

mediahawk

# The healthcare industry guide to increasing consultations



## Introduction

# How many telephone enquiries do you generate each month?

## Do these convert to consultations? How much did each enquiry 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 identifies 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 your pay-per-click (PPC) activity too, and make sure you're not wasting your Ads budget.

#### 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

**Without call tracking and comprehensive marketing analytics, healthcare enquiries could be slipping through the cracks.**



## 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, influencers, 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 social media, or referrer traffic.

### 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 events in Google Analytics

There are many ways you can improve the performance of your website, but where do you 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 4: Improve mobile conversions

**68% of customers** prefer booking appointments via mobile device, with 80% seeking mobile-friendly booking interfaces.

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

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 analytics 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 5: Increase consultations with call recording

Call tracking with **AI-powered Speech Analytics** allows you to capture and analyse 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.

Understand the quality and the outcome of conversations by effortlessly analysing your calls.

- Scan AI-generated summaries
- Search full transcripts
- Check keyword-based tags
- Play call recordings.

## 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 The London Clinic, Benenden Hospital, and Royal Free Hospital.

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 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 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.



**Committed to client success:** Our Client Excellence Programme is designed to understand your marketing strategy and ensure you succeed in achieving your objectives and grow your business. We support you from day one so you can quickly and simply start seeing what's successful, and continue to partner with you as an extension of your marketing team.



**Feature rich platform:** Mediahawk offers the most detailed, in-depth marketing analytics features and reports available. And with a strong product roadmap, we never stop innovating to give you more value.

## Customers agree

“Implementing Mediahawk has transformed our approach to marketing measurement and performance. By gaining deeper insights into customer behaviour, optimising our PPC strategy, and improving attribution across channels, we’ve achieved stronger audience targeting, higher-quality leads, and more efficient use of our marketing budget.”

**Digital Marketing Manager, MHA**

“Mediahawk allows me to delve into such a granular level of detail for each channel that I can make quick marketing decisions based on what’s working month on month.”

**Digital Marketing Manager, Barchester Healthcare**



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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

**0333 1300 308**

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

[mediahawk.co.uk](https://mediahawk.co.uk)

