

Session Description

Navigating the Online Marketing Universe

Speaker: Cheryl Pederzoli

3:20pm – 3:50pm

Main Room

Determining which strategies to market your products and services can be challenging, especially if you aren't familiar with all the options and how they work.

Together, we will explore the online marketing universe and walk through the most common online marketing techniques. Learn what each tactic offers, costs (financially and time-wise) and how to measure performance. Get the details you need to select and execute on the top digital marketing used by healthcare marketers.

This session is perfect for those new to online marketing or those who want a refresher on all the available options.



Navigating the Online Marketing Universe



CHERYL PEDERZOLI

DEMAND GENERATION, PROSITES

Cheryl Pederzoli has over 20 years of marketing experience, 12 of which have been in healthcare. She has first-hand experience in the many ways to market to physicians and healthcare organizations. Enjoying the daily challenges that marketing brings, Cheryl's experience in social media, marketing automation, content marketing, and digital promotion has made her an expert in lead generation.

Currently driving demand generation at ProSites, Cheryl is responsible for strategic planning and execution of lead generation and nurture programs for dental and medical online marketing solutions. Before ProSites, Cheryl was the Director of Pre-Sales and Marketing at Inflexxion, Inc. Prior to Inflexxion, Cheryl was the Marketing Manager at Quest Diagnostics. Prior to Quest Diagnostics, Cheryl was the Marketing Director at Origin Healthcare Solutions.

Cheryl earned her Bachelor of Science in Business with a concentration in Marketing from the University of Connecticut.



Agenda

1

OVERVIEW OF MARKETING TACTICS

The most common online marketing strategies today.

2

MEASURING YOUR RESULTS

How to see if your marketing efforts are working.

3

Q&A

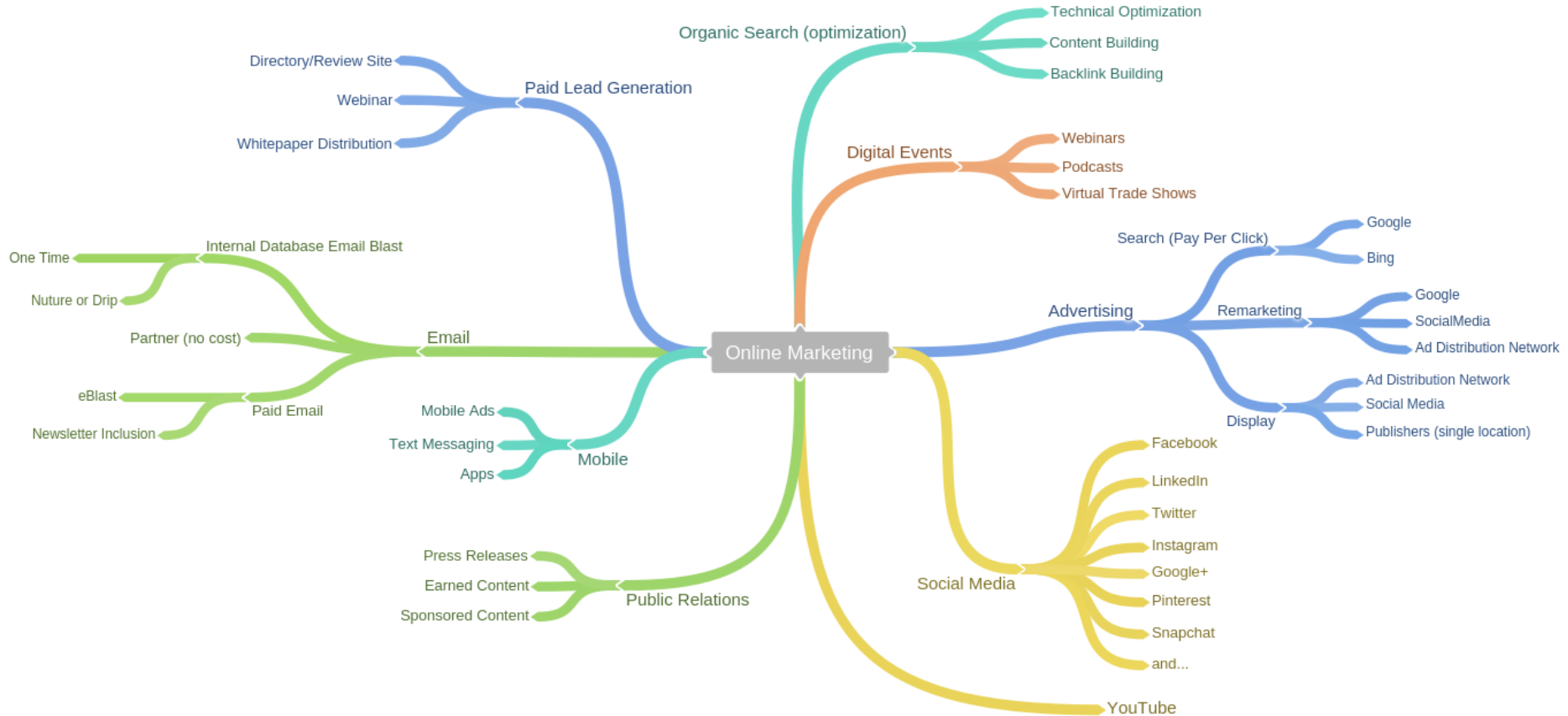
Answers to any questions you have.

