

Health Professionals

Making Sense
of Online Marketing

The



DOWN LOAD



THE OFFICIAL CONSTANT CONTACT
MARKETING ADVISOR PLAYBOOK

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Our goal is to show you how to connect the dots in online marketing.

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Introduction

People are looking for healthcare information online all the time.



68%

of all internet users look online for information about a medical condition.



77%

of patients use online searches before engaging with a healthcare provider.

Due to this demand for information, healthcare organizations that are online are seeing growth. By establishing an online presence and providing answers to the questions people are asking, you too can increase the chances of more people finding your practice online.



If you're considering getting started with marketing your practice online, you may become overwhelmed by too many tools, never-ending expert advice, and the many marketing myths presented as fact. If you're already doing online marketing, you may be frustrated to find that it's not as easy as many claim it to be.



You're not alone.

If you're like many Constant Contact customers, you're busy trying to run and grow your practice. As a healthcare provider, your focus is on your patients, without the luxury of time to figure out how to navigate the world of online marketing.

What if there were a way to make sense of online marketing for healthcare?

It's not easy when you're a healthcare professional by day and a marketer by necessity. Here's the thing, it's not just about the tools available to you.

You also need to understand the fundamentals of marketing so you can get the most out of those tools.

This guide is designed to give you practical advice.

Our goal is to show you how to connect the dots in online marketing. To point out what you should pay attention to, so you have a strong foundation in place.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for your practice.



There's something else that's important to note.

As a healthcare provider or small medical practice, you have a huge advantage over larger hospitals because you actually know your patients. Many times, you interact with them in a way big organizations cannot. It's that intimate knowledge that can keep your practice top of mind and give you an edge.

Ultimately, we're talking about engaging with patients. The location has changed to a digital format but at the other end of those devices are real patients. And patients would prefer to seek medical care from healthcare providers they know, like, and trust.



TIP

Here's a good rule of thumb as you navigate the healthcare digital landscape: If you wouldn't do it face-to-face with a patient, don't do it online.

Keep this in mind about healthcare marketing.

If you were asked where most of your patients come from today, what would you say? Many physicians tell us "word of mouth." When done correctly, online marketing provides more opportunities to extend the word of mouth that's already so important to your healthcare organization.

As you know, a reputable medical practice is built on relationships. Online marketing allows you to strengthen relationships with existing patients and attract new patients.



Here's what we're going to cover:

Chapter 1: How patients find your practice online

Chapter 2: How to set your practice up for success

Chapter 3: How it all comes together

Chapter 4: How healthcare marketing can work for you

Now let's get to it!



How patients find your practice online

We've mentioned that word of mouth now happens online.

People are talking about their experiences with healthcare providers online, and they're asking connections for recommendations. Your practice has an opportunity to be part of more of these conversations.

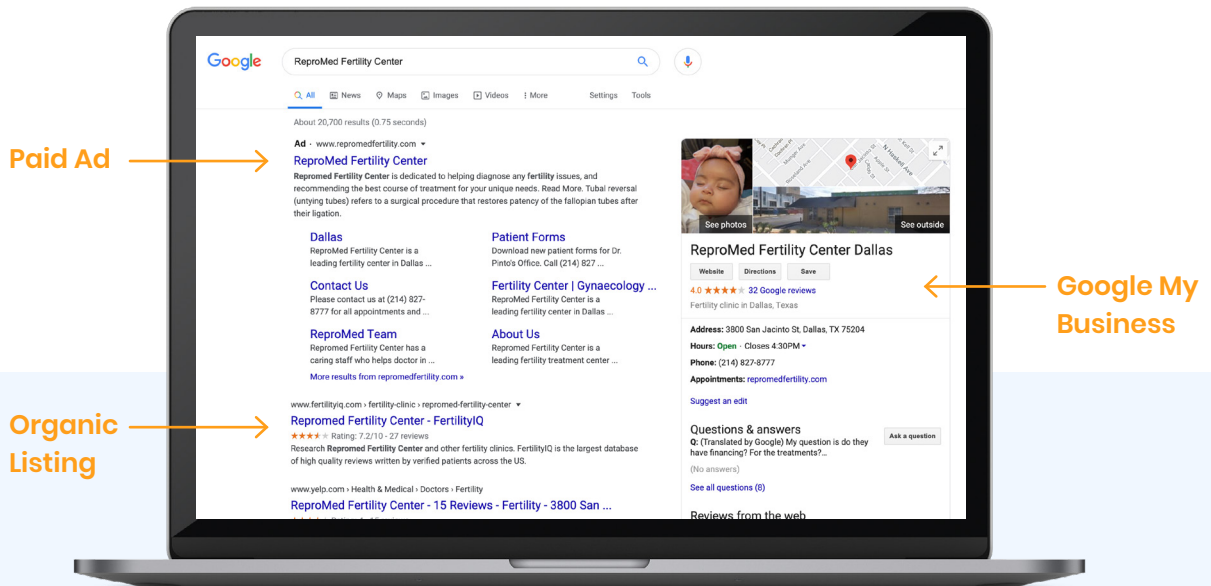


The more you can do to keep your practice top of mind and make it easy for others to talk about you, the more you increase the chances of people recommending or seeking you out when they need your specific type of care.

Beyond being part of the conversation, you must understand what people may find when they go looking for you specifically by your provider name, your practice name, or by your medical specialty or subspecialty.

And, of course, be aware that if people don't find your practice when they go looking online, it begs the question, "Does your practice even exist?"

What do patients find when they go looking online for your practice?



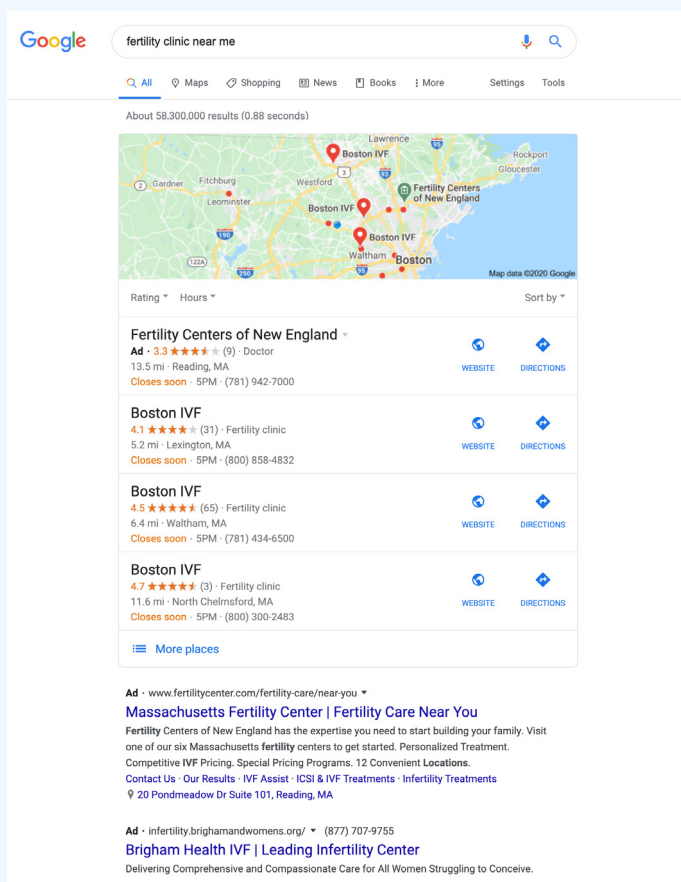
Example using "ReproMed Fertility Center" as the search term

It's no secret that people turn to search engines like Google to get more information about local medical providers and/or healthcare organizations. Let's take a look at some of the things that may show up on a Search engine results page, or SERP, when someone searches for a medical practice by name:

- Paid ads
- Organic (non-paid) search results
- Google My Business listing
- Social media accounts
- Online reviews

What if patients are looking for a medical specialty your practice offers?

In the example on the previous page, we searched for a specific facility — “ReproMed Fertility Center” — by name. But people don’t always search by name. Sometimes they have a health concern and will research their condition online. They might want to know who specializes in treating their specific condition. They might type in a more generic search term, like “fertility clinic near me” or “shoulder surgery”.



Let's take a look at an example.

Imagine you and your partner decide that you are ready to settle down and start a family. But you're unable to do so by natural means, even after trying for a long time. In this case, the healthcare consumer will likely jump on a computer or mobile device and search “fertility clinic near me.”

Here's an example of what may come up — of course, your actual results will differ.

Notice that “fertility clinic near me” brings up the listings in Google Maps first. This information comes from Google My Business profiles (more on that later).

Beyond the map listings, you may also find websites, social media accounts, reviews, and listings of the fertility clinics near your location in the search results.

If we apply these results to what may show up for your healthcare organization, potential patients may find:

- Your website
- Social media accounts
- Review sites
- Business listings
- Competitor listings

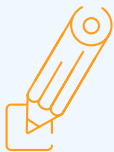
The screenshot shows a Google search for "fertility clinic near me". The search bar is at the top with the Google logo on the left and a microphone icon on the right. Below the search bar are tabs for "All", "Maps", "Shopping", "News", "Books", "More", "Settings", and "Tools". The search results are displayed below the tabs, showing "About 58,300,000 results (0.88 seconds)".

The results include:

- www.arcfertility.com > arc-fertility-clinics**
Find the Best Affordable Fertility and IVF Clinic Near Me
ARC has the largest network of fertility clinics in the USA. Find the most affordable fertility treatment options at a clinic near you.
- www.bostonivf.com**
Boston IVF Fertility Clinic
Fertility specialists at Boston IVF offer world-renowned infertility treatment services in Massachusetts, New Hampshire, Rhode Island, Maine, and New York.
- www.yelp.com > nearme > fertility-clinics**
Best Fertility Clinics Near Me - February 2020: Find Nearby ...
Best Fertility Clinics Near Me. Bay IVF Center. 48 reviews. Nova In Vitro Fertilization. 74 reviews. Reproductive Medicine Associates of Southern California. 6 reviews. Annie Wang Acupuncture. 66 reviews. Camran Nezhat, MD FACOG FACS. 80 reviews. Zouves Fertility Center. 81 reviews. Mary Abusief, MD, FACOG. 7 reviews. ...
- www.parents.com > Getting Pregnant > Dealing With Infertility**
How to Find the Best Fertility Clinic Near You | Parents
Each year, couples dealing with infertility or looking for fertility options seek help from fertility ... The first, the ages of patients who used ART at your local clinic.
- www.fertilitycenter.com**
Fertility Centers of New England | Infertility Doctors in MA, NH ...
Welcome to The Fertility Centers of New England, the award-winning home for infertility services in the region.
- www.emersonhospital.org > clinical-services > womens-health > infert...**
Infertility Treatment | Emerson Hospital
Emerson Hospital offers state-of-the-art fertility services through an affiliation with the respected IVF New England.
- www.massgeneral.org > obgyn > fertility**
Fertility Center - Massachusetts General Hospital
The Massachusetts General Hospital Fertility Center provides state-of-the-art ... About Us · News & Media Coverage · Locations · Leadership Team · Quality & Safety ... The Clinic for Reproductive Health and Cancer provides guidance on fertility ... The doctor makes me feel like I'm the only patient he has, even though I know ...

