

Get more clients calling to book appointments in Healthcare 2020

Marketing research by Petar A.



Digital marketing is not the priority in healthcare — patient care is (and rightfully so). But a good digital marketing strategy is a must, if your organization wants to help treat as many patients as possible.

What is the “pain” in digital advertising for the industry?

Rigid regulations constrain marketing efforts in the healthcare sector. It is difficult for clinics and hospitals to keep up with other industries’ marketing innovations.

Google and Facebook follow the regulations very strictly and it is much harder to get your ads approved and running smoothly, if you are in the healthcare sector and you do not work with an experienced marketing professionals.

email: contact@mokeez.com

web: www.mokeez.com

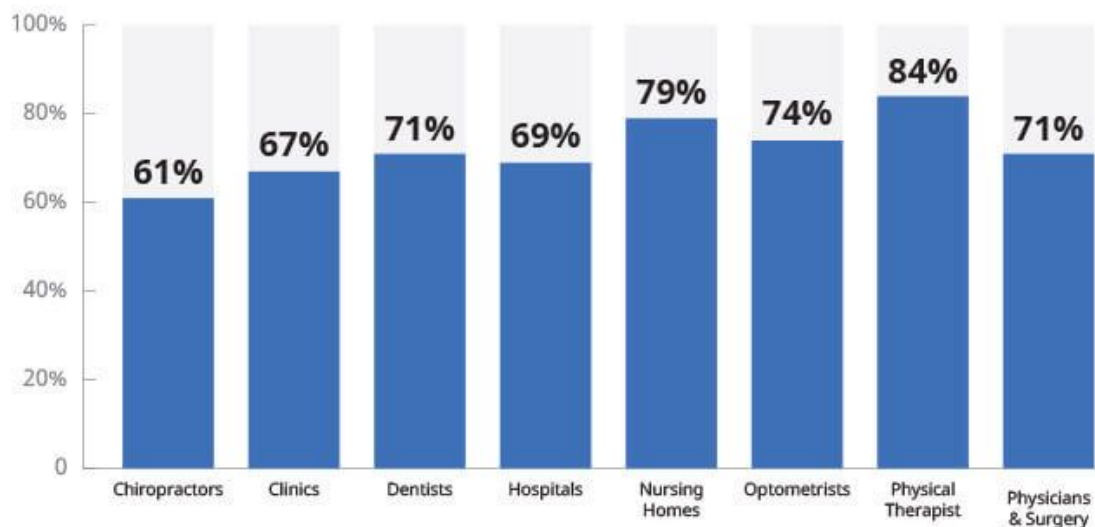


Why digital advertising is suitable for the industry?

Data shows that **most healthcare consumers start their journey online**, usually **through searches**. They first find and compare providers and **after they have completed their research**, they typically **convert by calling**.

To win over more patients in 2020, healthcare marketers are optimizing digital ads to drive more quality calls to their business.

Choosing a healthcare provider involves extensive research by consumers before taking action.



Percent of healthcare consumers that ran a search before scheduling an appointment

Source: LSAInsights

- **5% of all Google searches are health-related.** Google is a preferred resource for patients across the globe to answer their health-related questions. (source: **Google**).

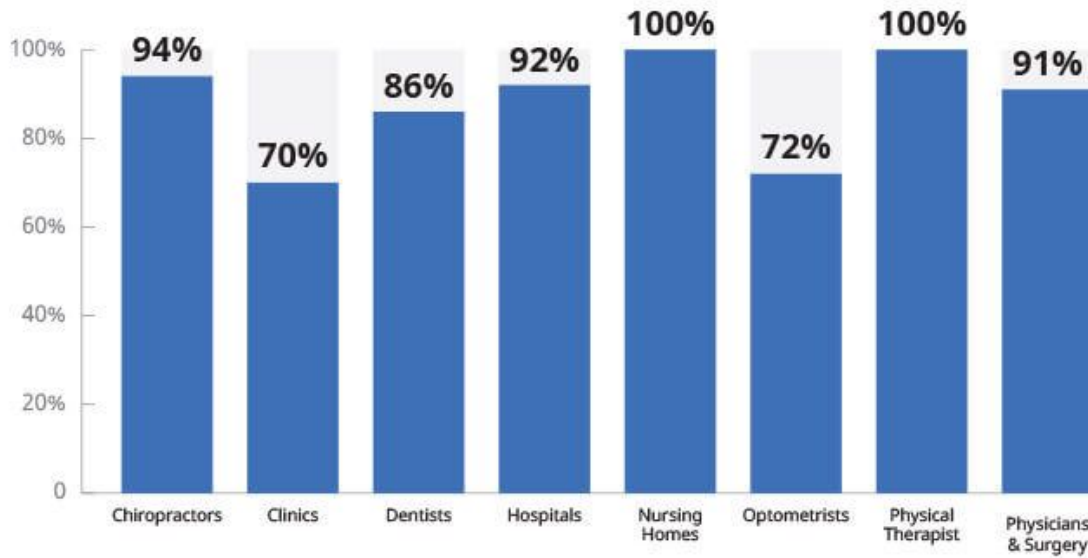
- Studies show that **77% of patients perform online research** prior to booking an appointment
- **Search is the preferred way for patients to find** healthcare providers online as it drives **3x more visitors** compared to non-search. (source: [Google](#)).
- **Patients who booked healthcare appointments ran 3x more searches** than those who didn't. (source: [Google](#)).
- Consumers researching physical therapists, nursing homes, and optometrists are the most likely to use search engines. **Over 60% of consumers run a search before scheduling an appointment in most healthcare verticals** (source: [LSA](#)).

