How to Make Money with Your Social Media Strategies
Tamara Evans, MS
VP Marketing
Ceatus Media Group

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

<table>
<thead>
<tr>
<th>Medical Specialty</th>
<th>Cosmetic</th>
<th>Veterinary</th>
<th>Optical</th>
<th>Dental</th>
<th>Hearing</th>
<th>Homecare</th>
<th>Security</th>
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<td>Medical specialty</td>
<td>144.6</td>
<td>75.9</td>
<td>10.3</td>
<td>69.8</td>
<td>97.2</td>
<td>66.7</td>
<td>93.6</td>
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Your Online Image = Your Brand

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

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
  - 1000 or more followers are needed for Twitter to be effective
  - Without an intriguing PR campaign or well-established celebrity status in the market, it can take years to recruit 1000+ primary 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

Instagram
- Facts: Very image heavy platforms that require significant amount of personalization. Younger audience demographic, 14-23
- 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
  - Younger audience demographic

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.
Social Media is Now Part of Society

- 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.”

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What is Effective Social Content?

Effective Social Media Gives Value To Your Followers. Period.

- Successful content:
  - Informs
  - Inspires
  - Entertains
- What do these categories have in common? Shareability!
- What do these categories not have? Sales and Self-Promotion
  - 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!
- 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?

- Engage, not sell!
- Funny, Interesting, Inspiring

What will People Share?

- The night vision of tigers is 6 times better than humans.

DidYouKnow.com
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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
- Don’t post 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 (HIPPA complaint 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**
- Do share eye care tips
- Do post engaging content

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Schedule your free LASIK Consultation today at 800-555-5555. This offer is valid until December 31st.

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“Don’t be that guy who posts in the middle of the night.”

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**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.

**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 eblasts 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 ROIs
  - 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.
    - Vendors who are trying to get or keep your business will often excessively engage with your posts.
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  - When calculating your ROI, all of these “Fake” engagements should be removed.
Case Report
Practice X Marks the Spot

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 implimented
- Like Us Campaign
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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

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Review Strategy Results

Facebook and Reviews

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

Set Up a Reviews Tab

Revenue Increased by $217,000

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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”

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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Thank You!

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