4

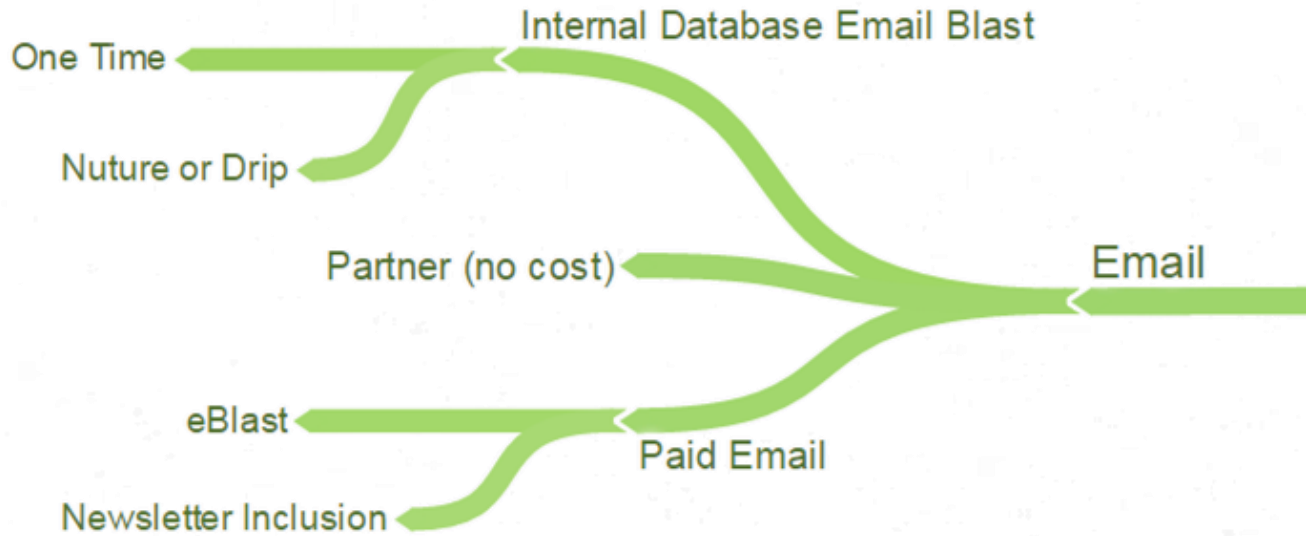
CONCLUSION

Wrapping it all up so you can go home with key takeaways.

