



Please excuse typos as this podcast was transcribed with AI.

Patient Convert Podcast – Analytics Tracking #112:

Kelley Knott: [00:00:09] Well, welcome to another episode of the Patient kind of Bird podcast. I have my guest host with me today, and that is, of course, Intrepy is fearless leader, digital marketing genius and my amazing husband, Justin Night.

Justin Knott: [00:00:22] Hey, everybody. Happy to be here again today.

Kelley Knott: [00:00:24] So, Justin, what we are talking about today. I love this topic because I feel like as we do these marketing campaigns, this is something not a lot of people talk about. So they talk about the things we need to do for marketing, but not a lot of the time about how we track our marketing campaigns. And that's today's episode is tracking our marketing campaigns. So let's jump right in and talk about why it is so important to track these marketing campaigns.

Justin Knott: [00:00:51] Yeah, and it sounds kind of like a no brainer, but it does. Inkle A lot of the times, whether it's in a larger organization that's been doing advertising, marketing, that kind of stuff for a long time, it may have some of the tracking campaigns

and tracking things were going to talk about today in place. They're usually not all the way there and they've got blind spots in their initiatives that they're either not tracking correctly. Things aren't setup correctly like their tag manager, those kind of things, or a lot of organizations that we run into just simply aren't tracking at all. They've got Google Analytics laid over their Web site and it's most basic form and that's it. And there's nothing else. And so they really have no visibility. So I think the biggest reasons are without that, you literally are marketing blind. You don't know your aura. Why you don't know this, which campaigns are the most successful? You don't know if you should increase or decrease. Spend on those. Can check it. Just one of those things. Like like I mean, if you tell somebody, well, you should be spending \$10000 a month in Google ads was like that. Is that a great idea? Is that a terrible idea? How do you know?

Kelley Knott: [00:01:51] Not an advertising. And I think there's not about just spending. It's not.

Justin Knott: [00:01:55] And is it a thousand dollars? That's right. For use. \$100000. That's right. For you. And I think everyone listening today would say I'd be fine with spending a hundred thousand dollars a month on Google ads if I was making a million dollars a month. It's like it always is an R Y thing and you can't get that without analytics. And I think optimizing and testing, you can't do that effectively if you're not getting the proper data sets by tracking things correctly.

Kelley Knott: [00:02:20] Well, that's a big part of digital marketing, which is why we're obviously such fans of it. But a little different than traditional advertising or media is that digital marketing has so many unique ways you can test. Oh, yeah. And optimize campaigns and efforts. And I really tried to talk about that with my content on LinkedIn as the ability to test and optimize is incredible.

Justin Knott: [00:02:43] It's critical. And that's really what separates the good to great. Like sometimes I'll have conversations with potential clients and I'll hear that they were with somebody else or what they'd been doing is actually fairly on point, like it's a similar process to what we would do. And I actually wouldn't change too much in that process.

Justin Knott: [00:02:59] But oftentimes they're not doing enough with the data to get better and better and better because you want to be driving, convert it, you want to be

driving up conversions, pushing down cost per conversion, increasing your impressions share. You want to be lowering your cost per conversion. All of these kind of things you can't do without data and you need to know that. So, you know, when you're constantly testing and improving without those data sets, you're not going to know what decisions need to be made. And so it's really critical.

Justin Knott: [00:03:33] And then I think in a big part two is once you get that data with marketing and new campaigns and implementing it, and once everything's set up and going, there's this big issue of, are you ready for these marketing campaigns and how do we close that marketing loop as far as we have things up and going? So what can you do with with tracking there?

Justin Knott: [00:03:55] Yeah, and I think that's really what's the kind of the third prong of importance for tracking correctly and using your data is you can't close that loop like you're saying. You don't know what the customer journey really looks like, where they're playing around it.

Kelley Knott: [00:04:10] More of our listeners, what we're talking about when we're talking about a marketing loop.

