Seven ways Social Media can benefit leaders in the healthcare industry.

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TWO-WAY RELATIONSHIP:
Social media allows you to engage and interact with your customer,

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6 **MARKET RES**
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1 IMMEDIATE VISIBILITY
Unlike traditional media, campaigns can be switched on and off within minutes.

2 GREATER CONTROL OVER AD CAMPAIGNS
Social media gives you control: create targeted ads using the words your target market uses to find you or target by interest. You can even specify geographic areas.

3 BUDGET FLEXIBILITY
The cost of social media is usually much lower than traditional forms of advertising. Budgets are preset to limit spending and you only pay when your ads are clicked.

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4 ROI / PERFORMANCE TRACKING
BTA knows which ads and which keywords perform well and which do not. Immediate action is taken to spot trends and re-align campaigns.
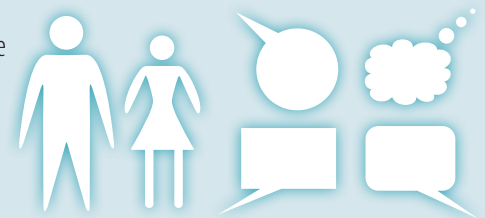
5 TWO-WAY RELATIONSHIP:
Social media allows you to engage and interact with your customer, which builds brand loyalty.

6 MARKET RESEARCH
Learn about your target audience through comments and visitor analytics. This information can prove invaluable when planning other marketing campaigns.

Google™

7 SEO: Search Engine Optimization is improved through the increasing number of high quality links to your Web site from social media. This allows your Web site to rank higher in search results.
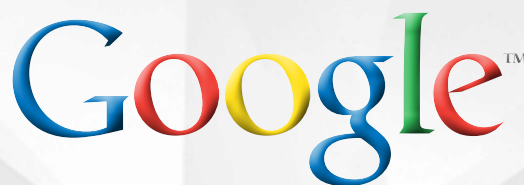
Hospitals who aren't yet involved in social media should be. In a recent survey, 57% of consumers said that a hospital's social media connections would strongly affect their decision to receive treatment at that facility. With the use of social media, such as Facebook or Twitter, hospitals are now able to connect with patients, families and their communities.

But what are the benefits of using Facebook for healthcare marketing? Facebook benefits are definitely double-sided when it comes to healthcare, as it benefits both the consumer and the hospital.

1. **Increase Healthcare Consumers in Service Area:** Hospitals can get more users to "like" their Facebook page by running ads targeting only individuals in the service area.

2. **Share Hospital News:** Highlight important milestones, such as the opening of a new center. The use of photos will allow individuals a look inside the hospital, prior to stepping inside.

3. **Build Community Relations:** Post videos from local media efforts, or information regarding sponsorships or drives.

4. **Increase Screening Attendance:** Inform users of upcoming dates and allow them to register online, reducing operating costs. Create a database of email and phone and send out personalized notifications based on interest.

5. **Connect with Patients and their Families on a Personal Level:** Let patients have conversations with real doctors and healthcare workers. It allows you to engage and interact with your customers, which builds brand loyalty.

6. **Educate and Prepare:** Create shareable content consisting of general health information. Users can share articles with all of their friends.

7. **Build Local Reputation:** Share awards and certifications the hospital has received.

In the end, social media allows consumers access to targeted health education, familiarity with hospital and staff, and an easy way to connect with the hospital. At the same time, the hospital is interacting with the service area, gaining a low cost per lead, and educating potential patients. Social media is a win-win for the healthcare industry.

Contact **BlaineTurner Advertising** and learn more about how we can help nurture relationships with your prospective patients.

BlaineTurner Advertising, Inc., located in Morgantown, WV is a full-service advertising and marketing agency offering: Graphic Design, Mobile Web Development, Web Design, Video and Audio Production, Social Media and Online Marketing, and Tradeshow and Event Planning.

Some Basic Online Marketing Definitions
To Help You Communicate More Effectively With Us

Banner Ad: An online ad that is on top of many commercial Web sites. When clicked, it takes you to the advertiser's landing page.

Landing Page: The advertiser's web page to which a user is directed after clicking on an ad.

Search Engine Optimization (SEO): The process of getting traffic from listings on search engines, such as Google, Bing, and Yahoo.

Lead: a lead indicates a potential customer who has expressed interest in a product or service.

Click-Through Rate (CTR): The rate at which visitors click an advertisement, usually calculated as a percentage of ad impressions.

Impressions: The number of times the user sees the advertiser's ad.

Clicks: The number of times the user clicks on the advertiser's ad.

QR Codes: Scanned with a smart phone, it allows users to instantly learn more about a product or service, by visiting a mobile version of the advertiser's landing page.

Cost Per Click (CPC): A cost model used in online advertising that allows the advertiser to pay only when a user clicks on the ad.

Google™ Analytics: A program used to measure, collect, analysis and report Web site data for purposes of understanding and optimizing Web usage.

Conversion: A "conversion" occurs when a potential customer takes the advertiser's intended action.