

6 Proven Ideas to Improve Your Website and Attract New Patients - Interview With Adam Hampson

Tip 6. Plan the Right Marketing

So, you've got your brand new, shiny website, but if you don't do the right marketing then you're not really 'finishing the job' so to speak are you?

I think marketing is widely accepted as a kind of grey area of business really.

I think everyone accepts that marketing 'works', but there's clearly more to it than that; it's about identifying what marketing actually works for them and their clinic.

It's important for businesses to experiment with different types of marketing, both digital (online) and off-line marketing, with different budgets especially if you're in a competitive area such as London.

It's also important to try different ideas, and then over the months and years that follow only then can you start to build a clearer picture of what marketing works for your clients and your business based on where it is in the competition.

Every client, every clinic is different. Not only where you are based, but the people that live in that area, how wealthy they are, the local competition and other factors that are also beyond your control.

So there are lots of different types of marketing that are available for clinics. I think it's very important to make sure that you can track, as closely as you can, the marketing that you are doing, so that you can hopefully reach a decision sooner, rather than later, about what actually works and your ROI is for each method.

You could find that something may not work straight away, but after a couple of years, people might say "*oh yes I've seen you*" or "*I've read about you a couple of times*" and then they make their decision, based on this repeat exposure, i.e. the slow-burn.

So in terms of marketing which we find works, there are a few options that we would recommend.

One of them is email marketing.

We recommend this for clients because firstly, it's cost effective and secondly it's trackable. You can see who is opening the emails and which links they're clicking on. Also a lot of the online web based e-marketing tools that you can use these days are very good at collecting email addresses which we find works very, very well for clients.

We find that the average hit rate on websites, that's the average number of people that visit a clinic website, can range from 600 to maybe 3,000, depending on what activity they're doing, i.e. a Google AdWord campaign.

However most clinics do not get 600 to 3,000 enquiries a month.

So really that's telling you that most of the people who look at your website don't make an enquiry, don't ring the telephone number or don't fill out an online form.

Therefore it's really important to see if you can try and collect some of their details so that you can talk to them directly.

One of the best ways to do that is to offer some kind of free guide that they can download just by giving you their name and email address. All sorts of guides work, anything from offering the option to download "*Five things to think about before having facial aesthetics*" or "*Six tips to looking younger*"; the options and consumer appealing free guides are endless.

Giving away a guide for an opt-in mailing list entry do really, really well; they do a lot better than just trying to get people to sign-up for a newsletter. With a 'sign-up for a newsletter' people don't really have any sense of knowing what they're going to get, with a free guide it's much clearer. Also people get enough spam already these days so they don't actively want to seek out more spam, so they want to know what they're getting.

Is this something that people can do themselves? Are there simple tools out there to help with email marketing?

Absolutely, there are lots of online applications available, examples include MailChimp, Campaign Monitor, Infusionsoft, just to name a few, there are quite a lot these days.

Some of them are free, some of them you have to pay for depending on what you want to do and the size of your mailing list, a lot of them have their own pre-designed templates, which are in-built, if you want to use them.

It's always better to design something that's branded to your clinic though and that looks more professional, but you can certainly pick an off the shelf email template too.

You do need a little bit of knowledge to build these things, but your web team should be able to do this for you, although some of the solutions have step-by-step guides on how to do it. You've got nothing to lose from having a go!

Many of them are designed for people with very little technical knowledge of web coding to simply have a go at themselves.

What we find is, if it's done well, it cannot only build brand awareness but get sales through. There are lots of things you might want to send out too, you might just want to send out offers, or you might want to send out expert advice, tips and articles on treatments or products that you provide, to give some added value to your client base, to up-sell and cross-sell to them and to encourage them to recommend you to their nearest and dearest.

What are some of the problems that people can come across with email marketing?

Well one of the big ones is people just un-subscribing from your mailing list and thinking that what you're sending them is unwanted spam.

Often what can happen is clinics can send out too many messages and too often; they can also send out the wrong information, it's just too boring, doesn't offer any value to the client, or it's sales orientated, or it just doesn't look attractive when they open it and read it, or it's difficult to read.

