

Positioning Your Brand in the Digital World

Creating new consumer engagement opportunities and effectively aligning your social media strategies with your business objectives

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Today more than ever before consumers are turning to the internet to find health care information that is timely, valuable and easily accessible for their family's health care needs.

This information transformation is making the digital world an increasingly important space for health care providers to market their services and engage with consumers.

Effectively Using Digital Media Platforms

Today, the success of any online health care provider promotion requires an in-depth analysis of the array of choices guided by a decision making process to ensure the digital and social media efforts are closely aligned with the overall marketing and business development principles and goals.

With multiple media platforms, various services lines to promote, and broad or selected target audiences marketing professional must take a very strategic approach to implementing a comprehensive, brand building digital media plan.

The plan requires the integration of different forms of information and consistent brand messages, which can be delivered both through traditional marketing channels and also through digital as well as social media platforms.

I have found successful plans utilize both traditional and digital media properties to complement and support one another in generating consumer impressions, building brand awareness, capturing consumer loyalty, and engaging consumers online in new and exciting ways.

As the media landscape continues to evolve, health care providers will successfully shift, through data driven insights and analysis a portion of their traditional media budgets to strategically proven, digital and social media products.

Why? Because providers are discovering several clear advantages, including the lower acquisition costs, stronger ROI's, real time marketing metrics and higher levels of brand loyalty.

Engage Consumers and Build Brand Loyalty

Throughout my career I have had the opportunity to lead several successful digital marketing campaigns each integrating traditional marketing strategies with strong digital and social media components.

One campaign utilized an innovative consumer social media engagement strategy to raise awareness for a health care providers oncology service line both to differentiate as well as demonstrate its leadership position in the market.

The campaign consisted of a dedicated website complete with an interactive component that allowed visitors to dedicate a ribbon or submit a story and/or photo online to recognize a person fighting or who fought cancer.

The multi-channel marketing plan utilized Facebook, digital and print ads, radio spots, email blasts and outdoor executions.

The campaign results surpassed all baseline projections over a 90-day marketing window. Generating

over 1,500,000 consumer impressions, more than 25,000 micro-site landing page visits, 850 ribbons were submitted, while close to 2000 consumers shared those ribbons and messages and finally over 500 email addresses were collected.

Lessons Learned

The keys to success include marketing campaigns that integrate traditional and digital platforms, in a comprehensive branding program designed to engage consumers in innovative ways to strengthen brand loyalty.

Be strategic in your digital efforts to build brand loyalty. Your goal is to generate results, align your marketing strategies, exceed your baseline return on investment metrics, engage consumers and measure your success in real time.

About the Author:

Mike Slusarz is a proven marketing executive, and a nationally-recognized motivational speaker and author (*Positioning your Brand in the Digital World, Optimizing the Customer Decision, Change Communications: Engaging your Employees and Market, Today's Digital Customer and Core Messaging for Successful Mergers*). Mike began his career with RCA and then General Electric, and has held senior leadership positions with Barnabas Health, New Jersey's largest health care system, and The Marathon Group, an award winning advertising and branding firm he created.