



#136 - Finding Success with Social Advertising to Patients.mp3

This was transcribed using Artificial Intelligence. Please excuse the typo's.

[00:00:06] Everybody, and welcome to another episode of the Asian Convert podcast, it's your co-host, just not it'll just be me for a little while, as Kelley knott as well on our first baby or out of line. So Kelly's on maternity leave. So you're so really excited about doing a couple of episodes. And to kind of get that started over the holidays, we are bringing the Liuba back on.

[00:00:31] He is our head of digital advertising. If you've got a chance to listen to the podcast, it's kind of since the beginning we did so early on about the common mistakes that people make trying to launch digital ads, work and end up causing it to be effective or not.

[00:00:48] So definitely go back and listen to that. But, Nick, I'm really excited about having you on again and talking today about kind of finding your success on the social advertising side specifically and what kind of giving people insight about what we're doing to help them effectively with patients. Welcome back.

[00:01:06] Yeah, thank you. It's good to be back. A big congratulations to you and Kelly. A big public congratulations. Thank you. Thank you. No problem. And it's good to be talking with you guys again.

[00:01:16] Yeah, absolutely. All right. So kind of just jumping right in.

[00:01:19] And I think all the listeners out there kind of starting out the one on one is talk to me a little bit about there's so many options that are out there. So let's start kind of at the basics is what social platforms are you recommending kind of are we using that are in the health care space and that are really good for patients and kind of a little bit about why each of those could potentially be good options?

[00:01:45] Yeah, totally. It's a great place to start. Often we find people are overwhelmed with the amount of platforms that they can advertise on so they either don't do anything or they do a little bit of everything and it just becomes unsuccessful because they're spread too thin. So it's definitely a good foundational piece to start with. What I think, generally speaking, what you want to do is think about who your patient is, think about their personality, their characteristics, what they like, what they dislike, where they hang out, what their pain points are. And then you have to look at the platforms and see which one of those platforms offers the ability to target those types of characteristics.

[00:02:32] So obviously, I could not agree more.

[00:02:35] I think that the biggest mistake that people make is forcing the issue or thinking they do, but they don't really either understand who their target patient is or never truly define the person. That's I don't think you're a big believer in. It's coming the first step when somebody's engaged, they've got to put down on paper. Do they really think they're their patients are? Because that positive effect is Intrepy question of where you should be?

[00:03:00] Yeah, it's the unsexy part of the job. Everybody just wants to last immediately and see their ads on YouTube or on Instagram. But, you know, if you don't do the work ahead of time, then you're going to not get the best results at the end of the day.

[00:03:17] So talk to me about what should they be answering about the patient?

[00:03:24] I mean, how specific should they be? What should that kind of look like as a step one, even before choosing the platforms?

[00:03:31] Yeah. So, you know, you got your general stuff like a demographic, age, gender. But we like to get as targeted as possible. So really even like naming the patient so you can answer things like what their biggest struggles are, what their occupation is, what their household income is, do they have kids?

[00:03:54] Do they what do they enjoy doing as hobbies? All these sort of things really kind of paint a picture. And then with that information, you can look at something like Facebook and say you are A or P practice who does a lot of sports medicine stuff. You can look at a golfer, for example, or a tennis player who might be doing with golfers elbow or tennis elbow. And you can look at maybe what types of magazines that person would be reading, what type of stories that person would visit. So you can target like the PGA National Golf Page, for example, because that would probably be somebody who is a golfer and probably would be affected or have the condition or symptoms of golfers elbow, for example. So really kind of getting as much down as you can, really trying to define where that person hangs out, what they're interested in. All that stuff really kind of helps at the end.

[00:04:53] Yeah, I agree. And really not, like you said, shying away from the specifics and having several different ones.

[00:05:00] It's kind of a similar exercise at, say, an e-commerce store that sells golf equipment to go through. They may have one or two kind of a male and female, but they may also have children kind of middle age or post college and then kind of figuring out the same thing for practice's is really sitting down and saying these are the types of patients that walk through the door. But this is we're going to have Suzy over here. That is a perfect makeup for somebody who's more likely to get that kind of stuff that really will kind of lead into. So once you have that information and you can create those personas, talk to us a little bit about kind of the platforms that are out there that we're using the most. There's a lot of others out there. But I think in health care, more often than not, there's kind of a few that would more than likely people would cross paths.

[00:05:52] Yeah, totally. So, I mean, you've got your really your bigger names, Facebook and Instagram are really good for kind of defining that customer personality and taking that information and going to those channels with that because they collect so much data on people that it's really offers a great advertising platform. But the the downside of it, I would say, is that it's not a search network. So people aren't on there looking for an orthopedic practice, for example. They're on they're just doing what you do on social media. So you really kind of have to go out and find them. And that's why those personality traits are so beneficial. But, you know, Facebook and Instagram are really cheap, one of the most affordable platforms to advertise on. So you also get that benefit as well. So really good for just kind of finding people as long as you can really define who your patient is. YouTube is really great because it does offer that search network esque type of platform. So you could target people that are looking to better their golf swing to go back to our original example and run your ads on that sort of thing. Or you can look for a conditional video. So people that might be looking for videos like why does my elbow hurt that sort of thing?

