



Please excuse typos as this podcast was transcribed with AI.

Patient Convert Podcast – LinkedIn Marketing #114:

Kelley Knott: [00:00:09] Welcome to another episode of the Patient Convert podcast. And I have my guest host joining me today. Justin, not. That is my husband and my business partner. Hey, everybody. So today we're going to talk about Linked-In marketing for doctors. This is a big one. I'm super, super active on LinkedIn and I'm a big believer in LinkedIn. I absolutely love it. And if you guys are not connected with me at LinkedIn and just search Kelley knott and you can see all my videos and my p.d.'s and of course, my Posten, and it's all about sharing content that I find valuable for my audience. And Justin. You are on LinkedIn as well? I am.

Justin Knott: [00:00:47] I'm not quite as active as you. You have actually gotten me a lot more active over the last six to 12 months. I'm kind of watching what you used in leverage to be successful. So I think we can all stand to learn a little bit more about the best ways to leverage LinkedIn and what's made you so successful in their so sighted to talk about it today.

Kelley Knott: [00:01:09] Yeah, absolutely. So social media is an important marketing tool. One hundred percent. Oh, yeah, absolutely. I mean, social media is a huge traffic driver to Web sites. It's a huge way to become a thought leader. And it's great way to express your approach to care and talk about your physicians with what are the other benefits, you think, social media?

Justin Knott: [00:01:26] Well, I think when it comes to our listeners, especially in the health care space, I think it's how patients digest a lot of information and especially today when they're taking their health into their own hands and kind of taking I don't want to say their power back, but always that they want they want to improve their health. I want to be a part of their health process. They want all of that stuff to there. They're getting social and they're digesting more information than ever on social to help them live happier and healthier lives. So I think it allows a very unique opportunity for physicians to provide that information, create value, become a thought leader, but also make their patients kind of happier and healthier through the process and drive new patients to the door. Yes. It's I think it's just become really popular. I mean, I know you were with an a meeting with me when we met with a large hospital executive that did a kind of a look across their social hack. This is interesting. Very interesting. And they found that almost 40 percent of their pediatric patients that walked through the door were because of social media. Because if you think about it, they're talking. And when somebody is about to have a baby, you can you would ask one of your friends on social, well, where do you go? Who do you see? And are you happy with? And it was driving that substantial amount of traffic. So I think it just shows you as like people are sharing information, they're looking for information. And social is a perfect way to engage and provide value with with your patients.

Kelley Knott: [00:02:55] Oh, definitely. And the key with social media is it is better. Before we dive in Arlington, you want to make sure it's structured right and that you are social in social media. And the profiling and to talk about today is because social media is a pretty broad type. Oh, yeah. And we will do a podcast on general rules of thumb, would you say on for sure. Social media. But I have gotten a lot of questions.

Justin Knott: [00:03:18] Every platform presents its unique advantages and disadvantages. So kind of dissecting them on a on a level like this, just specifically talking about like, you know, you want to know the exact steps.

Kelley Knott: [00:03:29] And I've gotten a lot of questions from Physician liaison and health care professionals need that and even business owners about how I've utilized my LinkedIn and how I've grown it and if I have any advice and tips. So, yes, I do have advice and tips. And one of the things I'm going to talk is the benefits of LinkedIn. LinkedIn has helped our organization, our marketing agency helped me as a physician. These on a really grow. I'd say our audience are.

Justin Knott: [00:03:58] Yeah, absolute traffic, all of the above as well as increased revenue.

Justin Knott: [00:04:02] Yeah for generating business. she generated a lot of new business and it's just been such an amazing tool. So the sum of the benefits that physicians have for LinkedIn is that it is a great way to attract new patients and leads. It's a great way to target your local audience. It's a great way to connect with other health care professionals and physicians, their colleagues, for sure. That is what LinkedIn is. And then, of course, you can become a thought leader on LinkedIn. And of course, it helps improve the hiring process. So when you talk a little bit about that. But I want to talk first about using LinkedIn to connect with other physicians and health care professionals. I mean, LinkedIn is a networking.

Justin Knott: [00:04:46] Yeah it is. That's what it's predicated on as is connecting and providing value to other people on the platform. And if you focus on that, you'll be successful long term. You know, you couple that with the content you're gonna talk about today.

Kelley Knott: [00:04:59] Absolutely. So LinkedIn is an online networking community. That's what it is. That's why it was built and that's why I love it so much. Because, you know, I preach constant networking to build your business and grow, and as physicians that face to face meetings with physicians are so important and connecting with local physicians and colleagues is really key to scaling your practice and growing or your program, organization or hospital. And you want to be really plugged in. And there are a lot of active medical physicians on LinkedIn and they are looking for these connections. And it's a great way to kind of open conversations, connect, engage in network for sure. Absolutely. You never know where it can lead. We've had I've used LinkedIn as a

referral sources from referring physicians to connect with specialists. So we even had referring physicians now connecting with the specialist to send new patient referrals. So we're growing business, increasing revenue and scaling. Just using LinkedIn.

