



Embracing the New Paradigm

Digital Marketing Mastery

2016 MSHPM SPRING CONFERENCE

MAY 2016

AGENDA

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It's a paradigm shift!

Six keys to the digital marketing
mindset

Digital trends

Closing points

Q & A



What you can expect

High-level perspective

Grounded in health system world

Perspectives based on research, study of industry,
work with systems, 100s of discussions



What is a “paradigm shift?”

In 1962, [Thomas Kuhn](#) wrote The Structure of Scientific Revolution, and introduced the idea of “paradigm shift.” He argued that advancement is not evolutionary, but rather is a “series of peaceful interludes punctuated by intellectually violent revolutions,” and in those revolutions “one conceptual world view is replaced by another.”



The existing healthcare marketing paradigm



LOOK AT US - WE'RE THE BEST!!!



When it comes to hospitals, we're so the best.*
*The most awards, the best looking doctors, we're so awesome. Just look at us.
Who wouldn't want to be our patient? We rock!*

*Did we mention we're award winning?



Circle J Medical Center

We beat everybody.

What is the shift?

Moving from the ex paradigm, depende to the new paradigm

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More on the paradigms

Existing paradigm is two components (mass advertising and promotional messages) considered as one. The new paradigm deals with its two components - digital marketing and content marketing - *distinctly*.

The *ways* in which we consider the two components vary dramatically.

Components of existing paradigm won't go away, they will just be relegated to their proper place in the marketing line - at the back!



Digital marketing mastery



You had me at hello...



Perspectives on digital marketing mastery

Digital marketing mastery holds the seeds of its own destruction.

In the meantime, you have to develop a digital marketing **mindset** and become proficient in the dozens of digital marketing strategies, channels and tools.

“What is it really like to have kids?”



Six keys to a digital marketing mindset

- 1 Move from “separately” and “secondarily” to “initially” and “integrated”



