DataCaptive

EFFECTIVE B2B HEALTHCARE MARKETING STRATEGIES

THAT CONVERT: A DETAILED DISCUSSION

INDEX

1 Overview 1

2 12 Strategies For Effective Healthcare Marketing 4

3 Examples Of Successful Healthcare Marketing Campaigns 19

4 Conclusion 21

OVERVIEW

When you look at B2B healthcare industry you come across a familiar picture- B2B healthcare market being too competitive, almost every B2B healthcare competitors are having a more significant customer base and deeper pockets.

Does that ring a bell?
But like they say with the bad comes the good as well.
The estimated spending on B2B Healthcare is predicted to reach a colossal $8.7 Trillion by the year 2020.

The B2B Healthcare industry is always slow to adapt to sudden changes and thus in many cases loses the first mover advantage that many other sectors are vying to get.

With the recent rise in mobile healthcare apps and B2B healthcare software, it has become easier to track one's health on a real-time basis. This recent rise has immense untapped potential, and that is the future of B2B healthcare.

When you have to put together any B2B healthcare strategy, it requires time, effort and a lot of money.
But as a B2B healthcare marketer, you would want a reasonable rate of return on your investment.

Although there is no term as guaranteed returns, some B2B healthcare marketing endeavors can utilize certain things to maximize their rate of success.

Dares can only beest did resist by a selecteth few.
-William Shakespeare

Yes, it's true, William Shakespeare did say that!

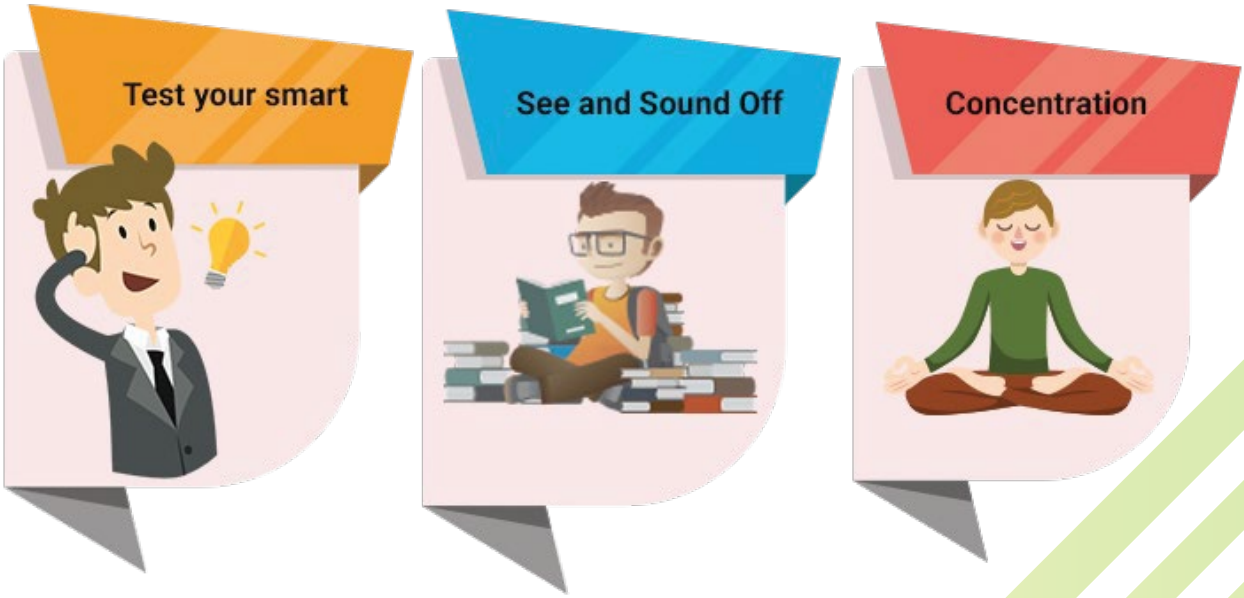
Dares can only be out rightly rejected by few as there is an absolute thrill in taking on a dare and successfully completing it.

United Healthcare based an entire healthcare marketing strategy around this top-rated game.

As a part of the challenge, people were to perform several activities like watching health insurance videos, creating funny avatars and undertaking health quizzes which gave them the offer of winning some coupons. It was a pretty sweet deal.

On top of it, all the posts were made easy to share on various social media platforms allowing many users to participate and document their journey and it became a tight-knit community of sorts.

