

How to Make Money with Your Social Media Strategies?

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Financial Disclosure

- Employee and owner of Ceatus Media Group, a digital marketing company.

About Ceatus Media Group

- Full Service Concierge Digital Marketing and Strategy Agency
- Established in 2004
- Specialize in Elective Health Care
- 250 Clients in 12 Countries
- Booth #2454

Your Online Image = Your Brand

- Consumers make decisions about you based on what they see online
- Often without stepping into your practice or speaking to anyone on your staff



Your Online Image = Your Brand

- What is your Online Brand?
- Are you taking advantage of opportunities to create and promote your Online Brand?



Your Online Image = Your Brand

Number of Days to Make a Decision about Purchase

Medical Specialty	Cosmetic	Veterinary Medicine	Optical	Dental	Hearing Healthcare	Vision Surgery
Average days to decision	144.6	25.9	35.3	69.8	97.7	141.1




Source: Patient's Vision Surgery Purchase Study, conducted for CareCredit by Rothstein Tauber Inc., 2014

Your Online Image = Your Brand

Medical Specialty	Vision Surgery
A search engine (e.g., Google, Yahoo)	74%
Provider website	64%
Medical advice website	73%
Website that compares or provides ratings/reviews of providers	55%
Product specific message board	10%


Same data shows that consumers look at a lot more than just your Website

Diversify

- Social Media 
- Reviews 
- Medical Advice Websites 

Social Media is Now Part of Society

- 73% of all online adults use social networking sites (PEW Research)
- Many Social Media options to choose from
 - Choices include Facebook, Twitter, Google+, LinkedIn, Pinterest, Instagram, SnapChat among others, including Blogs



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Social Media is Now Part of Society

Google+

- Facts: Meant to compete with Facebook but didn't make it, future as a social media platform is in jeopardy
- Bottom Line: Still worth doing because it's Google, visible in the Search results and good for your website SEO

LinkedIn

- Facts: LinkedIn is a professional network
- Bottom Line – Not effective for patient social interaction but might work for building your referral network
 - Posts will be very different from your consumer social platform posts

Social Media is Now Part of Society

twitter

- Facts: Designed to be a forum to discuss trending topics through constant streaming content with frequent interactions. Suitable for entertainment personalities and research gurus
- Bottom Line
 - 1500 or more followers are needed for Twitter to be effective
 - Without an intriguing PR campaign or well-established celebrity visibility in the market, it can take years to recruit 1500 (quality) followers
 - Even if you achieve this number, still take time to prepare multiple daily attention grabbing tweets and multiple responses – bang for your buck isn't there
 - Best option – feed your Facebook content to Twitter

Social Media is Now Part of Society

Pinterest Instagram snapchat

- Facts: Very image heavy platforms that require significant amount of personalization. Younger audience demographic 14-25
- Bottom Line: If you don't have original, engaging and real-time photographic content these platforms will not contribute to your social media strategy. Very low return for ophthalmology practices

Realistically, if you are not a celebrity, have your own radio or TV show, are interviewed a lot for the local news, or are well known in the scientific publishing circles, these other mediums are not worth the effort.

Your effort is better spent on Facebook.



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Blog Content

- Evergreen Vs Fresh
- Need both for your SEO strategy
- Evergreen goes on the site, Fresh goes in SM and Blog
- If you mix those up, your site can be penalized
- Google Really (REALLY) Hates It!
- Too many practices put evergreen procedure content in FB.



Facebook Statistics

- Use of Facebook has increased 10-fold in the last 10 years (PEW Research)
- 78% of people with household incomes > \$75,000 use Facebook
- Older adults 65 and older, fastest growing segment of Facebook Users
- Prime Candidates for premium cataract surgery, LASIK and other presbyopia correction



Facebook Best Practices

When we met with Facebook executives to learn about best practices

- * Posts should be 80%+ engagement, 20%- product information

"Keep in mind that your business' posts are interspersed between my purely social (private) posts from my wife, my children, my grandchildren and my friends. If your posts are constantly interrupting my private space with your product promotion, I will start to ignore your posts or worse, turn off your feed."



What is Effective Social Content?


Effective Social Media Gives Value To Your Followers. Period.