My Online Marketing Universe



Email



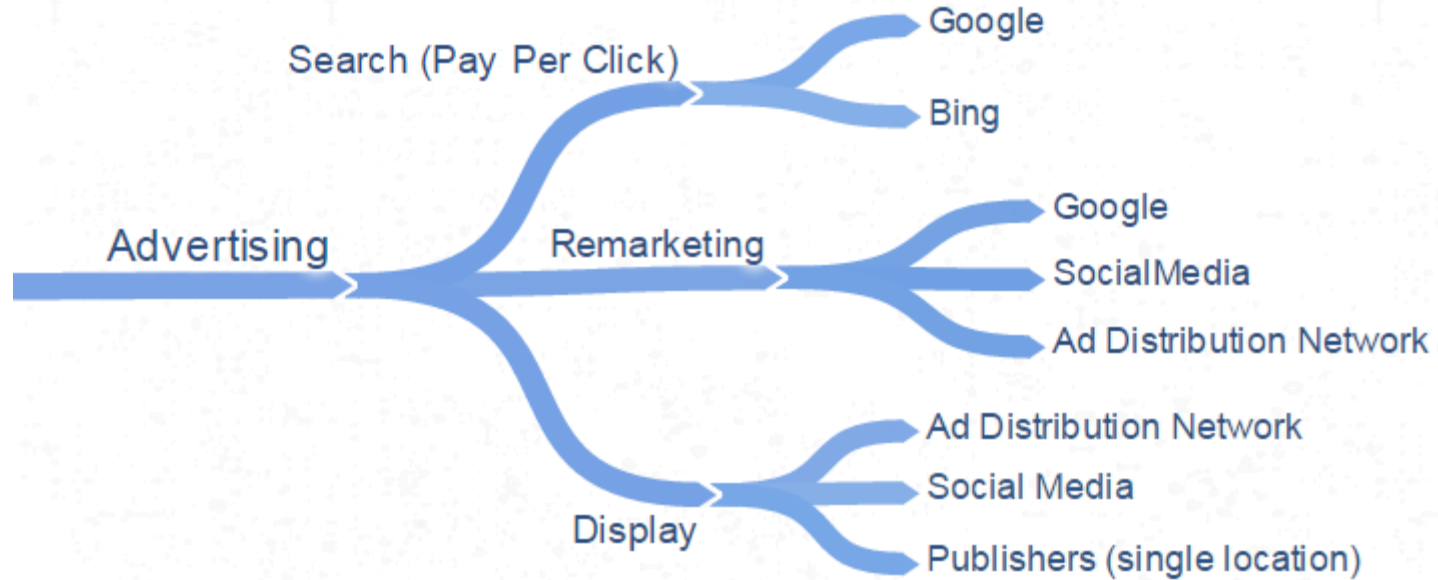
Good to Know

Email Marketing Tips

- It's ok to start small
- Test everything! Time/day, content, all text vs. HTML
- When selecting a paid eBlast vendor, those with opt-in lists will have better results
- Follow CAN-SPAM rules (more on CANSPAM [here](#))