Justin Knott: [00:05:55] Yep. And I think LinkedIn, unlike some of the other platforms, it's really is such a great way. I think it's been even as we've interviewed a lot of people since we started the podcast and talking to physicians and we do it for physicians and we've watched it kind of occur where there's been a change in the marketplace, where now there's a lot of physicians that see the value in investing in their own brand equity long term and building themselves as we use that term a lot as a thought leader in their space, because it provides so much opportunity for visibility, for speaking opportunities to educate other people, which a lot of physicians have a passion for education in this space. And so I think LinkedIn is a really great way to start that process and start building up that personal brand equity.

Kelley Knott: [00:06:44] Oh, absolutely. And what Justin's talking about is there are such great ways you can be really active on LinkedIn. So one of my fair reasons why I like LinkedIn is it's a networking platform for business professionals. So we're going to have avoid going to avoid those baby photos, those pet photos, politics for the most part. So it's kind of getting straight to the point on LinkedIn a little bit more than you would on Facebook or Instagram or Twitter, because it's so business related and it's all about networking professionally. The post and the content tends to be more professional. So I like that a lot. You can personalize your post, of course. I think that's a great idea. But you can kind of cut through some of the stuff that you may see on on Facebook. So we know the benefits is that it can help you attract new leads in patients because you're sharing content unique to you, your brand, your practice and your approach to patient care. And you're getting in front of these business professionals that can see it and follow you. And you can really grow your visibility.

Kelley Knott: [00:07:48] You can target local audience. Lincoln has such amazing filters that you can use to really be strategic about your post, your advertising and who you can in front of and connect with. You can again connect with local physicians and colleagues across the country or locally and talk with them, connect with them, engage with them and support them. And you never know where those relationships or connections go, especially if you've had difficulty maybe even getting connected with

some of these referring physicians if they're on LinkedIn. Don't be afraid to connect. Send them a message. Hey, really glad to connect with you on LinkedIn. I'm in the area, too. Would love to stop by your practice someday and introduce myself. Boom. Done. There you go. Avoid the gatekeeper mess and drama. And of course you can have team support so you can have your whole practice staff, hospital staff and other members of your team be really active and connect on LinkedIn as well. They can share your material, your content, the things. You guys are all kind of unified in this approach.

Justin Knott: [00:08:44] Yeah, I think that's a huge thing, especially the larger your organization, the more opportunity that you have there to really reach a much broader audience by getting employee level participation. And I think setting up a program so everybody's on the same page and they understand kind of what our overarching goal is, why you should participate, how you can get engaged and participate, making sure that they have the organization properly added to their employment area on their page. So you have as much visibility there as possible to increase the likelihood of getting followers on your company page. But we've seen a lot of success with that of just simply kind of putting it on the table for the employees like, hey, we're really trying to get social, we really want to reach a lot of people. These are the goals. And even encouraging them, whether through its incentivization or whatever it may be, to kind of get social. We've even seen a lot of success with doing like a in employee level takeover where they can they can kind of bring a little bit of who they are and what's going on with them. So, yeah, that's a really powerful way, especially if you're in a larger organization to just not make it only focused on you, but leverage the economies of scale of having 20, 30, 40 thousand employees and getting them engaged in that process and grow your outreach.

Kelley Knott: [00:10:01] Yeah, definitely. That's a huge part of it. You want visibility, engagement, growth on your post of. Bility.

Justin Knott: [00:10:07] And of course. So what would you say as we're going through this process? And everybody's really seeing all the content that you've created and how you go about distributing it. What is that process of provider is kind of looking to get engaged and put more emphasis on LinkedIn and oh, we've talked about kind of your path of least resistance as far as the content that works best for you. But if a listener is out there and saying, I've been wanting to do it, how do I get started from what your

profile communicates all the way down to creating content in and getting it in front of people so they'll begin to interact? What do you think are some of your top steps or tips or however you want to call it?

Kelley Knott: [00:10:46] If there. Yeah. It's literally just our very question. So I actually started my LinkedIn journey. I say this year though I had been on LinkedIn for years. I was not active. I wasn't consistent, but it was driving a lot of leads. I've always had pretty good leads through LinkedIn.

Justin Knott: [00:11:03] You have you have always had a much more active than, say, like mine comparatively.

Kelley Knott: [00:11:07] Right. And I just I haven't really done anything. And I think I started my LinkedIn joy.

Justin Knott: [00:11:13] We were very passive, just kind of creating and posting and of course, all the social one or two things and go on there and read, but not a focused, concerted effort.

Kelley Knott: [00:11:21] But no, I never really focused on how to really utilize is a good word LinkedIn for my personal business and my brand and connecting with the audience. I was trying to. So my journey really started I think like a few months ago.

Justin Knott: [00:11:35] Yeah. And that was the conversation we kind of had to as we felt like we have a cumulatively between us personally and our agency. Fifty thousand plus social followers across our platforms. But it just kind of felt watered down like we were spreading ourselves so very thin. And you kind of brought up is like, well we have LinkedIn and I think it's time to make a decision on where we're going to focus our internal social efforts, because right now we're just kind of being average across everything verbally.