Reach out to target prospects



The way B2B healthcare marketers reach out to their target prospects has evolved over time. Earlier the entire B2B healthcare space was lazy and had usual excuses; moreover, long sales cycles were typically seen to exist.

B2B Healthcare was and still is in the last place compared to other industries and the marketing and tech innovations at their disposal. With B2B Healthcare Marketing there is an added catch, you are not directly selling to a business or an industry, instead, you are banking on the concept of trust first and then, uniquely market your products/services to them.

The way to improve B2B healthcare space is through adoption of smart and latest trends— means healthcare marketers have to approach the situation with a newer perspective and fresher ideas.

12 STRATEGIES FOR EFFECTIVE HEALTHCARE MARKETING

Optum, a B2B healthcare company is a typical example for B2B healthcare marketers on how to design successful B2B healthcare marketing campaigns.

When Optum decided to undertake its B2B healthcare marketing, the first order of business was to put increased focus on educating the end users through valid analytics and bolstering it with a strong content marketing strategy.

The result of this campaign was the creation of over 1,000 pieces of content that helped create close to ten million impressions. B2B healthcare content they made was engaging to such a degree that it got close to 9,000 downloads in just the first 18 months of the campaign. This is an example of how creating and distributing the right content can be the key to the success of B2B healthcare marketing strategies.

Here are twelve innovative and current methods for reaching more B2B Healthcare customers.

1 REACHING VIA LINKEDIN

LinkedIn of late has become the most effective way to reach out and connect with businesses. A recent study concluded that LinkedIn brought in almost 80% of the leads from the overall leads sourced from social media.

LinkedIn as a platform is a great way to reach out to various companies and establish a commercial relationship with them. You can also share your thoughts, opinions, and ideas to interact with others and create a strong relationship between a variety of healthcare brands.

2 INVEST IN RESEARCH AND BUILD PERSONAS

B2B Healthcare industry has chained itself to a proverbial pole, and that is the very reason they don't put hard data and analytics into action to measure the success or failure of their campaigns. They are keeping themselves in the dark and thus lag behind many other newly formed industries.

When the analytics and hard data is not taken into consideration, it becomes difficult to form buyer personas which is very important in today's marketing scenario.

In order to create a winning B2B healthcare strategy, you for sure need to have reliable B2B healthcare buyer personas ready at your disposal; these personas should be the result of in-depth research and hard facts, and not just airy figures based on some random data.

Once you have the USP of your product in order, the next step is to look into B2B healthcare buyer personas and see that the interests, needs and problems of the buyer are considered; you can then prepare your marketing messages that would be ideal for end users. Another point to note would be to know how these buyer personas could contribute to the overall content strategy of your company.

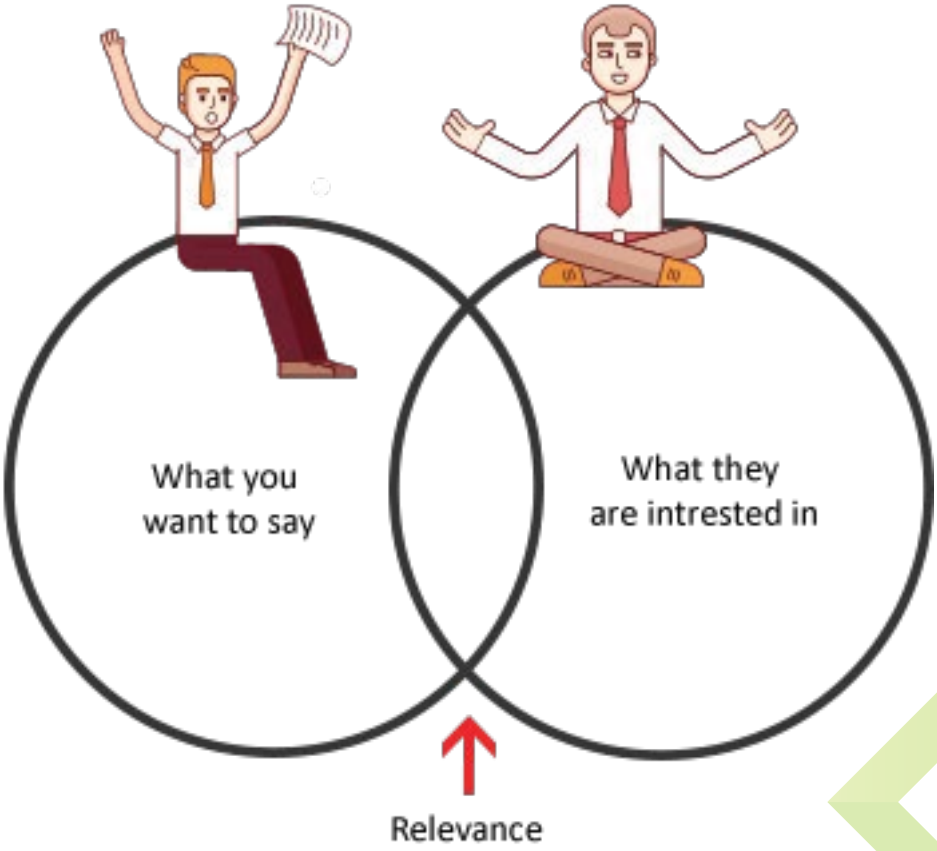
3 INCREASED MICRO-TARGETING AND PERSONALIZATION