Advertising



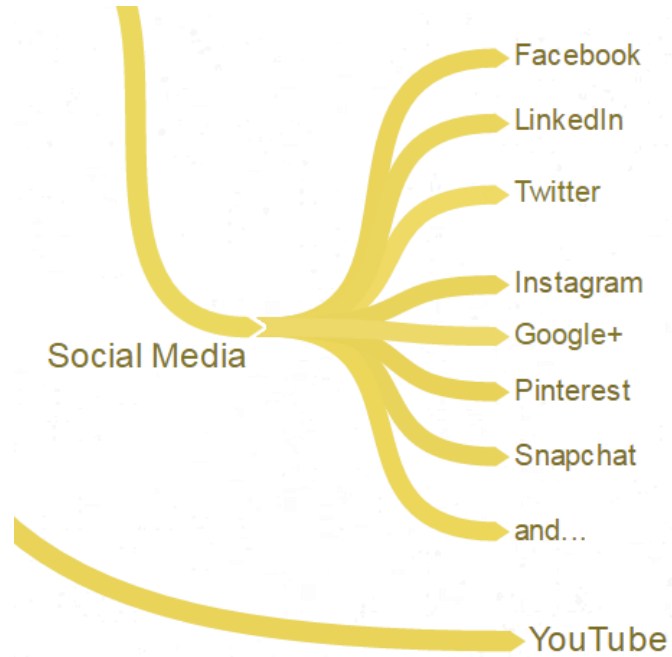
Good to Know

Advertising Tips

- Most advertising is pay per ____ [impressions, clicks, leads, etc.]
- Ad networks expand your reach and allow a level of targeting, but has a higher cost/commitment
- Start small and test. If you're not sure where to start, follow your competition.
- If you have a tight budget, stick with search and remarketing.
- The right content and offer is key to success with display ads. Not seeing results? Change the creative.



Social Media



Good to Know

Social Media Marketing Tips

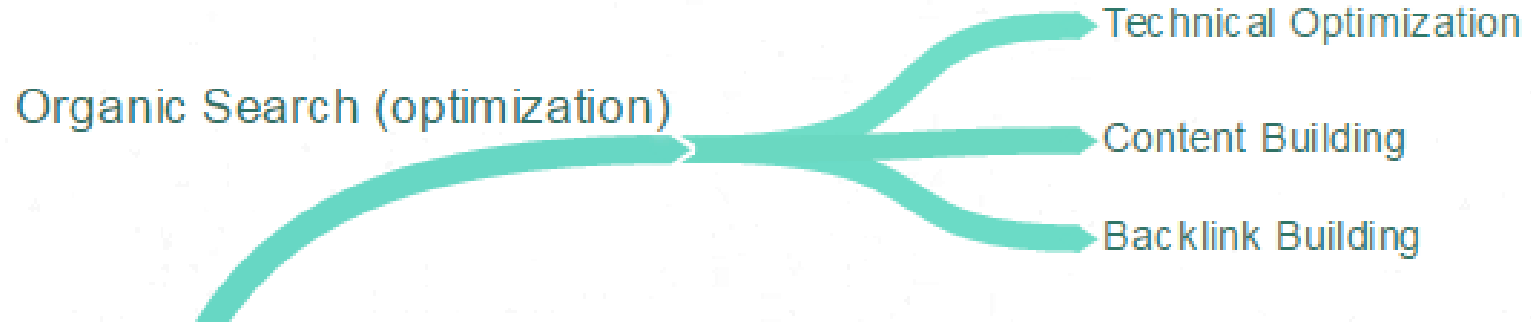
- Know your audience, and select channels based on your audience. Not sure? Ask clients.
- Search client names on social networks
- Start an ad account to see the potential audience size. Follow your competition.

3 options for success:

1. Posting, listening and responding
2. Pay to promote your posts to those not following you via the Social Channel
3. Pay someone else to promote your post on their feed



Organic Search (Optimization)



Good to Know

Organic Search Marketing Tips

- Content is key! Frequently refresh your website content to sound natural for humans, but with keywords for search engines.
- Claim your business on your online directories (Google, Yelp, Yahoo, Bing). Make sure information is 100% consistent across all directories.
- Search engines change their algorithms frequently.
- Search engine optimization is a **long-term investment**. Results typically are seen within 3-6 months.
- Keeping up with the trends and changes is a full-time job. Consider hiring an expert.



