



Digital Healthcare Marketing Strategies w/ Neil Patel

Justin Knott: [00:00:09] Thank you for joining for another episode of the Patient Convert podcast. We have a very special guest today and it's just me, Justin, not on the episode. And if you've been listening as a health care marketer or a physician out there at all trying to grow your practice, you probably run into Neil Patel. He's done an incredible job growing his personal brand as well as his agency. So I'm really excited to have you on today. So once you introduce yourself for people who may be unfamiliar with who you are and tell us a little bit more about kind of what you do.

Neil Patel: [00:00:41] Sure. My name's Neil Patel, as you mentioned. I have an agency called me Neil Patel Digital where we help people grow their traffic. I blog about marketing at Neil Patel.com. And I have free marketing tool for all physicians out there called Ubersuggest that you can check out.

Justin Knott: [00:00:59] That's been one of our Go-To Tools, too. It's been really impressive what you've been able to do over the course of the last year or two to give so much value and a free tool. I know all of us marketers out there really appreciative of it. I kind of want to jump right in. When I reached out to you, I just felt like you had you could lend so much incredible advice. Obviously, with the shake up of COVID and the landscape over the next six to 12 months, kind of what we need to be doing as healthcare marketers as well as providers and health care organizations to grow our

practices in this environment. I know you actually just put out an article about this. What are you seeing from a search trends in the healthcare space that we maybe need to be aware of as it comes to kind of taking advantage of that for health care workers out there?

Neil Patel: [00:01:55] Well, first off, we're seeing a big surge in traffic for anything health care online at this moment. So if you're in health care, you should be getting more traffic. And a lot of people are deciding for information they want to stay healthy. We're seeing traffic increases not just related to COVID, but just general health. Well-Being. Cooking at home, recipes, staying healthy, home workouts, healthy mindset, all that kind of stuff doing really well. And right now, people are just looking for a ton of free education and advice. It doesn't mean that they won't pay for products or services or E books or training. It just means that you got to start off by having amazing free product to get them in the door. Free information. And if you can provide them enough value, you can then eventually sell them on something.

Justin Knott: [00:02:46] I couldn't agree more. I just think that as you mentioned, patients, whether they're dealing with anxiety or say they just found out they're pregnant and they want more research about that. Most of the time you can walk through the door of your practice to find out that information and ask your doctors questions, but you can't. So I just feel like it. It's served up such a big opportunity for physicians to position themselves as a thought leader if they're willing to invest and content. Wouldn't you agree?

Neil Patel: [00:03:13] Definitely. Right now is the time, especially with everything going on in the world. Is just continually provide value. The more value provide for more people appreciate it. It's also a good thing to do. And funny enough, indirectly, you'll see more revenue to your businesses.

Neil Patel: [00:03:29] I actually saw the e-mail you sent out today. From an agency perspective, it looks like you're trying to implement some of what you just alluded to, even what your existing clients that either could be in industries that are are struggling right now or even health care related. What have you been doing on your end with the tools and resources you have available to try to kind of, like you said, get back now so to reap benefits down the road.

Neil Patel: [00:03:53] With clients and customers, we try to tell them to give away more for free, like with us, we gave away more of our Ubersuggest software for free. Funny enough, indirectly, it caused the community to buy a lot of our paid product for a few days to support us with people saying thank you. Of course, we saw still a decrease in sales because if you give way more for free, you know, you may see a quick's for people saying thank you and buying. But after a few days that does die down and less people will purchase. That's just the reality of it. The other thing that we see with our clients is encouraging them to give away more for free. They've seen similar benefits. We've been pushing harder on paid us for our customers, even though conversion rates are down. If you got one hundred visitors before and three bought. Now you may get one hundred visitors annually two buy. But the difference is, is paid ads in many cases are three, four times cheaper because of what you can generate a much better ROI. Even with the drop in conversion rates because of the cost to acquire a visitor or to get a visitor to your site is much cheaper in general. Before COVID-19 our customers on average were getting a 31 percent ROI from their paid ads. It's roughly 53 percent. That's a seventy one percent increase in ROI.

Justin Knott: [00:05:26] That's huge. And that's, at the end of the day, what matters the most, obviously.