Justin Knott: [00:04:15] Absolutely. So a lot of times people will just advertise. So they'll just essentially present an advertisement. People will click on it and they convert or they don't. And if they don't convert, that's just lost revenue. If they do convert, it's great. But again, not all of those people are going to walk through the door. Like if 100 people convert on an ad that you're running, whether it's phone call or email, in a perfect world, you're not going to get 100 out of 100 people to actually finish that and book an appointment.

Justin Knott: [00:04:44] So people have there's leakage in your loop. And that's why you want to close it as best you can. So if somebody is not ready to have a make a buying decision, they continue to get segmented to content from you to ultimately get them to make a decision. And you need data in order to be able to do that. Otherwise, you'll end up just throwing money at a wall and praying that it sticks. Yeah. And we're losing those leads or losing the leads and. You're already paying for them, so you want

to make sure you nurture them and you want to know the best ways to nurture them from segmentation and all of that and all of that is really born out of good data.

Justin Knott: [00:05:16] By tracking things appropriately.

Kelley Knott: [00:05:21] Well, another important thing when it comes to tracking and I know a lot of listeners are going to be familiar with this one is the Web site analytics. So what what tool can maybe they use and what do you recommend for tracking your Web site?

Justin Knott: [00:05:34] So 99 percent of people I mean, I would say it's probably 100 percent of people know Google Analytics, but analytics is still I mean, it is one of our go to tools. It's free and it's one of the most powerful tools. The thing that I want to really focus on today is how underutilized that it really is. And the data that is held within there, if you get somebody good that can pull it out or structure it, there's so much valuable data that's in there. But oftentimes, whether it's an agency or the people, they build their Web site, they throw the U.A. tag on there for Google Analytics. So it starts pulling in visitor information to you. A tag, is it just it's like a nine, a nine or 10 digit tag that it can create a connection between your Web site and Google Analytics so it can pull that data in. So they oftentimes it's just kind of a set it and forget it thing and then we'll even come in. It's like you guys have Google Analytics on your Web site. Oh, yeah. But I mean, I don't even know where the log in is. And so that's true. No, it's really true. It. And I think there's a couple main things without getting too granular today that you want to make sure that you're focusing on whether you're receiving these reports from an ad agency or you're marketing person, your in-house marketing manager, or you're handling it yourself that you don't want to forget about inside of Google Analytics that I think matter the most.

Justin Knott: [00:06:47] And there's so many more powerful things that you can do. But from a high level, you want to monitor your overall site traffic growth. That's one of the big things, whether it's month over month, quarter over quarter, year over year. You want to see growth, we're gonna get into other things. That growth is not as important as conversions and value creation and those kind of things. Some people need to see that, oh, you want it, but you want to see overall growth. But people do get tied up from. I have three thousand site visitors this month. I want to see 4000 site vendors next

month, the site. But are they better site visitors or are they on track or is it spam? So there are other things to consider, but overall, you still want to see growth through your marketing efforts overall as far as site traffic goes. But the other big things are source level and information. So you can actually inside of Google Analytics see the sources that are driving traffic to you. You can see.

Kelley Knott: [00:07:35] I love that one. Guys, we love doing that for Klina clients. Oh, yeah, absolutely. It is so fun. You can see who is visiting your website and how far it. How many visits and from where you from where?

Justin Knott: [00:07:46] Because you may you may not realize that one of your specific provider profiles on your HealthGrades drives a ton of trikes. You may want to spend more time getting more reviews. They're optimizing their page further. You may notice that your anesthetics and you have a real self page, maybe real self driving a lot of traffic for your Web site. So a lot of source information to glean there. And then I think one of the other biggest, biggest things is the underutilization of goals, metrics inside of Google Analytics. And there's a couple of things you have to do to get that set up properly. You can use tag manager. But once you get you want to have clearly defined goals because that's in the reporting aspect. One of the most important features of Google Analytics is you want to tie against goals, things that you want out of your Web site, traffic signal, goals for Web site draft, personal goals through tracking. So say it's forum submissions or it's clicks for a download for something that you have on your Web site or whatever. It's a phone call. There's a ton of different things that you can do for goals, but it's really important to attribute value to those and make sure that you have those set up so you can follow the funnel of, say, somebody entering your Web site in a blog post and then they click on your your e-book download and then they'd go to the e-book download page.

