Creating Technology Driven Marketing For Maximum Impact

By Michael Dobkowski, BA, MBA

Your Marketing Attitude!

• Marketing is NOT easy! It's not just posting things...
• As a business owner marketing is essential!
• If your marketing is boring, something is wrong!
• Marketing is campaigning, not promoting!
• Campaigning is a series of promotions designed to capture people's hearts and minds. Storytelling...
• Marketing is leadership - Sharing messages and stories about what is important and then mobilizing
• What actions will you take? - How do you drive people to your website? - then capture their information.
• Marketing is the public face of your creative expression.

What's New For Technology?

• Appointment Reminder Systems
• Kiosk Check-IN Systems (ClearWave)
• CRM - Lead Tracking Systems (MDprospects)
• Phone Technology (Tracking/Recording)
• Business Review Systems (EyeDoctorReview)
• Patient Reactivation (Brevium)
• Responsive Parallax Website Design
• Social Media Applications (Wildfire, NorthSocial)
• MyEyeStore - Online E-Commerce For Optical
• SEO Algorithm Updates
Internal Marketing Technology Solutions

Internal Marketing Topics

- Customer Experience Creation (The Men’s Room)
- Appointment Reminder Systems
- KIOSK Check-IN Systems (ClearWave)
- CRM - Lead Tracking Systems
- Appropriate Phone Handling
- Internal Review Systems with tablets
- Patient Reactivation
- Harnessing Word of Mouth
Customer Experience Marketing

- The Experience Economy
- This involves world class service
- This involves answering the telephone correctly
- This involves unconditional dedication
- This involves staff BUY in
- This involves the little creative things
- This involves a review strategy that starts inside
- My Short Story of “The Men’s Room”

The customer experience is the key indicator of future growth in healthcare. Matt Jensen - Vance Thompson Vision

Pine and Gilmore argue that businesses must orchestrate memorable events for their customers, and that memory itself becomes the product — the “experience”. More advanced experience businesses can begin charging for the value of the “transformation” that an experience offers.

Appointment Reminders

- These systems connect with PMS or EMR
- Reminders are customizable
- Distributed via TEXT, Email, Phone
- This involves unconditional dedication
- This involves staff BUY in
- This involves the little creative things
- This involves a review strategy that starts inside

No-shows typically occur because patients forget their appointment. Staff dialed reminder phone calls consume time and resources without consistently or effectively reaching patients. This is why automated appointment reminders make sense.
Better Financial Results
Dramatically increases cash flow by collecting payment at the point of service.
More accurate estimates of cost
Shorten A/R time.
Reduced collection costs
Reduces paperwork and phone calls
Better adherence to plan requirements and rules.

Kiosk Check IN systems
Demographic and Appointment data flows from the practice management system to Clearwave. This includes insurance data and patient account balances. Clearwave sends back:
Scanned insurance cards
Scanned driver’s licenses
Demographic and insurance updates
Payment postings (e.g., payments made at the kiosk are posted in the practice management system).

What Thomas Eye Group Did?
Include a question on the kiosk for routine eye exams between 18-55
Would you like to learn more about LASIK during your visit?
If yes... the process was to get information to lead tracking system and text the doctor in the lane ready to see the patient.
Action was to alert doctor via text and continue with lead tracking follow up protocols.
What did they learn?

• If we can improve conversion rates we can reduce external marketing costs.
• Provides an incentive to hire more OD’s
• Provides a competitive advantage over LASIK only practices who depend on co-management and marketing.
• Based on data it is worth the investment in Clearwave just to increase LASIK leads.

Lead Tracking Systems

• Can increase surgical volume
• You need something more versatile than MS excel
• The power of auto responders
• Task assigning
• Automated consultation confirmations

After researching multiple tracking systems I found MD Prospects to be a solution to our antiquated practice computer system. It is internet based, therefore can stand alone (as in our case) or be merged with existing systems... I would highly recommend MD Prospects and their systems to assist you. We could not have asked for a better team to guide us through the process."

Amy Jo Jabbour, Director of Marketing/Patient Education - Bucci Laser Vision

Track Your Marketing
Lead Tracking Systems

Do you have a action plan for asking happy patients for reviews?