Kelley Knott: [00:12:03] And that's something that's not always easy to talk about. And I chose LinkedIn. That's what I chose. And though I'm active on other social media profiles and we post and are regular, it is me on my LinkedIn. I put a lot of time and effort and LinkedIn. So when it comes to starting, like you said to your question, how do

we begin? It begins with coming up with a plan that you're going to be consistent. So that's my first tip, is being consistent with your LinkedIn understanding that once you begin this journey, you're going to be pretty consistent with posting and engaging and connecting. That's the only way to continue to grow on LinkedIn. And we're talking about utilizing LinkedIn as a tool for your brand, your practice, your organization, your hospital, and help you kind of get in front of the right audience, but also connect with other physicians and help with that thought leader process. So it begins with consistency. Your understanding that, you know, social media is just that. We say it all the time. It's social and you need to be consistent with content to scale and grow. I mean, every single day I have new connections that come in, unlike I did ever before, because I'm very consistent that this is a structure. We talked internally with Intrepy and with my peel utm is that I had a lot of content that I wanted to share and I knew that I wanted to get my voice out there. I wanted to talk about it. I believe in building a community of support and engagement and sharing my information and not holding onto it. But we had to talk internally. What does it look like? How consistent are the posts gonna be? And because we had that in that conversation of this is what we're gonna do and this is our plan. We were able to really kind of grow substantially very fast. So consistency is key. And then I think the second. I would say is. Now you have to go into the details.

Kelley Knott: [00:13:56] And I know Justin, you know that and it's about optimizing your profile for success, for sure, but communicating to kind of thinking through, again, all about the planning and the strategy. Right. Talking about thinking through who you're trying to reach and trying to communicate and making sure that your profile communicates that. Yeah. And I think your people leave your store their summary blank, too, on their profile.

Justin Knott: [00:14:22] And I think it's really important to build that out. Show your background in your experience as well as I think add some of your personality in there.

Kelley Knott: [00:14:31] Yeah, I think my profile used to say I had I don't know, maybe I had an Intrepy backdrop photo. I'm not sure, but it just said Seo Intrepy Healthcare Marketing.. So, I mean, I'm just assuming that everyone knows that what Intrepy Healthcare Marketing. is, you know. And the key with optimize your profile so it starts with customizing your profile. So customize your backdrop photo. And Justin, we do this

for our clients. It's really, really easy. And if you don't have a agency you work with and if you don't have a graphic designer, you can do it yourself. You can do it on camera, get the size and customize your background profile. I'm gonna tell you why. Because I'm really active on LinkedIn and I'm more likely to connect with others that have customized background photos and professional headshot.

Justin Knott: [00:15:21] That makes them look like they're more happy because it looks like they're more active. Yeah. And it's definitely. And you ask it could be about more. It just you assume it's gonna be a more valuable interaction and connection.

Kelley Knott: [00:15:30] Oh, absolutely. You just assume that that person is going to be more valuable as a connection and you are limited connections to LinkedIn. I think it's limited at 30000, 30000.

Justin Knott: [00:15:39] It's one really the only platform out there that you're capped on. So you want to be. You have to be. Yeah. And it doesn't matter as much, obviously, in the short run. But in the long run, you always want to kind of have that a little bit in the back of your head. If you begin crushing it and scale, you're gonna run into a wall and then they can only follow you. Yeah, moving, which is fine.

Kelley Knott: [00:15:58] But I mean once you get there then it's a good problem to have to get from NAVs. So customize your backdrop, fit on your headshot. And Justin was just talking about make sure it's clear yet your title and your specialty and the program you were in.

Justin Knott: [00:16:12] Keep in mind all of these platforms operate while different they still have a Google like search algorithm built into them because they want to make sure from a UXUI standpoint that it's easy to interface with a pod from as far as find what you're searching for. So while they're probably they're not going to be apples to apples comparative to how, say, Google's rank bring out algorithm is structured. But YouTube's the second largest search engine, so it operates just like a search engine does for video. Legion operates the same way. If you type in a search query, it's gonna give a subset of results based on certain key criteria. So keep that in mind. Just the MCO person in me when you're writing that you want to show up in search results for people who you want to show up in front of. So keep that in mind. When you're writing your

work history titles, when you're writing your summary, when you're writing your main kind of who you are. That shows up in search. So you just keep kind of keep that as an extra tip to keep in mind when you're putting it together and make it sound natural. That matters more than anything.

Kelley Knott: [00:17:15] Yeah, absolutely. And that's what we're talking about is the title, especially in the practice. So I do have a download. You guys can check it out at Intrepy dot com, which is a p_d_f_ that can help walk you guys through this on examples of that's great is a lot of value and it's actual examples of what works and what doesn't. But when I'm talking about title, especially like you said, Justin, it's really kind of communicating. So when those searches are done, you are showing up where you need to be showing up. So one of the examples that I had was we had a physician that said medical doctor and thyroid surgeon was their title, no background photo, no headshot. So you're already kind of going off on the wrong foot there. Yeah, that not a great way to kind of communicate. You want to say, you know who you are, you know, orthopedic surgeon at Georgia Orthopedics. Make sure it's really clear a medical director at Holck Hospital, you know, make sure it's getting out there. If you're a clinical director, a medical director, if you're part of an organization, a team or a board, that that information is out there as well. So really refine the way you would want others to search for you.