- o Successful content:
 - o Informs
 - o Inspires
 - o Entertains
- o What do these categories have in common? Shareability!
- o What do these categories not have? Sales and Self-Promotion
 - o Patients and potential patients will "unlike" or remove you from their newsfeed if your social media appears to be in your best interest rather than theirs!
- o The key to effective Social Media is to provide the user with content that they want to read and share!




Social Media What will People Share?

- o Engage, not sell!



Social Media What will People Share?

- o Funny, Interesting, Inspiring



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Dos and Don'ts for Social Content

Do

- DO add entertaining memes, videos and images
- DO post regularly
- DO post timely content. For example, if an important holiday has just passed, it's time to post about the next holiday or event
- DO comment and respond to posts and patient comments
- DO share internal practice pictures, activities and celebrations

Don't

- DON'T post only text
- DON'T post only medical content i.e. equipment, eye surgeries, medical jargon
- DON'T post "salesy" content
- DON'T post any nudity or graphic images (people of all ages use Facebook)
- DON'T forget that social media is... SOCIAL!!! The more you share engaging posts, posts of your staff, patients and/or doctor (HIPAA compliant of course)

The more personalized and likeable your page will be and the greater your reach!


Dos and Don'ts for Social Content Examples

DO

Here is some of the top reasons people decide to get LASIK surgery:


1. Sports/Recreation
2. Convenience
3. Contact lens issues
4. Falling asleep
5. Appearance

We would love to hear your reason! #wedsTuesday



DON'T

Schedule your Free LASIK Consultation call today at 585-254-1770. #LASIK #VIM #AFFORDABLE




Dos and Don'ts for Social Content Examples

DO

LOL

PLEASE DON'T GIGGLE AND MEMORIZE!

Sight Gags by Scott Lee, O.D.



"I don't care if you put me on your Naughty List. I still have to dilate your eyes."

DON'T

Zzzzz

March 26, 2012

Know anyone that suffers from dry eye? Pass along our website for information regarding the new FDA approved treatment called Loiflow! We are one of the first of 10 sites in the U.S. to offer this amazing new treatment!

Boost Unavailable

Like Comment Share

Dos and Don'ts for Social Content Examples

DO

DON'T

Page Likes (or Followers)

Although Page Likes should not be the ultimate metric to determine success, they are important, because they create a wider circle of potential engagement for your posts.

Blade-Free LASIK & No-Stitch, No-Patch LensX® Blade-Free Cataract Surgery with Lifestyle Lenses

(817) 540-6060
TexasEyeLaser.com


Engagement Pitfalls

- Tip - Don't buy Page Likes, they are often in China, Thailand and India. FB measures this type of discontinuity in your fan base and will affect your reach.
- The best way to generate real Page Likes (in addition to organic engagement) is through eblists to patient bases with "Like Us" promotions.

Post Engagement

Types of engagement


- Likes
- Shares
- Comments
- Post and Image Clicks



- Likes, shares and comments don't tell the whole story on social media
- Potential patients engage with your posts even when they're not clicking the Like button
- Facebook now offers the metrics "Post Clicks" and "Image Clicks" as another way to measure social interaction
 - These metrics allow you to more accurately evaluate the true reach of your posts


Engagement Ratios

- Engagement ratios are much more important for measurement than the number of Likes, Shares, etc.
- Your Posts are building engagement if your engagements go up faster than your follower base



ROI Calculation Pitfalls

- Who your engagement comes from affects your ROI
 - A variety of people or always the same people?
 - Your patients and potential patients or people you do business with?
- Some SM companies will
 - Put up a post, then everyone in their company likes, shares or comments on the post.
 - Use their other clients to "Like" your page, making it appear that "your" posts are getting engagement.
 - It makes it look like the posts are engaging, but NOT!
- Vendors who are trying to get or keep your business will often excessively engage with your posts.
- When calculating your ROI, all of these "Fake" engagements should be removed.