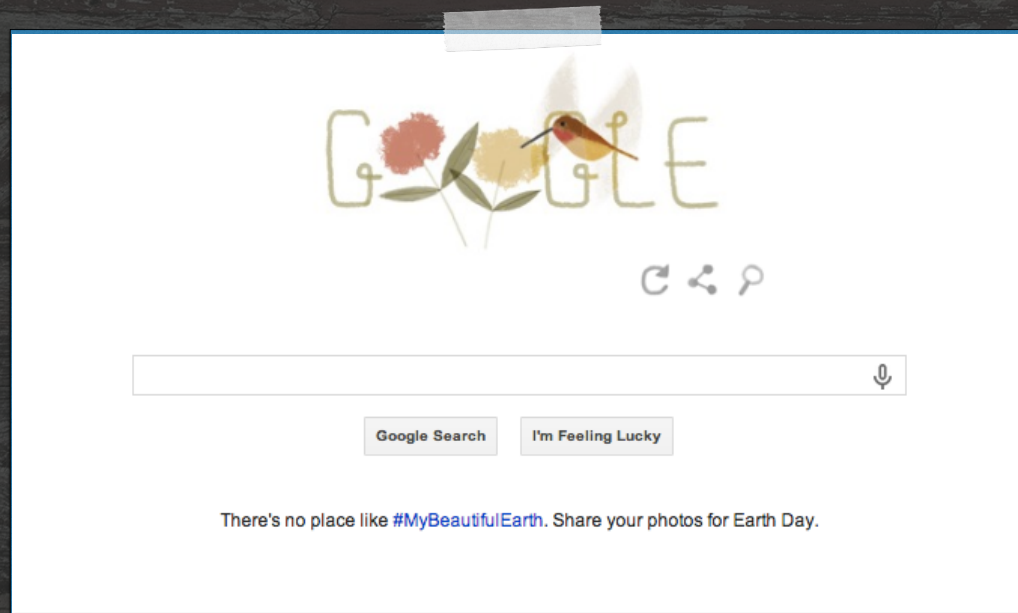
Six keys to a digital marketing mindset

- 2 Start with digital strategies and plans and then move away from those



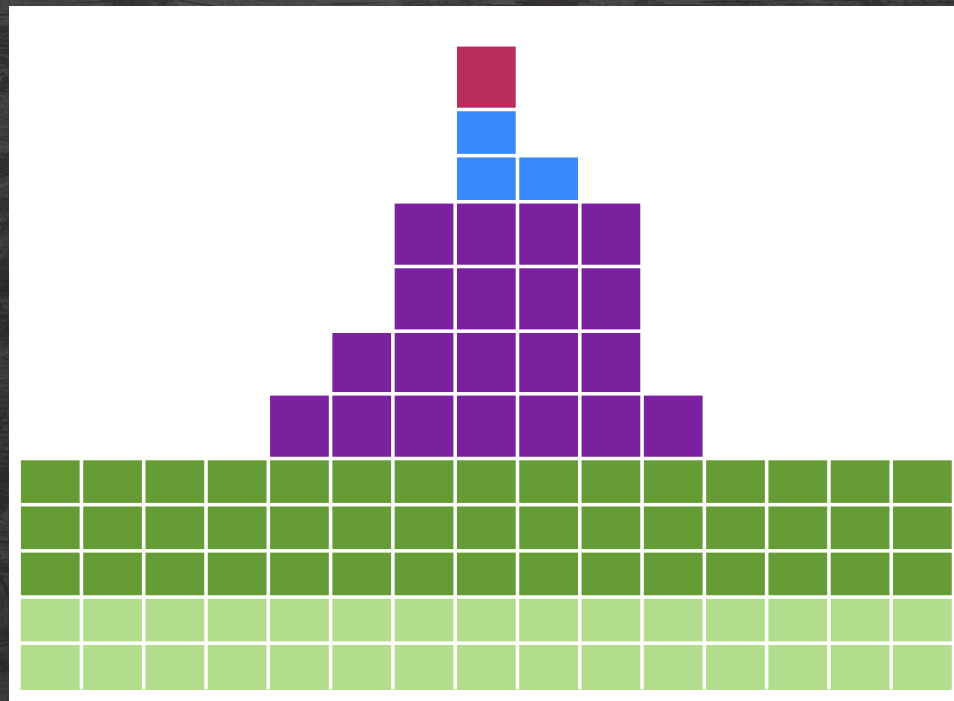
Six keys to a digital marketing mindset

- 3 Start every marketing effort/campaign/project with three priorities: search, web, and mobile