Review Site

Business Listing



ACTION STEPS



Search for your practice or provider name online.

What information shows up? Is it what you were expecting? Is there anything there that surprises you? Is there something missing?



Search for generic terms for your practice.

Is your organization there in either an organic or paid perspective?



Make a list of results that show up on the first page in both scenarios.

Here's the reality: If you're not online, prospective patients can't find you.

Your practice should make sure you can be found, the information is accurate, and that you're answering the questions your potential patients may have.

As people visit your website and click through from various search results, they're starting to form opinions about your healthcare establishment or brand. Ultimately, they're asking themselves, "Is this the right doctor for me?"

If your website is present, engaging, and educational about your medical specialties, you'll increase the chances of people finding *your practice* and choosing *you*.



The question is, what tools should you use to build a strong foundation for your healthcare marketing efforts? Let's take a look at how to set your medical practice up for success.



How to set your practice up for success

With an understanding of how healthcare consumers may find you online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools your practice should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-responsive website



2

An email marketing tool



3

A primary social channel



4

Up-to-date business listings



5

A way to easily create content





A mobile-responsive website: Your online hub.

Yes, your practice should have a mobile-responsive website. Your website is at the center of all your online activities. It's the hub you'll want to point potential patients to in order to drive new patients to your practice. You shouldn't rely solely on social media sites. You'll want to have a place you own.

Think about the first thing you do when you want to research a medical practice or provider. Typically, you'll go looking on the internet to learn more. Your potential patients are doing the same. And they're frequently doing it on a mobile device, making a mobile-responsive website important for today's patients.

A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it. With a mobile-responsive website, visitors won't struggle to find the information they need. The good news is that you no longer need to be a web designer to build an effective mobile-responsive website.



TIP

Buy a domain name for your website to match your medical practice brand name and/or your provider(s) name(s).

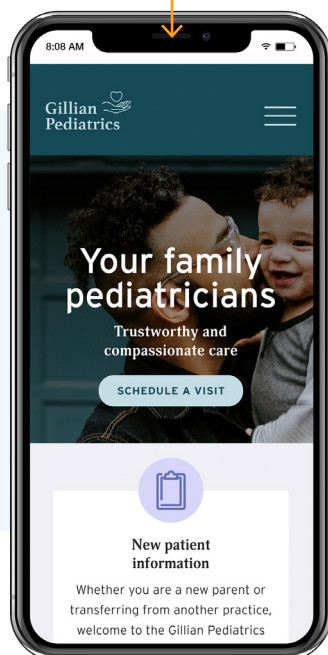
Buy your provider name domain if you want to promote you as a provider as well as the practice name. For example, drpauljacob.com and oklahomajointreplacement.com. Both URLs redirect to the same site and this will ensure that you capture your name as well as your practice brand name.



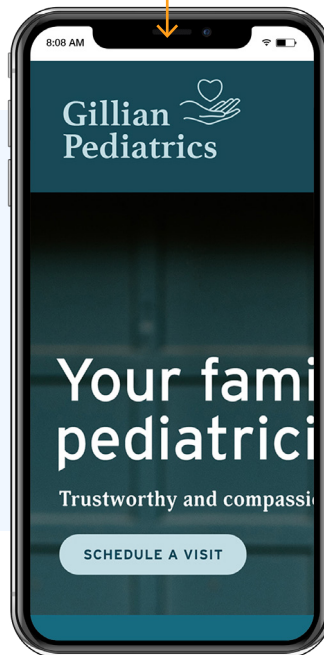
With a mobile-responsive website, people will be able to read and navigate your site with ease regardless of the device they're using.



Responsive
website
on mobile



Non-responsive
website
on mobile



**DID YOU KNOW?****Want a custom-designed site?**

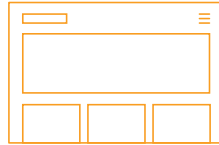
Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

Need a logo?

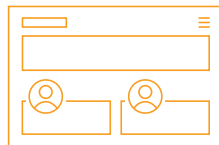
A logo and colors form the basis for the visual representation of your brand. [Constant Contact's LogoMaker](#) generates hundreds of options in seconds.

Your website should have at least five pages.

When people visit your website, they're looking for answers to their questions. Use the following pages to answer them.

**HOMEPAGE**

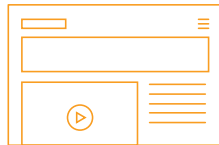
Your front door

**ABOUT PAGE**

Your credentials, area of expertise, medical specialties, and subspecialties

**PATIENT INFORMATION**

Insurance, forms, and instructions for care

**PATIENT SERVICES**

Educational information about your specific medical services and/or procedures

**CONTACT PAGE**

How your patients connect with you

Think about your practice specifically to add additional pages. For example, an orthopedic practice should have a Specialties page. If you take insurance, you should list insurance plans accepted and the methods of payment.

What should you put on those five core pages?
Let's take a look.



HOMEPAGE

What questions should you answer on your Homepage?

What are your general areas of specialization, sub-specialties and medical qualifications?

People don't have a lot of time. Be clear. Be specific.

Who is it for?

Who is your ideal patient and what are they like? Do you serve a particular age group or demographic? Perhaps an athlete, if you are a Sports Medicine Specialist. Make it clear who your patient audience is and your patient demographics.

Why choose you?

Why should patients choose you out of all the doctors out there? Is there something about your practice or service that makes it unique? What sets your practice apart from the competition?

How does a visitor become a patient?

Book an appointment? Contact you? By email or phone? Make it clear what action people should take as their next step.

Gillian Pediatrics HOME PATIENT INFORMATION SERVICES ABOUT CONTACT US BLOG

Your family pediatricians

Trustworthy and compassionate care

[SCHEDULE A VISIT](#)

New patient information

Whether you are a new parent or transferring from another practice, welcome to the Gillian Pediatrics family! Let's get some info so that we're ready for your first visit.

[NEW PATIENT FORMS](#)

Is your child sick or injured?

Give us a call! Our flexible scheduling allows peace of mind for every unexpected moment. We may even be able to give advice over the phone if an office visit isn't needed.

[CALL NOW](#)

Our full list of services

From vaccines to bedwetting, asthma to allergies, we're here for you and your child throughout the years. Our primary care is available for ages 0-17 years old.

[FULL SERVICES](#)

Meet our practioners

Courtney Wilson, MD

Dr. Wilson is a board-certified pediatrician and internist. She specializes in infant and diagnostic treatment. A graduate of the Feinberg School of Medicine at Northwestern University, Dr. Wilson went on to complete her residency at University of California, San Diego, Internal Medicine/Pediatrics.

[MORE ABOUT US](#)

ABOUT GILLIAN PEDIATRICS

Accepting patients 0-17 years old

Board-certified pediatricians

Nutrition and dietary experts

Flexible appointment scheduling

GET IN TOUCH

Please schedule a visit before coming in. Unfortunately, we are unable to see walk-in patients.

Phone
555-122-4009

Office Location
1721 Park Boulevard, Suite 500
Houston, TX 77004

Hours
Monday: 8AM-7PM
Tuesday through Friday: 8AM-5PM
Saturday: 10AM-3PM

SCHEDULE A VISIT

A confirmation will be sent to the email provided.

Patient Name Date of Birth

Email

Doctor Appointment Date

Message

[SUBMIT REQUEST](#)

Gillian Pediatrics

1721 Park Boulevard, Suite 500
Houston, TX 77004
555-122-4009

[SCHEDULE A VISIT](#)

Monday: 8AM-7PM
Tuesday through Friday: 8AM-5PM
Saturday: 10AM-3PM

Homepage example



ABOUT PAGE

What questions should you answer on your About page?

What is your story?

How do you want or represent yourself as a provider in the community? What care are you providing for your patients? Heart disease? Joint pain? What are your specialties and credentials?

Why should people seek your care?

How will potential patients benefit from your medical expertise? How will you help get them back to doing the things they enjoy in life? Do you have patient stories to share?

What makes you or your practice different?

What is your level of experience? Perhaps you have advanced fellowship training or developed new surgical technique? How will you use your skills to help your patients?

Gillian Pediatrics HOME PATIENT INFORMATION SERVICES ABOUT CONTACT US BLOG

Our Practice

Excellence in pediatric care

At Gillian Pediatrics, preventive medicine and health screening are a major focus of our practice. We have a team of board certified doctors, and a wonderful, caring staff. Your child's comfort and health, combined with your trust in us, is most important.

Courtney Wilson, MD
Pediatrician
PHONE: 555-122-4010
LANGUAGES: English, French
CLINICAL INTERESTS: Newborn Care, Mental Health and Wellness
[LEARN MORE](#)

Sylvia Morales, MD
Pediatrician
PHONE: 555-122-4011
LANGUAGES: English, Spanish
CLINICAL INTERESTS: Nutrition, Adolescent Medicine
[LEARN MORE](#)

Brian Lennox, MD
Pediatrician
PHONE: 555-122-4012
LANGUAGES: English
CLINICAL INTERESTS: Nutrition, Mental Health and Wellness, Asthma
[LEARN MORE](#)

Leslie Stone, MSN, FNP
Family Nurse Practitioner
PHONE: 555-122-4013
LANGUAGES: English
CLINICAL INTERESTS: Newborn Care, Adolescent Medicine
[LEARN MORE](#)

Martina Hall, MSN, FNP
Family Nurse Practitioner
PHONE: 555-122-4014
LANGUAGES: English, Spanish
CLINICAL INTERESTS: Mental Health, Adolescent Nutrition
[LEARN MORE](#)

Rebecca Lee, MSN, FNP
Family Nurse Practitioner
PHONE: 555-122-4015
LANGUAGES: English
CLINICAL INTERESTS: Nutrition, Mother and Newborn Health
[LEARN MORE](#)

“When we moved to the area I was so nervous about finding a new pediatrician that I could trust. But then I found Gillian Pediatrics and Dr. Morales. We feel so at home here!”

CINDY + HAILEY MARTENS

Gillian Pediatrics

1721 Park Boulevard, Suite 500
Houston, TX 77004
555-122-4009
[SCHEDULE A VISIT](#)

Monday: 8AM-7PM
Tuesday through Friday: 8AM-5PM
Saturday: 10AM-3PM

[f](#) [t](#) [i](#) [y](#) [p](#)


About page example




PATIENT INFORMATION PAGE

What information should you provide on your Patient Information page?

This should be a quick and easy way for patients to find necessary forms in one place. Depending upon your specialty, you can house prescription refill forms, FAQs, etc. List all insurances accepted, and important privacy and legal notifications and disclaimers here.

[HOME](#) [PATIENT INFORMATION](#) [SERVICES](#) [ABOUT](#) [CONTACT US](#) [BLOG](#)



Patient Information

Your first visit needs

Patient Forms

We are sensitive to your time and schedule. That's why we offer all of our new patient forms in one place so you can be prepared for your initial visit.

New Patient Registration Form	DOWNLOAD FORM
Patient Responsibilities Form	DOWNLOAD FORM
HIPAA Form	DOWNLOAD FORM
Authorization for Release of Information	DOWNLOAD FORM


Insurance

For additional insurance and billing inquiries, please contact our practice.