Personalization is a theme that is ringing across various sectors nowadays, and B2B healthcare is no stranger to it. People don't want generalized messaging anymore they want each message to be personalized and only then will they look to engage with the brand.

Intensive personalization is possible when micro-targeting is put to use, and with that, you can also create B2B healthcare buyer personas which makes it easier for companies to segment people into different brackets and provide them with relevant content; the audience will then have a greater chance of engaging with the brand.

Read this article to know the effective ways to retain your customers.

4 STAY RELEVANT TO THE CURRENT NEWS



Some customers who are willing to know more about the company or the industry should be shown the most relevant and up to date content.

Content Creation and practical usage of various social media platforms help build brand credibility.

Such a strategy will transition the company from being just a disseminator of information to being a trustworthy news source. Practicing them will bring in new users and increase the number of visitors to your website.

5 HAVE AN APP OR INTERACTIVE CONTENT

When you have content which is interactive and doesn't feel like a one-way communication is what will keep the users interested. Also, when you create an app or a website make sure it has original and interactive content that make the users stay on your site for longer period which in-turn gives you a chance to pitch your product/service.

One of the many ways to put together an exceptional B2B healthcare strategy is to create great content and push it to the right audience; this can help you build great connections with potential audience who can turn into leads and eventually benefit the company.

It is always beneficial for a company to piggyback on various platforms for the overall success of it's B2B Healthcare Marketing Campaigns. When all these B2B healthcare strategies are intertwined, they would complement each other, which can in turn increase and build lasting business relationships.

6 OPTIMIZE FOR SEARCH ENGINES

When you are crafting a B2B healthcare content marketing strategy, it would not be complete without a proper SEO strategy [Nofollow] in place. A highly crowded space like that of healthcare will have similar products with only a few differentiating features- this means that you have to be ready with the right kind of content that attracts the right audience at the right time. This is possible through the correct usage of SEO methods that can optimize your web content to be visible when being searched over the search engine by the concerned audience.