Case Report Practice X Marks the Spot

Practice X Marks the Spot
Social media plan uncovers Practice X's hidden treasure

Background

- Busy practice, only had time to post content to their Facebook, Twitter and Google+ accounts a couple times a month
- The content posted was purely promotional in nature




Case Report Practice X Marks the Spot

Problem

- Their infrequent posts were getting buried under the many posts from their patients' other connections and "friends"
- Their content was so promotional that current followers were not engaging with the posts they had written


With promotional content and limited interactions, they were missing out on golden opportunities to connect with current and prospective patients



Case Report Practice X Marks the Spot

Solution


- They needed a social media plan that would bring eyes to their practice and would build their engagement and online brand
- Ceatus provided Practice X with a social media package that enabled them to regularly interact with their followers
 - A Daily News feed was implemented
 - Interesting, social content, written by Ceatus' professional social media writers, was posted daily to Practice X's Facebook, Twitter and Google+ pages
 - A Monthly Editorial Plan was provided
 - Topic recommendations, along with a schedule, supplied the practice with a plan for personalized posts that could be easily implemented
- Like Us Campaign



Case Report Practice X Marks the Spot

Result:

- Within three weeks of the campaign's launch, Practice X's Page Likes had increased (organically) from **179** to **623**.
- Post Engagement increased from **5%** to **82%**
- Gained two patients from newly implemented Facebook campaign within the first two months



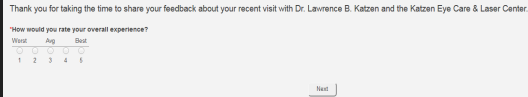
Reviews: The Strongest Piece of Your Brand

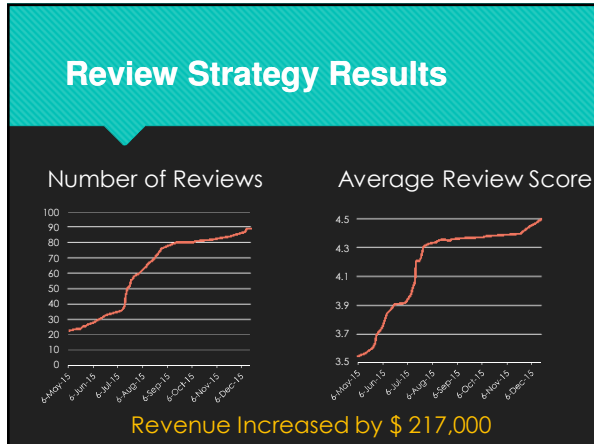
- Consumers use your reviews to make buying decisions
- Harvard Study shows that reviews can affect your revenue by 18%
- Review strategy needs to:
 - Monitor what is being said about you
 - Solicit Positive Reviews
 - Show patients positive reviews



Encourage Reviews

Review Link – Solicit Reviews
<http://drstars.com/katzen>





Facebook and Reviews

Did You Know?

- Facebook is one of the largest Reviews Sites online?
- Leverage Facebook as part of your Reviews Strategy


review us on facebook

Set Up a Reviews Tab

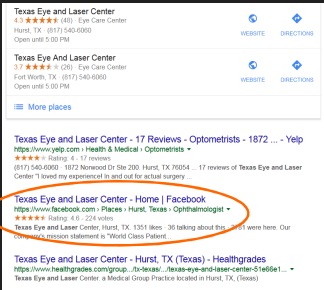
Blade-Free LASIK & No-Stitch, No-Patch LensX®
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TexasEyeLaser.com

Encourage Facebook Reviews

Send patients to write reviews on FB,
not just Yelp, Google or RateMDs



Facebook Ranks for Your Name And Includes the “Stars”




The screenshot shows search results for 'Texas Eye and Laser Center'. The Facebook link is circled in red. The results include:

- Texas Eye and Laser Center - 4.5 stars (14) - Eye Care Center, Hurst, TX (817) 540-6060
- Texas Eye and Laser Center - 3.7 stars (120) - Eye Care Center, Fort Worth, TX (817) 540-6060
- Texas Eye and Laser Center - 17 Reviews - Optometrists - 1872 ... - Yelp
- Texas Eye and Laser Center - Home | Facebook - Rating 4.6 (224 votes)
- Texas Eye and Laser Center - Hurst, TX (Texas) - Healthgrades

In Summary

- Diversification is the key for your online Brand!
 - Consumers look at more than your website when making a buying decision
 - Leverage your Social Media for effective engagement
 - Diversify by focusing on Reviews, both through your Social Media as well as other Reviews platforms
 - Don't forget about other diversification as well to increase your social reach and help boost your online image: e.g. Medical Advice Websites



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