Health insurance we accept	+
What to do if your insurance is not listed	+
Billing questions and payment plans	+


Frequently Asked Questions

How do I request a referral for a specialist?	+
How do I access the patient portal?	+
What if I need lab work done outside of your practice?	+
What is your cancellation policy?	+
What is the age range of current patients?	+
How do I obtain immunization records for daycare/summer camp?	+



“ We really appreciate the entire team at Gillian Pediatrics. As a new mom with a lot of questions, they were always available with the best advice and treatment. They made us feel so comfortable and I would recommend this practice to any new parent. **”**


JACKIE • HENRY SMALLS



1721 Park Boulevard, Suite 500
Houston, TX 77004
555-122-4009

[SCHEDULE A VISIT](#)

Monday: 8AM-7PM
Tuesday through Friday: 8AM-5PM
Saturday: 10AM-3PM



*Patient Information
page example*



PATIENT SERVICES PAGE

What information should you provide on your Patient Services page?

Here is where you should have all the educational information about your specific medical services and/or procedures. Housing educational content within your practice website keeps your new and existing patients engaged and educated on procedures and medical solutions. It also allows you to further position yourself as an expert in your field.

Patient education content can include written and/or video about:

- Causes of the disease/condition
- Symptoms of the disease/condition
- Diagnosis and treatment options
- Risks and/or benefits of the treatment options
- FAQs

Gillian Pediatrics HOME PATIENT INFORMATION SERVICES ABOUT CONTACT US BLOG

Patient Services

Specialties built around wellness

Our specialty is pediatrics. The patient and parent experience is very important to us. Take a look inside our growing practice and meet some of the amazing doctors and staff at Gillian Pediatrics.

Newborn and Infant Care
We will meet your newborn just days after birth. This first appointment establishes the baseline from which to evaluate your child's growth and development in the coming years. [LEARN MORE](#)

Vaccinations and Immunizations
Immunizations are important for your child's preventative health. The CDC recommends a vaccination schedule from birth through 18 years. We offer modified schedules if you plan to travel outside the US. [LEARN MORE](#)

Well Visits and Routine Physicals
Routine visits enable us to monitor developmental progress and identify any underlying problems. And we can answer any questions or concerns that you may have as parents. [LEARN MORE](#)

Pediatric Nutrition and Wellness
Research has shown that good nutrition is important for disease prevention, as well as overall development. Our personalized care can help your child get back to being a kid again! [LEARN MORE](#)

Behavioral and Mental Health
Being a kid can be hard in today's world and we understand the obstacles they may face. Much like physical health, behavioral and mental health are important to your child's overall well-being. [LEARN MORE](#)

Illness Care and Prevention
Maintaining your child's overall health is the best illness prevention. We can educate our patients and parents about long-term benefits of maintaining a healthy lifestyle. [LEARN MORE](#)

Testimonial:
“Dr. Lennox is the best pediatrician around. He is so patient and kind. Dr. Lennox has helped us come up with a nutrition plan since we found out our daughter has a milk and soy allergy.”
COLLEEN + EMMA BAKER

Gillian Pediatrics
1721 Park Boulevard, Suite 500
Houston, TX 77004
555-122-4009
[SCHEDULE A VISIT](#)

Monday: 8AM-7PM
Tuesday through Friday: 8AM-5PM
Saturday: 10AM-3PM
[f](#) [t](#) [i](#) [y](#) [p](#)

Patient Services page example



CONTACT PAGE

What questions should you answer on your Contact page?

Where can I find you?

List all physical location(s) with a map and driving directions? Where is your practice or clinic based? Which social media channels do you use?

When can I reach you?

What are your hours of operation? Are all locations the same? Are there different hours for support?

How can I contact you?

Is there more than one way? Phone number and request for appointment should be a clear call to action for patients to reach out to your office.



TIP

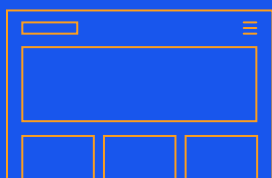
Links to your EMR, payment portal, and medical forms can be placed here.

You can link to other pages that have important information like: What do I need for my first appointment? And the types of insurance accepted.

Contact page example

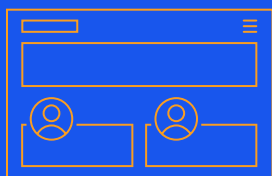
Tips for using images on your website.

Overall, use high-quality images on your website whenever possible. If you don't have your own images, sites like Unsplash offer free, high-quality stock images.



HOMEPAGE

Show what a healthy patient looks like by sharing your patient stories.



ABOUT PAGE

Use professional images of yourself and your staff that show your personalities, and real or stock images of your patient demographic. You want people to identify with your images and feel like they will fit in with you and your medical staff.



PATIENT INFORMATION PAGE

Show images that represent your friendly front desk staff greeting new patients.



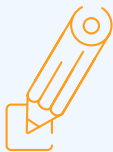
PATIENT SERVICES PAGE

Use more photos of happy people that represent the types of people you see in your office.



CONTACT PAGE

Show your physical location(s), especially if it's not in an obvious place and include a building image and map. Include an email form as well as the phone number for appointments. You can add quick links to EMR, payments, and FAQs on this page.



ACTION STEPS



Create a simple website.

Don't have a website?
[Create one with Constant Contact](#) in minutes!



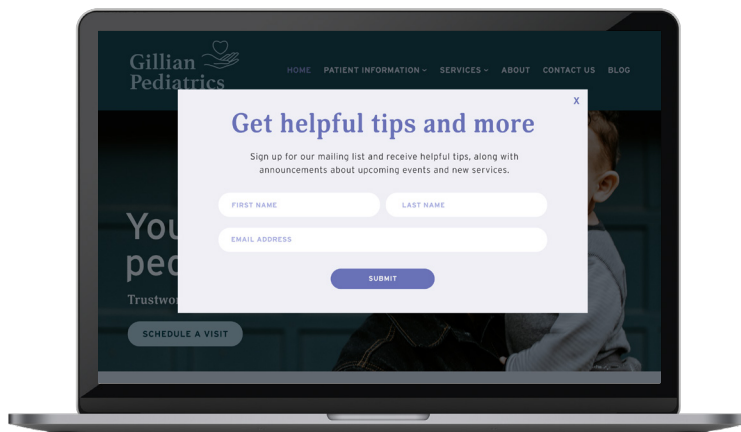
Review your website for the appropriate pages.



Make sure you're answering the questions suggested above.



Add sign-up forms to your website.



MOBILE-RESPONSIVE WEBSITE

What happens if someone visits your website and doesn't book an appointment?

It's unlikely they'll come back again. But what if you had a way to contact them? Then you could encourage them to return to your site and eventually book an appointment with you.

This is why you'll want to collect email addresses from people who visit your website. You can do this by adding sign-up forms to your website. In addition to using your website, you should also think about collecting emails in person, print, or via EMR.

Once you have someone's email address, you're able to reach out on a consistent basis to educate them about your medical services by sharing a combination of helpful and promotional messages.

2



Email marketing: It's how you drive patient engagement.

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want you to market to me."

As part of the medical community, you already understand that email marketing campaigns are obligated to be HIPAA compliant. Medical professionals also know that they cannot discuss patient care or protected health information (PHI) via email that is not secure. Your practice should always comply with privacy laws in all communications.

Email marketing also allows you to automate much of the communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time. When someone signs up to receive your emails, they are actively demonstrating an interest in you and your practice.

Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.



HIPAA COMPLIANT TIPS

Written Authorization

Obtain written authorization from patients prior to sending emails.

Generic Emails

Make sure your general marketing email contains no protected health information. All information provided in such emails should be generic and educational.

Unsubscribe Option

Patients should have the option to unsubscribe at any time.

Utilize API

Integrate an email application programming interface (API) that is HIPAA compliant as your patient's email address can be considered protected health information.

GENERAL TIP

Create a simple series of emails to welcome people to your email list.

More on the following pages.



Here are two emails to include in your automated welcome series.



WELCOME SERIES EMAIL ONE

Welcome/ Delivery email

Send this Welcome email immediately after someone signs up. A simple welcome to your practice and FAQs on what to expect on their first visit, EMR signup, and reiterate what they should expect in future visits to the practice.

Gillian Pediatrics

[f](#)[v](#)[t](#)[i](#)

[OUR SITE](#) | [SCHEDULE A VISIT](#) | [CONTACT US](#) | [FAQ](#)

Welcome!

Thanks for becoming a part of our family. We are looking forward to your first visit with us, but we know you must have a few questions before you come in. Visit our FAQ section on our site or give us a call at 555-122-4009. See you soon!

[VISIT OUR WEBSITE](#)

1721 Park Boulevard, Suite 500, Houston, TX 77004 | 555-122-4009

Welcome email example








WELCOME SERIES EMAIL TWO

Ask Your Patients to Get Social with You


Send this email a few days after your Welcome email. Let your new patients know of the other ways in which they can engage with you — through secure EMR messages, secure text messages (if applicable), and on social media. Invite them to like and follow your practice's social media channels.

This email is important because once your subscribers connect with you in other locations, you have multiple ways to engage and stay top of mind. Always keep in mind that your practice cannot communicate about a patient's condition on social media or any public forum to comply with privacy laws.

And, if your subscribers engage with you on social media, your practice gets in front of their connections, who may pick your practice for themselves, their friends, and family in the future.





OUR SITE | SCHEDULE A VISIT | CONTACT US | FAQ




Let's Connect

Connect with us through our EMR messaging system, text us, or follow us on our social media channels! You'll get important information like how to know what car seat is best for your child, how to soothe your crying baby, and more!






FOLLOW



LIKE



1721 Park Boulevard, Suite 500, Houston, TX 77004 | 555-122-4009

TIP



Use email automation to save time and get new and repeat business. Need some ideas?

[Find some here.](#)

Let's Connect email example



ONGOING COMMUNICATION

Plan on sending an email at least once a month thereafter.


Consistency is key in any form of marketing. Write down the potential opportunities you have to reach out to your email contacts. These opportunities could be national holidays, educational seminars, educational blogs on trending healthcare topics, or events specific to your practice. Share helpful and meaningful healthcare tips that can help your patients on their journey to good health.







DID YOU KNOW?


Constant Contact offers powerful, easy-to-use email marketing tools.

[Find out more.](#)





OUR SITE | SCHEDULE A VISIT | CONTACT US | FAQ



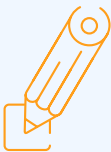
Register Now: Baby & Me Expo

Join us at the Houston Convention Center for Baby & Me, an event for new and expecting parents to connect. We're offering health workshops, seminars, boutiques, games & prizes, and more! Registration period ends March 16, so get your tickets now!