What are the technology barriers?

Using tablets...What should I do

Get Review Page on website

Handling Google and YELP

According to a survey conducted by the Healthcare Information and Management Systems Society (HIMSS), 69% of individuals who are responsible for developing mobile technology policy said that tablet computers are part of their organizations' mobile technology strategy and 81% said that their proposed mobile technology policy would include tablets.

Internal Review Systems

An astonishing 79% of consumers state that they trust online reviews as much as personal recommendations.

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What Are My Options to Get Reviews?

- In Office Tablet Review Systems
- In Office Postcard Handouts
- Survey Systems
- Review Us Online Page on Website
- E-mail Newsletter Callouts
- DemandForce

NOTE: You cannot solicit reviews for money or reward but they can take a survey.
The Review Postcard

Happy?
Help us help others.
Review us online.

Do You Have An E-Commerce Solution?

“I love checking our store orders and seeing contact lens orders come in on Saturday at 3:00am in the morning” - Richard Edlow, CEO, Katzen Eye Group

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Online Shopping Trends

Online Shopping Market Trends

Today...
- 7% of all eye care products are purchased online
- 23% annual growth forecast for online eyecare products
- 36% of online shopping occurs outside normal business hours
- 83% of adults go online for health/medical info and resources

Over the next ten years...
- 54% of all retail will be on the internet
- 223% growth in online spending; offline will shrink by 7%

What Does MyEyeStore Do?
- Develops, installs and manages uniquely branded online web stores for independent eye care practices.
- Provides marketing strategy and expanded product offerings and customer service to help make stores more successful.
- Provides practices with FREEDOM to choose product offerings.
- Provides an opportunity to not lose retail business.

Katzen Eye Case Study
**Katzen Eye Case Study**

- February 11 - April 27, 2013
- Total Orders = 469
- Total Dollars = $54,960
- CL orders = 459
- Other Orders = 10 (5 vitamins, 5 cosmetic)

**Ecommerce Study: Katzen Eye**

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Patient Reactivation

• Can make a BIG impact on revenue. Possible 5X more than the investment.
• Can see overdue conditions with due date, doctor, and location.
• Can see appointment history with service date, doctor, Location, and Notes.

“The Baby Boomer influx won’t keep you in business if you can’t keep patients coming back. - Farrell ‘Toby’ Tyson, MD, FACS

The amount of business lost as a result of ignored recalls depends on how much a clinic uses recalls as a means to bring patients back for a visit.

 External Marketing

 External Marketing Topics

• Internet Marketing
  • Top 10 Internet Marketing Items
  • Organic SEO
  • Local Search
  • Paid Search
  • Social Media
  • Review Generation
• OD marketing (Co-Management)
  • CE Courses
  • Creating Digital OD marketing tools
  • OD Portal
Internet Marketing

- Organic SEO
- Local Search
- Paid Search
- Social Media

Internet Marketing Items

1. Review Readiness
2. Mobile Readiness / Responsive Design
3. Local Search / Organic SEO
4. Social Media Optimization / Social Signals
5. Link Building
6. Content Marketing / Content Updates
7. Blog Expansion
8. E-Newsletters
9. Conversion Optimization
10. Social Media Applications

Responsive Website Design

- The website adapts to screen resolutions.
- Programmed on a grid system.
- Enables a one website file system.
- Can use parallax scrolling for new motion.
- All programmed in HTML 5 for mobile readiness.
- Improved site experience.
- Google is saying these sites are featured in Local.
- Increases conversion rates.
- Increases tablet and mobile reach.
- Prediction: Everyone will be doing this....
Mobile Readiness

- The trend to mobile is now the reality.
- What is your direction (Responsive V. Mobile Website)
- An ugly mobile site will just turn people away.
- Make sure your local search profiles are good
- Encourage Checkins (YELP, FourSquare)
- Join Mobile Directories
- Develop mobile offers
- Get permissions for TEXT marketing (huffpost)
- Remember the 5-second rule (They will leave)
- Make good offers

Contact us for a complimentary 30-minute initial consultation to discover how we can help you achieve your personal best results.

