PREMIER
Community HealthCare

DIGITAL
MARKETING
STRATEGY

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DIGITAL MARKETING

TARGET AUDIENCE

Premier Community Healthcare serves individuals aged 0-65+ in rural areas of Hernando and Pasco County, addressing their diverse healthcare needs through tailored services. For infants and children, we provide regular health check-ups, immunizations, and dental care.

Teenagers and young adults benefit from mental health support and preventive services, while adults and middle-aged individuals receive comprehensive family medicine, chronic disease management, and chiropractic care.

Seniors rely on us for regular medical consultations, medication management, and age-related health support. Our focus on accessible, reliable healthcare ensures that all residents receive the quality care they need, when they need it.

OVERVIEW

Our goals is to increase website traffic, boost social media engagement, and improve conversion rates, particularly for pediatric services.

We strive to build strong community relationships and maintain a positive online reputation, ensuring high patient satisfaction and local awareness.

Through continuous quality improvements, responsive customer service, and effective outreach, we aim to meet the diverse healthcare needs of families and individuals in rural areas.

MEDIA /VIDEO DIGITAL MARKETING FOR PREMIER COMMUNITY HEALTHCARE

Video marketing has proven to be one of the most effective strategies for engaging audiences and driving conversions. According to a report by HubSpot, 72% of customers prefer learning about a product or service through video, and 84% of people say they've been convinced to buy a product or service by watching a brand's video . This underscores the importance of incorporating high-quality video content into our digital marketing efforts.

CONTENT STRATEGY

1 APPROACH

Majority content across platforms will be video-based, focusing on engaging and informative material.

2 POSTING

Facebook and Instagram: Launch pages with a strategy to post drip-feed content 2-5 times per week.

3 FOCUS

Post short, engaging health tips and behind-the-scenes content from Premier Community Healthcare. Focus on trending formats to engage a wider audience.

4 STRATEGY

Produce 1-4 long-form videos per month, breaking them down into smaller segments for cross-platform sharing and repurposing.

TIKTOK ADS STRATEGY

- **Objective:** Engage a wider audience with creative and entertaining video ads on TikTok.

- **In-Feed Ads:** Appear within users' For You feeds as they scroll.
  - **Tactics**: Create engaging and relatable short videos promoting healthcare tips, behind-the-scenes looks, and service highlights.
  - **Benefit**: Reaches users in an organic, native format, increasing engagement.
- **Branded Hashtag Challenges:** Encourage user-generated content through interactive hashtag challenges.

  - **Tactics**: Launch challenges that promote healthy habits or highlight clinic services, encouraging users to participate and share their videos.
  - **Benefit**: Increases brand visibility and engagement through user-generated content.
- **TopView Ads:** Capture attention with full-screen ads that appear when users open the app.
  - **Tactics**: Create eye-catching videos with a strong CTA to visit the website or book an appointment.
  - **Benefit**: Maximizes visibility with high-impact placements.

FACEBOOK ADS STRATEGY

- **Objective:** Engage with potential patients through targeted ads on Facebook, leveraging the platform's advanced audience segmentation capabilities.

- **Awareness Campaigns:** Build brand awareness and introduce Premier to a broader audience.
  - **Tactics:** Use engaging video ads and carousel ads showcasing various services.
  - **Benefit:** Increases brand recognition and educates the audience about available services.

- **Consideration Campaigns:** Drive engagement and website traffic by encouraging users to learn more about the clinic.
  - **Tactics:** Create click-to-website ads with compelling headlines and visuals leading to service-specific landing pages.
  - **Benefit:** Generates interest and increases website visits.

- **Conversion Campaigns:** Encourage users to take specific actions, such as booking appointments or signing up for newsletters.
  - **Tactics:** Utilize lead generation forms within Facebook ads to capture user information.
  - **Benefit:** Directly drives conversions and builds the patient database.

INSTAGRAM ADS STRATEGY

- **Objective:** Leverage Instagram's visual platform to engage younger audiences and promote healthcare services through visually appealing content.

- **Story Ads:** Use Instagram Stories to deliver short, impactful ads that appear between users' Stories.
    - **Tactics**: Create vertical video ads highlighting patient testimonials, behind-the-scenes looks, and service promotions.
    - **Benefit**: Captures attention with immersive, full-screen content.
- **Feed Ads:** Promote services through visually engaging posts that appear in users' feeds.
    - **Tactics**: Use high-quality images and videos with clear CTAs to book appointments or learn more.
    - **Benefit**: Increases engagement and drives traffic to the website.
- **Explore Ads:** Reach users browsing the Explore tab with relevant healthcare content.
    - **Tactics**: Target users interested with health and wellness interest with engaging visuals and helpful content.
    - **Benefit**: Expands reach to new audiences interested in PCHC service lines.
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YOUTUBE STRATEGY

- **Objective:** Utilize YouTube's extensive reach to educate and engage potential patients through video content.