Neil Patel: [00:05:30] Definitely. And then we've also been telling our customers to to help boost their conversion rates because people are strapped for money due to things like unemployment, other bills, less job security. They're more careful about what they're spending. We're telling our customers to offer payment plans, whether if you're selling e-commerce products or if you selling e-books, you can offer monthly payment plans. And in general, we're seeing that conversion rates right now around twelve percent.

Justin Knott: [00:06:01] So that's a really great advice. We actually have a online training platform that my wife has and that's been really effective for us through this time is to provide a monthly payment that's been, as you mentioned, a very beneficial boost in sales because it's a way less of a commitment for seventy five bucks a month, versus nine hundred or whatever it may be for your course or something along those lines.

Neil Patel: [00:06:28] Obviously, there's been a massive shift toward telehealth with everybody having to close their doors and start kind of opening them virtually. What would you give from an advice perspective for people out there? I've seen or I foresee over the next six to 12 months, depending on what specialty you're in, say it's behavioral health and mental health or a lot of other specialties, you kind of lost your geographical marketing borders because used to it was, well, how could you get people in 15 or 20 mile radius who are willing to drive your practice? Well, now, as a mental health practitioner, you could reach patients all across the country or across the world. What do you think are the best ways that they should people should be either forward thinking or taking advantage of that kind of loss of geographical borders.

Neil Patel: [00:07:17] You know, like the Zoom's, telehealth, anything that you can do, that's virtual online Skype. I think that's a great way because you're not limited to even in the health you're not limited to a city. You're limited to a whole region. Now, if you're a health practitioner, let's say like a doctor or anything, I could be mistaken. But I think your license only works per state, right? It doesn't work globally.

Justin Knott: [00:07:39] I guess it depends on what type of physician that you are for sure. It's definitely on a case by case basis.

Justin Knott: [00:07:46] Some, like mental health, can be fairly safe, but once you get into even therapy, I was talking to a therapist the other day and that's very state focused because of the way that different states handle either their billing or the training that they provide. So you can't be geographically constrained to your state for sure.

Neil Patel: [00:08:07] So one thing that I would end up doing is going virtual and broadening out your whole state instead of just your own city. If you're giving therapy in mental health sessions, you know, someone has had to just come to your office for you to do that. You can do that online as well. Virtually . Expand your customer base, expand your ad campaigns in the marketing and go more broad to outside of your city and go more general into a bigger population and see what happens.

Justin Knott: [00:08:42] I don't know how much you deal with it. I know there's been an issue as actually where I was talking about this earlier. Me and my wife have been trying to get our families together over Zoom. It was and a lesson in technology disparity

between the elderly population who just so happened to be the most affected by covered and their ability to use even Zoom. It took about 30 minutes to get I won't say who, but one set of our parents onto Zoom so we could see them. Do you have any advice? I know you've talked about Chatbots recently. Maybe anything that could help kind of increase that older patient base from a technology adoption. I know that's a concern as you got the people that are most affected by COVID, but they may also be the most difficult to be able to get the point of care to them.

Neil Patel: [00:09:31] For things like that, like even my parents, I probably won't be able to get them on Zoom because they don't know how to do it. I start like FaceTime or whatever is on the Android phones because then they can just click the accept button. Most people have WhatsApp. WhatsApp has video as well. I would try some of those as well and that'll help out in their struggle.

Justin Knott: [00:09:53] Try to keep it to one one click if possible, to get them on.

Neil Patel: [00:09:59] Try not to get them to install new stuff because if they're installing new stuff it is not going to work as good.

Justin Knott: [00:10:09] I've been following you for a long time and watching your Neil Patel brand itself grow over the years, so I'm sure you have some great insight. This has been a space we've been trying to kind of preach a lot to physicians that it doesn't matter what niche you're in. A lot will get pushed back as well. Nobody is gonna be listening to an infectious disease doctor and what they have to share. And so if there's anything that you have. There's so many providers out there wanting to establish themselves as a thought leader or even kind of leave their legacy long term on their patient base. What do you think's kind of the best ways to start out if you're looking to grow your engaged community as a potential thought leader in whatever specialty may be as a physician out there?

Neil Patel: [00:10:59] What I would do is trying to go out there and do podcast episodes. Do guest posts. You probably know that physicians do Facebook live with each other's audience get more brand exposure that way. Go live on social media. All those kind of things. It will help you get your brand out there, I believe will help you along as well.