RESERVE TICKETS

1721 Park Boulevard, Suite 500, Houston, TX 77004 | 555-122-4009

Promotional email example



ACTION STEPS



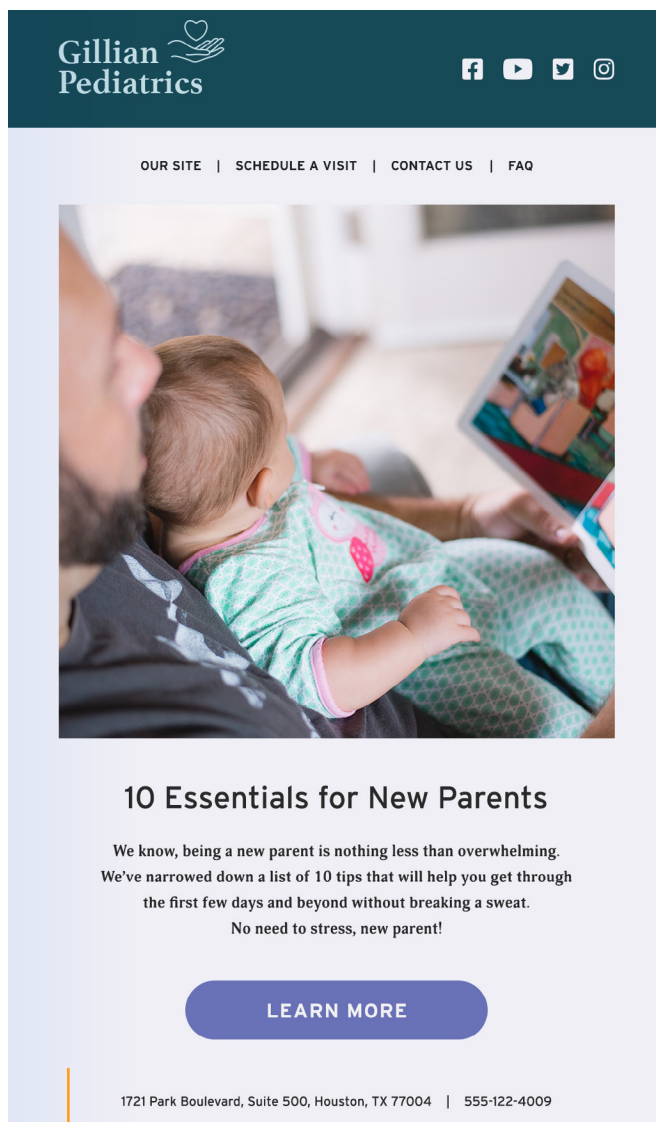
Set up a simple, automated welcome series.



Plan to send an email at least once a month.



Think about other emails you may want to automate.



Resource email example



In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list.



Social media: It doesn't have to overwhelm you.

If you're like many of the physicians we talk to, social media marketing can feel overwhelming. And it often feels like you're spinning your wheels — doing a lot of activity across many channels with little to show for it.

You should reserve your practice name on the important social channels, so you have it. But you don't have to be active everywhere. That's why we recommend starting with one channel that makes sense for your practice.

Social media networks such as Facebook, Twitter, or Instagram, allow more engagement and interaction with patients. Updating important information and sharing photos and videos on Google My Business can help highlight your medical specialty in your community. YouTube is a great resource for sharing educational videos about a procedure or condition.

Ideally, choose a primary social channel based on the patients you're trying to reach. Also, consider what channel you're most comfortable using and how it fits with the personality of your practice. Ultimately, social media should allow you to generate awareness, action, and engagement that you wouldn't have gotten otherwise.



TIP

Choose the right social media platform for your practice.

[Find out how.](#)



Common HIPAA violations on social media include:

- Posting images of a healthcare facility in which patients can be identified
- Sharing images or videos of patients without obtaining written consent
- Posting video, images, or text containing PHI on a private social media group
- Sharing of any kind of personal health information on social media
- Answering specific questions on a public forum even if the patient initiates the dialogue

As with email communications, ensuring HIPAA compliance is of utmost importance. This can be tricky for healthcare providers. As a medical professional, you cannot disclose protected health information on social media. This means no text about a specific patient or posting any images or videos which identifies a patient unless the patient gives prior authorization. It also means no acknowledgment or answering questions online when a patient posts about their condition.

Social media can be leveraged to boost your online presence by posting healthcare tips, details of special offers or events, news about your practice, research, or other interesting information provided it does not contain PHI.

All comments and responses should be drafted and approved by your legal counsel before posting publicly on social channels. You can acknowledge or thank people for their kind words, share patient stories if you have their permission with a release form on file. You can like a comment where a patient gives your practice a compliment.

For most other visitor posts, the standard response should include a call to action (CTA) for all medical-related comments to call the office for questions or to book an appointment. As part of the CTA, you can also include a standard disclaimer to call 911 in event of a medical emergency.

Each social channel also has its own personality.

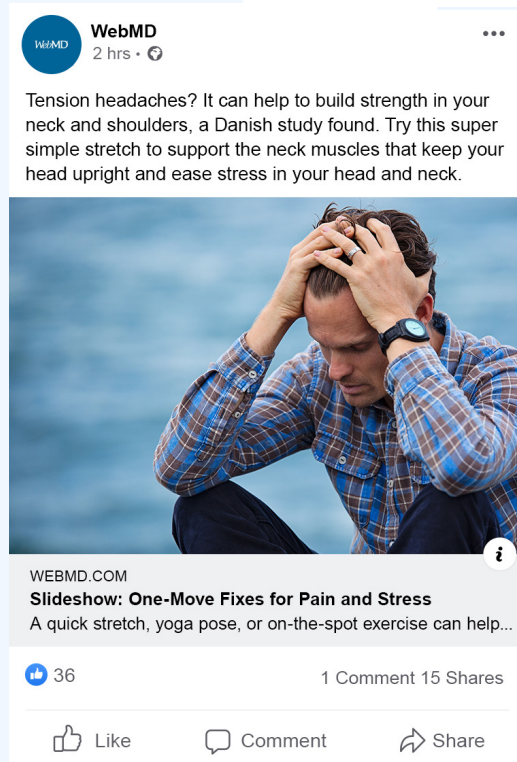
You should *not* be posting the exact same thing on every channel. You can use the same theme but you should modify your posts to suit the channel.

You can see an example of what we mean here by following WebMD on Facebook and LinkedIn.

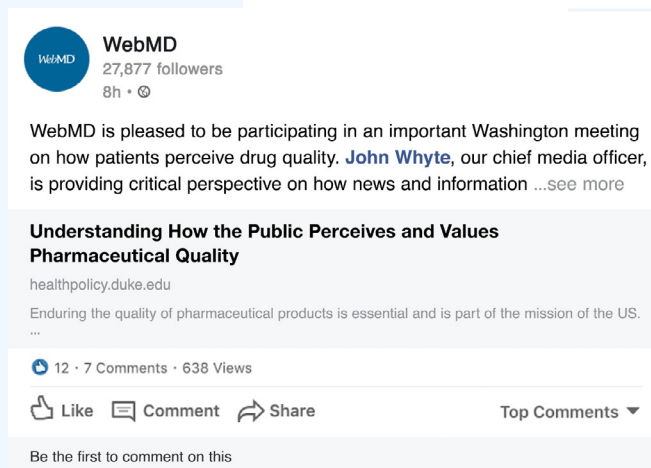
The content and updates the company shares on Facebook focus on health-related tips, whereas updates on LinkedIn focus on a healthcare professional audience.



Now let's take a look at each channel's personality.



WebMD Facebook post



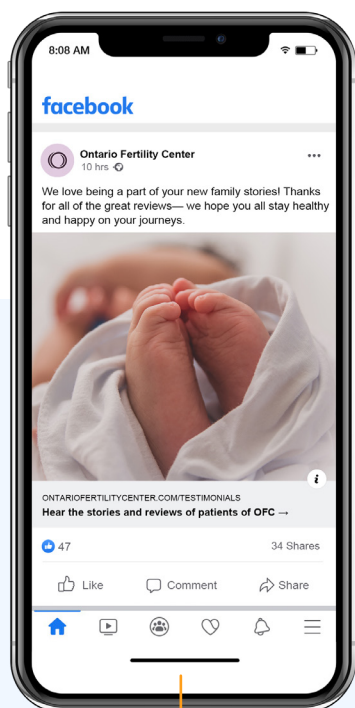
WebMD LinkedIn post

EACH SOCIAL CHANNEL IS UNIQUE

Facebook

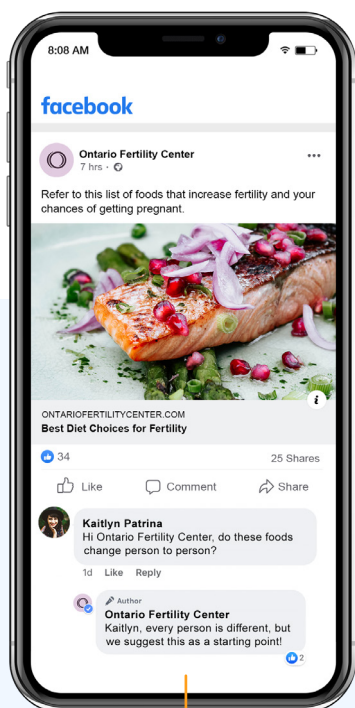
In the news feed, you'll be competing with friends, family, and local and world headlines.

Facebook has enhanced its platform to highlight business services in your community, which can include recommendations about your practice. You could reach your target audience through Facebook if you are a practice that offers any sort of specialty treatment such as orthopedics or dentistry.



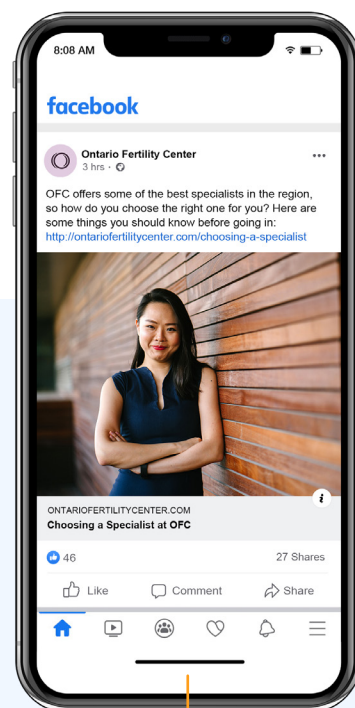
AWARENESS

Post content your audience may want to engage with by liking, commenting, and sharing.



ENGAGEMENT

Respond to questions from potential patients to provide a good experience.



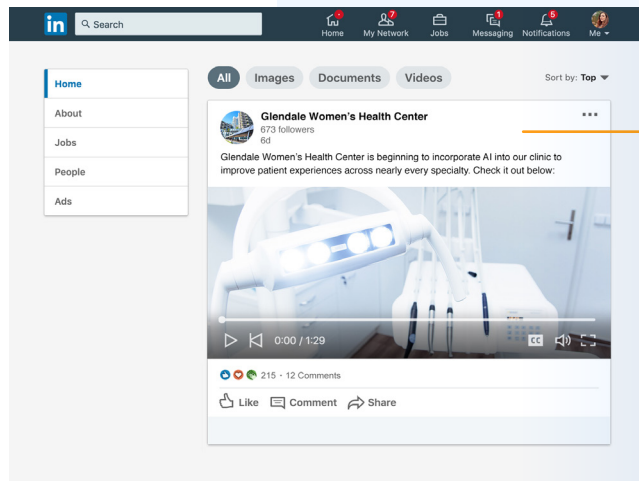
DRIVING ACTION

Attract more patients by letting people know about upcoming offers or sharing trending healthcare blog information.