Justin Knott: [00:09:02] They download it, they make it to a thank you page. You can follow that path, track those goals, attribute metrics to it, add value to it, and you can help optimize that funnel over time. And I think making sure that you have goals set up properly on your Web site for whatever matters the most to you and attributing proper value to it is really important when it comes to getting the most out of Google Analytics in the most out of your marketing. And I think one of the other ones that I like is kind of two sides is landing page. How are people entering your Web site? So what's driving

the most traffic is in terms of pages on your Web site or are they blog posts? Are they your home page relates some service line pages as well as where are they leaving? Where are you seeing substantial drop off on your Web site? And you can tell all of this through Google Analytics. If you go to the right area.

Justin Knott: [00:09:50] So I think two of them is how are they entering? How are they entering? How long are they staying? And then what's making them leave?

Justin Knott: [00:09:58] And there could always be things that you can identify in there that could be able to do if you're seeing substantial drop off on certain. Ages to get them to stay longer, maybe it's adding video on their baby to contents, not full enough. You're not answering the right questions. All different kinds of things. So you want to take those into consideration, too. I think when you're looking at your Google Analytics.

Kelley Knott: [00:10:20] Ok, so how often do we need to be checking our Google analytics as in every day? Is that every month? You know, Tom, our listeners, how often we should be checking your intellect.

Justin Knott: [00:10:30] Ideally, you want to do it every day. And I know that's not that's not reality. If you had every day we do it. I do it every single day. I'd check in because it's really important. Again, going back to making decisions for your business. Seeing how new content that you're doing is performing what you need to further optimize those kind of things. So ideally, you want to do it for the health of your Web site every day. Yeah, you if you have a marketing department or an agency, they should be looking into those things constantly. Ideally, you definitely want to look at it every single month and pay attention, especially if you're getting those reports. But ideally at least weekly, probably every day and ultimately doing a high level 30 to 45 minute run through every month to find out the health of your Web site and what's working and what's not.

Kelley Knott: [00:11:20] Good advice. I know a lot of people need to know that. So how do you track the SVO success?

Justin Knott: [00:11:25] Yeah. So we've talked a lot on here and if people have seen it in my videos and stuff, they know MCO is kind of how we talk a lot of us.

Kelley Knott: [00:11:32] When I jumped into this course.

Justin Knott: [00:11:33] Yeah, absolutely.

Justin Knott: [00:11:34] Yeah SEO is one of my loves, one of my favorite things because I just think it's so fun to see. Yeah. Organically things grow. But all too often I think people are lost and they understand I need to rank higher for these keywords or I need to drive more organic traffic. But they're lost on how do you create something tangible as far as reporting and tracking with something so intangible like growing visibility and SVO. So there's several tools that are out there. There's there's hundreds of tools now. But I think if we're staying in line with free and available and effective Google search console, just like my Internet acquisitions medical program, people listening to day and Google search console, which I think a lot of people who are very familiar with is one of the most powerful tools that is out there for SVO visibility. So it's really important that you claim and verify your Web site with Google search console because that's where you can submit your site map, which is kind of your list of all of your pages and how and how they're hierarchical rankings are on your Web site. You can always submit a site map because it's kind of like handing Google your business card, like, hey, we're here. And this is the exact structure to put it. This is the exact structure. It takes some of the guessing out of it and strengthen it.