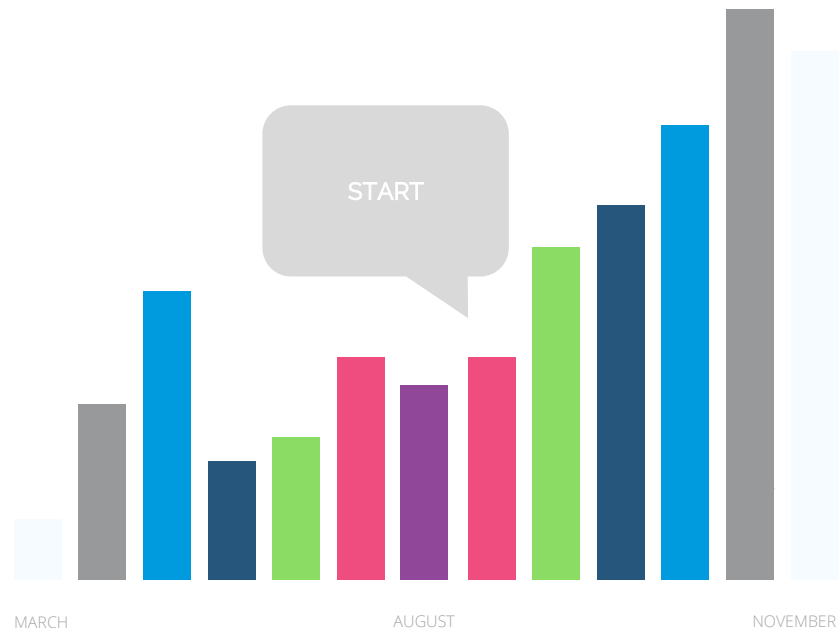
Paid Lead Generation



Good to Know

Paid Lead Gen Tips

- Qualify your audience with pay-per-lead. You may put restrictions on what is considered a lead (i.e. job title, company size) but doing so may increase the cost per lead.
- Costs and quality vary significantly between vendors, expect \$75+ per lead.
- Whitepaper and webinar lead quality is similar to what you would see with your own efforts.
- Typically offered through publishers and associations.



Metrics That Matter (to Me)

SPECIALIZED AD NETWORK

\$30,000 investment over 3 months

3.2 million impressions

13,533 Clicks

138 Leads Created

24 Opportunities Created

3 Closed Won Opportunities

\$10,090 Won

CALCULATIONS

Cost Per Lead

$$\$30,000 \div 138 = \$217$$

Click to Lead

$$138 \div 13,533 = 1\%$$

Lead to Opp

$$35 \div 138 = 17\%$$

Win Rate

$$3 \div 24 = 12.5\%$$

ROI

$$10,090 \div 30,000 = 34\%$$

Plan Ahead.... By Looking Back

| | Ad Network | Adwords | Paid eBlast 1 | Internal eBlast | Organic Visitors |
|--------------------------|------------|-----------|---------------|-----------------|------------------|
| Cost | \$ 30,000 | \$ 15,178 | \$ 6,500 | \$ 0 | \$ 0 |
| Cost Per Lead | \$ 217.39 | \$ 505.93 | \$ 35.91 | \$ 0.00 | \$ 0.00 |
| Leads Created | 138 | 30 | 181 | 56 | 181 |
| Lead to Opportunity | 17% | 40% | 3% | 7% | 23% |
| Opportunities Created | 24 | 12 | 6 | 4 | 42 |
| Win Rate | 13% | 42% | 33% | 50% | 40% |
| Closed Won Opportunities | 3 | 5 | 2 | 2 | 17 |
| Won \$ | \$ 10,090 | \$ 16,567 | \$ 13,756 | \$ 7,298 | \$ 32,994 |
| ROI | 34% | 109% | 212% | 72980000% | 329940000% |

Download the excel file here: <https://goo.gl/4ePZja>

Don't Give Up Too Soon

SEPTEMBER

\$6,500 Cost
364 Unique Clicks
107 Leads Created
5 Opportunities Created
2 Closed Won Opportunities
\$9,332 Won