[00:07:16] It's kind of like a search network linked in really great, obviously, for business professionals. So anybody that kind of fits that, you know, business type of personality trait demographic is a great place to to find them. When I would say with LinkedIn, though, is that generally the most expensive place to advertise? So not necessarily a bad thing, but just something to keep in mind when you're considering your budget. And it's also a factor that comes into play here because you don't want to choose LinkedIn, for example, if you have a smaller budget because you won't get to the reach that you could potentially get on something like YouTube or Facebook for sure.

[00:07:58] Those are really great points. And these are the ones we've obviously got to talk in Snapchat. And there's there's times and places for those.

[00:08:06] We just these are definitely the ones that usually align more often than in the health care space for reaching patients, again, their families or for the others, other ones. But I think these are really kind of the big four that we leverage day in and day out, 30 plus subspecialties that we want them over the years. And we didn't get too far into it and they kind of hinted at it. You want to know more kind of about the demographics that are on each of those platforms because they do shift and we like the

rise of tick tock is four people away from Instagram, but Facebook was a younger audience. It's certainly the older audience, which cause people to leave Facebook and Instagram. And then they had some of the younger audience on Instagram has migrated to take toxo, say Instagram is a lot of the older millennial that kind of made Facebook famous. Or so if you're not sure there's so much data that's out there by simple Google, you literally just type in like Facebook demographics or demographics or social media. Twenty, twenty. They have so many statistics on what age groups use it the most, how much time they spend on desktop versus mobile.

[00:09:14] It's got all that information. So once you get that patient persona is that we were talking about earlier, you really can't go just simply by starting and Googling each one of those platforms. I'll tell you, this is going to be right in the crosshairs. There's going to be the most of this patient population that exists on this platform and the person who is excellent. So now we've kind of defined what's out there and can be one on one, starting with defining who your audience is. Let's talk a little bit about strategy and kind of kind of the me. What is the difference? Because we're talking so much about social today between church and then how do people define audiences? How do you test kind of all of those components that we do day in and day out for our clients has success. So talk to me a little bit about. What is the difference, really, between social and search, when I say search, typically we're talking about Google ads, if you've heard of that. So why are they different? How are they different? And how should that affect how people are going about their advertising?

[00:10:22] Yeah, absolutely. It's a really important definition to make because I don't want to say that search is easier to do. It's just kind of a different beast. But with search, people are telling you what they want. They're going into Google and they're typing in, you know, orthopedic practice or they're typing in pediatrics near me. So it's kind of essentially your job to just show up and then it's your website's job, obviously, to get them to want to contact you.

[00:10:53] So you kind of know they're in the funnel, so to speak. Yeah, exactly. So at some level, right, exactly.

[00:10:59] Now, there is also the other side of the coin where you can target keywords because that's what you do with search ads. You target certain keywords. You can also

target conditional keywords. So people that are looking for, you know, why is my knee hurt, that sort of thing, there would be a little bit more further up the funnel need a little bit more nurturing, a little bit more education before they actually purchase.

[00:11:26] So that's kind of the other side of the coin. But they're still kind of letting you know that they're in the market for what you have to offer. And that's kind of the gist of search ads. So, you know, they're a little bit easier to think about, not necessarily easier on the execution side, but easier to kind of wrap your brain around. I think on the social side of things, as you know, people aren't typing in what they're looking for. They're just on the platform interacting with their friends and family. So you kind of have to define your audience and who would be interested in your services, what types of characteristics they have, what personality traits they have. And then you have to put your ads in front of those types of people. So it's really a whole different ballgame with the search ads. You're not really thinking about a person's interests, you just trying to show up when they're looking for your types of service. So that's really how they differ. It's a big differentiator because it really requires yeah, it requires totally different strategies for sure.

[00:12:26] And I think that that's lost on a lot of people.

[00:12:28] And like you were talking about earlier, they jumped right to that at execution of this all of these steps in between, you know, presenting things that work better on search because people are already on the hunt for a solution to fix their problem. And on social, they're not they may be even problem unaware. So you have to make them aware of the problem and educate them on that problem and then get them get them across the finish line search. It could simply be just looking for the person that's the closest or has the best reviews, whatever it may be. So they're already kind of in in the funnel, as you mentioned earlier. So you mentioned kind of now that we know what the difference between the two are, we talked a lot about the importance on social of finding your audience. So talk to the listeners a little bit about kind of how you go about honing in. Now you've got those personas and understand how social ads differ. How do you go about finding those audiences on social networks?

[00:13:30] Yeah, so, I mean, you said it problem Awaran solution. Where is really the name of the game when it comes to this sort of thing? So this is this is the stuff of

marketing gurus. This one piece of the puzzle right here is it's when you think about your audiences in terms of cold, warm and hot. So your cold audience is people that have never heard about you don't even know you exist. Your warm audiences have had some sort of interaction with you. They know that you're there. They've been the website. They've seen your ad on Instagram. They've been to your social media profile, hot audiences or people that are very close to purchasing. They just haven't done it yet. So they might have visited a certain page on your website for a certain service. They might have visited that page three or four times in the last week. But they haven't they haven't booked an appointment with you yet or they haven't called to speak with anybody yet for whatever reason. So when you think about it in terms of cold, warm and hot, it really helps you segment people in terms of where they are in their purchasing cycle or their patient cycle. And really, it comes down to how problem a warehouse solution where that they are. So people that are people that are cold need the most sort of nurturing. They need the most education. They need to know a lot more about who you are, why you do what you do, why you're the perfect practice for them, then somebody who is who is a hot number. Those people just kind of need a little bit of a push over the edge to get them to book an appointment, whether that is offering them. Testimonials about how you help this patient solve their exact problem, that sort of thing really works well for your heart and more audiences now for the hot and warm audiences.