EACH SOCIAL CHANNEL IS UNIQUE

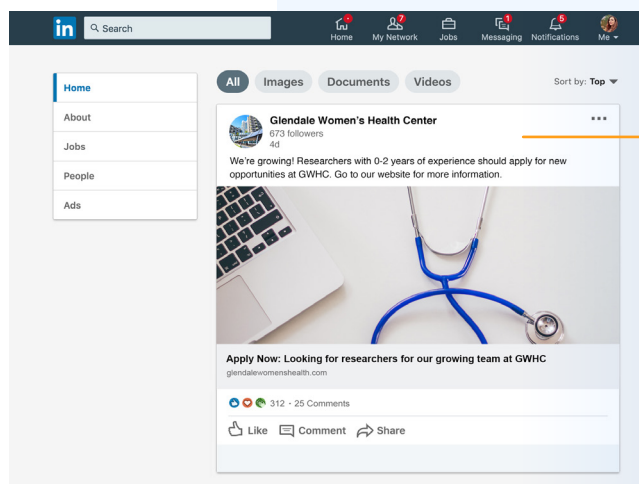


More of a professional network. Great for business-to-business communications among healthcare professionals.



AWARENESS

Share a video about a new medical technology or whitepaper you've written to engage referring physicians in your network.



DRIVING ACTION

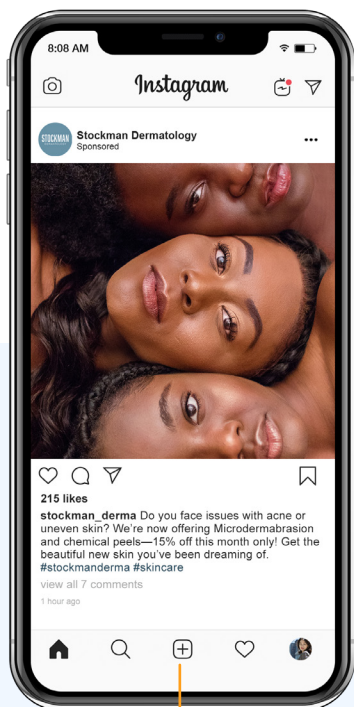
Send people to your website to get more information.

EACH SOCIAL CHANNEL IS UNIQUE

Instagram

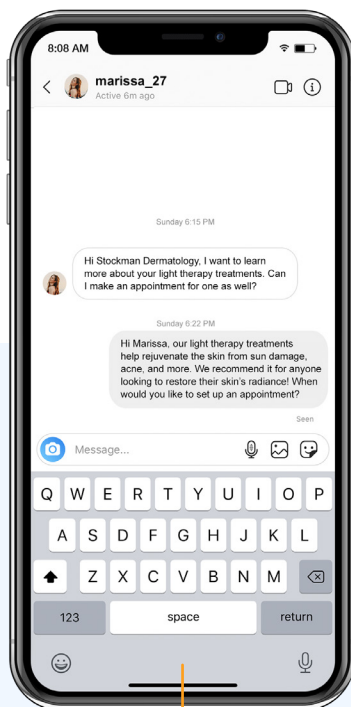
A highly visual network. Let people see what's happening with your practice.

This platform could work for a very visual practice where people can see results that look pretty such as a weight loss clinic, cosmetic physician, or dental clinic.



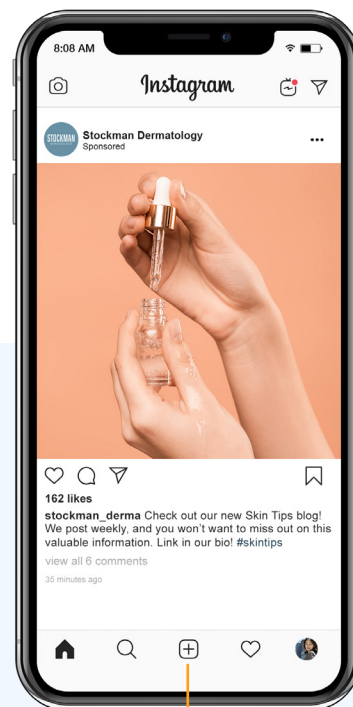
AWARENESS

Let patients know about your specials.



ENGAGEMENT

Respond to direct messages from potential patients to book appointments.



DRIVING ACTION

Send people to your website with a link in your bio.

EACH SOCIAL CHANNEL IS UNIQUE



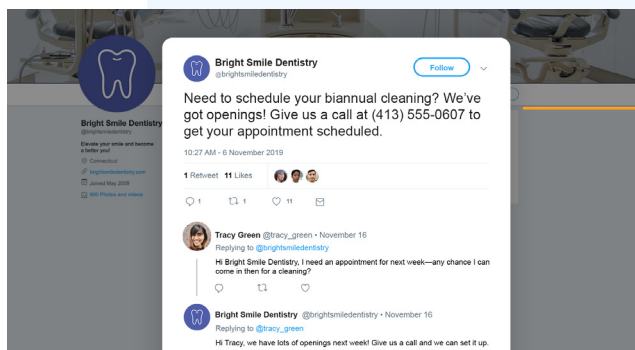
A news-driven, public news feed of what's happening now.

This platform works well for sharing local and national healthcare news that would be of interest to your followers. You can also share information about your practice.



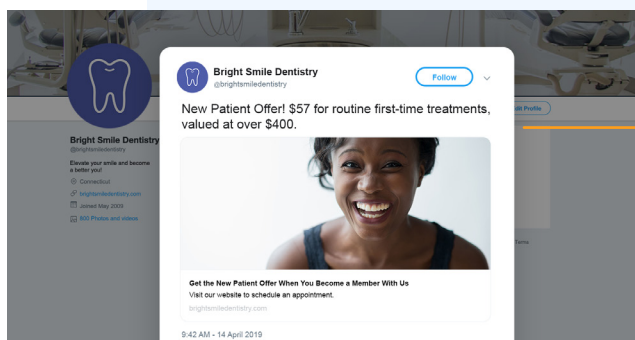
AWARENESS

Let followers know about your services.



ENGAGEMENT

Make sure to monitor and respond to questions with a legally approved response to make an appointment to call the office (without discussing patient care or violating privacy laws).



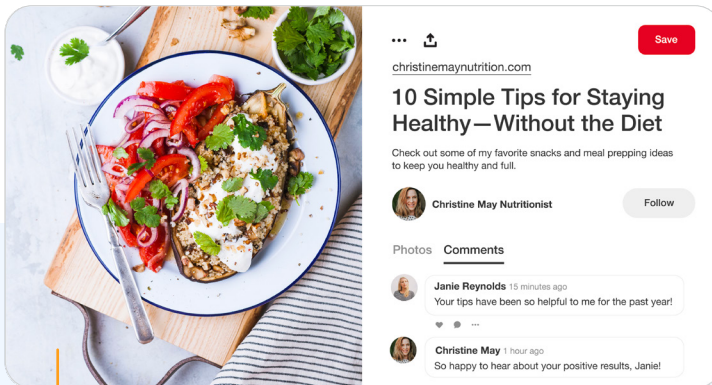
DRIVING ACTION

Let followers know how to become a patient.

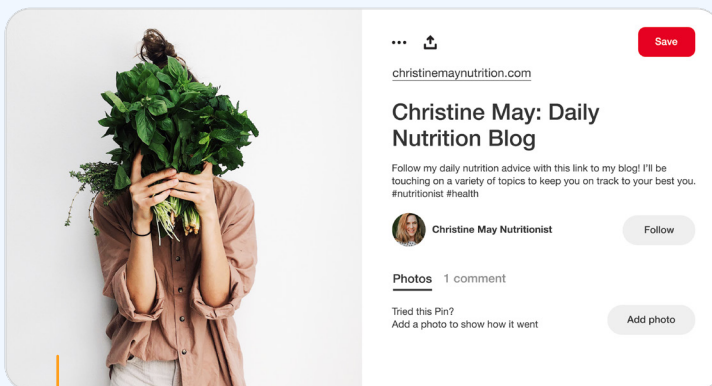
EACH SOCIAL CHANNEL IS UNIQUE

Pinterest

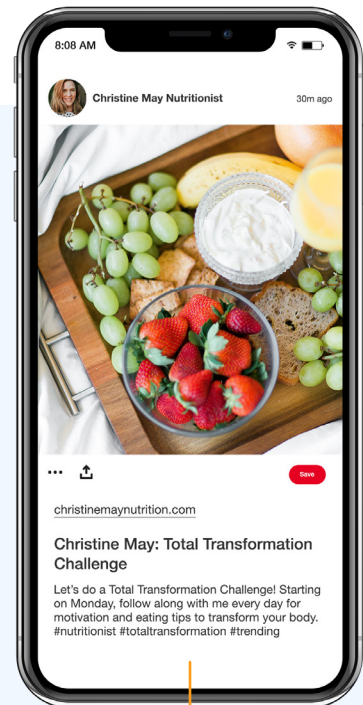
Boards with health tips that relate to your specialty like, events, exercise, nutrition, or healthy lifestyles.



ENGAGEMENT Engage with those taking the time to thank you or compliment your practice.



DRIVING ACTION Provide links to resources on your website to help the audience you're trying to reach.



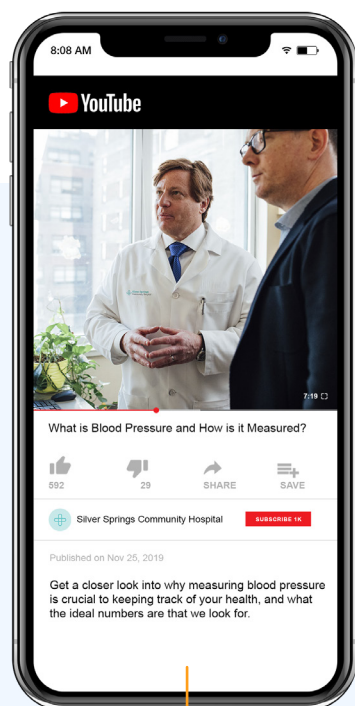
AWARENESS Let people know about upcoming events.

EACH SOCIAL CHANNEL IS UNIQUE

YouTube

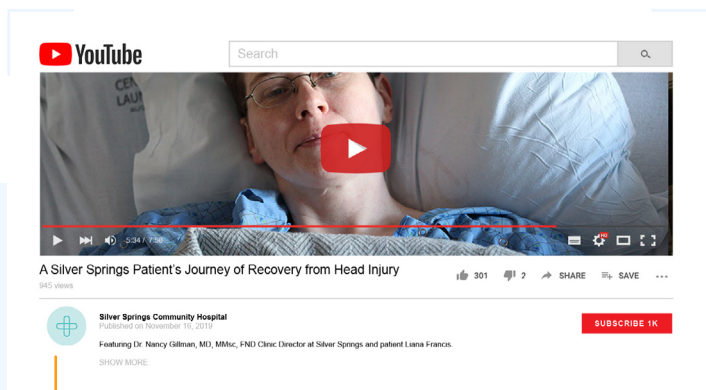
Video content that's educational and entertaining.

As one of the world's largest video-viewing channels, YouTube is the perfect platform for sharing informational, educational, and advertising videos.