What is the most valuable conversion in the industry?

As we determined the majority of patients start their journey by searching and comparing providers online, usually through Google. Once they complete their research and decide on a provider, they typically **get into contact by calling**.

88% of healthcare appointments are scheduled by phone.

Phone calls are the most valuable conversions for healthcare.



Percent of consumers who say they contact a healthcare provider by calling after search

Source: LSAInsights

- People who research online **prefer to call due to the personal and private nature** of healthcare. Speaking to a human being is preferred when patients book appointments for themselves, their children, or other family members.
- Most **people are reluctant to type the reason** for their appointment or personal health information **into an online form**.
- Caller retention rate is 28% higher than web lead retention rate. Driving calls from your **marketing campaigns is more profitable in the long-term** as the patients who call you tend to be more loyal .
- **Callers convert 30% faster than leads from online forms**. They offer a more immediate return on your investment.
- **Phone calls convert to 10-15x more revenue** than web leads.

OK that sounds interesting! But how to get more calls and appointments?

To acquire more patients in 2020, the healthcare industry needs to invest in Search Ads to drive more high-quality calls. Paid search is flexible, highly effective, can target specific audiences and demographics and can be used with any budget.

A huge advantage of Search Ads, especially in the Healthcare sector, are the **call and location extensions available**. You can **show your phone number and the address** to your business to your prospect clients **directly in the ad**!

Another awesome functionality, especially for the healthcare sector, is that **people can call you directly from the ads by clicking on the call extension from their smartphone**. There are also **Call-only ads designed specifically to drive more phone calls**!

A disadvantage of Paid Search Ads is... well you guessed it, they are paid. You pay every time someone clicks on your ad. That being said a well managed and correctly structured Google Ads account can be a very profitable asset for a healthcare business.

It does not matter much how much you spend on ads if the return on your investment is positive. To put it this way - would you rather spend 1000€ to get 10 000€, or spend 100€ to get 1000€?

Apart from the huge control and flexibility of Search ads, they offer another advantage - often you will notice a rise in organic positions as well. In fact **Search ads often bring more traffic which makes your brand more recognizable** and people search for it and click on your results more often. This tells the Google ranking algorithm that your website is of good quality which ranks it better. The connection here is one of correlation not causation.

Being visible on the Search Results Page is extremely important for the sector as other marketing strategies such as Remarketing and Display Advertising can be limited due to advertising regulations.

Advantages of Advertising on Google Search

With Google Search Ads you can:

- Show ads to people who show interest by actively searching for you
- Be very specific in your choice of keywords
- Track your results easily
- Start with a small budget and increase it as results come
- Show ads only near your business location
- Choose at what times to show the ads
- Show your phone number and offer direction to your location directly in the ads
- Create Call Only Ads so patients can call you directly from the ad

Real life example

To give you an example of the effectiveness of Google Ads for the healthcare sector we are sharing some results from our 2019 spring campaign for our client, a health clinic specializing in beauty treatments.

For a **budget of under 1000€** and a **period of 2 months** the **client received 681 contact page views** and **561 clicks on call-only ads from quality traffic** actively searching for their services.



Goal: contact page views

email: contact@mokeep.com

web: www.mokeep.com





Clicks on call-only ads from quality traffic

They themselves reported a substantial increase in appointments and calls!

“We have tried other types of advertising but we got mixed results. When Mokeez started managing our Google Ads account we noticed an increase in calls and appointments right away. Highly recommend them!”

Book a free consultation with Mokeez

The consultation will be conducted via a Google Hangouts Meet video call. During the call we will discuss your business goals and how we can help you achieve them with Google Ads.

**BOOK A FREE
CONSULTATION**



with Petar A.

Digital marketing expert at Mokeez

🕒 30 min

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Why we're doing this for free?

We believe that this call could be the beginning of a great partnership. We know we can provide great value for businesses like yours and this is a way to get in touch and get to know you.

We are confident that for just 30 minutes of your time you will receive so much valuable know how that you will never regret your decision to book a free consultation!

What will you get?

If you are already running ads: Our experience has shown that businesses could waste a large amount of their Google Ads budget. We'll make you a free account audit in which we will point all the necessary actions that should be taken to improve and optimise your advertising campaigns. All it takes is "Read-only Access" to your Google Ads account.

If you are not running ads: We will guide you in understanding how Google Ads works, what type of campaigns align best with your specific business goals and make sure you do not make the most common mistakes.

Thank you for reading!