

Digital Campaign Guide

Medical



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Medical Industry (Stats) Consumers are Online!

- Consumers are searching for local medical offices online
- Get in front of potential clients while they're searching for medical offices on search engines



Medical Digital Strategies

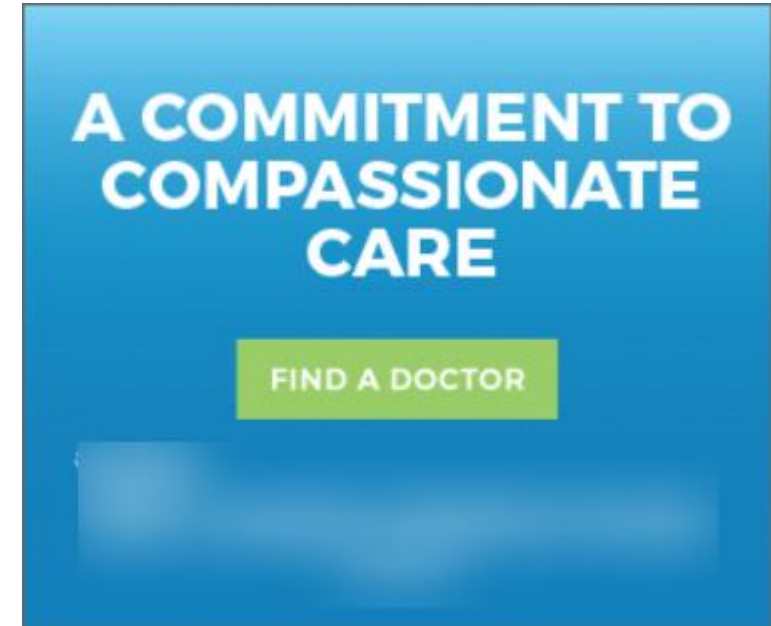
- **Importance of Catering to Your Audience**
 - Be intentional with Audience Interests
 - Utilize PPC and display ads
 - Mention the neighborhood or residential community in which they live
 - Example:
 - Increasing Awareness for new medical office
 - Target consumers with kids in the household, geofence local malls/stores, emphasize community connection in ads

Medical Digital Strategies

- **Have inviting visual creative**
 - Highlight features of the medical offices using pictures, videos, interactive ads
- Video (pre-roll video, geovideo, and CTV) works great for medical ads because of the more personal connection and ability to highlight the proximity of the office to the targeted consumer

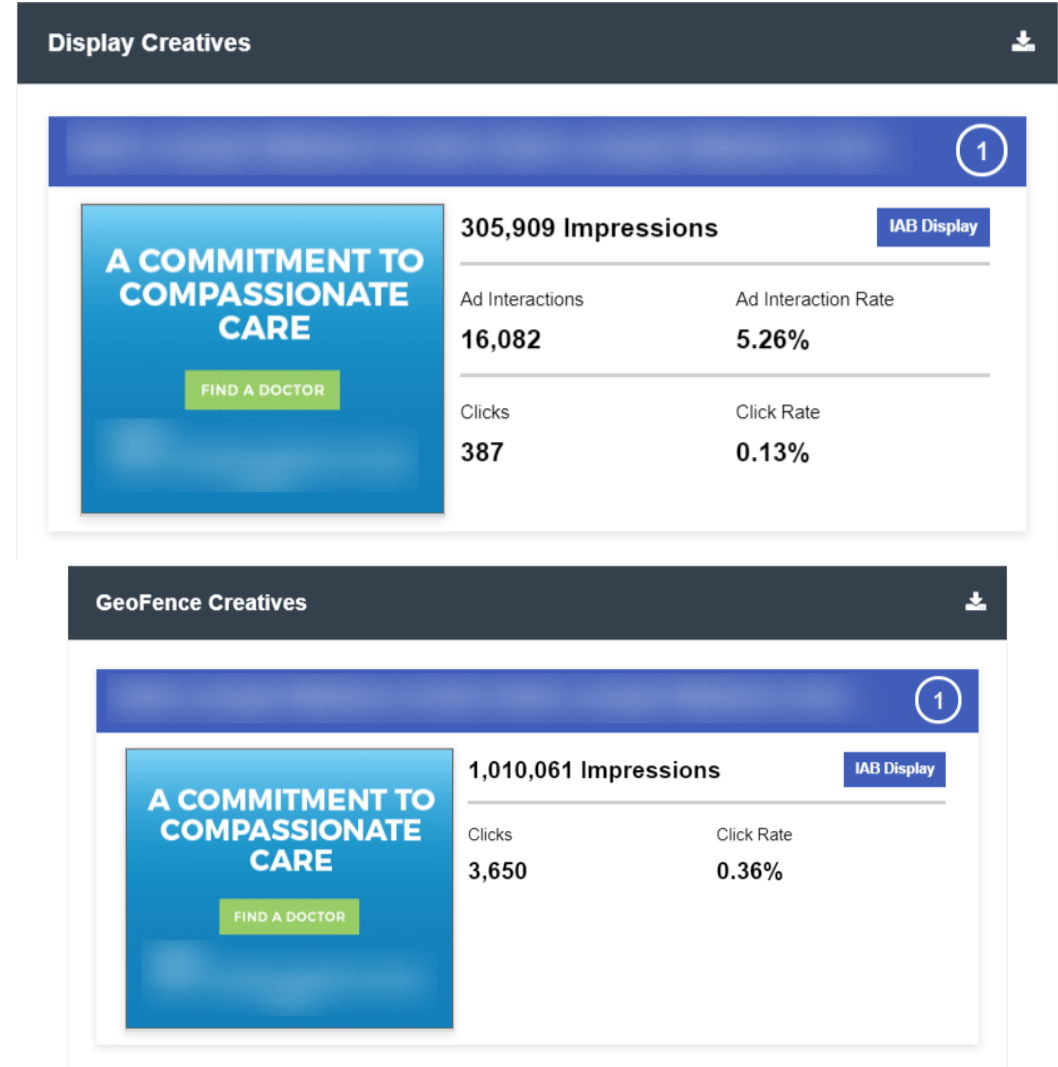
Medical Case Study Overview

- **Client's Business Problem:** Increase community awareness around local medical options.
- **Budget:** \$4,040 Per month
- **Campaign Length:** 5-month campaign
- **Solution:** Used geofences to target audience in specific locations close to hospitals



Medical Case Study Results

- **Strategy:** specifically target females in the areas surrounding hospitals, retarget consumer base
- **Targeted Display Results:**
 - **CTR: .13%**
 - **Engagements: 5.38%**
 - **Visits: .13%**
- **Geofencing Results:**
 - **CTR: .36%**





Q&A



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