

Grow  
**Your Practice**

Independent Medical Practices • Physician Networks • Hospital Affiliated Practices • FQHC and Community Health Centers

**thinkbig**  
HEALTH CARE SOLUTIONS

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thinkbigcs.com

**Services**

Revenue Cycle, Accounting and Finance

Contract Acquisition, Negotiation, Credentialing

Advisory and Consultation

Medical Real Estate

Practice Management and Business Resources

Real Estate Brokerage, Investment, Development  
Cheryl Anders, SVP, Licensed Real Estate Agent Specializing in Medical Development  
Papier InvestmentHoldings LLC | Two South Biscayne Boulevard | Suite 1800 Miami, Florida 33131

EMR Project Management, Go-Live, Optimization and Maintenance

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**thinkbig**  
HEALTH CARE SOLUTIONS

Cheryl Anders, RN Founder & CEO

**How to Engage Patients or Future Patients**

ANATOMY OF A GREAT SOCIAL MEDIA CAMPAIGN

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## GET REAL

- Click and close
  - What makes you want to open a document or a link or a post?
    - Relevant
    - Interesting
    - Clear message
- Social Media is FOREVER
- How you handle bad reviews/poor star ratings
- What does your website look like, what does your image look like today? How do patients perceive you.
- How well does your practice function = patient engagement




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## Patient Engagement

- Patient experience at your office
    - Cleanliness
    - Wait time
    - Ease of getting an appointment
    - How long to answer phone/call backs
    - Authorizations/referral wait time
    - Rx refill wait time
    - Results shared
    - Billing questions responded to
    - Staff – kind, considerate, friendly
    - Providers – kind, considerate, friendly
    - Get the point...fix what is broken
- \* This will create retention and attract new patients




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## Clean House and Use What you have

- Patient Portal
- Internal signage
- Great website
- Clean-up your image
- Have you checked all your payer directories for accuracy
- Have you checked major search engines for accuracy
- Healthgrades update (and others)

#1 SOURCE OF PATIENT REFERRALS STILL REMAINS AS...




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What is a Social Media Campaign?

Clear Definition  
Coordinated Effort to accomplish you goal of marketing:

- Practice
- Specific Service
- Product
- Promotion
- Event
- Other

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HOW TO BUILD A GOOD ONE

- Determine Goal
- Pick a Platform(s)
- Create Relevant, Clear and Interesting Content
- Amplify Your Reach
- Assess, Plan, React and Act




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### Designed with Purpose

Turn your every day efforts into results:

Focus on reaching a specific goal – measurable and clear-cut

Your Brand can have several campaigns running at the same time – different goals, targets (demographics), and messages



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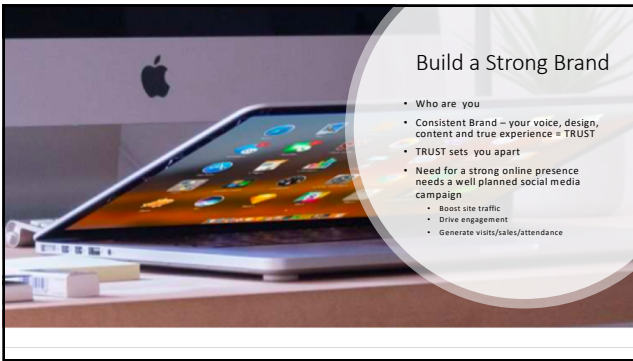
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### Build a Strong Brand

- Who are you
- Consistent Brand – your voice, design, content and true experience = TRUST
- TRUST sets you apart
- Need for a strong online presence needs a well planned social media campaign
  - Boost site traffic
  - Drive engagement
  - Generate visits/sale/attendance



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## 5 STEPS TO BUILDING A GREAT SOCIAL MEDIA CAMPAIGN



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## #1 Set Your Goal

- Determine your Goal
- Create a Mind Map = Visualization of your brand's short and long term goals along with benefits and challenges




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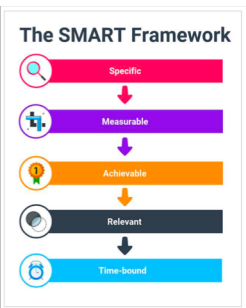
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Take the time:

### The SMART Framework



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**Vague Goal:**  
Increase my following on fb