Kelley Knott: [00:18:19] And that was something I had to learn and Justin had to learn, because I think, again, like when we started before we started this big Linked-In journey, it was just again, like SEO or something like that. And for sure. And that really doesn't explain a lot of who I am because I help physicians and hospitals and practices grow and scale their marketing and and build relationships with foreign physicians. And that was not communicated. So you want to make sure that it's about filtering through search and having the right title description, especially in practice. So we have the background photo, the professional headshot photos, a big one to lose. The selfie photos, guys. It looks so bad. You wouldn't make sure you tried to do something a little bit more professional. You don't have a professional headshot. Maybe something super clear that you can see your face. And if you are a physician, my tip is always this. But make sure you have your white coat and your photo. I always think that it's really clear then communicated. I tell that to nurses as well. They can use their scrubs if they want. I just always think it looks pretty nice what you think.

Justin Knott: [00:19:18] Yeah, I totally agree. And believe it or not, a technical level. If you name your file for your headshot image. So sads. Dr John Smith. If you name it. John Smith, M.D. photo. And when you upload that in Darlington, that will actually be Google indexed. Sort of come up with new images when somebody does a search for you. It's just another kind of tippet of. Yeah, that's great. Yeah. It's always a little bit of good advice because like somebody types and just not for instant answer under the Google images, it's going to have those images in my headshot from Linked-In.

Kelley Knott: [00:19:50] Yeah, that's true.

Kelley Knott: [00:19:52] Ok, so I'll run through these really quick because we do need to talk about bios when setting up a successful Linked-In for your physicians or your health care practice or even U.S. physician liaison. So when he comes to your bio, have a really short sentence, but it describes exactly what you do. Are you a triple board-certified physician? Say that your fellowship, your specialty and where you work right there. Boom. Don't overcomplicate it. Have a brief bio about you. Maybe where you studied, where you practiced, why you got into patient care and why you became a physician. But don't overcomplicate guys. I'm talking like two 3 4 sentences stops. And then of course you want to make sure you have any attachments and links back to your source. So back to your organization, your program, your hospital, your practice.

Justin Knott: [00:20:37] Yeah. Make sure you have in the website area under your contact information that you have a u._r._l pointing back to your Web site. It's a back link to your Web site from a 1999 level domain authority web site. So you want to make sure that you have that in there. You're just missing out on it.

Kelley Knott: [00:20:53] Yeah, absolutely. And then under the bio, I have client testimonials because I think it really kind of communicates for anyone looking at my LinkedIn. Not only now, they know exactly what I do a little bit about me and they have links and attachments only to my Web sites, but different types of material. But now they just have a few little client testimonials that says how happy they were with my services and my approach. So I recommend that if you could put maybe even a patient testimonial, that would be a really great idea. So that's how you set up your bio and then jump into experience and that's underneath where you can see and you guys know how

important this is, Justin. How many people forget to attach their organizations, practices and hospitals to their experience part of their Linked-In?

Justin Knott: [00:21:36] Well, we see we actually see that a lot. I'd say maybe 30, 40 percent of the time with clients. First off, it comes down to when you go through your process of your organization, you should have a company page and it needs to be built out. It needs to look great and everything because you can't connect and your work experience, your organization page unless you have an organization page. So it starts there. A lot of especially private practices, hospitals and stuff, they generally already have it in place. But if your private practice you don't have a Linked-In company page, you need to create one again. It's a back link to your site. It's usually a pretty high ranker on the first or second page when you type in any type of organization's name. So make sure first a get that created and then that will allow you under your experience. When you when you add your experience and you put orthopedic surgeon and then the organization, it's gonna it'll pop up in the dropdown, you it and not make sure their connection where you go on a company page and it shows how many employees work there. That's where that's derived from. Is that connection between the work experience on a person's profile linking that back to the organization's page?

Kelley Knott: [00:22:40] Yeah. And in so far, in case this is where you do judge a book by its cover. Unfortunately, that's how the Linked-In works. You're getting to see who they are, where they work, and then you can click to this organization. So if you're really trying to connect with people, you want to give them the most information as easy as possible. Answer. That's why you want it.

Justin Knott: [00:22:57] Because I know when when somebody requests to connect with me, the first thing that I generally do is look at kind of who they are. And that's stems from where they're working and what that organization does. So if I can't click through to that organizations company page and get the long and short of kind of what the backbone is of what their organization is about and try to figure out where that connection would be beneficial for both of us. I usually don't connect with them immediately because there's just no telling a damn thing about networking.

Kelley Knott: [00:23:28] Yeah, you and these physicians are connecting with other physicians, and that's why I think LinkedIn can be so great. That way they can see your

hospital that you work with or the program or the practice and understand why you might be connecting or reaching out. So agreed. That's a really great idea.

Justin Knott: [00:23:41] And so I had another question, too. So while we're still talking about this getting into now that we've got the profile optimized setup correctly, really talking about some of the. High level, most important things they need to do when it comes to what makes you successful and linked in and that's content creation. Give them some dizzily some good tips that you recommend when they're getting into video, blog, whatever it is that they end up choosing. I mean, obviously you kind of have a mixture of both. Well, really three things plus the podcasts. We have a lot of content, but that's not always necessarily the case. So what are your recommendations or tips for making yourself successful with content creation? And then obviously getting that out on the platform.