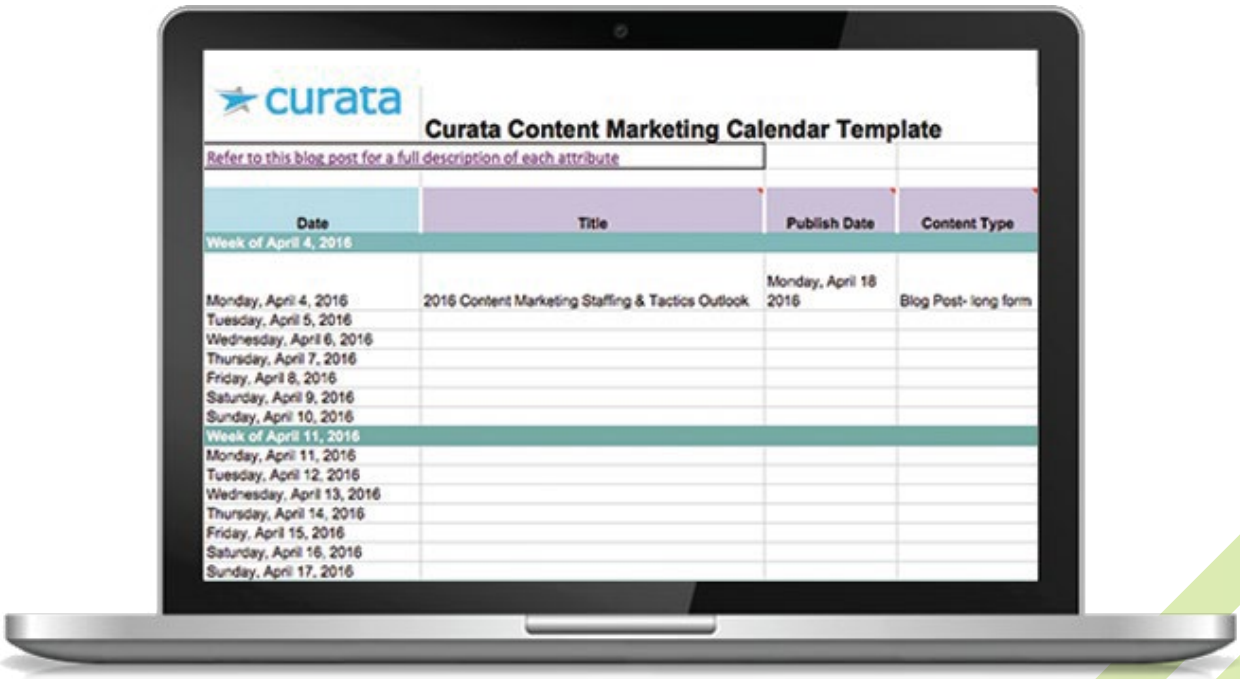
7 GET THE FULL MARKETING MIX

A successful B2B health marketing strategy comprises of both inbound and outbound strategies functioning in tandem for the success of the entire marketing campaign.
Although, this is the norm to be followed in all B2B healthcare marketing campaigns many marketers still heavily rely on outbound techniques like tradeshows, TV advertisements, telemarketing, print advertising and such. Although these methods bring value, they are costly, making them not a very feasible option for small and medium-sized businesses.

Therefore, our recommendation to you is to adopt an inbound B2B healthcare marketing strategy. Inbound marketing is where you create and share content which brings about immense value to end users. Content need not just be textual content; it also can be videos, infographics, podcasts and the like.

A study revealed that Inbound Marketing is nearly 60% cheaper than their traditional marketing counterparts and can also provide the number of leads thrice. Creation of useful content helps you reach the multiple stakeholders all at once and speed up your healthcare sales cycle.

8 CREATE YOUR MARKETING CALENDAR



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Curata Content Marketing Calendar Template

Refer to this blog post for a full description of each attribute

Date	Title	Publish Date	Content Type
Week of April 4, 2016			
Monday, April 4, 2016	2016 Content Marketing Staffing & Tactics Outlook	Monday, April 18 2016	Blog Post- long form
Tuesday, April 5, 2016			
Wednesday, April 6, 2016			
Thursday, April 7, 2016			
Friday, April 8, 2016			
Saturday, April 9, 2016			
Sunday, April 10, 2016			
Week of April 11, 2016			
Monday, April 11, 2016			
Tuesday, April 12, 2016			
Wednesday, April 13, 2016			
Thursday, April 14, 2016			
Friday, April 15, 2016			
Saturday, April 16, 2016			
Sunday, April 17, 2016			

Once you have B2B healthcare buyer persona all figured out, you can step into how your overall B2B Healthcare content strategy will come about. The primary measure that is required in putting together a successful content strategy is to build a B2B healthcare marketing calendar first. In B2B healthcare Marketing calendar you can include blogs, white-papers, eBooks, videos and other criteria like authors, due dates, publishing dates, etc.; this method gives you a clear picture about who has to do what for the success of overall B2B healthcare content strategy.

9 START PUTTING TOGETHER YOUR DIGITAL MARKETING CONTENT

After the needs of the end user are taken care of, the next step would be to create B2B healthcare content for them. This B2B healthcare strategy can be put together by segmenting audiences through filters like

- What interests them?

- What do they read?

- What do you share?

Then, once this is done, you can concentrate on creating B2b healthcare content which will bring in new audiences and engage existing audience.

Read on to know about the top advances in healthcare industry by 2020.

10 INCREASED OMNICHANNEL MARKETING

Customers nowadays look for a unified buying experience across various buying channels. This is a point which has to be realized by B2B Healthcare Marketers. The buying cycle may start with something as innocuous as an online search. But when you continue to provide information that users are looking for, then, the sales cycle will widen as they visit the respective websites and social media pages of the brand to see what the product/service is entirely about and what others are saying about them. To justify omnichannel marketing, you need to have similar brand messaging across all your platforms. This makes the messaging effective and also gets the end user to trust your brand.