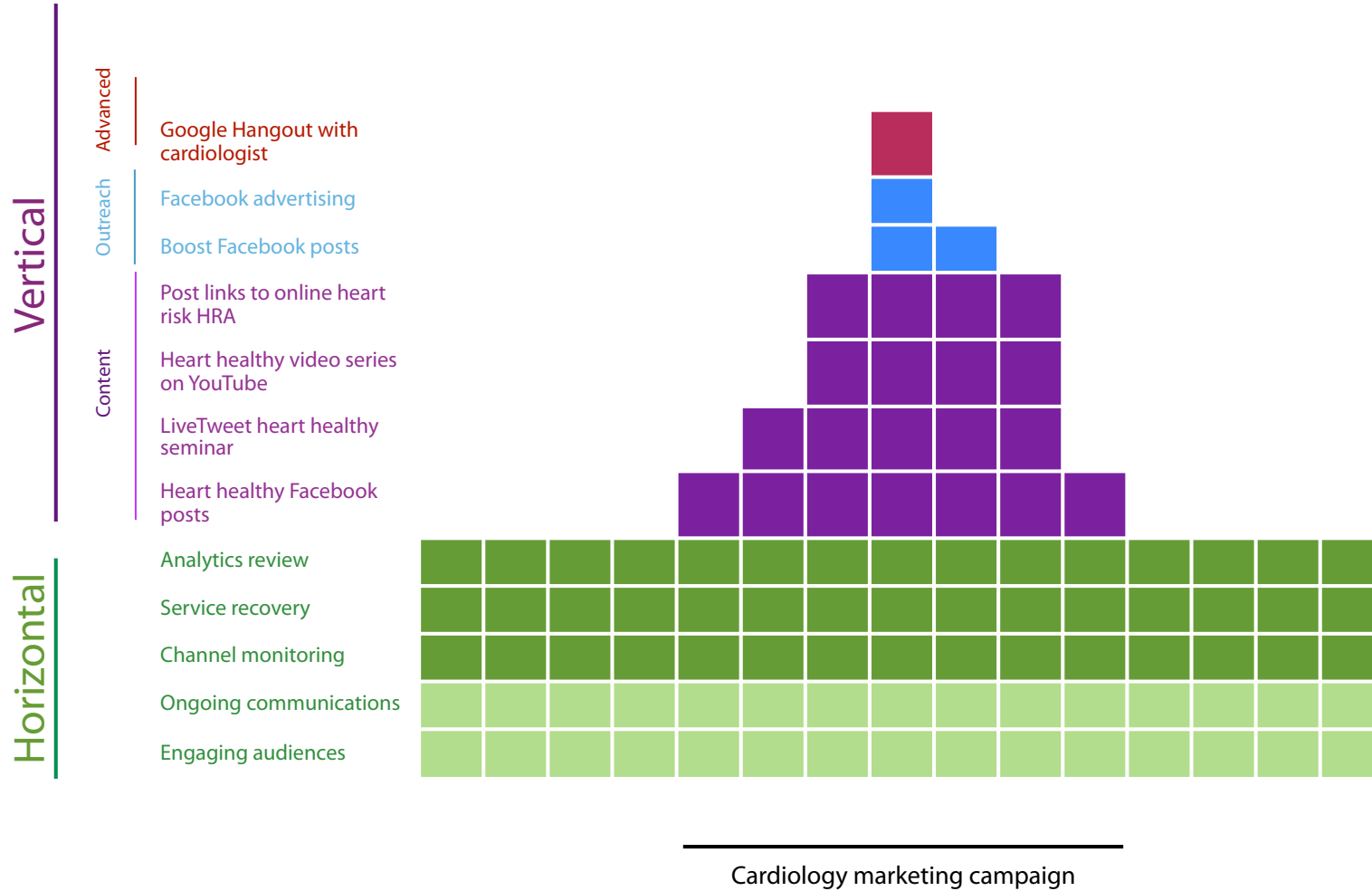


Six keys to a digital marketing mindset

4 Employ “horizontal” and “vertical” perspectives

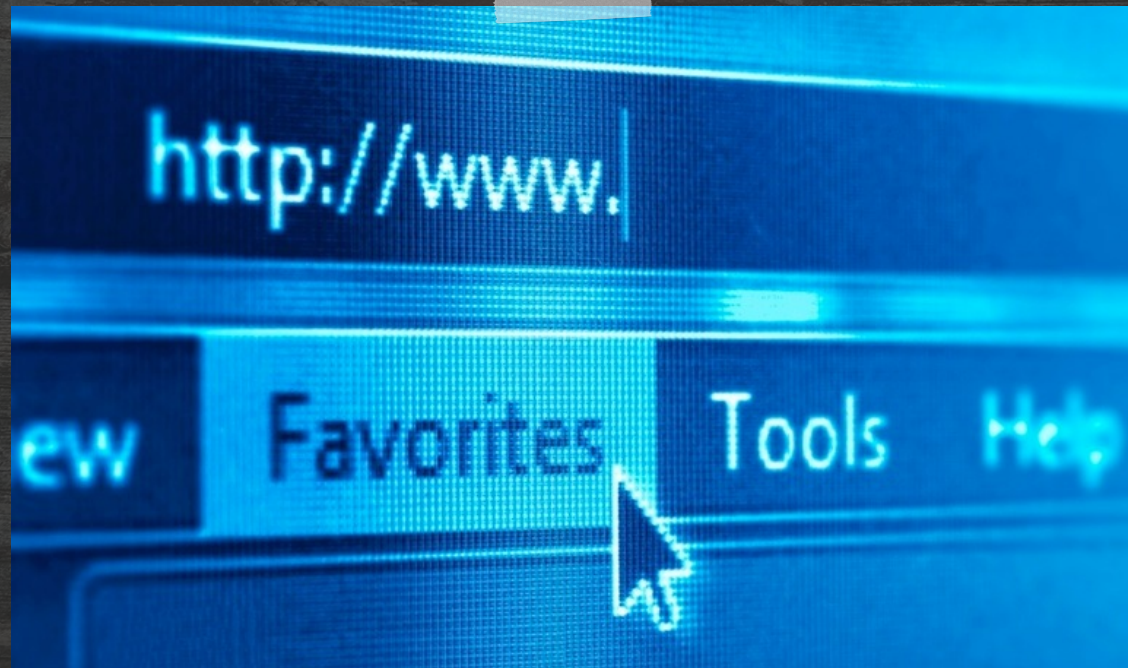


SM: Horizontal and Vertical Efforts



Six keys to a digital marketing mindset

- 5 Make engagement your number one goal



Six keys to a digital marketing mindset

6 Apply the right thinking to mobile audiences



Six keys to a digital marketing mindset

- 1 Move from “separately” and “secondarily” to “initially” and “integrated”
- 2 Start with digital “strategies” and “plans” and then move away from those
- 3 Start every marketing effort/campaign/project with three priorities: search, web, and mobile
- 4 Employ “horizontal” and “vertical” perspectives
- 5 Make engagement your number one goal
- 6 Apply the right thinking to mobile audiences

your “oh &%#!” moment



Digital marketing mastery: how do you know when you've made it?