[00:15:19] Talk to me a little bit about where those are at as far as it is email addresses that are sitting right under your nose. Is that I know we're going to talk a little bit more about tracking in a little bit on the Facebook kind of pixel. But talk to me about. That's one place that we start immediately to talk a little bit about how you really kind of need to market a little bit different to each one of these audiences because cold audiences are completely unaware of hot audiences that have already spent time on your site, your social media. They just need an offer or something to push them to the edge. So how can people go about finding their way or leveraging their audiences?

[00:15:58] Yeah. So if you've had your Facebook pixel or any other platform that you're going to advertise on, if you've had that pixel installed on your website for any length of time, it will collect data in the background. So you will be able to leverage people that have been to your website in the past. So that would be that would be perfect for your warm audiences. So you could target website visitors in the warm category. You could

target profile page visitors, you could target people that have engaged with your page in the last whatever amount of time you want to find.

[00:16:33] With all of these, you can go up to one hundred and eighty days back so you can find people that have been your website within one hundred eighty days. You've got your email list that you could upload into these platforms and send ads to those people specifically. And then you also have a bit of a hybrid between cold and warm audiences, which are called to look like audiences, and those are built off of an existing list of data that you have. So typically it's email addresses or phone numbers. And what you do is upload that list into one of these platforms and then tell that platform to look at all of these people that are in this list generally need a list greater than one hundred. So you would tell Facebook, for example, hey, look at this list of one hundred customers that I've had in the last six months. And then take that and look at all the data points that these patients share and then go out and find new patients who have never heard about me before that share all of the same data points that my customers share. So it's really like a huge, hugely valuable tool to be able to find a brand new audience that is really similar to your existing audience without really having to do any of the legwork.

[00:17:50] That is really, really powerful because it really is a huge shortcut, even even with cold advertising is because we know they're not of cold as far as we're taking some of the guesswork out by having that platform do some of the correlation work for us. And the bigger to your point, why he mentioned one hundred people is the bigger the sample size, the more accurate they look like it's going to be. So obviously, if you have ten thousand email addresses or data points you upload, they have ten thousand points of cooperation to go about. Defining those look alike should be sort of more you got the more accurate one will be, correct?

[00:18:33] Yeah, exactly right. And really, you're you're most most of your money, most of your conversions are going to come from that one audience or that audience segment. So it's really hard to get a cold patient, somebody who's never heard about you before or and saw your ad for the first time and clicked on your ad to book an appointment. It's hard to get those people to actually follow through with the full completion, the full value will go. But that cold audience member, once they engage with you, will be put in to that warm audience segment and start you and your warm ads. And that's where they've had enough education and they know enough about you

to where they feel comfortable enough to book an appointment or to call the office to speak with somebody.

[00:19:15] So that's really like your your moneymaker right there and remarketing kind of say, and a lot of listeners that they don't know kind of that term. They've seen it in real time action. That's kind of when you go on a site, whether it's in the health care examples that we're giving or we're doing some shopping, say, Etsy or somewhere else. And then all of a sudden that product or service that you're looking at is following you around and your social media. That's kind of what we're talking about with the marketing and the pixels. We're going to talk about more that are what give you that ability. And again, those are kind of the legacy through. And if you do it the right way, should be kind of cheapest leads to generate because they've already done some of the legwork by going on your site, going on your show, social, whatever it is, they've already interacted with you at some level. So you want to make sure that you're like. In.

[00:20:08] Yeah, and I think that leads into the next point of the importance of ad variations, because too often I think we see people that just put up one or two ads and let them run for six months, which is the wrong thing to do. And then also to your point with remarketing, the wrong way to do it is to continuously show that the same ad to people on four different websites for three months at a time, it becomes too monotonous and it kind of becomes a little bit creepy, honestly. So the better way to do it is to have like three or four different ads that you use to retarget people that way. They're not seeing the same ad for the next three months. They're seeing variations of that. And the other important piece of that variation puzzle is the fact that there's a there's a reason why that one ad variation didn't get them to convert. Maybe it wasn't the right messaging for them at the time. Maybe it wasn't the right pain point that they're going through. If you have multiple variations, you have a better chance of speaking to that specific customer's needs, wants or desires. So multiple ad variations is another really big piece of the puzzle that you definitely want to make sure that you have set up.

[00:21:28] And I think that this is something that is holding this evening when we when we have people that we talk to about such a partnership, I think that there is a lack of understanding of what a really well optimized, really well-run social strategy should look like on a monthly basis. And so I love a little bit of insight, kind of what you and your team kind of answer the question like how much work should be going into you as far as

the testing, new ad variations? Because a lot of people, even when we take over, whether it's search or social ads, will go on and see values change anything for three weeks or six weeks or even longer. And it's like that's an immediate red flag. So there should be a whole lot more kind of daily work and daily checking that should go into it, correct?

