel healthcare marketing campaigns and measure and manage their performance in real-time within a single platform.

[REQUEST A DEMO](#)

- REACH
- NURTURE
- MEASURE
- IMPROVE
- REPORT

## Reach More Consumers

Our Digital Marketing System is the healthcare industry's only certified Facebook Marketing Partner, with a platform connected directly to the Facebook Ads API. Leveraging sophisticated Facebook Custom Audience Targeting, we've managed hundreds of high-performing Facebook patient acquisition and service-line growth campaigns, all tracked and optimized in real-time to help you achieve your goals. Sophisticated integration with Medicom and other HRA vendors allows you to triage more urgent patients for immediate follow-up.



As a Certified Google Partner, connected directly to the Google API, we manage not only Google keyword research, bid optimization, ad purchases, and launches but also measure performance results well beyond the click down to the phone call, form fill, appointment, and procedure.



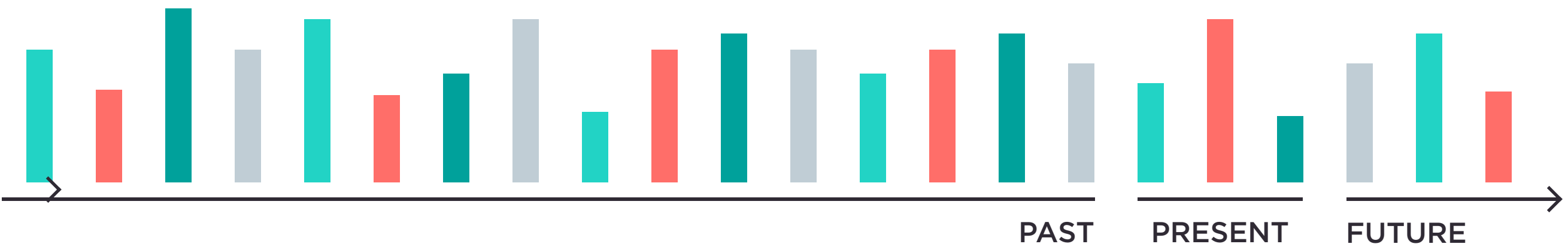
## Nurture Leads Across Touchpoints

Continue to nurture leads and existing patient relationships with personalized email campaigns deployed directly from the Persuade console. Email leads based on status, upload custom email lists, associate trackable phone numbers and landing pages to the email campaign, and track all leads generated by a single or multiple campaigns. Build a custom Facebook audience comprised of visitors to your website or campaign landing pages and re-engage the consumers who don't convert by displaying related ads directly in their Facebook Newsfeeds.

Print campaigns remain highly effective for promoting healthcare services and, when combined with your digital strategy, can form an ideal multi-channel marketing ecosystem. Using digital variable print capabilities, Persuade can leverage demographic data to include relevant imagery, content, and calls-to-action on print pieces tailored to audiences most likely to respond favorably to offline messages. Variable newsletters also allow you to reach your patients directly with health and promotional articles most relevant to them.

## Measure Performance in Real-Time

Persuade gives you one intuitive console to measure and manage leads for every campaign you're running – yes, even the offline ones. From the first soft touchpoints around awareness, through to scheduling, return visits, and billing, lead management helps you track individual consumers, to make sure they're receiving appropriate nurturing and contact.



## Improve Campaign Performance

Our managed services team's extensive healthcare background allows them to recommend the channel and approach that data and experience demonstrate will work best to achieve your specific campaign goals. Utilize real-time insights to know when a campaign is performing, and when it's not, so you can make adjustments in the moment instead of after the campaign has ended and your budget is used up. Use Persuade's sophisticated tracking and management capabilities to see where leads might be dropping off, to help you improve, grow, and drive revenue.



## Report on Your Success

Gain actionable insights from reports on your campaigns to better understand which tactics to repeat and which to adjust. Downstream results speak volumes about your effectiveness, and Persuade's reporting capabilities ensure your wins are visible and attributable.

