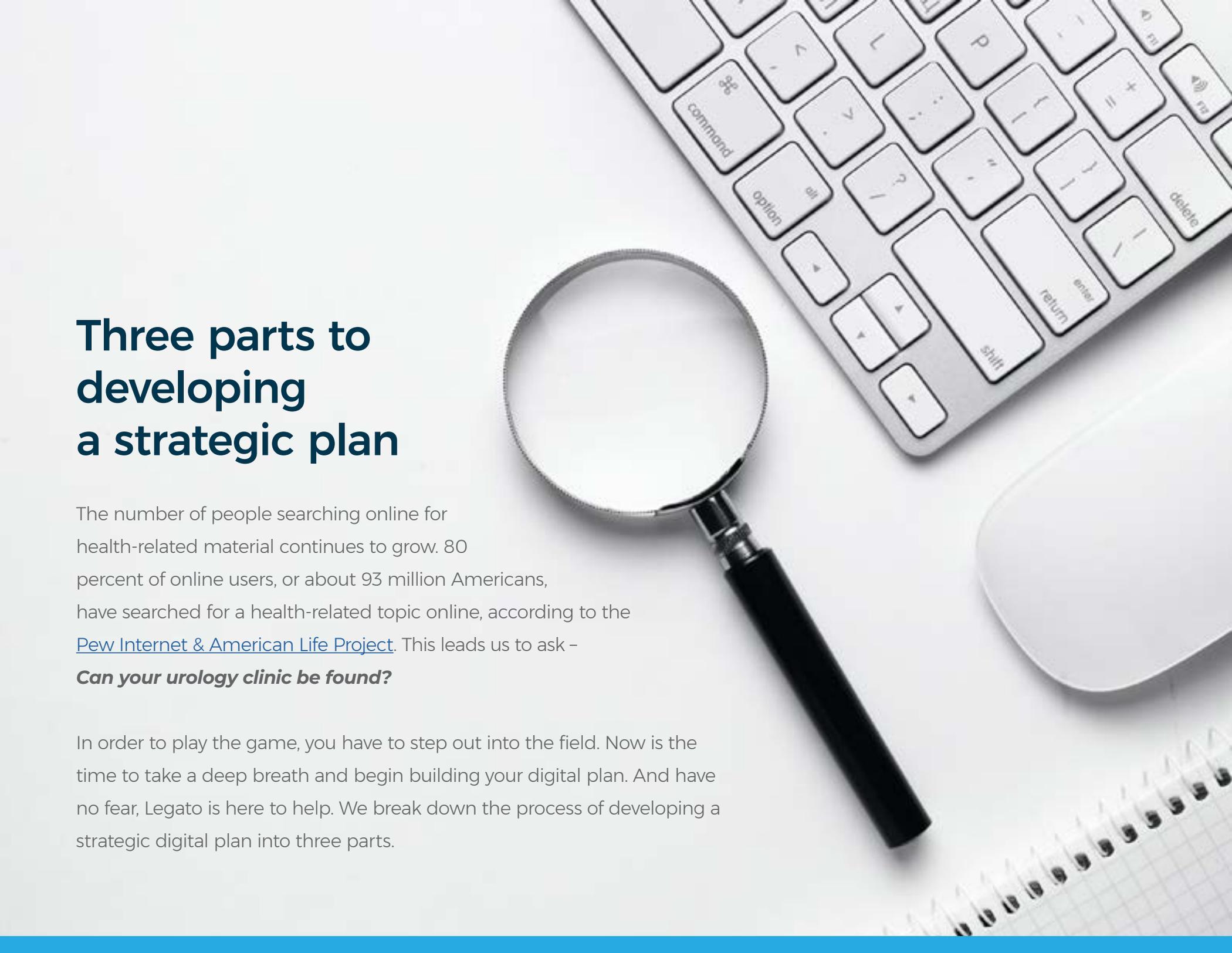




Grow Your **Urology Practice**
through Effective Digital Marketing:
A Scientific Approach

legäto[®]
healthcare marketing

A silver laptop keyboard, a white mouse, and a magnifying glass on a white surface. The magnifying glass is positioned over the keyboard, symbolizing search or investigation. The keyboard is a standard QWERTY layout with visible keys like 'command', 'option', 'return', and 'delete'. The mouse is a simple, rounded white design. The background is a clean, light-colored surface.

Three parts to developing a strategic plan

The number of people searching online for health-related material continues to grow. 80 percent of online users, or about 93 million Americans, have searched for a health-related topic online, according to the [Pew Internet & American Life Project](#). This leads us to ask –

Can your urology clinic be found?

In order to play the game, you have to step out into the field. Now is the time to take a deep breath and begin building your digital plan. And have no fear, Legato is here to help. We break down the process of developing a strategic digital plan into three parts.



PART 1

Take A Microscope
To Your Urology Clinic

Goals

The first step to developing any strategic plan is to identify your goals.

Write down your three top goals and be specific. If you want to increase patient volume – by how much? If you want to increase the number of referring physicians – by how much? Also, jot down where your clinic currently resides with these goals. What is your current patient volume? How many referring physicians? Don't forget timelines. Give your clinic a realistic time frame to accomplish these goals.

Audience

With these goals in mind, identify your target audience. Be specific.

What is the age group, locations and behaviors of your target audience? Segment target audiences if needed. Are you targeting patients and referring physicians?

Budget

While your overall marketing budget does not make or break your digital strategy, it does provide a good indicator as to which tactics your clinic can launch and for how long. The good thing with digital is that there are many options depending on your budget. If you have a “low” budget – that is okay. Still, it needs to be identified to make sure dollars are being placed properly.