Kelley Knott: [00:24:26] Well, that's the key. We talked about consistency. Content creation is huge on LinkedIn. So my tips are create value. That's my number one thing. I know that sounds kind of redundant, create value. I always say content marketing isn't about you. It's about them. And that's one of the biggest mistakes people make is when it comes to content marketing. They love to post about their beautiful bios and all the services they have. And click here to learn more. But that's about you. And if you want engagement, visibility, a following, you have to create value. That's for them. And that's a number one tip I have for physicians out there. And even these ones, as you're creating content that you want more engagement, more visibility and to have followers is right about the subject matter and materials that you're potential patient base is looking for when they want to know. Maybe the 10 steps you need to do for preparing for a knee replacement surgery like that's a little bit more engaging. You want to talk about things that are more relative to what they want to hear instead of just have really. And I can always tell, can't you? Justin, when we're on LinkedIn, when we see a physician post content frequently and we can always tell it's either someone from the practice or an agency because it always has the same as it doesn't have their voice.

Kelley Knott: [00:25:45] And it sure is. That's a great way to put it. Another voice. It always has the same exact layout. It's really, really kind of. Did you understand that lip fillers can do this, this and this. Click here to learn more about Dr. So-and-sos approach to lip fillers. And it didn't. Then it has the link to the website and a million hashtags medo

has. Yeah, for sure. You know, and it's very I can always tell when it's an agency or someone internally because it's essentially a link to their Web site, which is good because it's going back to original content. But there's no voice, as Justin said, there's no personality. There's no reason that they're the thought leader in this. It just kind of is listing services that, you know, that specialty does no do. And here's the services we do. And especially like there's such a big potential audience out there for you to connect with by talking about the things the patients want to hear and talk it out.

Justin Knott: [00:26:37] And the easiest way to do that is just jotting down your patients, ask a million questions throughout the day and a doctor in the span of a week to come up with content for the next six months just by writing down patient questions. The best content, I think, is the stuff. Even when we're educating people on marketing initiatives like we're doing right now that make people go, huh, or raise their eyebrows like like how don't moment that educates them and this case makes them healthier, benefits their lives, their family's lives, those kind of things. But they may have not known or thought of.

Justin Knott: [00:27:13] And that's the stuff I think that really does well when you're giving them a little bit of information that they may not have, have known or have been thinking about for a long time. And again, that all comes out from thinking about what they want, not what you want, what you want.

Kelley Knott: [00:27:29] Oh, absolutely. That's what I say. It's about them not used to think of content that is valuable to them. You want to create fans, if that makes sense. Fans that are looking for your next post because you're about to deliver a goldmine of information under two minutes or something like that. Three minutes, four minutes, whatever. You sure you're about to just deliver some information which with each post so that they begin to follow you, connect with you and engage with you. Another piece of advice is original content, right, Justin? I mean, you can talk more.

Justin Knott: [00:27:57] Oh, yeah. And and leveraging other people's contents on a bad idea. But the success lies. And if you look kind of across the board, whether it's health care or other organizations, people that are really doing a good job on LinkedIn, it's all their content that they're developing and pushing because it creates, again, brand equity and it creates.

Justin Knott: [00:28:23] Visibility and loyalty, because it's your stuff that's your stuff that you're creating. So that's definitely really important is if you want to be successful long term, you've got to buy into. I'm going to create and invest into content development, video, podcasts, whatever it is that you're your avenue ends up being. Make sure that it's your original content. I couldn't agree more.

Kelley Knott: [00:28:45] Yeah, absolutely. And I can also tell an agency post because here's the death of a LinkedIn Post. It is again, either super sales straight for clicking our Web site to learn about our services or it is. And nothing against Web M.D. but it's from somewhere else, which is we're seeing original content. You're just taking a WebMD or a Harvard medical article and just throwing it in your feed and hitting post. You don't even have your opinion on it. You don't have your thoughts on it. I can always tell my guaranteed. This is an agency. And again, it's littered with like hashtag, hashtag, hashtag, because that way, you know, pretty immediately that that physician is not the voice behind our social media. And people want to know from you as the thought leader. So when it comes to creating content, make sure it's you authentically. And it doesn't have to be complicated or if you're listening this being like, there's no way that I can do this. It is easy. You can do it quickly. It doesn't have to be so complicated. Video is huge on lewington.

Justin Knott: [00:29:47] Absolutely. Videos the way people want to digest information.

Kelley Knott: [00:29:50] They start easy. And we talked with Dr. Kaplan on a podcast upset about this, but even starting slowly and easy and just shooting a video for a few minutes and, you know, talking about something you want to talk about that day, you can find captions really easy so people can read along. And it's such a great way to get to know the physician personally and kind of create that thought leader aspect.