[00:22:22] Yeah, I mean, it's a lot of work when it boils down to it. I think Facebook and and social networks and Google have done a really good job of making it seem really easy because that's how they make money.

[00:22:36] By getting people's money is actually the easier they can make it seem, the more customers they can do that. Give them like old smart campaigns on Google ads.

[00:22:45] We're just running smart campaigns like, wow, they'll take your money within 15 months.

[00:22:51] We have one of the biggest scams that's out there and it's getting even worse. It's getting even more automated that one day they're just going to want you to put put your website in and get a credit card. Yeah.

[00:23:01] And a credit card for your credit card and your website will handle the rest. And the higher the credit card limit, the better. Yeah.

[00:23:08] So, yeah, it's a it's a real problem and it's a lot of work to do. I mean, you really have to go in daily and see which ads performing better than others analyze and figure out why maybe this just variations performed better than this one. You've got to look at your audiences, figure out which ones aren't working, why they aren't working, which ones you can, which new audiences you can go out there at Target, what type messaging these people are going to want to hear, which platforms or which channels, because each one of these platforms have different channels. Like with Facebook, you can do feed ads, you can do marketplace ads, you can do messenger ads.

[00:23:48] There's like twenty five or thirty different channels that you can advertise just on Facebook alone. So you've got to look at that, look at locations which location or city or zip codes performing better than others just to name a few. So there's, there's a lot of

work that goes into it. At the end of the day, it's important to keep on it because it's not one of those set it and forget it things.

[00:24:11] I think it's also important.

[00:24:12] This is something that you taught me and it's something that we tell all of our practices is a lot of people also make rush and rash decisions about what the data is saying, too, as far as how long it really takes to get a program where we want at least how we run our agency and anybody that's doing it is it's not an overnight thing. And I think a lot of people will set like a fifteen dollar budget. It's not working, but the next day or they just shut it down. And it's really we're going to talk a little bit about how and how we collect that data and everything. I think that's another important thing to note, too, is why as as things continue to move forward, we want to continue to optimize, refine, refine. We also want to make sure that data set to to make smart enough decisions. And I think people. Two conclusions too quickly before they have enough data back to make a decision to shut things down.

[00:25:12] Yeah, yeah, there's no way that US or any marketing company can can guarantee results or tell you within a week you're going to get this many leads, because the reality is nobody knows. So you need to commit to a couple of months at least of time that you're willing to spend money, that you're willing to invest in something like this to give it a fair shot. We start off doing all of these things that we talked about, which really helps put your best foot forward. And that's kind of like all you can do. So you start with with what you think is going to work best, you know, dotting the I's, cross all your teeth, and then you look at the results on a daily basis and adjust quickly. But it's all kind of relevant to budget because these sort of things, you only get the data back depending on how you only get the data back as fast as the budget that you have. So if you're spending three bucks a day, it's going to take you probably a couple of months to be able to get enough information back to where you can say, OK, turn this ad off.

[00:26:16] It's not working. But if you're spending fifty dollars, one hundred dollars or more a day, you're going to get data back a lot quicker. So you'll be able to make faster decisions for sure.

[00:26:25] And and to your point, no matter what, we've been doing this for a long time and we have a lot of subspecialties or even say treatment focuses that we've gotten kind of over and over again.

[00:26:37] One good example is the urology group that really helped them off the secondees. And the secretaries are really great because that's a very good direct to consumer style marketing, because those guys, they will talk to somebody you've done before. They're going to go online. They're going to find somebody near them that offers that. And even if we do that, which we've done, say, a hundred times over four different urology practices, different marketplaces, to get them doing more and more seconds, it still looks a little bit different. Every time that we got our historical data, we got our wherewithal or expertise, all these things going for us. But there's nuances in every single geographical area that come into play. Let's say some places are sacred. Should the word free, of course, free consultation could come up cheap because it's a hiring community like mine, that there's all these little things which with wording and positioning, all of that, that's still the data will tell you. And so it's not something that even if it's been done a hundred times the first time, it can look exactly the same. Success should be the same.

[00:27:46] All right. So I know we've covered a lot, but let's kind of keep moving and talk a little bit.

[00:27:51] Now that we've talked about kind of defining your persona with platforms, you're out there. Kind of the differences between social search and defining finding your audience is kind of a different ad types that are out there as well as the assets associated with them. So start kind of talking to us a little bit about some of the most common ad types that we're going to see patients interacting with and that that we're leveraging for for our clients.

[00:28:22] Yeah, so we could probably do three or four podcasts just about this one topic. There's there's so many different channels that you could run your ads on. But some of our favorites, one of them, some of the things that we see work best and then also some of the most common, one of them being story ads so those could run on Facebook and Instagram. And those are those are the stories that you see that are in portrait nine nine by 16 ratio size. And those are great for two reasons. One, they're

extremely cheap, probably the cheapest ad that you can run on Facebook or Instagram. And also, I guess probably there's three reasons. Secondly, they can be really interactive because you can do videos on them and people engage with stories like crazy. And then thirdly, it's got a really easy barrier of entry. So it's got that call to action where you can just swipe up and land on the website so it's not clicking on it and waiting for the page to load. It's a really simple user interface, user experience type of thing where they just swipe up and people are used to that.