Justin Knott: [00:12:54] Google search console is great because it also can will track things that may be broken on your site like for or for errors, pages that aren't being indexed properly. So those things so you can fix them. And then I think the thing that most people love the most is the performance level tracking is Google my business. A Google search console will track your organic search performance for all keywords that you rank in the top 100 search results for on your Web site. So if you have a page that ranks in the top 100 search results for any keyword, it's going to show up inside of that report. So you can go in there and you can slice and dice average position ranking number of impressions, which keywords, which pages so you can correlate. I've been trying to rank for pain management clinic. You can see exactly where you're ranking for that over a given period of time and which pages are ranking for it. So it's really, really powerful to get a baseline to track your progress. All of those kind of things. And I think it leads into some other tools that are out there. There's some other great premium level tools like SC and Rush H drafts, all of those that are even more robust.

Justin Knott: [00:14:03] So if you're willing to pay a couple extra dollars, you can get even more data. But I think Google's search console will grow, will give you an enormous amount of search level information. What it won't do is allow you just to put those keywords that matter most based on your research in and let you just track that success long term. So that's why I think it is important when we're talking about ACM Rush, a lot of those other like premium level tools, they will allow you to do that so you can take your top 50 keywords, put them in and then even track them on a local level. Because do you really care what you rank for nationally for the search term pain management? Know you want to know again if you're in Austin, Texas. What am I ranking for in the Austin area when people are searching for that? Because that's again, going back to the episode that we did on localized search. That's really, really critical. So I think Google search console is a great place to start. Great place to track high level. And then once you do find those kind of top keywords matter, most make sure you're using a tool that can track kind of your success of growing. Visibility and your search position ranking for each one of those.

Kelley Knott: [00:15:10] Well, speaking of keywords, how do you know what keywords to track in these programs and which really have the greatest impact?

Justin Knott: [00:15:18] Yeah. So that's kind of what what I was talking about a little bit before. But the biggest thing is figuring out kind of twofold. Your wish list of where you'd like to ultimately go as far as what you'd like to. Yeah. What you would like to improve. So say you're saying like we have a new service that we're doing or I just don't how many patients for X, Y and Z or any gressly if you want some special detail, that's really. Exactly. Oh, yeah. So it's it's really figuring out what matters to you most. And then using tools like Google keyword planner or even good old Google search, those kinds of things to figure out. Of that subset of keywords. What is getting the most search of volume? So doing some planning, some long term planning that says this service again, like pain management. I want to await Rank 4. So going in and doing some research on each one of those and then using something like an Excel spreadsheet to kind of prioritize what is the most important to you planning. As far as planning. And once you have those, you can get those into a good tracking tool. Yes. So what how do you track them? So, yeah, those those are where they come, where a tracking tool really comes into play.

Justin Knott: [00:16:25] Like I talked about, there's tons of them out there. If you do like keyword tracking software, anything, there's going to range from free all the way up to hundreds or thousands of dollars a month. So there's so many different tools that are out there that you can leverage that make your life a whole lot easier when it comes to visualizing the success of your program. And the other thing is going back to Google Analytics. That's one of my favorite, favorite things. And we do this a lot with our clients. And I think it's such a cool thing is setting up its really high level, but it's incredibly valuable. It's setting up organic keyword tracking reports inside of Google Analytics because what it allows you to do is literally see not only which keywords are driving the most traffic organically, but which ones are converting and where they're converting on your Web site. Because I think all too often people get tied up into ranking for a keyword that has a ton of search visibility without being able to quite equate that to conversions and all. And oftentimes it is not the keyword that has the highest search volume. Gets the most conversions and the way about add an ETF.

Kelley Knott: [00:17:29] Sometimes people get blinded by the fact that they want these top keywords, they think. But Justin was talking with our team a little bit more about some of the easy wins you can have with some of these that.

Justin Knott: [00:17:39] Exactly. So organic keyword conversion tracking goals inside of Google Analytics is a little tip to get. If you can get that set up, you're going to, I think, really be surprised at which keywords are converting the best for you that are driving traffic to your Web site, which is a super valuable piece of information.

Kelley Knott: [00:17:57] Absolutely. So we've talked to keywords, but a huge thing that practices and physicians and hospital programs are doing is the digital advertising. So what are we tracking? How do we get clarity on the spend? So what is the best way to track these efforts with digital advertising?

