



Leveraging Digital Media to Scale

SOCIETY FOR HEALTHCARE STRATEGY & MARKET
DEVELOPMENT

ONLINE COURSE

Digital “First” Marketing Strategy

Marketing Objectives

- Enhance the overall brand equity and awareness of Cape Regional Health System
- Launch and utilize a targeted, consumer centric digital marketing strategy to build awareness, enhance product preference, drive consumer engagement and grow volume in three selected service lines.
- Expand message alignment and automate selected marketing messages both on a B2B (physician) and B2C (consumer) bases.
- Leverage existing media partnerships to enhance overall digital engagement strategies.
- Expand digital marketing platforms to internal social media channels.

Marketing Strategies

- Multi-channel digital advertising including, digital display, social media and geo-targeted SEM.
- Target earned media opportunities.
- Leverage owned social media channels.

Campaign KPI's

Campaign Metrics

Target

Impressions:	3,310,000
SEM-Google ad clicks:	2950
Landing page views:	10,455
Physician profile views:	880
Conversions/leads:	250
Impact:	155 new patient acquisitions



**Bariatric
Services
Campaign
~ Overview**

Campaign Metrics (Apr – Dec 2017)	Target	Actual
Impressions:	1,000,000	2,700,000
Social media posts:	35	75
Google search activity:	1000	1700
Landing page visits:	5500	7288 – (social 83%)
Physician profile views:	300	670
Conversion:	50	110
Impact:	55	120
Patient encounters:		185
Revenue (gross charges):		\$625,000
ROI:		21:1

**Orthopedic
Services
Campaign
~ Overview**

Campaign Metrics (Apr – Dec 2017)	Target	Actual
Impressions:	1,060,000	1,253,000
Google search activity:	1000	1490
Landing page visits:	3500	6530
Physician profile views:	180	750
Conversion/leads:	100	108
Impact:	50	114
Patient encounters:		290
Revenue (gross charges):		\$470,000
ROI:		21:1

**Breast
Health
Services
Campaign
~ Overview**

Campaign Metrics (Apr-Aug)	Target	Actual
Impressions:	1,250,000	1,432,000
Google search activity:	950	1398
Landing page visits:	1455	5026
Physician profile views:	400	45
Conversion/leads:	100	201
Impact:	50	91
Patient encounters:		197
Revenue (gross charges):		\$510,000
ROI:		20:1

Overall Campaign Results

KPI	Target	Actual
Impressions:	3,310,000	5,385,000
Google search activity:	2950	4588
Landing page views:	10,455	18,844
Physician profile views:	880	1905
Conversions/leads:	250	418
Impact-new patients:	155	325

Interested in Learning More? 973-809-9963