Neil Patel: [00:11:24] Have you what have you seen, especially now Facebook groups have been growing. There's a group for everything now as they've even been pushing. And now that even if you have a public figure page, you can join them, can not be a really good tool potentially, because there could be like auto immune disease ones or cancer groups. I mean, there seems like there's almost a hungry audience potentially just sitting there right now. Do you think Facebook groups could be a good avenue, especially if you have a really specific niche that you're going after and trying to build thought leadership in?

Neil Patel: [00:11:58] It is with the problem with groups is the reach isn't as good as it used to be, but it is good. It's better than nothing. The reach is better when you go live.

Justin Knott: [00:12:04] You think leverage Facebook Live over groups?

Neil Patel: [00:12:11] Yes.

Justin Knott: [00:12:12] That's good to know. What has your experience been with LinkedIn live? I know they are still trying to work out some of the kinks with it as they are rolling it out to a broader audience.

Neil Patel: [00:12:21] Very beneficial. LinkedIn live is not popular as the other ones, they are much more generous with spreading it out and increasing your reach.

Justin Knott: [00:12:33] I'm a big believer, any time one of these larger platforms rolls out a new tool adopting that in the best way possible, they usually have opened the floodgates from an organic reach perspective to be found. Have you found that historically as like Facebook rolled out their live? These tools are usually it's behoove you to adopt them, regulate relatively quickly?

Neil Patel: [00:12:55] Yes. But then eventually it goes back to normal, sadly.

Justin Knott: [00:12:57] You get you get a brief window of success.

Neil Patel: [00:13:02] Exactly. So might as well use it while you can. It last usually like three months to a year depending on network. They don't just crush the reach, they slowly taper back.

Justin Knott: [00:13:13] Interesting. That's good to keep in mind all you physicians out there is you got you've got a window here with LinkedIn live that as it gets rolled out, this is definitely make use of it because it's only going to last for so long.

Neil Patel: [00:13:26] Exactly. Strike while the iron is hot. Because if you wait forever, you're pretty much going to be shit out of luck. Your competition is going to get the notoriety over you.

Justin Knott: [00:13:37] What about from a tools perspective, I want the users to know a little bit more. You mentioned that for Ubersuggest. But if there's any other tools that you recommend for healthcare marketers or physician practices that they should be looking at leveraging, whether it's Chatbots or Ubersuggests that you think could be a really good things that they need to get onboarded to relatively quickly.

Neil Patel: [00:14:01] Tools like Google Analytics, Ubersuggest those are good tools that help you track your overall growth. You could use chatbots. I would test out Intercom or Drift so you can talk with your patients ondemand or potential patients. You can use ManyChat. It's a tool to connect with your audience through like text, email and Facebook messenger. That one's also cool as well.

Justin Knott: [00:14:30] I wanted to see if you had it. I wanted to know if you have a either's you personally or maybe even for your agency. Do you have a word for the year? Maybe it's been shaped by what's been going on with COVID, but I love to hear. Do you have a word for the year and maybe why? That you'd either like your agency to remember or what you're trying to focus on this year.

Neil Patel: [00:14:54] We don't really have a word or intent that we're just trying to survive and help other people out.

Justin Knott: [00:15:00] That is a that's a that's a good thing to do right now. I think everybody could use that. Maybe the word is survivor or social distance.

Neil Patel: [00:15:12] Just try to stay indoors. But you know, your audience knows that better than anyone else.

Justin Knott: [00:15:19] I really appreciate you taking some time. But what is what's a good way for people to get connected with you and learn a little bit more about you and what you've got going on?

Neil Patel: [00:15:32] NeilPatel.com. You can find all my links, everything there and I push out a ton of free stuff ever single week.

Justin Knott: [00:15:38] Thank you again for coming on Neil. We'll make sure that we get all of those links in the show notes people can get connected with you. And I really appreciate the time today.

Neil Patel: [00:15:47] Thanks for having me.

Kelley Knott: [00:15:48] 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, Google, Stitcher and Spotify. Or you can sign up 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.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 Knott. And thank you guys again for listening to the Patient Convert Podcast with your host Kelley knott.