[00:29:29] Now with everything being so mobile, so story ads on social work really, really, really well for those three reasons.

[00:29:39] Excellent.

[00:29:40] And one of the other ones that we use a lot, too, is, is native regeneration and kind of what is what is native regeneration as far as social media is concerned.

[00:29:50] Yeah. So it's kind of a newer feature. It's been out for a couple of years or so on Facebook. What they offer you is the ability to collect somebody's data all within the Facebook platform. So never. We even get to go to your website to fill out the form on your website. It all happens right there. LinkedIn also offers this as well. And it's it's really great because one of the big features is it will auto populate the data for the form based on that person's profile information.

[00:30:22] So, for example, you can do a webinar and advertiser webinar with one of these native region ads. And in order for somebody to sign up for your webinar, they've got to give you the information and you email them link, for example. So you run this ad, somebody sees it, they click on the register button right there with an ad. It tells them a little bit about the webinar, what they can expect. And then the next slide is the form submission, which is going to be you can put a bunch of different data collection points in there. But some of the most common are obviously name, phone number, email can do business. So like what their job title is, you can do zip code or see a bunch of relevant information that is obviously good to collect on people. And then once they submit that, it just happens all on Facebook. So it's really, again, easier barrier of entry. And that's kind of the name of the game when it comes to advertising. You want to make it as targeted and as easy as possible for somebody to take the next step for

sure, because the more steps that you have, the more clicks that they got to go through, the lower and lower and lower your conversion rates are going to get.

[00:31:35] And so it's really, really nice that this is something that we even use for webinars, to your point, for the agency, because it's just so easy. The idea that the generation now is before you start to create an ad, they had to click on it, take them to a landing page with a webinar, and then they have to fill in the registration form and then they receive mail. And now it's literally you can serve them and have that. They click on their information to populate the register and it'll automatically integrate to the registration, to your whatever webinar platform that you're using, like we use easy webinar. And what's great about that is that or directly integrate it doesn't more than likely a tool like year will allow you to kind of connect the Facebook native needs ads to whatever webinar platform or whatever it is in this case that we're talking about. Whether you're putting free or you're having to come into your Dampierre or somebody or something like that should make it really easy to get all of that.

[00:32:39] Yeah. And so it's kind of a double edged sword, because the beauty of it is that it's so easy to do. That can happen in five or 10 seconds. Somebody could give you the information and they're happy. But it's such an easier barrier of entry that sometimes these people need more nurturing and more information.

[00:32:57] So we that's a good sign so that you kind of get the warm and fuzzy that you get rolling in these leads.

[00:33:04] But actually the lower the bar to get to lower the hurdle rate, the potential less quality score the overall people might have is kind of what you're talking about.

[00:33:14] Yeah, it could be the case. So those people might need more nurturing than, say, somebody who, you know, went through and landed on your landing page, went through your testimonials, looked at your content videos that you have up there who really kind of know all about you. That person would be more hot to go back to our original point. So what we did with one of our clients was kind of this same native region process. But we put these users who were giving us some information into a nurture sequence. And we can talk a little bit more about that later on in the podcast.

[00:33:52] Yeah, that's that's a great point.

[00:33:53] What with the native leads, I think it's a good point that you just brought up is being really kind of self aware of what these objects might look like and that they're going to need more intrusive, more nurturing, more of a trust exercise, more of a relationship building with you. So what types kind of offers or adds kind of work? Well, with the generation, the one that you brought up, for instance, we use quizzes because they were in the hormone space and so we were going after women forty five and up in our geographical area. So we used a kind of symptoms, symptoms within menopause quiz to get a lot of leads. And we had incredible success. But again, just because they're filling out the menopause quiz on Facebook does not mean that they're ready to pull off or get their competition. So what what other types of ads work? Well, because I think people jump all the way to the finish line by now or now and get all of the let's be before we get varied types of advertising will offer.

[00:35:05] Yeah, so anything that's valuable really makes a good regenerator, something you like, I like to think of an email as a twenty dollar bill.

[00:35:14] So, you know, you want to give somebody enough value that they would pay twenty dollars for it in that twenty dollars in this case would be would be their contact information. So it could it could run the gamut, anything that would be valuable to your customer, makes your patient, makes a great regenerator. It could be could be webinars, it could be a PDF. It could be quizzes. It could be free consultations, anything that is worth that 20 bucks that somebody would mind forking over.

[00:35:49] Yeah, I think that's a great point.

[00:35:50] How I always think about it is is things and this is General, not just in health care, but I think it's anything that makes your life easier, makes you healthier in this case, which is to be the doctor sharing the video of diet tips or ways to relieve back pain or whatever it may be, or a chiropractor showing you all the realignment technique that they offer or whatever it could be out there.

[00:36:16] So that either makes you happy or make your life better, makes you healthier or it saves you money.

[00:36:23] So it's a real offer, 20, 20 percent off coupon or something like that. I think those three are always good general rule of thumb as far as what consumers and patients are looking for and can offer to get their information.

[00:36:40] Yeah, I agree. And then comes your Neutra sequence, which is a whole nother podcast in itself for sure.

[00:36:46] So with that, I think that this is an age old question that people struggle with is what type ad works the best?