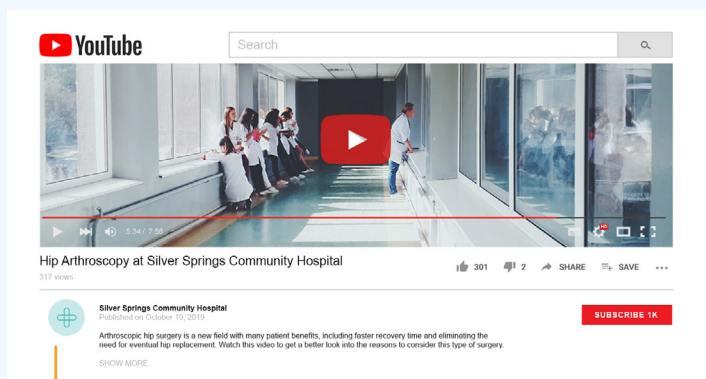
AWARENESS

Create video content to let people know about new programs, or answer FAQs, highlight your patient testimonials, facility and/or providers in an informative video montage.



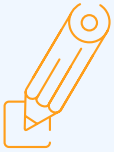
ENGAGEMENT

Engage with important educational information about your practice specialties or procedures.



DRIVING ACTION

Show how disease progresses and how treatments can help.

**ACTION STEPS**

Determine which social channel makes the most sense for your practice.



Set practice goals for this primary channel across three categories.

- Awareness
- Engagement
- Driving action



Create a plan for this channel to reach your practice goals.

**DID YOU KNOW?**

Want to know more about social media marketing?

[Get started with our Social Quickstarter.](#)

Keep focused on how social media can help you with practice goals such as awareness, engagement, and driving action.

Engage with people on social so you can ultimately move them to your website and build your email list, so you have a list of contacts you own to drive patient acquisition.



Don't forget social media isn't the only place where people may find and engage with your practice.

4



Listings and review sites: Provide accurate information and respond appropriately.

Today people use a variety of apps and websites to find the information they're looking for. Sometimes these listings are automatically generated and other times your patients may create them.

As a healthcare provider, you're able to take control of these listings by claiming them — which is often as simple as clicking a button and submitting requested information that proves the business or practice is yours. *Note: All providers have online profiles automatically generated online with the National Provider Identifier (NPI) data.*

Make sure all information is correct and up to date across all sites. The last thing you want is for someone to find incorrect information as it could cause you to lose potential patients.



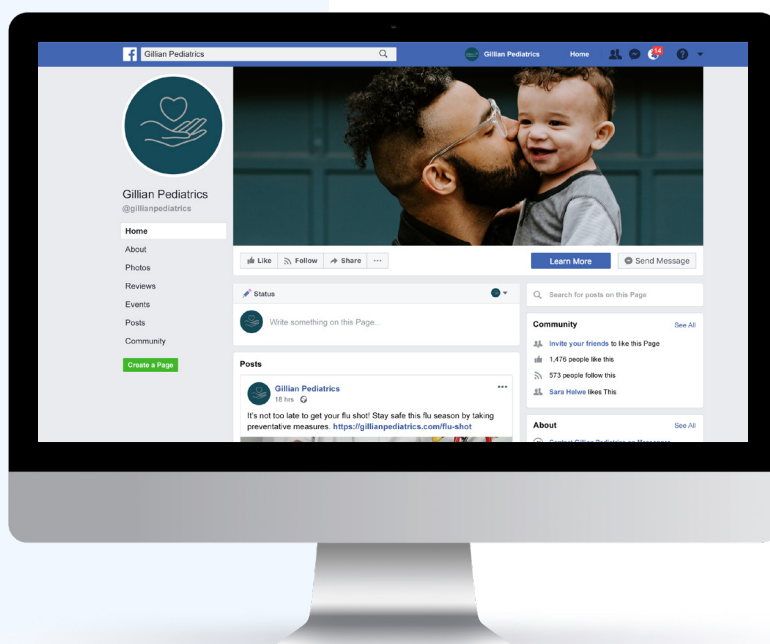
TIP

Once you've claimed a listing, you're able to update the information on those pages for accuracy.



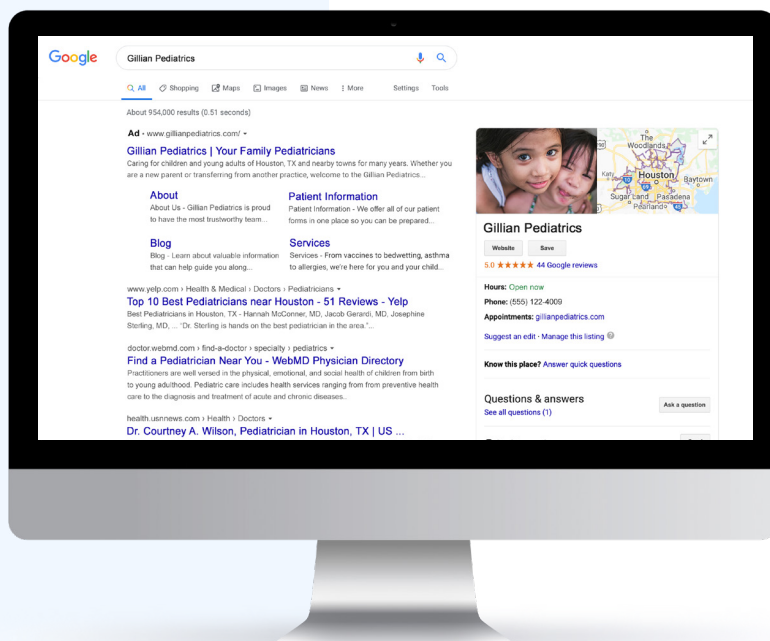
Facebook Business Page

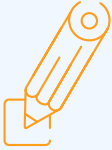
Your Facebook page should provide all the correct information about your practice.



Google My Business Listing

Claim your Google My Business profile to take advantage of the prime placement in Google search results.





ACTION STEPS



Claim your Facebook business page, Google My Business profile, and Healthgrades listing.



Identify any other key listings that may be important for your practice.

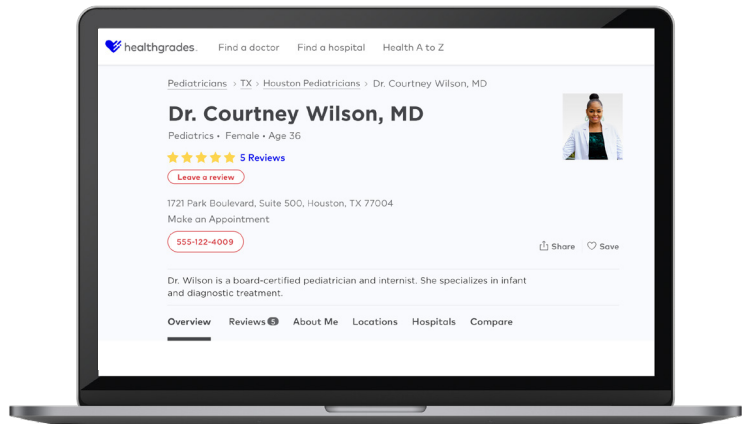


Make sure all information is correct on all sites.



DID YOU KNOW?

Find out more about setting up your Facebook business page, Google My Business profile, and taking control of your listings.



Healthgrades

About 50% of all prospective patients in the US looking to make a doctor's appointment will visit Healthgrades this year. It is the #1 directory for patients to find medical practices around them. The more robust your listing on Healthgrades, the better your chances are of standing out amongst competitors.

At the very least claim your Facebook business page, Google My Business profile, and Healthgrades page. And if there are other listing sites important your specialty, claim your practice information there too.

Importance of National Provider Identifier (NPI)

As a healthcare provider, you need to have all your contact information updated with accurate addresses and phone numbers on online provider directories. Inaccurate provider information can create provider network relations problems relating to member networks and specific health plans and may result in incorrect billing, high recoupment costs, and general frustration and lack of confidence in potential patients.

The National Provider Identifier (NPI) serves as a unique data point or anchor that ensures accuracy of provider name or brand, medical specialty, and practice location. Updating your NPI will help patients find you online and reduce provider information errors during the claims process.

5



Create content: Increase your chances of getting found.

Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns with what your audience is searching for, you'll have more people finding you and sharing your content. You'll also make more connections for your practice and reach more people, who will also share your content.

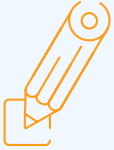
This content helps search engines like Google find your practice and can result in free traffic to your website. Yes, there are some technical aspects to consider search engine optimization or SEO. But at its core, it's about delivering relevant and meaningful content to the people you're trying to reach.

A blog is a functionality that makes it easy to add content, or posts to your website on a regular basis. Whereas your website contains information about procedures and services, a blog gives you the ability to demonstrate your expertise by answering more specific questions for prospects and customers.



DID YOU KNOW?

A blog allows you to create helpful content for your audience directly.



ACTION STEPS



Add a blog to your website domain.



List the top questions you get from prospective patients.



Create a calendar to regularly publish content that answers those questions.

Search engines love fresh blog content.

You get the most benefit when your blog is connected directly to your website and not off on some other platform. Choose a publishing frequency that works best for your practice. That could be once a week or once a month. You can then use this content on your social and email channels to lead people back to your website.

The screenshot shows the Gillian Pediatrics website. The header includes the logo and navigation links: HOME, PATIENT INFORMATION, SERVICES, ABOUT, CONTACT US, and BLOG. The main banner features a young girl playing with blocks, with the text "Building Blocks" and "The Gillian Pediatrics Blog". Below the banner, there are two featured blog posts. The first post is titled "Trouble getting your baby to sleep?" and is categorized under "NEWBORN AND INFANT CARE / FEBRUARY 13, 2020". The second post is titled "Do you have a picky eater?" and is categorized under "NUTRITION AND WELLNESS / JANUARY 28, 2020". To the right of the posts is an "Archives" section with a list of years from 2020 down to 2014, and a "BY TOPIC" section with a list of topics including Newborn and Infant Care, Mother and Child, Vaccinations and Immunizations, Nutrition and Wellness, Behavioral and Mental Health, Illness Prevention, Safety, and Growth and Development. At the bottom of the page, there is a footer with the Gillian Pediatrics logo, contact information (1721 Park Boulevard, Suite 500, Houston, TX 77004, 555-122-4009), a "SCHEDULE A VISIT" button, and social media links.

Gillian Pediatrics

HOME PATIENT INFORMATION SERVICES ABOUT CONTACT US BLOG

Building Blocks

The Gillian Pediatrics Blog

Archives

BY DATE

2020

February
January

2019

December
October
September
July
June
May
March
January

2018

2017

2016

2015

2014

BY TOPIC

Newborn and Infant Care
Mother and Child
Vaccinations and Immunizations
Nutrition and Wellness
Behavioral and Mental Health
Illness Prevention
Safety
Growth and Development

NEWBORN AND INFANT CARE / FEBRUARY 13, 2020

Trouble getting your baby to sleep?

Creating a sleep routine is important for your new baby (and your sanity). A good night's sleep has a significant impact on your baby's development and growth, so here are a few tips to get some extra rest.

[LEARN MORE](#)

NUTRITION AND WELLNESS / JANUARY 28, 2020

Do you have a picky eater?

Having a picky eater may make mealtimes difficult, but it also may make you wonder if your child is getting enough calories per day. There are, however, ways you can help your child explore new foods without complaint.

