



The **Healthcare Industry** guide to increasing consultations

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Introduction



How many telephone enquiries do you generate each month? Do these convert to consultations? How much did each marketing lead cost you?

Is it word of mouth? Could it be your latest full-page ad in a glossy magazine? Was it because of a celebrity endorsement, or was it online advertising?

The largest proportion of marketing budget for private clinics is spent on offline advertising, including TV and print. This has a good reach but how targeted is it?

Call tracking technology provides precise return-on-investment data on all your advertising, whether online or offline.

5 ways to increase your leads

Technology, social media marketing, more competition and changing consumer focus are driving a healthcare revolution. In this guide we'll explore 5 ways you can increase lead generation.

Method 1: Identify the source of telephone leads

If you don't know which marketing activities get people to call you, then you're wasting budget. Call tracking monitors your campaigns to reveal the source of leads, which lets you identify which marketing channels produce leads – and importantly, those that don't.

You can take it even further and find out which piece of creative delivers the best response rate. Monitor pay-per-click/AdWords too and make sure you're not paying too much for them.

Call tracking software is used to:

- Identify lead source, online or offline
- Help you negotiate better advertising rates based on those findings
- Remove advertising that performs poorly
- Put your marketing spend where it works best

In the healthcare market, traditional methods of advertising are being replaced by digital. You need to adapt if you are to keep thriving.

How to increase leads

Method 2: Measure social media response rates

The move of cosmetic procedures to the mainstream means that social media now plays a critical role in deciding which provider to choose. Call tracking will measure consultations booked from all sources.

Review websites, bloggers and social media are a very relevant part of your marketing strategy, so understand how they work for you.

Using call tracking you can see calls made directly from your social media profiles, or referrer traffic (originating from your website when a visitor arrives by clicking through from a 3rd party site.)

Method 4: Improve mobile conversions

Of patients who researched hospitals on their mobile device, 44% scheduled an appointment. More than half of online traffic originates from a mobile device.

Do you know how many of your phone leads are generated via this route?

Call tracking can identify whether a lead came from a desktop PC or a mobile browser and the phone number of the caller, making it simple to identify mobile calls.

Combined with data from other analytic tools, you'll have a 360° view of leads. This is a gold mine of information. You can drill down into the "who, what, why, where, when and how" and tailor-make experiences to suit your audience.

Method 3: Generate more leads from your website

Increase leads from your website by:

- Understanding which pages generate phone calls
- Following the visitor journey before, during and after calls
- Tracking phone calls as Google Analytics goal conversions

There are many ways you can improve the performance of your website, but where to start?

Call tracking allows you to follow the entire customer journey. This enables you to see how people use your site and identify which pages are most effective at prompting phone calls – allowing you to improve ineffective pages.

Method 5: Increase consultations with call recording

Call recording allows you to record and play back every call. As clients call to make an enquiry, it makes sense for you to monitor this stage of the conversion process in order to identify room for improvement.

Call recording captures two core elements: The quality of the conversation and the marketing source. Managers can listen back over calls to ensure the smooth running of the practice and to identify any training requirements or problem areas early on.



The Mediahawk experience

Mediahawk is a leading call tracking and marketing analytics provider, monitoring the advertising effectiveness of thousands of marketing campaigns in the healthcare sector, for companies such as Barchester Healthcare, Signature Care Homes and Zita West.

Our online and offline call tracking solution creates an overarching view of your 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 telecoms service: Your allocated numbers are safe, secure and yours as long as you need them. We only partner with top tier telecoms networks for maximum reliability, no matter which country in the world you need to deploy a campaign in.



Obsessive customer service: We know how frustrating long set up times can be. That's why we pride ourselves on holding the record for the fastest response time in the industry. In the unlikely event of a failure, our disaster recovery service has the ability to switch all of your, or your client's calls to different destination numbers. We'll never leave you hanging.



Feature rich platform: Mediahawk comes with more features than other providers, including the ability to white label. And with a strong product roadmap, we never stop innovating to give you more value.

Customers agree

Marketing Manager, Signature Care Homes

"Whenever I need a call tracking company I always come to Mediahawk, and have done so for 11 years, right from when they first started up.

I can get a bank of numbers from which I get brilliant reports and I think the system is great. Just the other day I recommended the system to two other companies.

The service I get is fabulous!"

Head of Marketing, Zita West

"Professionally managing telephone enquiries is critical in the healthcare sector and an important part of our philosophy at Zita West.

Since using Mediahawk we have been able to get a more complete picture of the effectiveness of our online marketing and identify the areas providing the best value for money. Importantly we are able to build a more complete understanding of our marketing ROI.

Mediahawk's call tracking was effortless to implement and the reporting is organised so that you can find the information you need to make decisions quickly."

Some of our clients









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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 improve patient relations.

- **MEASURE** campaign success and prove how your efforts have generated sales. Make sure you are focusing on the right areas and maximise your marketing budget.
- **IMPROVE** your value proposition. Close the sales loop linking together on- and offline analytics for a total view of marketing through to consultation.
- **ENSURE** quality of service through call recording and scoring. Create clinical continual improvement plans and enhance your reputation.

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

It is at the forefront of international telephone attribution within the healthcare, financial services sector, legal and professional services, automotive, retail, and travel.

Request your demo now

0333 222 0993

www.mediahawk.co.uk/request-a-demo