**SMART Goal:**  
By end of Q1 my average numbers of traffic to my fb page is 1,000 with an increase of related business by 20 new patients

**WHY:**  
All this work takes time – whether you do-it-yourself or hire someone.

[Measure progress and refine](#)

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#2: Choose the Right Platforms

- What channel(s) are right for my brand
  - to get you in front of your right audience
- Maximize the effect of your content
- Reach your goals

*How many can you do without losing focus and stay within the resources allocated = Budget of time and \$*

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Who are your Competitors



- Analyze SWOT your competitors – what are they doing?
  - What seems to work for them
  - What channels are they one
  - What is their message
  - SWOT – Strength, Weakness, Opportunities and Threats

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Look and Understand Benefits, Requirements, & Unique Features of Each Social Media Channel




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### Know the Demographic of each Platform

- Must create content (copy and collateral) that will appeal to your audience & that is true to your brand
- Demographic overlaps
- Resources

Age	Facebook	Instagram	LinkedIn	Twitter
18-29	65%	42%	18%	34%
30-49	35%	30%	51%	34%
50-64	35%	20%	21%	24%
65+	24%	8%	10%	8%

Sample of the data from Pew Research Centre

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KNOW YOUR IMAGE SIZES – USE ROYALTY FREE OR GET CONSENTS FROM STAFF/PATIENTS

	Twitter	1024x512
	Facebook	1200x628
	YouTube	1280x720 Minimum recommended size for video uploads
	LinkedIn	1024x512 Personal profile 1200x368 Company updates
	Instagram	1080x1080
	Pinterest	600x900 or any 2:3 size

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### Create a Branded LINK

## ThinkBighcs.Blog.Updates

Brand Domain      Category      Keyword

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**Rebrandly** @rebrandly123

We reached out to some expert #ecommerce sellers to give us their top tips for increasing #sales online! 🚀📈👉 Check out what they had to say on our blog: [Rebrandly.Blog/Sales-Tips](#)



7:16 PM - 16 May 2018

10 Retweets 18 Likes

## Considerations different sites treat links differently

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### Using URLs on Social Media

<p><b>Twitter</b></p> <ul style="list-style-type: none"> <li>Regardless of length, always treated as 28 characters</li> <li>31+ characters get ellipsed</li> </ul>	<p><b>Facebook</b></p> <ul style="list-style-type: none"> <li>Automatically pulls in image previews</li> <li>Truncated to 19 characters in the domain name and to 32 characters in the tag</li> </ul>
<p><b>LinkedIn</b></p> <ul style="list-style-type: none"> <li>An automatic link shortener is applied to 204 characters (excludes https://)</li> <li>Links need to appear in the body of the text, not at the end</li> </ul>	<p><b>Instagram</b></p> <ul style="list-style-type: none"> <li>URLs will only hyperlink in bio</li> <li>Branded links perform exceptionally well on this platform</li> </ul>
<p><b>YouTube</b></p> <ul style="list-style-type: none"> <li>Can easily add links to video descriptions</li> <li>Branded links will increase trust and CTR</li> </ul>	<p><b>Apple Email</b></p> <ul style="list-style-type: none"> <li>Automatically hyperlinks</li> <li>Hyperlinks require https:// or may not work if the top-level domain is not recognized</li> </ul>
<p><b>Pinterest</b></p> <ul style="list-style-type: none"> <li>Hyperlinks will only hyperlink in bio</li> <li>Pinterest Analytics allow you to measure performance of posts</li> <li>Ideal for anyone with an online marketplace</li> </ul>	<p><b>Gmail</b></p> <ul style="list-style-type: none"> <li>Automatically hyperlinks phone numbers, emails and physical addresses</li> <li>Use a custom or long url (generic short links are occasionally blacklisted by email servers)</li> </ul>

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## #3 Create Clear and Relevant Content