Justin Knott: [00:30:13] Agreed. And when it comes to video, I think it's a what people assume a high barrier to entry as far as there needs to be all this production value and everything is nowadays the tech is sitting in your smartphone is better than what you could buy an expensive camcorder 5 even 10 years ago start small and easy. Exactly. And my my tips there and we've done this a bunch of times over for clients wanting to scale their content is I think the two most important things is your audio and your

lighting. Get some type of white if possible, like one of those ring lights or something and they can be as cheap as \$30 and then get a lapel mike or something. So you have some good audio. You can plug it straight into your phone. The rest of it keep it easy. And sometimes you don't even need any of that. A lot of times you don't. You can just point and shoot with your camera. Most people are used to in engaging with content through Facebook, live Instagram stories, and that's all very raw and real. So I don't think there's any problem with keeping the production value within reason. So you create more content faster for more affordable and you can scale quicker.

Kelley Knott: [00:31:20] Yeah. And this is about being a thought leader, so it's about coming from you. So the most successful physicians on LinkedIn are the ones that post. And not only do they post, but you can tell because it's their material, it's either them in the video talking about it or they're actually pushing posting case studies or patient testimonial photos. So even x rays and discussing their approach to that care and a success story. And you can tell it's the physician because it's their language, their terminology. And guess what? Those posts, if you're a physician listening, get absolutely the most engagement.

Justin Knott: [00:31:52] What are you. Now, the way you moved in from kind of gone through the steps of profile optimization, content creation, and now moving into posting, what are your recommendations from a high level that when it comes to post structure that you think work the best versus putting like one sentence in a link or something like that?

Justin Knott: [00:32:10] And I mean, what do you think creates the best level of interaction if somebody sitting down is like, okay, I got the piece of content. Now I've opened up my browser tab and I'm starting to create a post. Do you have any recommendations for them where they're going about creating the actual post that will increase the probability of more visibility, more engagement, those kind of things.

Kelley Knott: [00:32:30] So mix up your post with videos and photos. And when it comes to videos, if you're posting content, have it come from you as the voice, but kind of summarize a little bit of the video with bullet points. Yeah, it has to be easy to read when he posts. So you want to make sure there's good spacing, good bullet points so that people are more likely to engage and interact with.

Justin Knott: [00:32:51] I think that's a great point. The same thing is for when Blore when you write a blog. People write it and just like chunk paragraphs. Yes. You want to break it off. If you look at somebody like Neil Patel, that's big in our space. It's one sentence, per. And I think that it rings true when you're creating the post structure like you're saying.

Kelley Knott: [00:33:06] Yeah, absolutely. It's more likely to engage with your audience if it's less than read. And you can summarize it with bullet points that they're like, oh, I see. Here are the six benefits of yetto. And so and then it's one, two, three, four, five, six. What would you add? What do you think? Do you agree? Great questions at the end to help improve engagement?

Justin Knott: [00:33:26] I think the questions are key because it gets more comments right here.

Kelley Knott: [00:33:28] So I ask questions because I am trying to open ended.

Justin Knott: [00:33:31] What do comments do for posts?

Kelley Knott: [00:33:35] They increase visibility and engagement. So when I have people that comment on my post, I'm immediately ranking higher and in front of a lot more people through LinkedIn's algorithm. So LinkedIn is noticing that this post is getting engagement. So what they do is they five times my visibility and reach. And that's how you see it.

Justin Knott: [00:33:56] Because LinkedIn wants a conversation. Like that. That's what they're pushing.

Kelley Knott: [00:34:00] Even if these people don't follow me, my post is going to come up on their feet because LinkedIn is saying this post is getting engagement and likes and visibility. So they reward those with valuable content. When engagement happens by improving visibility. So it's a really big deal. It's all about LinkedIn's algorithm. It's not just important social proof thing. It's a actual way to work with LinkedIn to get the biggest potential reach. And when it comes to photos for my physicians, my advice is I

love good patient photos, surgery, photos, X-rays, imaging, and then your approach to care, the journey.

Kelley Knott: [00:34:39] And you know what? You want to communicate with that. It doesn't look online. Those are the most successful shows in post.

Justin Knott: [00:34:46] Disclaimer Make sure that you consult who you need to consult. Then you have your proper patient releases in place. Just kind of a bad thing. We're not attorneys. You make sure you check with your attorney.

Justin Knott: [00:34:56] You are hosting PHI. So just keep that in mind. Yes. Yes. Yes. Thank you. Of course.

Justin Knott: [00:35:02] But I do agree that needs to be on there. So you need to have a process in place to get the approval and the sign offs and everything so you can start leveraging some of that information because it directly puts the patient in that patient shoes like, oh, this could be me or I and your colleagues.

Kelley Knott: [00:35:16] Exactly. You'll see that I will have physicians that may have never commented or done anything on LinkedIn. But as soon as another physician post maybe an imaging photo that they are again allowed to and they have done their homework and making sure that everything's legal, what they're posting, you will see how many m_d are actually commenting and interacting with that post. It's like the only way they start interacting on LinkedIn because it's coming from the physician, it's the physician's voice and they're talking about patient care. And that drives engagement for physicians. They like it. They want to talk about it. And you can really connect and show your spaces. The thought leader. And then hashtags. Oh, my gosh.

Kelley Knott: [00:35:55] Hashtags. You just did a really successful video on UNlinked. And that will put in the show notes here actually more. And you're going more in-depth than elaborating further.