With digitization being involved in every aspect of a business, majority of companies have changed the way they operate, including the B2B companies. The Omni Channel experience was earlier limited to B2C customers, but as of late B2B world craves it too.

Omnichannel marketing is bringing about wholesome changes, and it is the very reason why old B2B healthcare marketing strategies like out-bound sales are looked down upon and new and better tactics like inbound marketing is what is being used by the marketers to meet their target audience.

Changes in the path to purchase:

Before the emergence of internet, the entire sales cycle was dependent on enthusiastic salespeople who would initiate the first steps. But with the development of internet, the sales cycle starts with a simple online search which can involve anything from a bag of chips to buying a new TV or looking for an excellent place to dine. This process by itself is a sales cycle, and almost everything within sales cycle is complete before actual contact is made with the vendor.

So what's in it for a healthcare marketer?

Well here it is;
It means that because the audience can search online about you, it is better if you have the content that your audience is looking for. Your website and web-content has to be optimized to meet the needs of your audience. It also requires regular updates as the audience doesn't like to be exposed to outdated or obsolete content. When speaking of content, it shouldn't be limited to just textual content; it can be videos, podcasts, webinars and the like.

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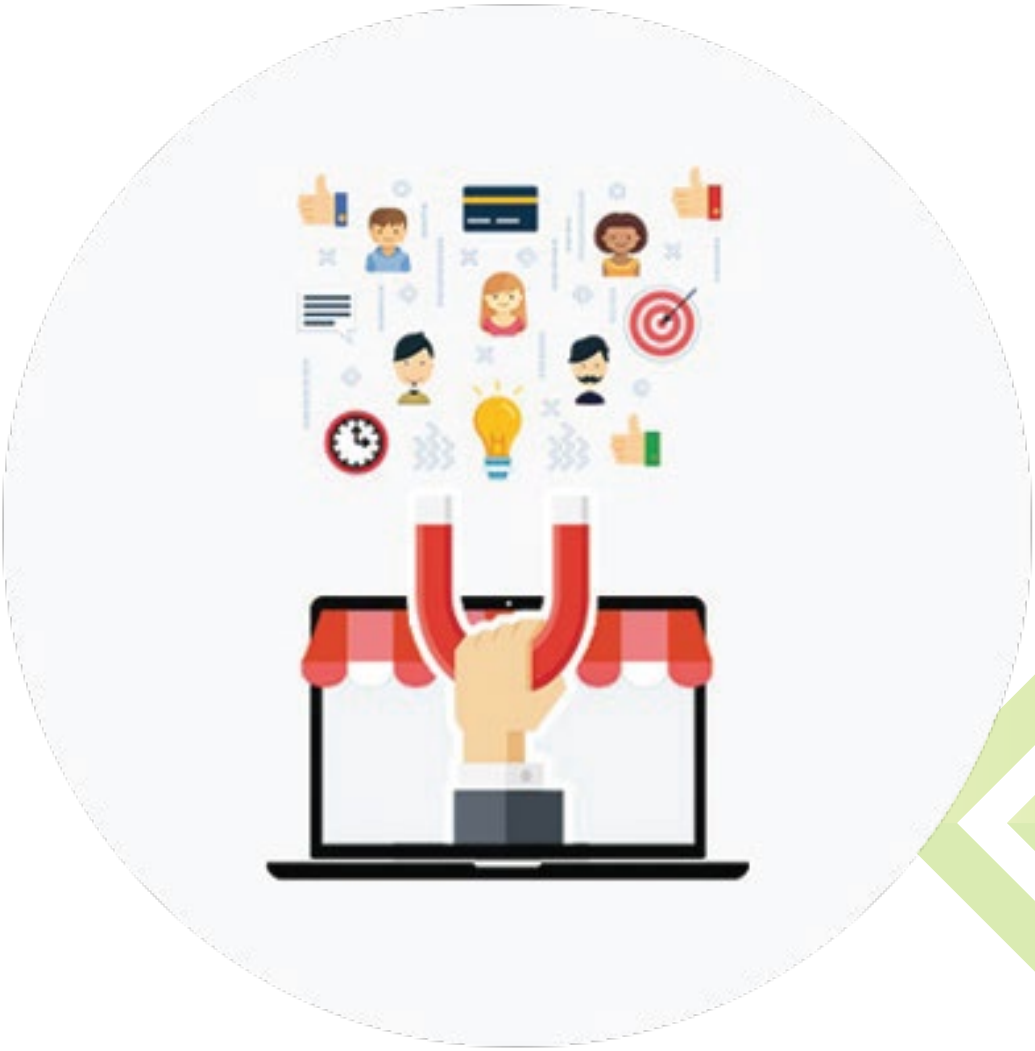
11 INFLUENCER MARKETING AND ITS PERKS IN B2B HEALTHCARE MARKETING