[LEARN MORE](#)

OLDER POSTS

Gillian Pediatrics

1721 Park Boulevard, Suite 500
Houston, TX 77004
555-122-4009

[SCHEDULE A VISIT](#)

Monday: 8AM-7PM
Tuesday through Friday: 8AM-5PM
Saturday: 10AM-3PM

[f](#) [t](#) [i](#) [p](#) [y](#)



How to amplify your efforts.

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential customers, algorithms on most social channels limit the access you have to your audience. Algorithms also impact where your practice ranks in search results. In many cases, you'll have to pay to reach people.

That's not bad. You just want to do it in a smart way.



Facebook and Instagram Ads

Ads on Facebook and Instagram are powerful because not only are there lots of people on the platforms, you can also target your ads specifically to increase their effectiveness.

Target your ads based on location, demographics, interests, behaviors, and connections. You can even create a lookalike audience to target people similar to those already on your email contact list.

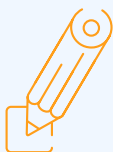
DID YOU KNOW?



Constant Contact walks you through the process of creating ads, making it easy to find customers on Facebook and Instagram, drive website traffic, and grow your contact list.

[Find out more.](#)





ACTION STEPS

✓
Set aside a budget of \$300 to experiment with paid advertising.

✓
Drive traffic to top-performing pages on your website.

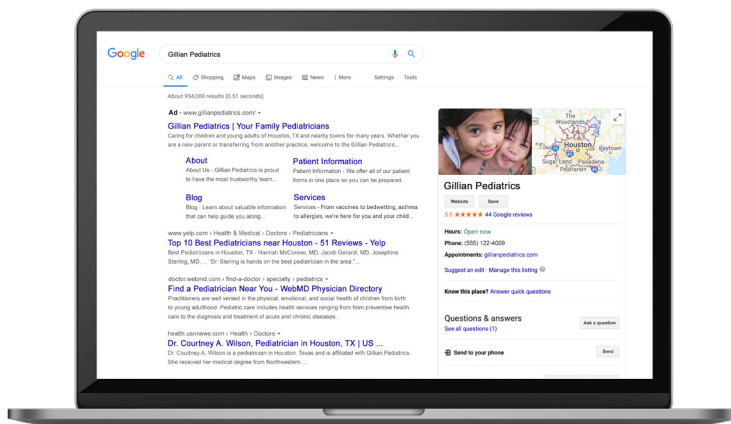
✓
Use ads to get new signups for your email list.



DID YOU KNOW?

Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your practice to prospective patients who are actively looking for your medical services.

Find out more about growing your practice with [Google Ads from Constant Contact](#).



Google Ads

People use Google every day to search for specific goods, services, programs, and organizational information. You can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when potential patients click on your ad.

How much should you spend on ads?

It depends on your specialty. Competition, specialty, and marketplace will determine how much the keywords are in your area. As you learn what does and doesn't work, you can invest more money in the ads that are working to bring you more patients.





How it all comes together

Now that you have a better sense of how patients are finding healthcare professionals online and the tools you'll need to position yourself for success.

How do you bring it all together to drive new and existing patients? The reality is that if you're not top of mind, people forget about your practice. And that can cause you to lose money. Let's take a look at how this all comes together.

Connect

It's all about getting people to your mobile-responsive website and ultimately to your doorstep. You now know that happens through word-of-mouth referrals, searches online, paid advertising, mobile searches on apps, or through listing sites.

Experience

Wherever your prospective patient is engaging with you, you should provide a positive experience. That's often as simple as making sure people are finding the answers to their questions, that you're engaging with patients by providing them helpful healthcare information.

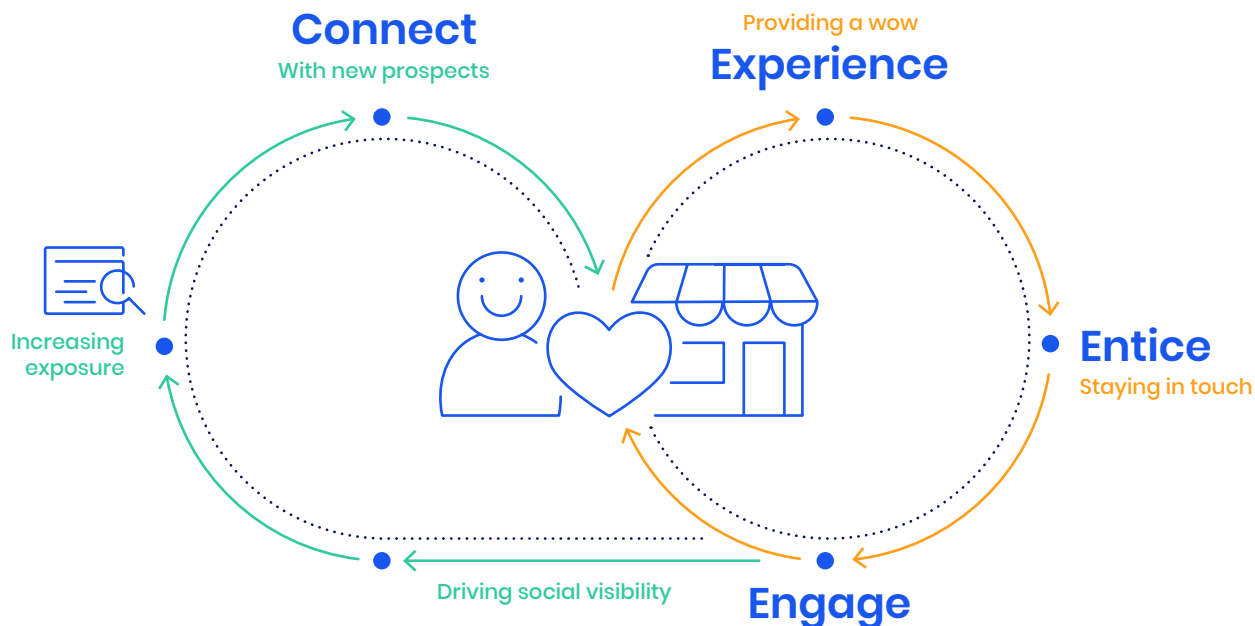
Entice

At this stage where someone is feeling good about your practice, it's a great time to entice them to stay in touch with you. This could mean following you on social channels, or even better, joining your email list.

Engage

Next, engage with these people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between a brand and its customers.

Engagement keeps you top of mind and lets you retain these loyal patients, while driving referrals, and increased exposure for your medical specialties. Engagement creates more awareness for your practice and brings more patients to your door.



When your connections engage with you on social, forward your emails, or share your content with their contacts, those interactions create more visibility for your practice. In turn, this engagement brings new patients to your practice and feeds into the ways people find your practice in the first place.

And that's how it all works together.

By focusing on those core elements of connect, experience, entice, and engage, your practice can create the relationships and interactions that keep your existing patients coming back and increase word of mouth and social visibility that brings new patients through the door.

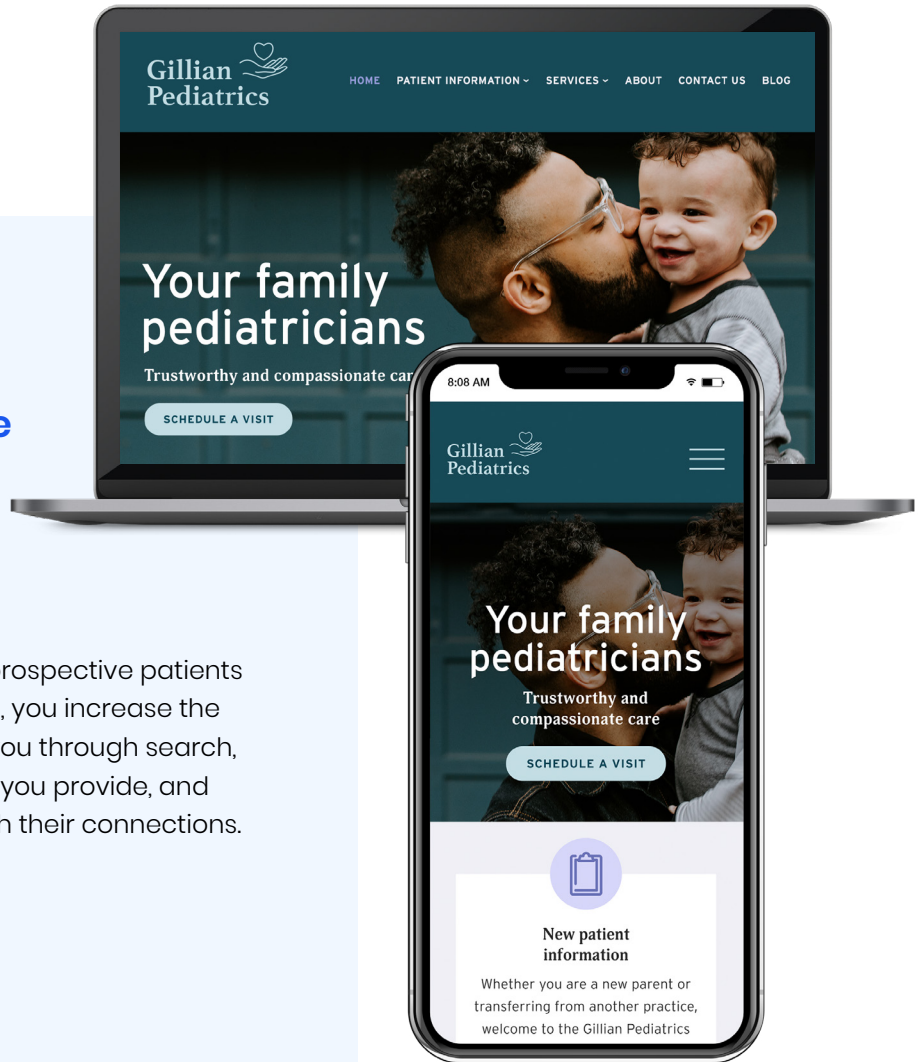
TO RECAP

Here's how you
can take action:



Create a
mobile-responsive
website as a
resource for
potential patients.

By answering questions of prospective patients and creating useful content, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



TO RECAP

Here's how you
can take action:



Capture email addresses from your practice website visitors.

Offer a promotion or exclusive content to entice your target demographic to join your email list. Then you'll have a way to follow up and encourage potential patients to seek your medical expertise.

The screenshot displays the Gillian Pediatrics website. At the top, a navigation bar includes links for HOME, PATIENT INFORMATION, SERVICES, ABOUT, CONTACT US, and BLOG. A prominent sign-up modal is overlaid on the page, titled "Get helpful tips and more". It contains a sub-header "Sign up for our mailing list and receive helpful tips, along with announcements about upcoming events and new services." Below this are input fields for FIRST NAME, LAST NAME, and EMAIL ADDRESS, followed by a SUBMIT button. The background of the website features a large image of a child. Below the modal, there are three service cards: "New patient information" with a clipboard icon, "Is your child sick or injured?" with a bandage icon, and "Our full list of services" with a stethoscope icon. Each card includes a brief description and a button (NEW PATIENT FORMS, CALL NOW, or FULL SERVICES). Further down, a "Meet our practioners" section features a circular portrait of Courtney Wilson, MD, and a "MORE ABOUT US" button. The bottom of the page has a dark blue footer with the heading "ABOUT GILLIAN PEDIATRICS" and four icons representing services: "Accepting patients 0-17 years old", "Board-certified pediatricians", "Nutrition and dietary experts", and "Flexible appointment scheduling".