Justin Knott: [00:36:04] I don't want to spend too much time on the hashtags, but again, giving the like 15 second overview because again, we have a video that goes way more in-depth. What do you how should they be using hashtags?

Kelley Knott: [00:36:15] Hashtags are a search tool. So people use hashtags to find certain content. So the number one rule is don't riddle your posts with so many hashtags. And you guys know what I'm talking about if you've been on LinkedIn. Sometimes you'll see posts with maybe like 35 hashtags like that's insane and crazy. It looks spammy and it confuses the intent of your content. And when it comes to hashtags trying to find ones with big following, a lot of times people like to put their personality and hashtags, which is cute, but it's not necessarily helping your post visibility. So if I say something like I don't know, like I do physician liaison in Versi. So I would say like Physician liaison University Everyday Hustle, like that's not going to have any followers. But if I do health care that has 9 million followers. So you can see hashtags, our strategic find the ones that are big with big following and a big audience and then get creative for physicians out there. A lot of your potential patients use hashtags and we talked about this in the video, but with an orthopedic practice that we worked with and a podiatrist, they work a lot with athletes and marathon runners. And one of the big following hashtags was moms who run. So we use that hashtag in their post because it's getting in front of potential patients. You're the thought leader and the authority in that space. And you can post information relative to movement health when it comes to athletes are running. So that's just a creative way to get in front of it. But most importantly, keep it simple and find the ones with the best following.

Justin Knott: [00:37:38] So moving in to kind of the next components as there is now, they've got the content they've been posting, they're using hashtags, all that kind of stuff, and they're really starting to scale. I think it's been interesting that I've watched as you've gone through your journey and are kind of on the other side of it now is there's so much opportunity to learn about the kind of best practices, what else to do, how to sharpen your skills. I think simply and I'd like you to talk you through it a little bit more by asking for support and advice from other LinkedIn influencers who are crushing it already on the platform. Well, we did an entire thanks to you and we were able to do a LinkedIn local meetup in Atlanta, which was.

Justin Knott: [00:38:22] All about collaborating with other things that are killing it on LinkedIn about what are you doing, what I've seen successful, what type of content are you creating? What softwares are using, all that kind of stuff. So I talk a little bit, I guess as they get into the journey, maybe they'll run into habit to some speed bumps or

questions. What do you think? I think it just kind of that there really are people out there that are ready to provide value and are happy to help.

Kelley Knott: [00:38:46] Yeah. Absolutely. So here's this secret with Linked-In. Influencers have a huge influence on your post. So what I mean by that is if someone with a large following like myself likes or comments on your posts, your post is more likely to get a bigger audience. So it immediately again goes with that algorithm and increase that visibility and reach. So not only are you increasing engagement and comments, but now you have these big players on LinkedIn that are liking and commenting. You're going to see your posts just really, really get a much larger audience. So that's a big key of what Justin is talking out to you. But I learned when I started my journey. Here's the thing. LinkedIn is connecting and networking.

Kelley Knott: [00:39:27] What makes a LinkedIn successful is you have to engage. You must engage and have a real and authentic do not forget and just say, why is nobody liking my post? I spend a lot of time supporting other professionals on LinkedIn. That is where I spend most of my time on. LinkedIn is supporting Physician liaison ONS physicians, health care professionals and business professionals liking and commenting on their behalf.

Justin Knott: [00:39:52] Invest in them and it will return it. Take some time, but I know that.

Kelley Knott: [00:39:56] It really, really is. So if you want to grow your LinkedIn, start with engaging at least 25 people a day and like and comment on their post. Give your thoughts and your opinions and don't just be simple with it. Don't just say love it like it thinks. Try to get creative. Talk about what they're talking about. Make it unique because linked to notices that they notice when you're engaging and they try to put your post in front of their post.

Justin Knott: [00:40:17] If they see you have to sentence comments that are relative to the concours. Actually, interestingly enough, you said.

Justin Knott: [00:40:23] What I've learned kind of through the journey that you told me is that LinkedIn actually, from an algorithmic standpoint, almost filters out most of the

plain vanilla comments like this is great. This is awesome. So they're actually looking for people because again, it's all about. It's all about user generated content on their platform. So the people that are investing more time to give more feedback and more write, more substantial Khan comments are going to end up getting preferential treatment and the algorithm over time because they are investing more into the LinkedIn platform and becoming more of an ambassador. And they thusly want to reward that with larger reach to encourage you to continue to do so.

Kelley Knott: [00:41:01] Absolutely. And Justin's right, and I spent so much time giving back on LinkedIn, and that's where I think the real value is.

Kelley Knott: [00:41:08] And it also I love it because I'm learning about all these other professionals, all these other physicians, all these other liaisons. I'm actually getting a soak in learning connect. And it's so rewarding, but I'm growing in the process as well. So it's about engaging every single day, commenting and liking and giving your opinion and making sure it's really organic and being consistent with it. Support one another, guys. Don't be so closed off. And LinkedIn, just like if you were at a networking event and you went and you didn't talk to anybody, give anybody your card or ask them about what they're doing.