Rule of thumb - 80% of content should be non-promotional

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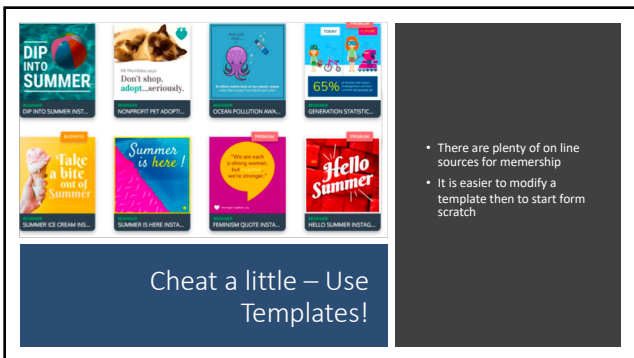
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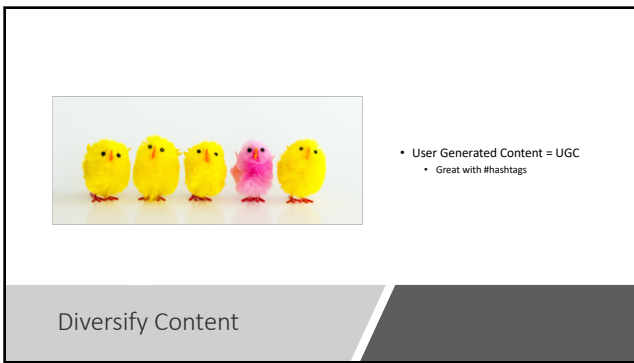
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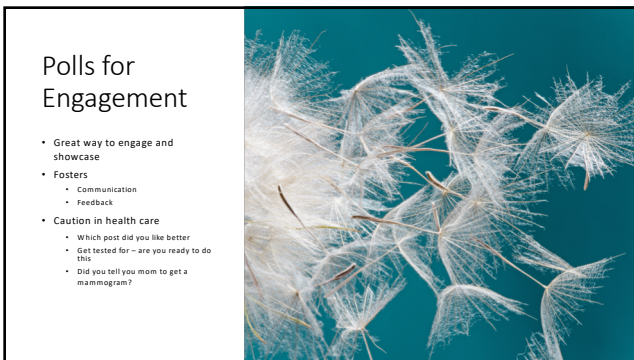
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CONSUMERS LOVE LIVE VIDEO



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Share Your Story



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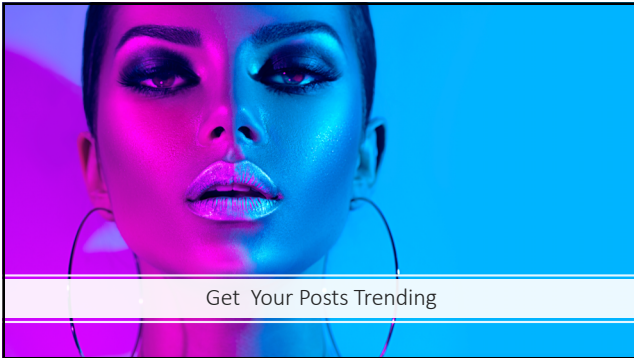
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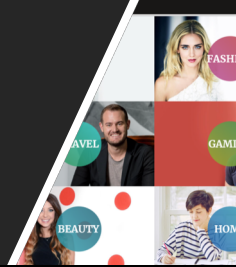
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# INFLUENCERS!

Influencers add impact to any social media campaign  
 Carefully consider who you want to for your brand  
 Their message  
 Demographic match = similar audience  
 Team up or Partnerships = \$\$\$  
 You can ask them for their analytics or use a company like socialblade

BECOME AN INFLUENCER




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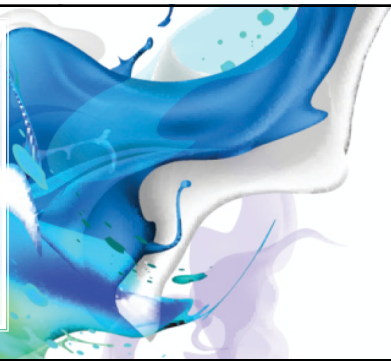
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# MIXED Media PLATFORMS

- If you have the \$\$\$ use mixed media platforms to talk about your social media activities
- Stay true to your goals and brand
  - Traditional
    - PA
    - Radio
    - Cable/TV
    - Bill board
    - Magazines
    - Billboard
    - Newspaper
    - Website




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# #5 Reflect, Plan Act and Re-Assess

Analyze the Post data  
 Look for emerging patterns  
 What works/What does NOT work  
 ADJUST IMMEDIATELY  
 TRACK TRACK AND TRACK

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Thank you.

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