I think everybody, no matter what demographic of client they are targeting can benefit from email marketing. Whether you're a clinic with very high end, wealthy, busy clients that don't want to be spammed, where the use of email marketing can focus on offering expert advice, such as sun care and anti-ageing or introductions to new products and treatments that are now available, or if you're a clinic whose clients are price sensitive and want to be sent out offers, deals and promotions; there is a benefit from using email marketing.

It's about understanding your audience, as well as you can, and sending out the right information, designed in the right way, at the right amount of times each month for them to engage directly with your clinic for future profit.

What other kinds of marketing can clinics use?

Other sorts of marketing that we'd recommend include social media and Pay Per Clinic (PPC) marketing.

Facebook marketing is very, very effective due to the way it can be filtered and targeted and it's very cost effective. In our experience it gets some really good results.

Google™ PPC advertising, if done correctly, can achieve some really good results for clients, but the budgets for this are predominately a lot higher.

So smaller clients can often struggle to get number one positions in Google with PPC. If they've got a small budget they need to spend it very wisely, very specifically on their target audience. Be very strict about where you aim for when geo-targeting for locations, in terms of thinking about how far people would be likely to travel to come and see you.

I know a lot of clinics make the mistake of having a national PPC campaign when they're based in London, but with the greatest respect, I don't think it matters how good you are, no one is going to come from Newcastle all the way down to London to have some treatment they can have in a clinic on their doorstep these days.

There are also some newer, still a little unknown types of digital marketing, such as Google™ Ad Re-Marketing.

People will already have seen this without knowing what it is. Let me explain.

When we do a search for something on particular websites, it might be a holiday, it might be a watch, it could be a handbag, whatever, and we then leave that website to go somewhere else, we'll then continue to see adverts for what we were looking for earlier on many new websites that we visit. What that's doing is called Google™ Ad Re-Marketing.

Technically what it is doing is that it's monitoring your cookies and then reading the information on websites you're interested in and then continuing to advertise to you about those products and services on certain websites that belong to the Google Partnership Network.

And this is very clever because you can use this yourself to advertise, for example, lip treatments specifically for women in a certain age range. You can do it for men and women, very, very generally who just visited your website, or for those generally looking for facial aesthetics, or laser treatment, or body tightening or anything like that so you can be very specific if you like or very broad.

A lot of people use this to kind of advertising to build brand awareness or to promote the service that they have via a discount for a specific treatment.

I know that I have often seen adverts for something that I've looked at, and not decided whether to buy, and then I've seen adverts saying if you buy this now we're going to give you some more money off it. So that's something that's been used for quite some time now but people still don't know what it's called and what it's really used for.

I will always say to a client that it's about experimentation, always.

Even if they have an existing clinic that works really well and then they open up another clinic in the different area, the formula they had for the previous clinic isn't always going to work.

We've got a number of clients who have got more than one clinic, but you can't just assume the same kind of formulas and results.

We're doing a lot of Pay Per Click and Facebook marketing at the moment for clients and we're experimenting with different landing pages which are specific web pages that open when somebody clicks on the advert.

Facebook advertising and Google PPC, and other marketing of this kind is providing what we call exposure. However, one of the things that affects whether the marketing is effective or not is the conversion.

People may get a lot of clicks on their Facebook marketing or their PPC but that doesn't necessarily mean they're going to get a lot of enquiries and therefore it's not going to work for them. This is because often what will happen is that the visitor will go to their website after clicking the advert and maybe their website is then not clear enough on the specific offer that they were promoting on Facebook, or it might be that the website isn't appealing enough, for whatever reason.

You have to look at each component in isolation. By that I mean, if the Facebook advert is getting lots of click throughs, then Facebook is working, even if you're not getting the enquiries, it's working, you're getting the clicks, you're getting people coming to your website. If you're not getting the enquiries, the problem is with your website. You need to recognise what's working, what's not and why it's not and what to do next to make your overall marketing a success.



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With 10 years in the industry H&P Design has become the UK's No.1 Agency for Medical Cosmetic Websites "We've seen many changes in that time including an increase in demand for treatment and tougher competition to attract the same new patients".

H&P Design support clinics in the UK and overseas to grow with successfully attracting new patients using their creativity, knowledge of the industry and expertise in Web design, Google, Marketing and Design.

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