

# WHEN TRADITIONAL MARKETING FAILS, STEP OUTSIDE THE BOX

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**P**atient trust: Isn't that what all medical professionals are trying to achieve? You want your patients to have 100% trust in the services you provide and the results they can expect. This is slightly easier to achieve when you can speak to the patient face-to-face. How do you instill that trust when you are marketing your services to the mass of untapped, potential patients in your community?

## GET UP TO SPEED

In the past, marketing was simpler. You had a few effective forms of advertising from which to choose:

- Print ads in newspapers
- Billboards
- Television spots
- Radio spots

Today we call these media “traditional” or “broad-based” marketing. This means that you broadcast your message to your community and the entire audience sees or hears it...whether they are interested in your services or not. With traditional methods you will reach a very large audience but typically only 50% might be prospective patients (even though they may not realize it) and only 5% of those might be actively seeking information about your type of services.

Statistically, 83% of marketers believe that traditional advertising is the most effective means of influencing buying decisions, but only 47% of consumers say they trust brand advertising.<sup>1</sup>

The return on investment (ROI) of traditional marketing has dwindled over the years due to the sheer amount of marketing messages people are exposed to every day. Coupled with the fact that consumers simply don't trust traditional marketing, allocating the majority of your budget to these often ineffective methods may not provide the results you want.

The alternative is to start thinking outside the box and incorporating new methods that will better speak to your audience and instill the trust they demand.

## GET TOUCHY

Just 25 years ago, elective surgery marketers preached the four-touch rule, meaning you needed to make contact with the potential patient four times before s/he would take a step in your direction. Today it takes six to eight touches to generate a sales lead.<sup>2</sup> Imagine the traditional marketing investment you would have to make in order to meet that goal. It would be costly and still may not fill your lead pipeline.

By utilizing a variety of inventive marketing methods to draw in specific prospects from all directions, your practice will be more visible and might strike the right chord to make prospects take notice.

## GET DIVERSE

Broadcasting your message on multiple media is necessary to stand out from the competition. The more people see

and hear your message in different formats, the better chance you have at enticing them to contact your office. Using only traditional marketing methods this can get costly, so think outside the box and try different tactics that can have a stronger return on investment:

- Social media posts
- YouTube videos
- Targeted internet radio ads
- Targeted email campaigns
- Targeted pay-per-click (PPC) ads
- Grassroots efforts

## NEED THE NUMBERS?

- 78% of small businesses attract new customers through social media.<sup>3</sup>
- 89% of marketers say that email is their primary channel for lead generation.<sup>4</sup>

Grassroots efforts may be one of the most economical and effective methods of generating leads. Participating in local events such as health fairs and races—or promoting your services to employees or patrons at local companies—builds a strong bond between your practice and the community. While there are still costs associated with event participation, staff time at events, printing costs, etc., grassroots efforts yield significant savings over traditional methods and you can generate quite a good number of leads.

## GET SPECIFIC

When you target your message or special discounts to audiences that meet

## Consumers simply don't trust traditional marketing.

your specific demographic and geographic criteria, you will have greater success. For example, some internet radio companies collect hundreds of thousands of data points to create highly segmented audience blocks. You can purchase advertising to push messages to this captive audience. The more relevant your message, the better chance you have at standing out.

Your message should speak the language your audience wants to hear:

- Explain the quality of life benefits of your procedures.
- Address some of the common obstacles that often stand in the way.
- Give them an easy and risk-free way to take the first step.

You will most likely need multiple messages in multiple media to attract multiple audiences—we don't live in a one-message-attracts-all world anymore.

### GET PERSONAL

Recommendations from other doctors and patients are still one of the most powerful lead generators—even if the patient recommendations are from a complete stranger. Having a strong online presence will help instill trust in your practice. This goes beyond having a great website (although this is still very important); it means

- Promoting good reviews and 5-star ratings from past patients
- Soliciting testimonials from local personalities, celebrities, or experts
- Building a strong OD referral network

Here is how consumers ranked their top-trusted sources for making

a buying decision: family or friends (72%), online reviews (72%), and third-party experts (61%).<sup>5</sup>

Stay on top of what's being said about your practice online. Negative reviews can do more harm than positive reviews can do good.

### GET CREATIVE

Keep in mind that people today have short attention spans and the medium that works for some will not work for others. For example, some people would rather watch a video about your procedures while others will prefer to read content either online or in a brochure format.

Traditional advertising may still work for your market, but expanding to incorporate multi-level marketing will help you attract patients where they live, work, play, and “surf.”

Patients will visit your website, social sites, review sites, and more before ever calling your office. There are probably hundreds of people researching your practice right now. It won't be until they locate the referral information and receive the right marketing message that they will have the trust they need to spark them into action. **AE**

### NOTES

<sup>1</sup>Signal Peak. (2015, Sept. 30). New study: Traditional marketing fails to gain consumer trust. Retrieved from <http://www.signalpeak.com/new-study-traditional-marketing-fails-to-gain-consumer-trust/>

<sup>2</sup>Glynn, F. (2015, April 16). It takes 6 to 8 touches to generate a viable sales lead. Here's why. Salesforce.com. Retrieved from <https://www.salesforce.com/blog/2015/04/takes-6-8-touches-generate-viable-sales-lead-heres-why-gp.html>

<sup>3</sup>Hart, S. (2013, April 17). Research, studies point to GooglePlus, SoLoMo. Relevanza.com. Retrieved from

<http://www.relevanza.com/research-studies-point-to-googleplus-solomo/>

<sup>4</sup>Bizune, L. (2015, Aug. 5) Infographic: Segmented emails is what the future holds.

## IN A BLINK

- It takes six to eight touches to generate a sales lead.
- We don't live in a one-message-attracts-all world.
- Having a strong online presence will help instill trust in your practice.

Mailigen.com. Retrieved from <http://www.mailigen.com/blog/infographic-segmented-emails-is-what-the-future-holds/>

<sup>5</sup>Signal Peak. (2015, Sept. 30). New study: Traditional marketing fails to gain consumer trust. Retrieved from <http://www.signalpeak.com/new-study-traditional-marketing-fails-to-gain-consumer-trust/>



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