Justin Knott: [00:18:15] Yeah, absolutely.

Justin Knott: [00:18:16] So those dashboards are your best friends. So if you're doing Google ads there, Google the Google ads dashboard, again, you can pull in a lot of that information into Google Analytics, too. So just kind of houses everything under one roof,

which makes it a little bit easier to dissect. But that if you're doing social using the Facebook advertising analytics area on the back in. Same goes with all of the other ads, platforms like LinkedIn and stuff. So starting there I think is the easiest thing to do and making sure again, going back that all of your tracking is set up properly.

Kelley Knott: [00:18:48] Oh my God, I ran out of the gate.

Kelley Knott: [00:18:50] We have had some messes that we've locked into as an agency where someone left their previous agency or had someone maybe even internally where they weren't doing anything.

Justin Knott: [00:18:59] They weren't tracking calls or were informed. I never said showing any.

Justin Knott: [00:19:02] And the thing is, is Google AdWords, for instance, is algorithmic. So it actually has machine learning capabilities. So it gets smarter and gets better optimized and your ads perform better the the better that they have data.

Justin Knott: [00:19:18] So if you're not tracking your conversions properly, it's never going to be able to do the self optimization that it can do. And so the more information that you're pulling in accurately, the better your ads can perform over the long term. So it's really important. I think the other thing is that has missed out so much as call tracking is called tracking is so, so very important.

Kelley Knott: [00:19:40] I love called tracking. You just add something on call. Yeah. Yeah. So on LinkedIn, I talked a lot about call tracking and the importance not only for your website, for your advertising, any of your digital strategies, even as a physician liaison call tracking can be huge. Oh yeah. And tracking efforts and materials.

Justin Knott: [00:19:56] And it's it's surprising to me. It's probably the most common thing that's not tracked in. I mean, it can be half. It could be more depending on what type of practice or what type of ads that you're running of your lead conversion data could be coming from calls and not tracking that you lose all of that data. That breaks my heart. Yeah. So and honestly, it you could be crushing it with your ads, but because you're missing out on, say, 50 percent of your data by not tracking calls, it could make it

look like your ads aren't performing well. Right. And so then you could make a bad rash decision. Oversight. Yeah. Yes. Or something. Exactly. So it not only you won't have that clarity, but good tracking tools called tracking tools to will allow you to record on potential sales calls as you're rolling things out. You're trying to improve your sales staff or your front office staff in this case with new patients calling in for your ads. You can work with them on improving that, what that narrative should look like. So. All of that kind of stuff you can get really granular with your off-line things, so you're doing billboards or like you mentioned brochures with Physician liaison Physician liaison. I'm going to do a whole podcast and that's all about it. Yes. Yeah. So make sure you have dynamic call tracking. And then the last one is your tag manager. I won't get too far into it, but your tag manager is kind of what allows you to connect all of the dots inside of the Google suite of analytics. So your Google data studio, your Google analytics, your Google search console, your Google ads is getting all of the those things tracked for event clicks. So such as like downloading something or submitting a form. All of that kind of stuff is done through Google tag manager. So making sure that you're leveraging that, it makes things a whole lot easier than trying to go through and manually code all of it or insert code into the head of the site is leveraging the Google tag manager for sure.

Kelley Knott: [00:21:38] So the tracking when it comes to digital advertising needs to be your Google ads dashboard guys, and you have to track those calls. And of course, don't forget your tag manager. But what do you recommend? OK. So we have these incredible marketing campaigns going. We talked about the marketing loop before. So we talked about driving leads. OK. This is all very exciting. And we've seen this with clients and some physicians. But what happens now? OK. So how are they going to track all these leads? And touchpoints of the patients interested with these marketing can absolutely not go to parties.

Justin Knott: [00:22:10] The best, way to close the loop gain visibility across the patient journey is with a CRM. I think it's very important that practices have some level of CRM and they can range helps automate the process as well.