Mobile Technology FACTS

- 90% of American Adults Have a Cell Phone.
- 58% of American Adults Have Smartphones.
- 32% of Americans own an E-Reader
- 42% own a tablet computers
- 67% of cell owners find themselves checking their phone for messages, alerts, or calls — even when they don’t notice their phone ringing or vibrating.
- 44% of cell owners have slept with their phone next to their bed because they wanted to make sure they didn’t miss any calls, text messages, or other updates during the night.
- 29% of cell owners describe their cell phone as “something they can’t imagine living without.”
- 12% of adult smartphone owners say they use a geosocial service to “check in” to certain locations or share their location with friends, down from 18% in early 2012.

Data From Pew Internet

Search Engine Optimization

- Attracts quality visits with low bounce.
- Is consider the natural search, not paid.
- 4C’s code, content, connectivity, conversion.
- It is the science of getting your website indexed.
- Understanding the page rank algorithm.
- What is your link policy?
- Interpreting link juice.
- What are my link building options? who’s job?
- Do we have a content development strategy?
- The roll of blogs in SEO.
The Organic Position

70% of the links users click on are Organic NOT paid related. - HubSpot 2012

Paid Meets Organic

The 4 C’s of SEO

- Code
- Content
- Connectivity
- Conversion
What’s New With Search Engine Optimization?
The science of getting your website indexed!

So What’s New?
- Link manipulation is being penalized by Penguin
- The Emergence of Guest Blogging
- Social Factors
- Overuse of Anchor text will raise flags
- Quality of content is now more important
- AuthorRank is now important
- Do you have a Google Authorship image
- Infographics creation
- The relationship with localization.
- The roll of blogs in SEO.
SEO social factors

- Backlinks: The OLD Standard
- Social FEED: Following shares and likes
- Volume of FB Likes, Twitter Followers
- Amount of activity with posts, retweets
- Quality of Followers
- Video Titles and references from YouTube
- Amount of Youtube views
- Number of social mentions
- % of likes versus dislikes on social content

The importance of BLOGs in SEO

- Must be installed on CORE URL to be effective.
- Regular posting (I prefer 4 per month)
- Use a combination of content strategies
- Long & Short Posts
- Be factually correct
- Use the indexing power of your BLOG
- Reputation Management Elements
- Use the blog to index and gain traffic

Conversion Optimization

What is Conversion Optimization?

Conversion Optimization (or Conversion Rate Optimization) is the science and art of getting a higher percentage of your web visitors to take action and becoming a lead or customer.

Tips:
1. Craft Powerful Headlines. Include your Value Proposition
2. Offer FREE report in exchange for email address
3. Enlarge your Action Buttons
4. Check your call to action
5. TEST what you have, try new ideas, and TEST more.
6. Is your homepage copy compelling?
7. Reduce Form Fields to essentials
8. Facebook Applications
9. Newsletter Offer

Conversion optimization is all about getting the traffic that is coming to your website more engaged so that they can interact with your business, complete a survey, complete a lead form or ask a question. Getting tons of traffic to your website is great, but getting tons of conversions is even better! That is exactly what conversion optimizations is about - maximizing the number of your website visitors that convert to sales/leads. More leads and sales, of course, mean more revenue.
Search Engine Optimization

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- Do we have a content development strategy?
- The roll of blogs in SEO.

Link Building MIX

- Understanding Page Rank
- We want incoming LINKS not outbound links
- All links are not equal
- What is your MIX
- Reciprocal Links V. One way Links
- Interpreting link juice.
- Using titles in your blogs
- Do we have a content development strategy?
- What is your media buying strategy (LINKS)

Main Search MIX

- Local Search
- Organic Search
- Paid Search
Social Media Optimization

- Determine Your Strategy ROR v. ROI
- Set A Budget
- Address Allocation of Labor
- Consult with experts before deciding
- What are the goals? Is it LIKES?
- How does this all tie in?
- Using your blog in social media

Why Use Facebook?

- 1.15 Billion User - 700 Million Daily
- 20 minutes sessions per user
- 70% of facebook users connected
- 93% of marketers use facebook
- 70% of brand marketers use it
- Half of adults have over 200 friends
- Measuring ROI is difficult
Application Suggestions

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