Kelley Knott: [00:41:41] You wouldn't see a lot of success from that event. And that's kind of what LinkedIn is. You want to get to know them, what they do, comment and support one another. And Justin talked about that LinkedIn live event. And I have to give a shout out to Susan Spanner, who we're going to have on a podcast for her incredible work. Yes, she did a great job getting everyone together. And from that event, we took those connections online, met offline at this event. And I every single day connect with these individuals. And we talk and we share stories and oh, gosh, she was so valuable. I love it so much. And we support one another. Most importantly, we are constantly learning and supporting one another. So engaging connect. You need to connect with your target audience everyday as well. Make sure you're going into LinkedIn, searching for who you want to connect with and connect every single day with people.

Kelley Knott: [00:42:26] So those are our tips on LinkedIn. And I want to tell you guys, please, you've got to connect with me to act with us. If you like this podcast, if you want more tips. We'll have the p_d_f_ and the video on hashtags. And, of course, connect

with us. Something done. We're really, really active. It really is us. I promise. And I'm all about supporting and engaging. If you need my help on LinkedIn, shoot me a message. Kelly, listen, your podcast and I really need to grow my profile to my liking or commenting on my post. I'd be happy to do so.

Justin Knott: [00:42:57] Well, and Kelly was one of the few back in December to get approved for the Linked-In Live Beta, which will more than likely roll out a kind of across the board at some point, probably in 2020. But for now, you're gonna be doing a lot more. Linked-In lives in all beyond there with you sometimes, but you're always looking for people that are trying to grow or are very active on LinkedIn to join.

Justin Knott: [00:43:18] So make sure you reach out, shoot her a message, or even me, if you would like to potentially come on LinkedIn live and talk about your organize.

Justin Knott: [00:43:27] The organization what you're doing obviously in the marketing of your practice organization to grow it. Maybe cool things that you've got going on. Those kind of stuff are always trying to provide additional that, liaisons. and jump on.

Kelley Knott: [00:43:39] I'm doing Linked-In live. Let's talk about what you guys do that are successful in the field. So that's my advice for LinkedIn. It's be consistent. Optimize your profile, create organic content, make don't overthink the content creation too.

Justin Knott: [00:43:53] It doesn't have to be high production value.

Kelley Knott: [00:43:55] Absolutely. Make it valuable. It's about them, not about you. Don't over jam it with a lot of hashtags and engage and comment and link on others. Heerey like holistic everyday. The more you give back on LinkedIn, the more you get. And of course, connect with your target audience.

Justin Knott: [00:44:12] There is no I think back to that point is when we get ask asked a lot about how do you find that success and how did you do it? And there is no software or bought stuff you can do. There is no magic bean to grow and to get LinkedIn Hello. True. And especially a LinkedIn that's going to actually produce value for you. You can go out and you can automate a lot of processes or find somebody to just connect with the max amount of people every single day to grow. But you should if

you're doing it the right way as you grow, your engagement should grow. Your reach should grow because you're connecting with the right people and you're doing the profile. There's no magic being it. It takes all the hard work, but that it bears a massive amount of fruit if you do it anyway.

Kelley Knott: [00:44:56] True. And like since I started this, I started at about 100 profile views. Every month is where I started and now I'm at over 10000.

Kelley Knott: [00:45:06] And that's a lot of use out of everything. That's a big increase and are looking at my profile, my boss, and that's why I'm gonna go to twenty thousand thirty thousand.

Kelley Knott: [00:45:13] Of course, I ended thousands and there are a lot bigger people than me on like to a lot. But this is how you can grow. It's continued to grow and grow. Yeah. Every day and. Every week.

Justin Knott: [00:45:25] And learning and testing you are even we were literally talking about before we started this, as I'm noticing, like if I do cash captions on video or not captions. Which ones are getting more reach? Again, we did we just did something about tracking and analytics or another podcast. And it's very important. LinkedIn has an analytics thing. So go look like what's working the best?

Justin Knott: [00:45:43] What content are people engaging the most with that kind of stuff so you can continue to do more of it. If our audience is going to speak to you about what they like the most and do more of that.

Kelley Knott: [00:45:53] Yeah. And like I said, I'm just still beginning my journey. But because I followed by these rules of LinkedIn and most importantly, if you take nothing away, give more than you get. Give back. Support one another. Help one another and engage. And and anytime you guys need my help, just ask.

Kelley Knott: [00:46:12] And of course, if you want someone else is helping you find someone on LinkedIn, send him a message and ask. But this is about connecting, engaging and networking. So I hope you guys found that valuable today. And thank you, Justin, for joining me. And don't forget CORNELISON with us on LinkedIn at Justnot and Kelley knott. And of course, you can follow Intrepy and Physician liaison University there.

[00:46:32] We share all types of content and videos to help kind of give value and advice to her audience. And of course, I'm always looking to connect, to learn from you. So thank you again. 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're on Apple, i-Tunes, Google Stitcher and Spotify. Or you can sign him to receive the latest episode via email. Just check it out on my agency Web site 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 strategies that it takes to build highly engaged physician referral networks. Check out my Web site Kelleyknott.com where I have free webinars, free downloads and of course my online physician liaison training course Physician Liaison 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