Kelley Knott: [00:22:24] And I think it also helps the team effort as physicians they're managing. Oh, absolutely. Actresses and the business part of it isn't necessarily their

favorite part. Absolutely. So this way everyone's communicating on the same page with different roles.

Justin Knott: [00:22:37] Agreed. It wants a CRM to back up a little bit as a customer relationship management software. So people have probably heard of Salesforce or HubSpot, those kind of things. Those are CRM. So essentially like a contact management, but it's a lot more robust than that because it generally has email automation components. Reminder. Yeah, reminders automates. You can see. Exactly. You can track all of that, all the notes on potential people where they've come from, all of that. So and a lot of EMR are getting more advanced, too, including the CRM components, which which I will say is nice because you already have your data there in many ways. So instead of having to have a CRM and an EMR and they don't integrate well together. So you're missing that connection between the two. EMR is are definitely getting smarter with that to make a more robust and honestly cut out the CRM a little bit in the long run. So I think we're going to see that come a long way. But for now, I don't think they're all the way there yet. So it's really important to have a CRM because it'll allow you to see. Where your leads are touching at all facets. So they may have clicked on elite. They may have clicked on an advertisement, filled out a form. Maybe they weren't ready to convert, so they got put into a segment to the level of our email automation based on what they are interested in. But then they went and they visited your SO at one of your social media pages that drove them back to the Web site. And so you can see that source traffic.

Kelley Knott: [00:23:58] You can just see it's talking about staying in front of them and staying in front. You talk about it like he talked about segmenting them a different email campaigns. That is something we talk a lot about. And I've done a lot of material. That is you can be really strategic with leads. Sometimes leads are just informational and they're just not ready to make the decision yet. But you can stay in front of a lot of different ways in a CRM is a great way to track where it's work and communicate with your team, set reminders on it, allows you to know it really can become your source of truth.

Justin Knott: [00:24:27] So it knows, I can say, and at AdWords initially brought them in. But retargeting is what finally closed the deal and got them to book an appointment. You would think it was maybe ads originally, or you would just attribute it to the

Facebook retargeting campaign that you're doing because they came from a good Google ads clicked, came to the web site and then you retargeted them with Facebook ads and Facebook ads. Got that and can convert, but you would lose the first part of that journey because they would have never gotten there to be retargeted if it wasn't for Google ads to begin with. So you would lose that connecting the dots of. Well. Ultimately, retargeting, maybe converting more people, but they're not going to get there to retarget without the Google ads to begin with. You want to be able to see the customer all the way through that journey and then make sure that you can follow them once it gets into the EMR. Over the lifetime value of that patient, because he's not going to be the first visit if your pain management clinic.

Justin Knott: [00:25:22] They may come back and provide more time to ask you exactly to be in front of these new patient leaves that you drove in. And this is all about tracking you. We're talking on this podcast, and that's a great way to kind of round things up when it comes to internal working with the team and strategic approaches for following up during these campaigns. And again, tracking those efforts. But Justin, tell our listeners your final thoughts on tracking.

Justin Knott: [00:25:45] Yeah. So again, I can't can't reiterate it more. Tracking is so critical for every component of your marketing, not just for advertising, for your SVO success. And it just helps you make educated decisions for content, planning, all of that kind of stuff. So you know where to invest your dollars the best and what's driving the most patients. Kind of a final thought that we don't address. When I talked about social retargeting and everything that I think a lot of people don't do. If you're not doing, say, Facebook advertising or linked in advertising here today, I still think it's very important to go ahead and get those pixels, which is that kind of the tracking code on your website, because you never know what the future holds and you'll be reliant. Why would they want to do that? Just because there's nothing more disappointing when, say, they finally like a client finally does hire us and we go on to their Web site is 15 years old and they've never had the Facebook pixel laid over it. So it's missing. Fifteen years were so worth of audience tracking data that we could have even if it had just been there and been tracking the information, then we can go in and start slicing and dicing it up a thousand different ways to create ads.