TO RECAP

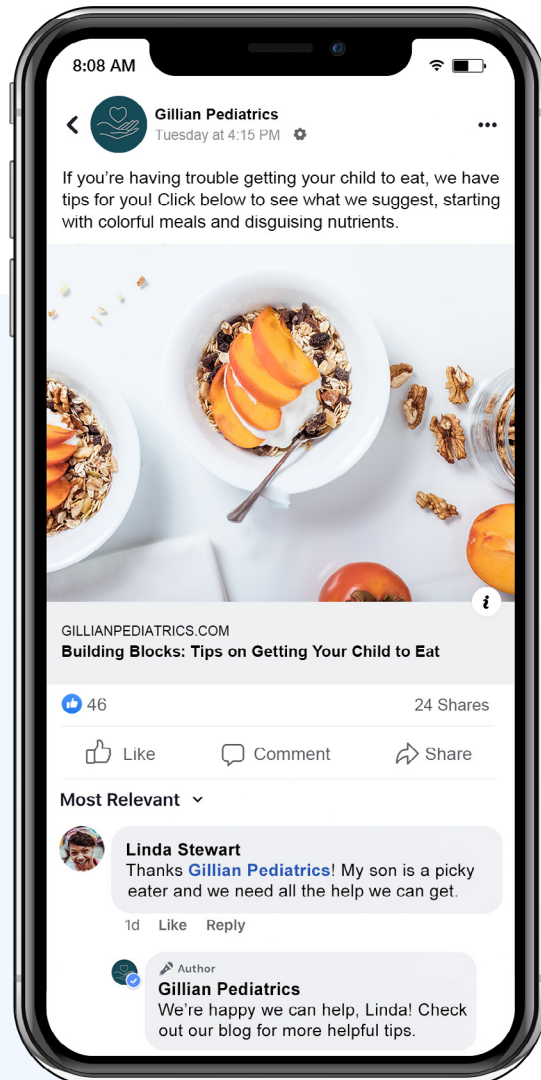
Here's how you
can take action:



Interact and engage on social media.

Remember it's called **social media** for a reason.

Social works best when you're not just asking people to use your medical services. Use social media to inform and educate about the treatments you specialize in. Ultimately, try to get social followers to take the next steps by visiting your website and joining your email list.



TO RECAP

Here's how you
can take action:



Engage with reviews to build trust.

Say “Thanks” when your patients take the time to say positive things about your practice. Also, be sure to attend to negative reviews as well. Again, always ensure your responses are not in violation of privacy laws.

People are looking to see how you'll respond. Sometimes the feedback is legitimate, sometimes it's not. Respond professionally to see if you can rectify the issue. People watching can tell if someone's being unreasonable.

The screenshot shows a Yelp profile for 'Gillian Pediatrics'. At the top, there's a search bar with the text 'tacos, cheap dinner, Max's' and a red search button. Below the search bar are category filters: 'Restaurants', 'Home Services', 'Auto Services', and 'More'. The business name 'Gillian Pediatrics' is prominently displayed with a 'Claimed' status. It has a 4.5-star rating from 14 reviews. To the right, there's a contact section with the website 'gillianpediatrics.com', a phone number '(555) 122-4009', and a 'Get Directions' button. Below the business name, there are buttons for 'Write a Review', 'Add Photo', 'Share', and 'Save'. A 'Recommended Reviews' section follows, featuring a warning message about trust and a search bar. A review by Sarah Parker from Houston, TX, is shown with a 5-star rating and 3 reviews. The review text reads: 'I can't say enough good things about Dr. Wilson! My kids are 3 and 8 years old and we've been going to Dr. Wilson since my son was born. She and the rest of the staff are always flexible when we need to come in on short notice.' Below the review is a response from Dr. Courtney Wilson, MD, of Gillian Pediatrics, thanking the reviewer and expressing hope to see the family again.

TO RECAP


**Here's how you
can take action:**







**Use email marketing
to provide exclusive,
helpful, and
promotional content.**


Email marketing allows you to build more meaningful relationships with your patients and acquire new patients because people have opted-in to receive information from you.

They're more engaged with your business than the typical social media follower. Provide subscribers with deals and information they won't receive in other places. Email can also drive action on your social channels.





OUR SITE | SCHEDULE A VISIT | CONTACT US | FAQ



Welcome!

Thanks for becoming a part of our family. We are looking forward to your first visit with us, but we know you must have a few questions before you come in. Visit our FAQ section on our site or give us a call at 555-122-4009. See you soon!

VISIT OUR WEBSITE

1721 Park Boulevard, Suite 500, Houston, TX 77004 | 555-122-4009

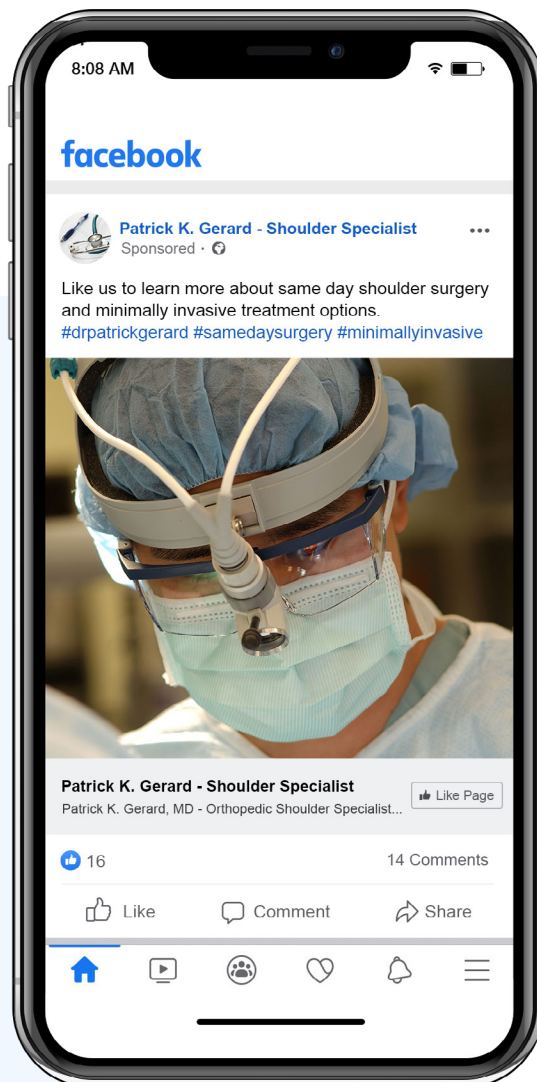
TO RECAP

Here's how you
can take action:



Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your healthcare practice to more people from your target audience, and collect more email addresses to get even more patients.



How will you know your online marketing efforts are working?

There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your practice.

Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people joining your email list?
- Are people contacting you?
- Are people booking appointments?

How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your patients, the time frame shortens. Then you can experiment with paid advertising to amplify those efforts that are working.

REMEMBER

Across all that you're doing online, the idea should be to use your mobile-responsive website, email marketing, social channels, business listings, content, and advertising to be useful to your current and potential patients.

- Create your website as a resource.
- Use other channels to drive potential patients to your website.
- Capture email addresses and engage to obtain new and repeat patients.



How healthcare marketing can work for you

With your knowledge of how to make online healthcare marketing work for your practice, you're ready to take those next steps.

REMEMBER

Be there when prospective patients go looking for the services you provide.

Provide consistent and helpful answers to their questions.

Engage to stay top of mind.

By doing these things you'll get the word out about your practice, drive more patients to your website, and grow your practice.

You've got this. You've got us.

CONSTANTCONTACT.COM

Is your medical practice online ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:

(888) IDK-MKTG
(888) 435-6584

Do you have a logo for your organization?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a domain name?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a website?	<input type="radio"/> YES	<input type="radio"/> NO
Is it mobile responsive?	<input type="radio"/> YES	<input type="radio"/> NO
Does it include at least these five pages?		
<i>Homepage</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>About Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Services Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Patient Info Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Contact Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
Are you answering the appropriate questions for visitors on each page?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using the appropriate imagery and photography throughout your site?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a way to capture email addresses from your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you offering something of value in exchange for an email address?	<input type="radio"/> YES	<input type="radio"/> NO
Have you ever run an SEO audit on your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using an email marketing tool to stay in touch with patients and prospects?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a Welcome Series ready to automatically go out to new subscribers?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written plan to send an email at least once a month?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have any ideas for other emails you may want to automate?	<input type="radio"/> YES	<input type="radio"/> NO

Are you using social media channels for your practice?	<input type="radio"/> YES	<input type="radio"/> NO
Have you reserved your practice name on the major social channels?	<input type="radio"/> FACEBOOK <input type="radio"/> TWITTER <input type="radio"/> INSTAGRAM <input type="radio"/> LINKEDIN <input type="radio"/> PINTEREST <input type="radio"/> YOUTUBE	
Have you chosen one channel as your primary area of focus?	<input type="radio"/> YES	<input type="radio"/> NO
Are you engaging with people trying to interact with your practice on this channel?	<input type="radio"/> YES	<input type="radio"/> NO
Have you set practice goals for your social activity across the three categories?		
<i>Awareness</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Engagement</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Driving Action</i>	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written social plan to achieve those goals?	<input type="radio"/> YES	<input type="radio"/> NO
Have you identified the listings and review sites that are important for your practice?	<input type="radio"/> YES	<input type="radio"/> NO
Have you claimed your practice on these listings and sites?		
<i>Google My Business</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Healthgrades</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Other Listings</i>	<input type="radio"/> YES	<input type="radio"/> NO
Have you confirmed the information is accurate on these sites?	<input type="radio"/> YES	<input type="radio"/> NO
Are you engaging with people on these platforms?	<input type="radio"/> YES	<input type="radio"/> NO

Do you have a way to easily create content on your website such as a blog?

☐ YES

☐ NO

Have you made a list of commonly asked questions from your prospects and patients?

☐ YES

☐ NO

Do you have a written plan to publish answers to those questions on a consistent basis?

☐ YES

☐ NO

Are you currently doing any paid advertising?

☐ FACEBOOK

☐ INSTAGRAM

☐ GOOGLE

☐ OTHER

Have you set aside a small budget to test your paid advertising efforts?

☐ YES

☐ NO

Do you have a written plan for paid advertising efforts?

☐ YES

☐ NO

Do you have a key metric that's important for your practice?

☐ YES

☐ NO

Are you looking beyond vanity metrics and paying attention to the metrics that matter for your practice?

☐ YES

☐ NO

Are more people visiting your website?

☐ YES

☐ NO

Are more people joining your email list?

☐ YES

☐ NO

Are more people contacting you?

☐ YES

☐ NO

Are more people booking appointments or seeking your services?

☐ YES

☐ NO

➔ Find more powerful tools, marketing advice, and how to win with online marketing at constantcontact.com

Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck.

Whether it's creating great-looking email marketing campaigns, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed—all in one place.



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Waltham, MA 02451

[CONSTANTCONTACT.COM](https://www.constantcontact.com)