[00:36:54] Is it? Imagery is graphical is a video. We hear so much about video over the last five years, or really is it a blend of kind of all of the above? So tell us a little bit about kind of what what's available and what we should be thinking about leveraging it to get the success out of our activities?

[00:37:12] Yeah, I mean, generally speaking, video is the way to go. It doesn't have to be full blown production at all. It could be a lot of different things, could be the kind of depends on your brand and your messaging and and your audience at the end of the day. But speaking in general terms, video is kind of kind of the golden nugget. You want to do that as much as possible. Graphics also work really well, really all kind of depends on your how targeted you're being and if you're really speaking to that person's wants, needs and desires.

[00:37:50] But, you know, to answer the question, I would say do as much video as you can in your advertisements.

[00:37:56] And I think it's a great point that you just just brought up. I've done videos. We've done podcasts about it. Kelly talks a lot about it as well.

[00:38:03] With all the content creation she does is I think we will get all consumed. When I think about the process of creativity, it's going to be so expensive. It's going to take forever. And it really is a balance between quality, quantity and honestly, purely just due to because if it's going to if you're going to be stuck, then just do it. And then you can always get that. Because when I look at even the first podcast that we did, it's

now from a quality standpoint, some of the first videos that we did, new video studio that we're putting together now, it always gets better. It always continues to get refined. It always gets easier and scalable. But you just got to get started. And I think the beautiful thing nowadays, too, is most content is consumed. And you see, because it's always whether the new feature rollouts is what gets the largest reach on every platform like LinkedIn, introducing us to the stories feature that's going to get prominent impression and reach compared to a regular post on them because they want they adoption, they want the same thing goes for stories for TV or Instagram, Facebook, and that is the way that people are used to consuming a lot of their video and photography information. But the good thing and the benefit about that, all of that. Ninety nine percent of it is shot and straight from the front. So that's what people are used to from a quality standpoint. So I think gone are the days where you had to have this huge production and all the large people like Coca-Cola, Home Depot could serve good, effective video ads on social media. I think the more the real authentic, the kind of shot in real time bringing them into the practice. That stuff really works better than all of the other stuff you can put together. And then you slap some lipstick on it, so to speak, as a call to action at the end or a lower third or something like that. And you've got something that can be just a homerun.

[00:40:01] Yeah, I couldn't agree. More user generated content is surged and it's one of the most effective way to advertise nowadays. I think the big deal is people have had ad fatigue because every three or four posts on your Facebook and Instagram is an ad. So as soon as people see that within that split second, that the quality is TV production. Then they automatically know it's an ad so that right there just, you know, they skip your ad in two seconds or less because they don't know. So when you utilize, like, what would natively be seen on that platform in terms of the styling of your ad or your content, fit the bill for that platform so people don't automatically skip it. And if you catch their attention, then they'll continue to watch it.

[00:40:51] That's a great, great point. Something that really feels organic.

[00:40:54] I mean, I even know, like, I've got my personal email, which right now is filled with like five hundred Black Friday and holiday style. But what's interesting, even even bringing up an e-mail example, which I think is very true side, is I can delete the emails in less than one second going through and doing all the advertising emails. And you can

immediately tell the difference between let's say it's like your utility bill or whatever it is. They always look different than like a general advertising. And that's kind of to your point, if you can do that same thing in your news, feed on your social with an organic feel up to your ad or your video, you're going to get people to stop and engage a whole lot more deals like this production. And it feels like this big ad. And I think that that's that's a really important to remember advertising.

[00:41:49] Yeah. And I think people will respect that, too. If if they watch your ad, even if they don't even align with your product, they they're going to give it props. You know, they're going to say, hey, you know, that was really good. They did a great job rather than they wasted my time for 10 seconds because, you know, this is just plain old generic TV ad that you would see. So, you know, I think it kind of just gives your brand some better voice and just kind of makes you more relevant and makes you seem like, you know, what's going on.

[00:42:18] And you brought it up. You had it when you mentioned user generated content in my head almost immediately, too, because we talk so much about it without getting too far in the weeds.

[00:42:27] But just kind of another side note is a more and make sure you do it. And if it happens more, you can get on fire patients as ambassadors. So patient that you give testimonials or them telling their story, they're doing the marketing for there's nothing builds trust with a patient faster than another patient say it's the same thing kind of marketing to doctors because it's obviously our major market that we target. And having a physician give a recommendation of our services and what we do, it's going to go way that better and engage another provider of medical director than anything that we could say how good we are in advertising. The same thing is for patients as patients trust patients, and that's why reviews are so important. So you can get patients involved in your advertising process by creating user generated content. What smiles all the smile, direct club ads or literally people smile showing how much how much improve their smile is in the six months by showing before and after a little bit of user generated content.

[00:43:34] Yeah, exactly. You know, people just want to see that it works. You know, at the end of the day, I think a lot of times marketing becomes way too cute and nobody

reads an advertisement for the fun of it. They're looking at an advertisement because they're interested in what that is offering them. So I tend to shy away from the cute and the clever types of ads because, you know, nobody's reading it for fun. They need your ad needs to sell somebody. It needs to catch your attention and then it needs to sell them. So how do you do that? People just care that their smile is going to get straighter. It's going to look better. They're going to feel more empowered and beautiful and it can do it within three months. And it's cheaper than buying braces. You know, those are the main points people care about. So tell them all that and tell it to them quick and use real stories. Why not for sure.