Website Audit

The majority of your digital tactics will lead patients and referring physicians to your website. Thus, we need to make sure that your website is running well and is a good reflection of your urology clinic. This can easily be done by running website audits. We recommend testing your site with [Think Google](#) and [Website Grader](#). At no charge (except for providing your email address), these audits will identify areas of improvement and how to fix them.





PART 2

Send It All To The Lab

Research Tactics

Based on your target audience and budget, research the most efficient and effective digital tactics. Ask yourself if the target audience would benefit from this tactic and if it is within your budget. To get you started, Legato has identified five digital tactics:



1. Social Media

If you are not on social media, now is the time. [For urology clinics, we highly recommend Facebook](#). Create an editorial calendar for your organic (*not paid*) updates. Sprinkle in paid updates (*ads*), to ensure that your message is being delivered to your target audience. Social media ads are highly targeted, highly flexible and affordable. Pay to play and win-win-win.



2. Search advertising

Including [Google search ads](#) in your strategy is a great way to reach patients when they are actively seeking health-related information. Just recently, Google expanded the size of Google search ads. Search advertising can be tricky, so you may want to consider getting your [certificate](#) before taking this on yourself.



3. Display advertising

On the flip-side of search advertising are [display ads](#). With display advertising, we can be specific with whom our ads reach (*age, location, etc.*). This includes content and behavioral targeting strategies. A content strategy allows advertisers to place their ads on websites with related content. A behavioral targeting strategy allows advertisers to reach users with specific online behaviors. This includes geofencing. For example, targeting users who are only within 5-miles of a competitor in real-time.



4. Streaming radio

Similar to other digital tactics, streaming radio is highly targeted and results can be measured. These [radio “spots”](#) are most effective at 15-seconds and when accompanied with a display ad. This allows users to not only hear the ad, but to also see the ad in order to take immediate action and click to your website. Pandora, Spotify and iHeartRadio are examples of streaming radio.



5. E-Blasts for referring physicians

Email can be an effective and efficient way to reach referring physicians. Services such as [Constant Contact](#) and [MailChimp](#) are user-friendly and provide real-time results, allowing you to follow-up with those who engage with your email.

Website Improvement

This is a digital plan after all, so look at ways to improve your website, including:

- **Review your website audit reports and research how to improve areas that were flagged.** Another way to find areas that need improvement is to look at your Google Analytics. Which pages have an above average bounce rate? Bounce rate means that the user opened up one page and left your site. Any percentage above 60 needs attention.
- **Add meta tags, meta descriptions, headers and subheaders to the backend of your clinic's webpages.** This helps your website's search engine rank and to ultimately help online users find your website.
- **Start a blog.** Keeping fresh and educational content on your website also helps your search engine optimization. Remember, Google plays favorites! We recommend updating your blog twice a month.



Online Reputation Management

Negative reviews and comments will happen. It is **how** you respond that will have an impact on your audience. Here are eight guidelines when you respond and yes, you will respond no matter how difficult:



1. Respond quickly

The faster you respond, the better you'll look. Facebook actually rewards organizations for quick responses. Remember to have coverage after normal business hours.



2. Draft responses

In preparation, draft responses to frequent inquiries and topics. These responses can then be appropriately tailored to individuals. Drafts will help lower the response time with appropriate language and direction.



3. Respond calmly and politely

Thank them for reaching out and apologize for any inconvenience. The writing style should be sincere. Use language that is warm and also confident. Keywords and messages to use in your response may include:

- We value you as a patient
- Thank you for reaching out to us
- Sorry to hear that you had a poor experience
- We take complaints like this very seriously



4. Offer a solution and provide next steps

Keep your message short and to the point. Explain what you are going to do and when this will happen. If directing the user to a point person, be sure to include their full name, position, email and phone number.



5. Redirect the conversation

Encourage them to send a private message to redirect the conversation out of the public eye. This tactic is used if the conversation is escalating and a resolution is not being met.



6. Remind users of your Social Media Policy

A social media policy works best to remind visitors that you are watching and will not tolerate inappropriate behavior. There are plenty of social media policy examples online. Tailor the policy to your organization. Keep the tone light and conversational.



7. Delete if possible

As a last (*very last*) effort, don't be afraid to delete social media comments that are hateful and off-topic.



8. Flag or dispute

It is possible to flag or dispute a Google review as inappropriate. Click the flag icon and you will be taken to the *Report a Policy Violation* page. Then call Google to follow up on your flagged review status. To find a contact number, open your Google My Business account.

Managing Negative Reviews

Unfortunately, at times, negative reviews on social media and Google may not be deleted. There is one golden rule to making those negative reviews fall to the bottom and that is to build up your positive reviews.

Here are three easy ways to encourage patients to leave positive reviews:

1. **Create and display posters** in patient waiting rooms and doctor's offices.
2. **Hand visiting patients postcards** with directions on how to leave a review. Also include appreciation for their time.
3. **Send follow up emails (or texts)** to patients with direct links





PART 3

After Launching, Check Your Results

Follow up

Follow up, with a close eye on performance metrics. What worked, and what didn't work? Take note of the results and build your strategy on the positive outcomes. This will help increase opportunities and growth for your urology clinic.

In the meantime, here are a couple quick links for motivation:

- [Digital Urology Case Study](#)
- Blog: [7 Strategies to Attract and Keep Urology Patients on your Website](#)

Don't have a Digital Lab or Technicians?

Contact [Legato Healthcare Marketing](#). We will suit up and help your urology clinic achieve your goals.



Contact **Mike Milligan**, Legato Healthcare Marketing President, directly at mikem@golegato.com or call **(920) 544-8102 ext 101**.

