



A guide for healthcare practice management

Marketing Insights for Healthcare Practice Managers:

How to get the best response
from every pound you spend



Is your marketing doing the business?

Marketing and advertising are key to attracting new patients and customers to your practice. BUT which campaigns are a waste of money - and which will bring in fresh enquiries?

It's likely you use adverts, direct mail, a Google Places listing, your website and maybe some other ideas like pay-per-click advertising. The problem is, how do you know which of these are really working?

Where are customers coming from?

Could they have found you when:

- Looking in a local business directory?
- Searching on Google?
- Hearing an advert on local radio?
- Spotting something on social media?
- Being given a leaflet by someone?
- Maybe a mixture of the above?

It's essential that practices get the answers.

Fortunately, the technology now exists that can give you powerful insights into your marketing. That way, it's possible to generate a far greater response from customers - and you'll get to know what kind of campaigns will pay off each time.

The secret to successful marketing IS SIMPLE: DO MORE OF WHAT WORKS, and stop spending money on what doesn't.

It's a straightforward philosophy that delivers results. Imagine discovering that 80% of your phone enquiries are coming from one source, while several aren't bringing in any at all. Would you keep spending large amounts of money on those ads or would you cut them out altogether? Of course not. But for this kind of action, you need the facts at your fingertips.



What's working?

Let's look for clues and answers



Google Analytics is a good start

Your practice is likely to be offering an array of services, so your job is to find out which ones your website visitors are viewing and subsequently contacting you about.

If you have a web agency looking after your website, then they'll probably have Google Analytics in place. This helps track how many visitors you're getting and which pages they're viewing.

That's much of your digital activity covered - but Google Analytics can only track your web activity and certainly not printed adverts.



Where are your phone calls coming from?

Prospective customers often prefer contacting practices by phone. Online research gets them so far... but ultimately many will want the human touch by speaking to someone.

Your team is only too glad to help when they phone up. BUT HOW DO CALLERS GET YOUR NUMBER?

Often this remains an expensive mystery. Reception staff don't always ask - and customers often don't remember anyway. You can only guess that **'something you did'** somehow worked. If only you knew what it was... **BUT THIS IS WHERE CALL TRACKING TECHNOLOGY COMES INTO ITS OWN.**



CALL TRACKING SHINES A LIGHT ON YOUR BOOKINGS

If you aren't yet analysing your calls, there's no time like now to add a call tracking system to get the most out of your phone reception desk.

If you're using phone numbers in offline advertising, there's no way to track those calls back to the source that drove them without tracking them. Call tracking makes it easy to view which offline ads drive conversions.

If you're advertising online, features like dynamic number insertion shows website visitors a unique phone number so you know which campaign delivered the call. This means that you'll be able attribute calls to all of your landing pages, listing sites and pay-per-click ads. You'll also be able to view your performance and marketing investment through multi-channel attribution reporting.



What does call tracking mean for my marketing?

With Mediahawk call tracking software, you get a deep insight into the various touch-points your customers use, from initial research to booking an appointment. It also enables you to run your practice more effectively and efficiently:



Better results

You'll now know which marketing tactics are successful and convert



Big savings

You'll know which poor-performing activities to avoid



Get the edge

Have an advantage over local competition



Sell more

See where your patients are coming from across multiple channels



Winning strategy

Attribute true return on investment by channel, campaign or offline media

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Mediahawk understands practices like yours - and the challenges you face. We are the leading call tracking and marketing analytics provider, monitoring the advertising effectiveness of thousands of marketing campaigns for practices across the UK.

Our call tracking solution creates an overarching view of your offline and online marketing response rates. In no time at all, you'll be able to increase your leads and gain a better insight into what's really contributing to your bottom line.

Our service integrates seamlessly with many marketing packages including Google Analytics and AdWords, Salesforce, Hubspot, Optimizely, Marin Software and more.



Why choose Mediahawk?



Reliable and regional:

With Mediahawk, you can track your patients and customers regionally or nationally, enabling you to analyse performance variations at your clinics or locations.



Responsive customer service:

We'll get you up and running quickly and support you at every step. Our disaster recovery service has the ability to switch all of your calls to different destination numbers, so we'll never leave you hanging.



Feature-rich platform:

Mediahawk comes with more features than other providers. And with our continuous development plan, we never stop innovating, giving you greater value for years to come.

Our clients agree

We can now monitor phone calls and keep tabs on what's going on in the business. Before using Mediahawk I couldn't understand how our incoming calls were being dealt with. Now we can train our staff more effectively where needed. We can also track to see what response our marketing efforts are getting so we can cut things that don't work and do more of what does. Mediahawk's customer service was incredibly helpful and fast in helping me set up my call tracking campaign.

Owner, Adrian Mullish, Dental Care

Having a full-picture of response has allowed us to be much smarter and confident in our actions, we have upped the ante by considerably improving our campaign effectiveness.

**Head of Marketing, Mandy Macara,
Barchester Healthcare**

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across the healthcare
sector choose
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Increase consultations with call tracking

Request a demo today...
to see how call tracking can enhance
your services, streamline conversion
tracking and customer relationships.
WE'LL SHOW YOU HOW.

MEASURE

campaign success
and prove to colleagues
how your own efforts have
generated sales. Make sure
you are focusing on the
right areas to get the
best return on
spending.

MAXIMISE

marketing
performance. Close the
loop by linking online and
offline analytics for a total
view of marketing and get
expert advice on how to
drive up results.

ENSURE

quality of service
through call recording
and scoring. Create
continual practice
improvement plans
and enhance your
reputation.

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Mediahawk is the UK's longest established call tracking business.

We are at the forefront of telephone attribution within sectors such as healthcare, financial services, legal and professional services, automotive, retail and travel.

Request your demo now

on: 0333 222 0993

or visit: www.mediahawk.co.uk/call-conversions