[00:44:27] All right.

[00:44:28] So now we've kind of we've been talking about it, but I think it may be one of the most important points to drive home, and that is really the tracking of your campaigns and what people are needing to do. Again, we talked about I think this was one of the biggest mistakes that we put on last podcast that we did. So after this one wrapped, definitely go listen to that, is that we we talk even in more detail day about these common track issues. But talk a little bit about kind of the major tracking things that people need to be doing, whether it's tracking calls, the tracking apparatuses that these social platforms of the two earlier.

[00:45:08] Yes, you obviously want to do your valuable actions. So you want to do your form, submission's your phone calls. You want to do look at appointments. It becomes a little bit hard sometimes when you're using third party platforms to. Look, online appointments, but there's usually a way around things. It's just kind of more specific or custom situation. So you just want to think about it in terms of your valuable goals and track all of those.

[00:45:37] You just want to make sure that it's set up properly and you don't really want to dilute your conversions with things that don't really matter, because a lot of times we'll see that. So usually what happens is it's not the, you know, the practice owner or the marketing person at the practice that set it up incorrectly. It's just that somewhere down the line, a person that spends three minutes on a page got considered a conversion. When it's not necessarily a conversion, it's a valuable thing to know. But you don't want that to be considered a conversion because that person didn't do anything valuable for

your business. So that's kind of some of the things that we run into. Most commonly, we see that things that aren't really the end all be all conversion, the most valuable thing that somebody can do. We kind of find that those are usually tracked in some sort of way and they're skewing the data. So I would just say as a as the person who cares about this sort of thing for your practice, just double check once a month or so and make sure that everything is still tracking or we do is obviously for all of our clients. But if you if you're not working with the marketing company, you have to do it yourself. But go in and just make sure that everything is still firing properly because sometimes things get broken. The Internet just happened some time. And also you want to make sure that things are not improperly being tracked.

[00:47:04] The two big points to hit on and I think we talked about a little bit earlier, but if you're listening to the podcast and you're not sure, go check and get down listening.

[00:47:13] Please make sure that you do it. Is the Facebook pixel or the pixel is essentially a lot a script or a piece of code, so to speak, that is put into generally the head of your site. And then you may put in a couple different key landing pages that you want to track particular events on or we're talking about today is the Facebook pixel. The same goes with Instagram that LinkedIn has a pixel of? Well, that we make sure I think of all of them, that the Facebook pixel is on your website when you get down the. Yes, and here's why. Because if you're not doing ads today, you do not know, what, six months or 12 months or even two years down the road. Looks like a wish that you had that on there collecting data information for people like us when we enter the conversation, because there's nothing more painful or sad when you see that there's been three, five, seven years of completely mis data, just for lack of not putting that on there, because it helps so much with what can be done. And if you're not doing it and you are running ads, you're just right. So go and make sure there's a little chrome extension that's called the Facebook pixel helper. And that will literally just tell you if it's on there and definitely make sure probably all of them Facebook one being the most important. And even if today you're not running ads, you don't know what tomorrow will hold. So I recommend start the day by day because it will be a huge help down the road.

[00:48:48] And the other side that that Nick alluded to is called tracking is that gets missed a lot, obviously, depending on if your if your goals want it as far as what you want out of your ads.

[00:48:57] But if you are doing something that's a direct response, like book an appointment or call us that kind of thing, make sure that you're tracking your calls. And there's a lot of different call tracking solutions that are out there. And then a lot of agencies like ourselves off the top of it as well to make sure that you're kind of tracking all of the particulars as far as what the success of that campaign and then call cultural icons are going to do.

[00:49:22] Yeah, yeah.

[00:49:24] So as we kind of start wrapping up one thing that I think we'll kind of close the loop is we've talked a lot really in the end about social strategy, what platforms, different types of mediums and assets to have, how to track it. But really, I think one of the final things that this is kind of closing that you talked about it a little bit earlier, it's a case study that we had. But I use a statement that I use a lot and webinars. And speaking of yours is kind of you nurture them, you paid for them, nurture them, don't let them die on the vine. What we need is kind of in a perfect world, if you get one hundred leads, 30 of them. So 30 percent. And this is a really good number, I'm being very optimistic, 30 percent. So 30 of those hundred made. So generally it's going to be less than 20 percent. What happens to those other 70 to. People that already expressed some level of interest in what you're doing or the offer that you had, like we talked about on this podcast, what should happen to those? Because all too often they end up just essentially die. And it's all of this money that's left on the table and other potential conversions or it just adds up or leads that way.

[00:50:46] Yeah, that's the biggest is the lowest hanging fruit all the time. You've already invested in these people. They already learned about you. That's that cold audience segment. So they already learned about you. Then they're warm and then we never hear from again. And then we know from our earlier conversation that you really make your most money on those warm audiences because they've learned about you. So there's a few different ways to retarget those people. One of them, obviously, like we've been talking about, is using retargeting ads. You can do that on a bunch of different

platforms. You can utilize Google display ads to show them on different websites. You can do the social media stuff. Obviously, we're talking about email marketing is a big deal, even going into a CRM system to where you put these people into different email sequences or you just have a sales pipeline and you have somebody in the office keep in contact with these people once a month or so and just try to answer their questions, figure out if they need more information. That could even be a way to kind of nurture your leads as well. It is, like I said, the low hanging fruit and really kind of the best place to to start kind of turning turned the corner on your advertising for sure.

