

Specialized Solutions: Mastering Marketing for Medical

Specialties

Speaker: Tyler Kemp

1 hour

Description:

Effective marketing for medical specialties in eye care requires a tailored approach that addresses its unique needs and challenges. This presentation explores key strategies for successfully marketing specialized services in eye care, from building initial awareness to closing the deal. Attendees will learn how to navigate the marketing funnel, understand critical marketing metrics, implement effective tactics for awareness, nurture leads, and utilize sales tactics to convert prospects into patients. This session provides practical insights and actionable steps to enhance marketing efforts and achieve sustained success in promoting specialized medical services.

Learning Objectives:

1. Understand why success with specialized services starts with awareness.
2. Review different marketing metrics.
3. Learn which tactics work for building awareness of specialized services.

4. Explore the process of nurturing leads.
5. Understand how to close the deal.

1. Success Starts With Awareness.

(10 minutes)

- The Marketing Funnel:
 - Explanation of the marketing funnel stages: Awareness, Interest, Decision, and Action/Loyalty.
 - The importance of building awareness as the first step in attracting potential patients.
 - How awareness sets the foundation for moving prospects through the funnel.
- Creating Awareness:
 - Strategies for generating awareness of specialized services.
 - Examples of successful awareness campaigns.
 - The role of branding in building long-term awareness and recognition.
- Targeting the Right Audience:
 - Identifying and understanding the target audience for specialized services.
 - Tailoring awareness efforts to reach the right demographics and psychographics.
 - Using market research to refine targeting strategies.

2. Review Different Marketing Metrics.

(10 minutes)

- Impressions and Reach:
 - Provide a definition and explain the significance of impressions and reach in digital marketing.
 - How to track and analyze impressions and reach across various platforms.
 - Differences between impressions and reach and their impact on awareness.
- Engagement Metrics:
 - Identify key engagement metrics such as likes, shares, comments, and click-through rates.
 - Explain the importance of monitoring engagement to gauge content effectiveness.
 - Provide strategies for increasing engagement on social media and other channels.
- Beyond Leads and Conversions:
 - The importance of tracking metrics beyond leads and conversions.
 - The role of metrics like bounce rate, time on site, and email open rates in evaluating performance.
 - How to use comprehensive metrics to optimize marketing strategies.

3. Tactics for Building Awareness

(10 minutes)

- Organic Social Media:
 - Provide strategies for leveraging organic social media to build awareness.
 - Importance of consistent posting and engagement with followers.
 - Examples of effective organic social media campaigns.
- Email Marketing:
 - The role of email marketing in creating and maintaining awareness.
 - Tips for crafting compelling email content and subject lines.
 - Provide strategies for building and segmenting email lists for targeted outreach.
- Digital Awareness Display Ads:
 - The benefits of using digital display ads for awareness campaigns.
 - Best practices for designing eye-catching and informative display ads.
 - How to strategically place display ads on relevant websites and platforms.

4. How to Nurture Leads

(10 minutes)

- The Interest Stage:

- Understanding the interest stage and its importance in the marketing funnel.
- Strategies for capturing and maintaining the interest of potential patients.
- Examples of content and tactics that work well at the interest stage.
- Drip Campaigns:
 - Explanation of drip campaigns and how they nurture leads over time.
 - Tips for creating effective drip campaign sequences.
 - The importance of personalized and relevant content in drip campaigns.
- Continued Social and Email Efforts:
 - Role of ongoing social media and email efforts in nurturing leads.
 - Strategies for keeping potential patients engaged with regular updates and information.
 - Examples of successful nurturing campaigns in the eye care industry.

5. Closing the Deal

(10 minutes)

- Utilizing Sales Tactics:
 - The importance of sales tactics in the decision stage of the funnel.
 - Provide strategies for effectively closing deals and converting leads into patients.

- The role of consultations and personalized interactions in closing the deal.
- Selling an Experience, Not Features:
 - Explanation of why selling an experience is more effective than focusing on service features.
 - Tips for highlighting the patient experience in marketing and sales efforts.
 - Examples of how to create a compelling narrative around the patient experience.
- Follow-Up and Retention:
 - The importance of a follow-up strategy after an initial conversion.
 - Provide strategies for retaining patients and encouraging repeat visits.
 - The role of loyalty programs and continued engagement in retention.

Wrap-up and Q&A (10 mins)

- Action Plan
- Recap
- Key Messages
- Where to get additional information

Attendees will learn how to build awareness, understand and utilize key marketing metrics, implement successful tactics, nurture leads, and close deals by selling an

experience. Attendees will be prepared to enhance their marketing efforts and achieve sustained success in specialized medical services.