- **TrueView In-Stream Ads:** Serve skippable ads that play before or during YouTube videos.
  - **Tactics**: Create educational videos on health topics, patient testimonials, and service overviews.
  - **Benefit**: Captures engaged viewers who choose to watch the ad, increasing relevance and impact.
- **TrueView Discovery Ads:** Appear in YouTube search results and related video sections.
  - **Tactics**: Use compelling thumbnails and headlines to attract users searching for health-related content.
  - **Benefit**: Drives high-intent traffic to the clinic's YouTube channel and website.
- **Bumper Ads:** Create concise, impactful messages highlighting key services or promotions.
  - **Tactics**: Target users interested in health and wellness topics with engaging visuals and educational content.
  - **Benefit**: Ensures the entire message is seen, increasing brand recall.

GEO FENCING

Implement geofencing technology to target mobile ads to individuals within Pasco & Hernando counties. This strategy aims to increase awareness, drive foot traffic, and enhance patient engagement by delivering timely and relevant ads to potential patients within a defined radius.

GEOFENCING TACTICS

- **Strategy:** Develop geofencing campaigns for specific services offered by
- Premier Community Healthcare, such as pediatrics, dental care, or behavioral health.
- **Execution:** Target ads promoting these services to users within the geofence who have previously shown interest in similar services or visited relevant healthcare locations.
- **Benefit:** Ensures highly relevant and personalized messaging that resonates with the specific needs of the audience.
- **Strategy:** Set up geofences around competitor healthcare facilities to target potential patients who are seeking similar services.
- **Execution:** Deliver ads offering a competitive edge, such as superior service quality, shorter wait times, or special promotions to entice them to choose Premier Community Healthcare instead.
- **Benefit:** Attracts patients from competitors and highlights Premier's unique value proposition.
- Time-Based Geofencing
- **Strategy:** Implement time-based geofencing to target ads during specific hours when potential patients are most likely to be receptive.
- **Execution:** Schedule ads to appear during peak times such as early mornings, lunch breaks, or late afternoons when people are likely to be on their mobile devices.
- **Benefit:** Maximizes ad visibility and engagement by reaching potential patients at optimal times.

GEOFENCING STRATEGIES

- **Implementation #1:** Set up geofences around each Premier Community Healthcare clinic location with a radius of 30-50 miles, depending on the population density and target audience reach.
- **Function:** When a potential patient enters the geofenced area, they receive targeted ads on their mobile devices through apps, social media platforms, and search engines.

- **Implementation #2:** Create temporary geofences around local health events, community gatherings, or relevant venues where potential patients are likely to be present.
- **Function:** Target attendees with ads promoting Premier service lines, special offers, or health tips during the event.
- **Benefit:** Captures the attention of health-conscious individuals and encourages them to visit our health centers (keeping premier top of mind).

MEASURING GEOFENCING SUCCESS

- **Foot Traffic:** Monitor the increase in foot traffic to Premierfrom users exposed to geofenced ads.
- **Ad Engagement:** Track click-through rates (CTR) and engagement levels of geofenced ads to assess their effectiveness.
- **Conversion Rate:** Measure the number of users who visit the clinic or book appointments after seeing geofenced ads.
- **Return on Investment (ROI):** Calculate the revenue generated from geofencing campaigns relative to the cost of implementation.
- **A/B Testing:** Continuously test different geofence radii, ad creatives, and messaging strategies to identify the most effective combinations. A/B testing to optimize geofencing campaigns for maximum engagement and conversion.

LOCAL SEO

Local SEO strategies will enhance our online visibility in Hernando and Pasco County, ensuring that residents can easily find and access our services.

Through targeted keyword optimization, local listings (GMB), and patient reviews, we strive to rank higher in organic search results, driving more traffic to our website and increasing patient inquiries and appointments.

ENCOURAGE PATIENT REVIEWS

- **Implementation #1:** Develop a strategy to encourage satisfied patients to leave reviews on Google.

- **In-Clinic Requests:** Train staff to ask for reviews at the end of a positive visit.

- **Follow-Up Emails:** Send follow-up emails or SMS messages with a direct link to the Google review page.

- **Signage:** Display signs in the clinic with QR codes linking to the review page.

- **Benefit:** Increases the volume of positive reviews, boosting the clinic's overall rating and online reputation.

- **Implementation #2:** Optimize review responses with relevant keywords to improve search engine rankings.

- **Strategy:** Include keywords related to healthcare services, locations, and common patient queries in review responses. Conduct regular audits of the GMB profile and online reviews to identify areas for improvement and ensure all information is up to date.

- **Benefit:** Enhances the clinic's visibility in local search results, attracting more potential patients.

GMB: REPUTATION MANAGEMENT / SEO

Objective: Effectively manage and enhance Premier Community Healthcare's online reputation on Google Business to build trust, attract new patients, and maintain a positive brand image.