With Marketers going all rah-rah about Influencer Marketing over the past years, it is no surprise to see that it has found its way into B2B healthcare industry as well. If you remember the old toothpaste ADs where they used to say, “9 out of 10 recommend this product”, that was influencer marketing in its very infancy. The same can be put to use in B2B Healthcare industry as well.

The way to do it is to select a bunch of influencers first. When you are marketing a B2B healthcare product, it is best to select influencers who are close to B2B healthcare industry or are seemingly well versed in it. Some examples can include physicians, cardiologists, oncologists, etc.

But there is no point in selecting just any other medical representative as your influencer. He/she should have a significant online presence, and his/her opinion should be such that it is respected and trusted.

See how the influencers engage with their audience and check:

- Do they respond to the comments?
- Will they clarify your queries?
- Are their comments generic or product related?

Based on these parameters a B2B Healthcare brand can identify their perfect influencer and hire them to achieve their overall marketing goals effectively.

12 THOUGHT LEADERSHIP AND ITS ROLE IN B2B HEALTHCARE MARKETING

Thought leaders are the people who are very knowledgeable in a particular area and will be called upon to deliver their opinions on issues concerning their industry from time to time. They also pen down their thoughts which include future analysis and solutions for current problems of the specific industry they belong to or are interested in.

In a crowded space like that of B2B Healthcare, it has become increasingly important over the years for B2B healthcare marketing to position itself differently in order to be seen as a thought leader in that space than just another company vying for customers' money.

A few recent statistics reveal that most members of the C-suite would prefer to share their information with a B2B healthcare person or a B2B healthcare brand who is perceived as a “thought leader” than just regular marketers.

EXAMPLES OF SUCCESSFUL HEALTHCARE MARKETING CAMPAIGNS

After the B2B Healthcare Marketing Strategies are formed they need to be imbibed in your overall marketing campaigns for its success. Now we have put together few examples of companies that used these tactics to bring about success for their marketing campaigns.

1 MEDICAL REALITIES SURGICAL TRAINING WITH VIRTUAL REALITY

Medical Realities is a VR based platform which aims to teach complex healthcare topics to healthcare professionals. This might sound like a stereotypical online class scenario, but what makes it different is that, the co-founder Dr. Shafi Ahmed live streamed and performed a 360-degree operation on a cancer patient.

This was one of the first videos to show the 360-degree angle of surgery from a POV of a patient [point of view].

This video was very popular and garnered close to 200,000 views.

It is a clear example of how interactive content can be used to build a strong brand recall among the end users, which serves as an effective B2B healthcare strategy.

2 HIMSS' PODCAST NETWORK

The average American listens to 5 podcasts a week, and that is the reason why many companies are dabbling with podcasts as new content channels. This includes many big honchos in the Health Marketing space too have jumped on the podcasting bandwagon.

HIMSS' is a company that is formed with a mission to provide better B2B healthcare education through the use of IT.
HIMSS' has launched 13 different podcasts that showcase interviews from various experts in the B2B healthcare space and discuss various trends and the future of the B2B healthcare industry.

The podcast gives about quality information about the B2B healthcare industry and has a solid listener base because of the many podcasts that HIMSS' does.

CONCLUSION

Now that you know what strategies need to be used in a B2B healthcare marketing campaign, try and imbibe them in your current marketing campaign.

These new B2B strategies for healthcare will bring about a new shift in the way had been doing your B2B healthcare marketing campaigns for many years before this. When imbibing the changes also look for the pain points that the end user has and tailor your content and marketing message in a way that will appeal to those who are looking to erase or minimize their healthcare marketing worries.

B2B Healthcare Marketing is a constantly changing subject, but we will substantiate your strategies through detailed and well-written healthcare posts in the coming days.

Join 100,000+ B2B healthcare marketers who get informed about the latest trends and happenings in the B2B Healthcare space without breaking a sweat.

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