[00:52:09] And I think a really good example is the one we were talking about, the menopause quiz that we had.

[00:52:15] So as we mentioned, is just because somebody and we got, I think the first 60 days, something like four hundred women within a ten mile radius of the fact is filled out these quizzes. And so we are getting them for maybe a dollar or two of these. But again, that can give you warm and fuzzy. But just because somebody filled out a quiz is a big leap between that and then looking at appointment, coming into the office, getting lab work done and and getting something from a solution standpoint down inside the office. So what we did is we would put them into nurture sequences if they didn't go ahead and take that that step and book. And what we mean by that is they were in an eight to 12 email merger sequence that they would get over a three month period and it would start kind of fast and heavy. So every few days and then one a week and then one every other week, what we're really doing is we're working on building trust with them, building a relationship with them by creating value in this case, by teaching them more about why they have night sweats, what they can do to start alleviating some of the symptoms. And so really kind of building ourselves as a thought leader and a trusted resource for them with what they may be struggling with in menopause, continuing to deliver that information before delivering a hard ass once or twice in that sequence. And what it does is it continues to warn people often. It ultimately gets them to convert. Another good example is if you're running some ads for book appointments and people aren't getting all the way over the hump, you put them into a nurturing sequence.

[00:53:59] And so, again, going back to my point, if you got ten leads that come in, two of them book appointments, you have a 20 percent conversion rate on your

regeneration campaigns that you have. You put the other eight, that other 80 percent into a nurturing campaign. And two more of those over one week or one month or one year period end up converting your real campaign conversion rate was 40 percent. That is a huge difference between the initial twenty percent. And that's why nurture, sequencing and targeting to this point can be so powerful because it can double, triple, quadruple it to substantially magnify the end result conversion rate you see on your campaigns and ultimately the return on the investment that you're making into those stats. You can literally take something from semi's, successful to wildly successful. And it may take six months and it may take a year off, but you don't know it if you don't re target that. And a lot of people just let it fall flat. It's like we're just going to throw money and throw money and throw money at people that would get through the or better end up just if they want to make a decision to can then do it. But don't leave it there, get them into some type of retarded sequencing, because every one of those people that you do end up getting back through the door is just increasing the overall success.

[00:55:22] Yeah, you hit the nail on the head. I mean. You know, if you don't have a retargeting strategy in place, whether that's through email or ads or combination of both, then really what you're asking people to do is make an impulse purchase, you know, sign up with you the very first time they heard about you, which we all know doesn't happen unless it's. Yeah, unless it's for a pack of gum, you know, at the grocery store. Yeah. But, you know, with with health care and, you know, choosing doctors and practices, you know, sometimes the purchasing cycle, the decision that somebody makes to work with you is a long time, you know, months on end, sometimes they might not be experiencing, you know, strong enough conditions or symptoms to even be ready. So you really kind of have to stay top of mind and be in front of them multiple times and continue to Justin's point, your thought leader, and solve their pain points and offer benefits and proof for testimonials to be able to, you know, earn their trust and win them as a patient. And, you know, it's it's a beautiful thing in in our world because never before was this type of thing available. You know, you would see ads in a newspaper and, you know, you never really had a way to communicate with that person again. So it's it's really a new kind of world. And, you know, you're going to find a lot of success.

[00:56:45] And if you do it the right way for sure, and that it does give you the ability and sophistication long term to kind of go through all of this stuff together and have a really omni channel approach to use organic content on social media to get people through

your website because you have these pixels and tracking apparatus you're talking about today and you can start serving them ads on social media or using display ads. Looking back through the door and start delivering information again. I mean, there really is you can have a broad reaching omni channel approach to kind of follow people through the patient journey and deliver value at every step of the way. And ultimately, that's what's really great nowadays is unlike ever before, you can reach through devices, you can reach across and you have so many different things at your disposal. It used to cost hundreds of thousands or hundreds of millions of dollars to be off. And now we can do it for literally pennies on the dollar opportunity. Yeah, absolutely.

[00:57:48] Well, thank you so much, Nick. I always love having you on.

[00:57:51] And hopefully the I'm sure the listeners got a lot of really valuable insights, because I know that this is this is something that we're always looking for, is how to better leverage social advertising and advertising in general to reach new patients and not waste a lot of money and resources. So thanks for coming on and joining us and giving us a little bit of your expertise.

[00:58:13] Yeah, I know, Rob, and I appreciate you having me on. Always love to talk about the stuff I can talk about for hours. So thanks again. Absolutely. And until next time. Thanks for.

[00:58:24] Thank you for listening to today's the latest episode of the Patient Convert podcast. Don't forget to subscribe and review on your favorite podcast platform. We are on Apple, iTunes, Google, Stitcher and Spotify. Or you can sign up to receive the latest episode via email. Just check it out on my agency website or my personal website. 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 website, kelley knott dot 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 Kelley knott. And thank you guys again for listening to the Patient Convert podcast with your host, Kelley knott.