Positive Reviews:

- **Strategy:** Thank patients for their positive feedback and encourage them to share their experiences with others.
- **Benefit:** Reinforces positive experiences and shows appreciation for patient feedback, fostering loyalty.
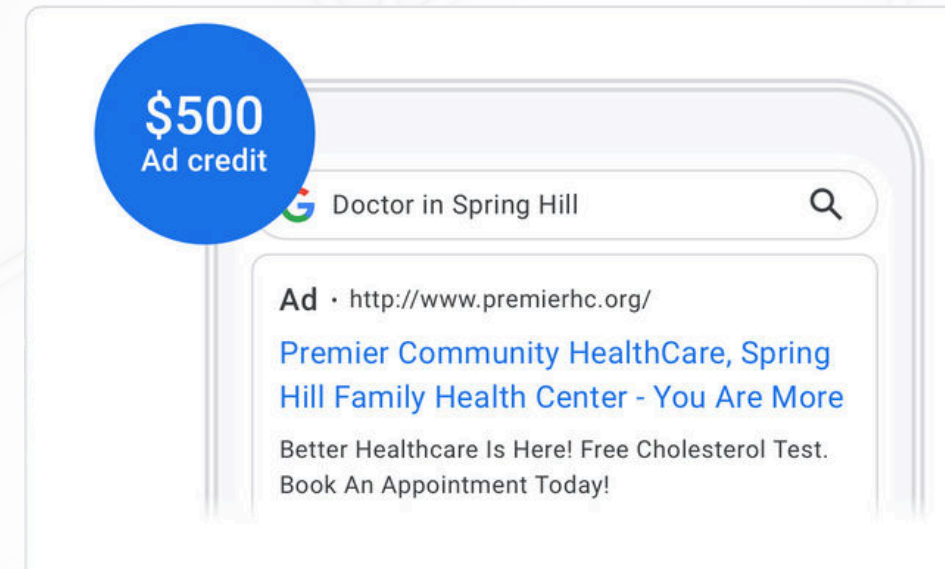
Negative Reviews:

- **Strategy:** Address concerns professionally and empathetically, offering solutions or inviting patients to discuss their issues offline.
- **Benefit:** Demonstrates commitment to patient satisfaction and transparency, potentially mitigating negative perceptions.

GOOGLE ADS STRATEGY

Objective: Utilize Google Ads to target potential patients searching for healthcare services in Pasco and Hernando County

- **Search Ads:** Target users actively searching for healthcare-related keywords.
- **Tactics:** Use long-tail keywords specific to each service line (e.g., "pediatric care in Pasco County," "chiropractic services near me").
- **Benefit:** Captures high-intent users looking for specific healthcare services.
- Display Ads: Reach a broader audience through visually engaging ads across the Google Display Network.
- **Tactics**: Create banner ads with compelling visuals and clear calls to action (CTAs) promoting services and special offers.
- **Benefit:** Increases brand visibility and awareness among a wider audience.
- Remarketing Ads: Re-engage users who have previously visited the Premier website.
- **Tactics:** Serve dynamic ads showcasing services or reminding users to book an appointment.
- **Benefit**: Encourages return visits and conversions.
- **Local Service Ads:** Highlight the clinic's proximity and availability to users in the area.
- **Tactics:** Utilize Google's local service ads to appear at the top of search results for users nearby.
- **Benefit:** Enhances local visibility and drives foot traffic to the clinics.

$500
Ad credit

Doctor in Spring Hill

Ad · http://www.premierhc.org/

Premier Community HealthCare, Spring Hill Family Health Center - You Are More

Better Healthcare Is Here! Free Cholesterol Test. Book An Appointment Today!

ADVANCED RETARGETING

- Use Google's remarketing tools to create highly targeted campaigns across the Google Display Network and YouTube.
- Utilize "Custom Intent Audiences" to reach users who have shown interest in specific healthcare topics.

- Leverage Facebook's Custom Audiences feature to target users who have interacted with Premier's Facebook page or website.
- Use Lookalike Audiences to expand reach by targeting users similar to your best patients.

MEASURING SUCCESS IN PAID MEDIA AND ADVERTISING

Key Metrics:
Impressions: Track the number of times ads are displayed to users.
Click-Through Rate (CTR): Measure the percentage of users who click on ads to visit the website.
Conversion Rate: Monitor the percentage of users who complete a desired action, such as booking an appointment or signing up for a newsletter.
Cost Per Click (CPC): Calculate the average cost of each click on an ad.
Cost Per Acquisition (CPA): Determine the average cost to acquire a new patient through advertising efforts. Evaluate the revenue generated for every dollar spent on ads.

A/B Testing:

Continuously test different ad creatives, headlines, CTAs, and targeting strategies to identify the most effective combinations.
Use A/B testing to optimize campaigns and improve overall performance.

Advanced Analytics:
Use advanced analytics tools to track and analyze ad performance across all platforms.
Implement attribution models to understand the customer journey and the impact of each touchpoint on conversions.

Regular Reporting and Optimization:
Generate regular reports to monitor campaign performance and make data-driven decisions.
Continuously optimize ad spend, targeting, and creatives based on performance insights.

THANK YOU!

By focusing on cinematic video ads, we aim to create high-quality, engaging content that resonates with our audience and showcases the exceptional care we provide and incorporating the latest trends in internet marketing.

Through targeted campaigns on platforms such as YouTube, Facebook, Instagram, TikTok, and Google Ads, we will reach potential patients with compelling narratives, patient testimonials, and educational content that builds trust and drives conversions.

Our strategy is backed by industry insights demonstrating the effectiveness of video marketing in influencing consumer behavior.