

# How to Build a Healthcare Marketing Strategy

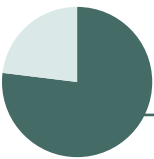


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# 7 Steps to a Successful Healthcare Marketing Strategy



## 1 Hone in on SEO (search engine optimization).



77% of patients use search before booking

- Local SEO
- Optimized website

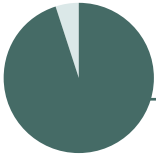
## 2 Prioritize mobile-friendliness.

57% of doctors offer a mobile app

- Mobile-friendly website
- Mobile app

### 3

## Implement a long-term content marketing plan.



95% see ROI for content marketing

- Blogs, email, videos, infographics, etc.
- Update regularly

### 4

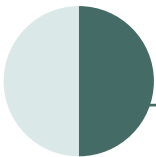
## Create a social media marketing plan.

95% of facilities have a Facebook page

- Facebook, Twitter, Instagram, LinkedIn, etc.
- Post/engage regularly

### 5

## Connect with your audience virtually.



Telehealth was up 50% in 2020

- Telehealth communication
- Conversational engagement





## 6 Nurture customer communication.

70% of patients prefer providers that offer follow-up care

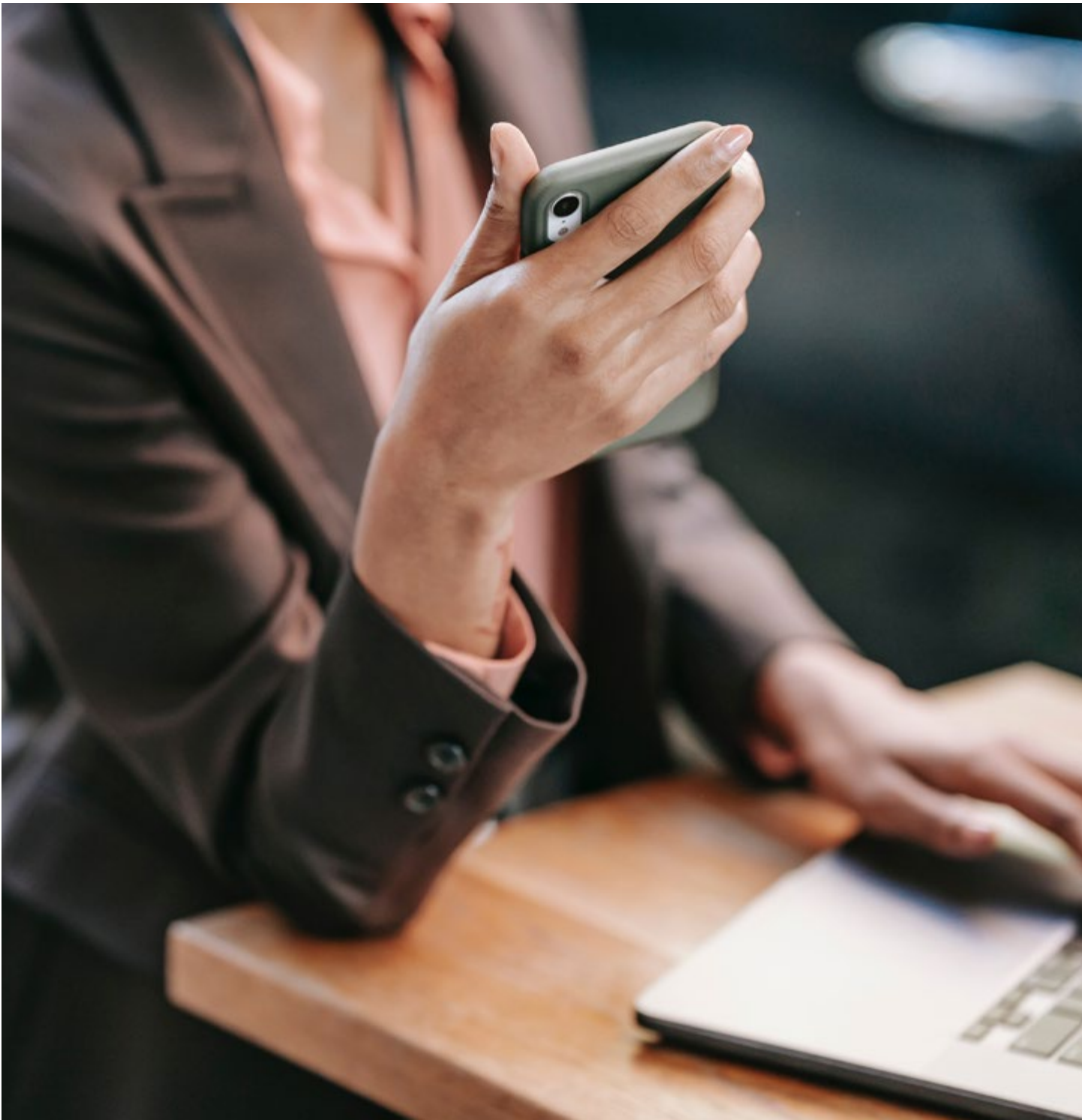
- Ongoing engagement (social, email, follow-ups)
- Accessible support (live chat, prompt responses)

## 7 Use paid ads for demographic targeting.

75% of people seek medical information on social media

- Leverage medical statistics
- Google, YouTube, social, display ads, etc.





**For in-depth strategy development and expert execution, partner with a healthcare marketing agency like Mad Fish Digital.**

**Contact us today!**