

mediahawk

Marketing insights for healthcare practice managers

A guide for healthcare
practice management



Introduction

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 Business Profile 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**?

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.

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.

MARKETING INSIGHTS FOR HEALTHCARE PRACTICE MANAGERS

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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.

You 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 enquiries

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 multichannel attribution reporting.



What does call tracking mean for my marketing?

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

- ✓ **Better results**
You'll 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

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. In no time at all, you'll be able to increase your enquiries 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 Ads, 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

Mediahawk's integration with Google has allowed us to pass data seamlessly, leading to stronger audience targeting, higher-quality leads, and a more efficient use of our PPC ad spend.

Digital Marketing Manager, MHA

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, Barchester Healthcare

Many practices across the healthcare sector choose Mediahawk



OneWelbeck



mediahawk





Challenges and aims

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 you can:



Measure campaign success, prove how your marketing efforts generate revenue, and ensure you're focusing on the right areas to get the best ROI.



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 improve your reputation.

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About Mediahawk

Mediahawk combines technologies like call tracking, marketing analytics, and conversational AI to help marketers achieve their most ambitious goals and overcome their biggest challenges. We're dedicated to supporting marketers as they demonstrate the impact of their strategies and optimise their plans to deliver meaningful ROI.

Our platform, experts, and **Client Excellence Programme** are trusted by more than 4,000 marketers in organisations of all sizes and sectors.

[Learn more about Mediahawk](#)



Let's talk about your challenges

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We'd love to hear about your objectives and challenges – and to discuss how call tracking can help you achieve your marketing goals. Get in touch today to start the conversation.

mediahawk.co.uk