- Four attributes of digital marketing mastery

“Digital driven”

“Brand powered”

“Content relevancy”

“Goal oriented”

- Serves as your digital marketing vision
- Each attribute contains markers and submarkers to help you track your progress



“Digitally driven”

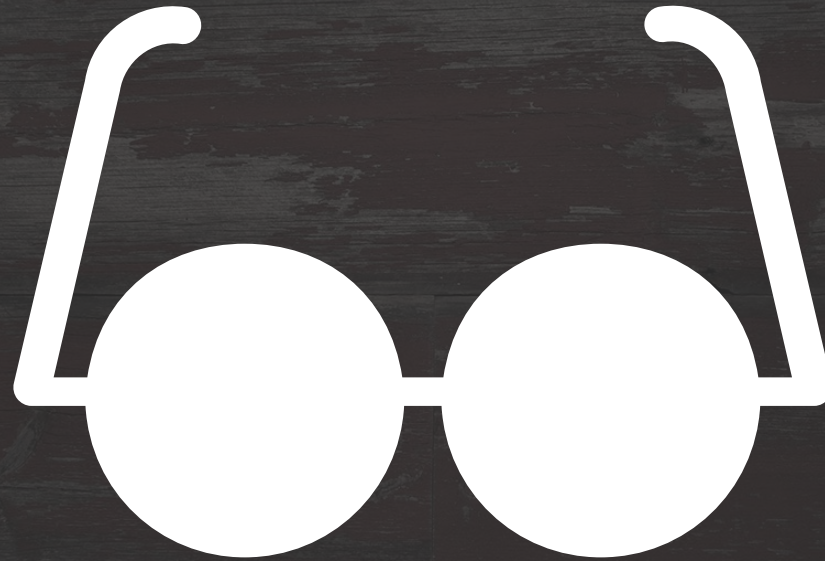
Digital strategies and tactics account for **more than half** of the overall net marketing budget and are fairly represented on the marketing staff and in the external freelance/consultant mix.

Digital managers/directors are **at the table** for the development of the organization’s annual marketing plan.

Digital managers/directors are **at the table** for the ideation/planning of specific marketing initiatives (such as service line marketing campaigns).



What are we seeing today with digital marketing?



Digital organizations are growing...but in a silo

PR, marketing, internal, fund-raising still employ separate (and distinct) digital strategies

Investment in digital (infrastructure, resources, marketing) exponentially lags behind traditional

Marketers aren't making the appropriate shift in budget thinking



DIGITAL MARKETING

STRUGGLE TO INTEGRATE DIGITAL

Leaders are still facing challenges helping their organizations think “digital first.”



The problems with programmatic buying

Pandora panacea?

Facebook's impression fake-out

What about ad blockers?

Don't settle for impressions



DIGITAL MARKETING

BUYER BEWARE WITH DIGITAL ADVERTISING RESULTS

Marketers need to verify their results - fraud and exaggerated results run rampant.



Physician profiles on hospital websites are becoming more robust

- Press-Gainey scores
- Enhanced on-page SEO
- On-page bios

Third-party sites becoming more competitive...but are they?

How to deal with Google Places aka #occupygooglemaps



DIGITAL MARKETING

GROWTH OF THE PHYSICIAN PROFILE

Many opportunities to manage a physician's online reputation.



The rapid decline of organic social media efficacy

- Facebook advertising
- Twitter and LinkedIn clutter

Adoption of new tools and techniques

- Periscope, SnapChat
- Creating social media personas

Rapid growth in social media advertising

Integration of social media with Marketing Automation



DIGITAL MARKETING

THE LATEST ON SOCIAL MEDIA

The ongoing evolution of tools are making it harder to use for marketing.



Moving Marketing Automation past the “proof of concept”

Musical chairs of CRM

When to choose vendor bundled applications...and when not to

Interoperability issues



DIGITAL MARKETING

PERSONALIZED MARKETING

Moving from Persona to Person.



Closing points

Moving to the new paradigm will take time - be patient!

Start by dismantling the idea that “visibility = marketing.”

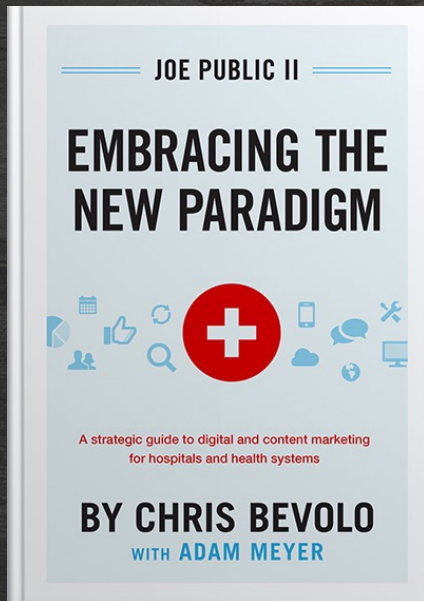
You will meet resistance every step of the way.

Prepare organization with change management strategies.

Have faith - you've got this!



Join the transformation!



Free

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podcast

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