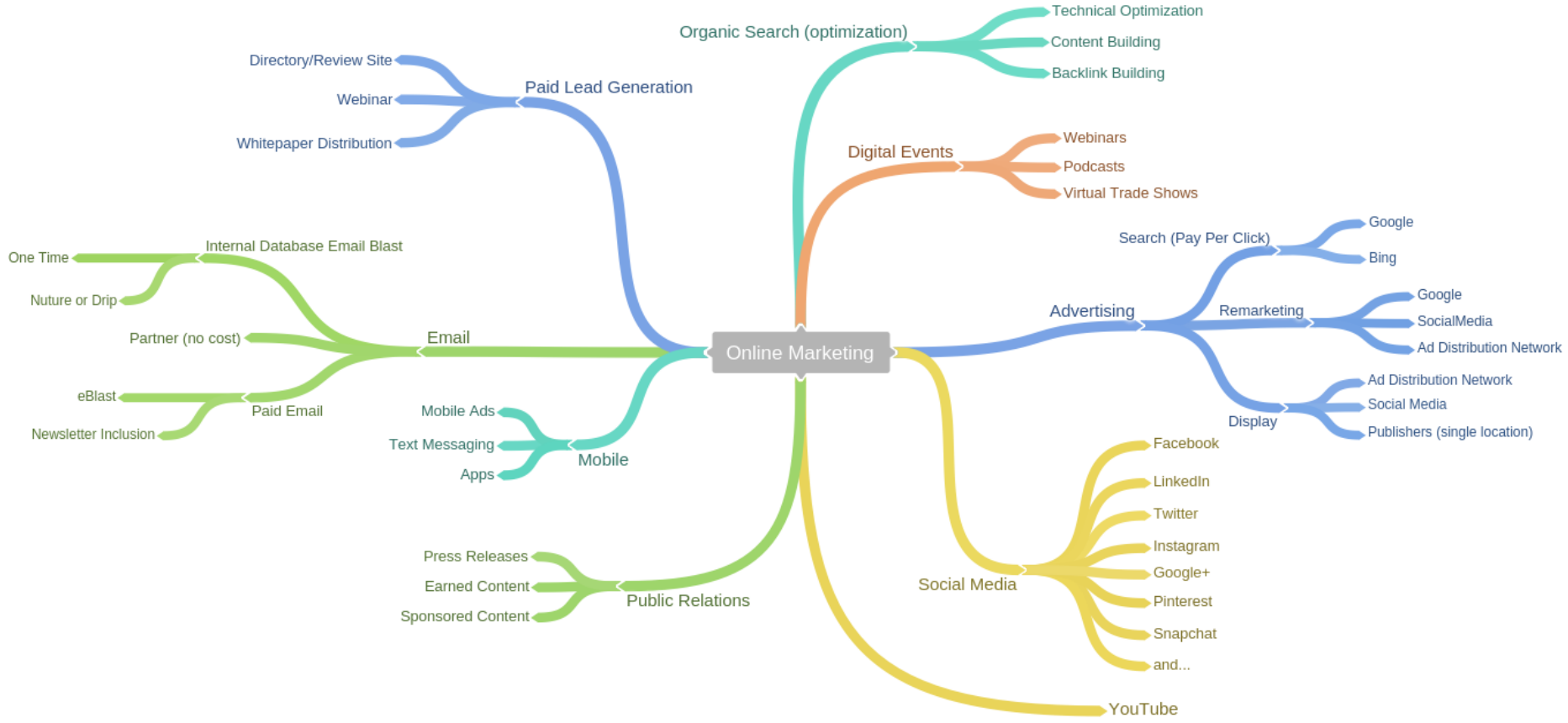
DECEMBER

\$6,500 Cost
?
44 Leads Created
1 Opportunities Created
1 Closed Won Opportunities
\$1,439 Won

JANUARY

\$6,500 Cost
566 Unique Clicks
181 Leads Created
6 Opportunities Created
2 Closed Won Opportunities
\$13,756 Won

Ask Yourself Why



General Tips

What next?

- Don't follow the shiny new object in the space. Wait until someone else has used and proved it's value.
- Every audience is unique. What works for others, may not work for you.
- Before deciding that something doesn't work, consider...did the channel fail or could it have been something else.
- You must measure to have confidence in your successes and failures.



Let's Connect

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Presentation and diagram:

pederzoli.com/HITMC17