Justin Knott: [00:26:46] But if you don't have it, all we can do is put it here today and it starts collecting kind of elongates the process because you have to kind of test with.

Justin Knott: [00:26:54] Yeah, I think it can take months for that Facebook pixel to build up a large enough audience to be able to leverage. And so then we're kind of we can't use any of that material at all to build like audiences off all of that kind of stuff. So it's a very easy thing to do. And like I said, you may not use it for another year, but I just think it's always really important in your checklist. Like we literally have it in our checklist even if we're not doing advertising after we launch a website for a client. Part of our Web site launch checklist is including the Facebook pixel on their Web site. And I know the agency down the road or when they get a marketing manager, whoever it is down the road that does finally start using that is like, thank you guys that they did that. So it's like that's really important.

Kelley Knott: [00:27:36] Guys, make sure you do that. It definitely is important. And it can help you kind of boost your efforts right out of the gate. And that is something you definitely any good marketer will think, you know, when it comes to tracking your marketing campaigns. Make sure you guys have these systems and processes in place. There's a lot you can do with tracking not only to help refine the process, scale the process, but help you gather the data that you need. And you can track MCO, you can track digital advertising, you can trap track Web site analytics and traffic. You can track calls.

Kelley Knott: [00:28:07] You guys track it all down, tracking across all of your listings. All right, cannister.

Kelley Knott: [00:28:12] And it doesn't have to be complicated. It doesn't have to be too strenuous. These are this is information you want to know from your patients.

Justin Knott: [00:28:21] And we like we do for our clients. I think leveraging dashboards make it a lot easier to get an overarching visual of all of your marketing efforts. And so I think leveraging dashboards, like all of our clients, for instance, they get access to dashboard so they can go in and get the high level picture they want without having to log into Google Analytics search console like these eight different areas. They can see it all in one place and it makes it a lot easier to make decisions. See where

you're at. All those kind of things. So that's why we do it, because I think it it creates a lot of transparency for our clients, but also just makes it much easier to visualize it, understand it, make decisions, which is a big part of why people don't do tracking.

Kelley Knott: [00:29:00] For sure. It's just too many places and then are trying to connect the dots. You saw stuff in Google search console or maybe it's like then you try to go look at Google Analytics here. Like how in the world do these two things can an idea?

Kelley Knott: [00:29:09] Is the something we think is really, really important for our clients when it comes to tracking, we make it as easy as possible. And you guys, don't forget to connect with Justin. He is on LinkedIn to connect. His name is Justin not. And of course, check out our health care marketing agency, Intrepy, and that is Intrepy Healthcare Marketing. and Intrepy Ochi Intisar, Epee Wired.com, and it is on Facebook, Instagram, LinkedIn and Twitter.

Kelley Knott: [00:29:34] And you guys, we are all over the place looking to connect with you. So thank you all again. And thank you, Justin, for joining us today.

Justin Knott: [00:29:41] Yeah, great to be here. Thanks for listening, guys.

[00:29:43] Thank you for listening. Today is the latest episode of the Patient Convert podcast. Don't forget to subscribe and review on your favorite podcast platform. We are on Apple, i-Tunes, Google Stitcher and Spotify. Or you can sign up to receive the latest episode via email. Just check it out on my agency web. Or my personal Web site. And if you are looking for more amazing health care marketing information or just to engage, check us out at Intrepy dot com. And for any of my amazing physician liaison out there interested in growing their physician referrals are learning the strategies that it takes to build highly engaged physician referral networks. Check out my Web site kelley knott dot com where I have free webinars, free downloads and of course my online physician liaison training course physician lise on university. And as always, I'm a huge believer in connecting, engaging and supporting one another. And the best way we can do that is networking. And I always, always connect with you guys on social media and one of my biggest social media platforms is LinkedIn. So feel free to connect with me there on

LinkedIn or Instagram or Twitter at Kelly not. And thank you guys again for listening to the patient convert podcast with your host kelley knott.

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Thanks for listening. Kelley Knott

