DIGITAL MARKETING STRATEGY PROJECT

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DMS-IT

IT provides managed I.T. services to medical clinics all around Australia.

Problem – not enough leads from outside AAPM conference. AAPM stands for Australian Association of Practice Management. It is held once a year.

The marketing objective is to increase the number of leads generated through our website.

Increase number of leads

Criteria 1
Customer persona

The 2 personas that I have chosen are Peter and Jan, both above 50 years old with some IT knowledge and both practice managers. In almost all cases the practice manager is the decision maker or has a great influence in making decisions that affects the practice as a whole. They choose which IT company to support them or what program to install for their online bookings.

How 2 personas relate to the problem statement and marketing object.

The chosen personas are the decision makers of the clinic. Understanding them will give us the insight we need to find out how, why and through what channels they look for IT support. From my understanding they are time poor and rely heavily on recommendations for their IT support. They find these recommendations through health forums and Practice Manger's Facebook group. By bettering our Website (to have accurate information and rank higher) we address personas time poor issue. By building a community through our current clients we get their trust and more leads through them by them recommending us. More leads coming from anywhere but AAPM is the solution to our problem statement.

My first persona is Jan, she is 45 years old lady. Most managers are aged between 45 to 65.She has reached this position by being in the medical sector for ten years or more. She has a degree, she is familiar with I.T. but it's not her forte, she is more comfortable dealing with the clinical software. Her job can be stressful as she is the point of contact between the owners of the clinic and everyone else working there. Her opinion in making decisions for the clinic weighs heavily with the doctors and the owners. She has long days and always on call in case she is needed at the clinic.

Jan is married and lives with her partner, her kids have grown up and left the house. Normally she goes on holiday once a year and normally that is when the clinic is not so busy, which is towards the end of the year. She is conservative and has a strong personality. Jan is patient, she can deal with people with different backgrounds and personalities. She doesn't want to deal with I.T. issues and gets very frustrated when they crop up. Her motivation is to save money on I.T. and be confident that her I.T. support can handle any situation. Likelihood of engagement is low because our website is not accurate, it does not display our range of services that could save her money or enough material to highlight our UPS. Also we are not visible in channels she normally engages with. Since she is very busy, and her decisions affect the practice directly. She only approaches by recommendation and reputation; therefore brand awareness is of ample importance.

My second persona is Peter, he is 60 years old. He has a degree in humanities, education or HR. He is the practice manager of a clinic and unlike Jan he has been

appointed to this position by other means than having experience working in a medical practice. He is I.T. savvy and understands I.T. issues but doesn't want to deal with them. He has pressure from the owners to run the practice smoothly for maximizing profit. His job can be stressful as he is the point of contact between the owners of the clinic and everyone else working there. His opinion in making decisions for the clinic weighs heavily with the doctors and the owners. Peter is married and lives with his partner, he has kids, his kids have left the house. Peter is conservative and has a caring nature. He needs to have a relationship with his I.T. provider so he looks for boutique I.T. providers for a long term and personal relationship. He expects polite conduct and follow ups for every I.T. issue until they are resolved. He also needs an I.T. company that is knowledgeable.

Criteria 2

Marketing mix

- Product-I Looked at our marketing mix starting with our products; they break down into 2 categories hardware and services. Our services range from 15-minute blocks for ad hoc support to unlimited support hours, depending on which categories they sign up for. There are 4 categories to choose from. The range to choose from covers small clinics from 1 0r 2 doctors to super clinics with more than 50 doctors.

- Reflection and consideration-We have added more services that are currently showing on our website. For example we do various cloud services and phone solutions that are not listed on website. We need to make the necessary adjustment on our website to attract potential leads looking for those services.

- Price-The hourly rate is not the highest in the market but it's in the upper limit and that is justified by the amount of experience we have in the Medical industry. By creating dialog through our leads we can gage and offer better pricing.

- Reflection and consideration-By outlining our various services for different size clinics and usage, potential leads will get the sense that we are not out of their spending reach and we can tailor for their needs.

- Place-Currently we have our website to show case our services as well as our AAMP stand but that is only once a year.

- Reflection and consideration-Looking at our website currently, our services and the language used on the website is not accurate. We need to improve the language to resonate with potential leads and make it easy for them to engage with us. We also need to create options for them to buy hardware through us. For every interaction, we can invite them join our monthly newsletter and target them as potential lead.

- Promotion-I have noticed we don't do any of the organic or paid promotions currently. The only paid promotion we do is our stand at AAPM and advertising in AAPM magazine. We don't even have a Facebook account to engage with practice managers on Facebook and drive potential leads to our website.

- Reflection and consideration-To prompt ourselves we can celebrate successful completion of projects within our website and share them with our current clients. We can think about Facebook ads where practice managers are most active. We can share how to do videos on YouTube.

- People-We have enough technical people to serve our clients with their I.T. issues but not enough resources in marketing and social media.

- Reflection and consideration-Allocate more resources and time to marketing and start utilizing our web developers to optimism our google ranking.

- Physical evidence-we can ask our current clients for video testimonials or videos celebrating a milestone.

- Reflection and consideration-currently we do have some testimonials, but I think video is a very effective medium and we should have one or two videos of our clients talking about recent project accomplishment on our website. This way we gain trust of visitors to our website, make it easier for them to engage with us.

- Process-Currently the only feed back we get, is a random feed back through our clients calling us about other things. It's hard to predict and plan for.

- Reflection and consideration-. We need to implement a way of measuring their satisfaction while we are interacting with them or shortly after. We can monitor and adjust for optimum performance. Also we get to understand our client better. If we understand our clients better, we can service them better and the word of mouth will get around to potential leads, soon they visit our website for more information and engagement.

Criteria 3
UPS

- Our UPS is our niche and expertise in medical IT and managed services, over 25 years. While other IT companies take up on all sorts of clients (engineering firms, car dealers, legal firms...) we only deal with medical IT.

- We know what they go through when they don't receive a pathology request or when a doctor has a problem with her/his printer. We understand that people are waiting to see doctors, they are sick, in pain and generally not in a good mood. If doctors can not operate without having access to patient's history or without being able to print prescriptions. We understand their paint point and throughout the years we have established and tested recovery procedures for every situation. By highlighting our UPS throughout our marketing campaign we can resonate and build trust with potential leads. And encourage them to sign with us because we have the experiences and the wide range of services that will help them run their practice smoothly.
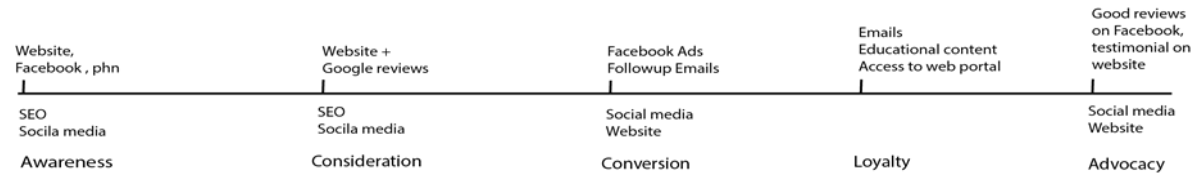
Criteria 4
Discuss the persona

- Health industry is an old, well established industry that is heavily regulated. Our persona Jan and Peter are both conservatives with strong personalities to make decisions on behalf of the doctors and the owners of the clinic. Their decisions directly affect the day to day running of the clinic. Therefore they don't take chances when it comes to I.T.

- From my interviews and from our experience in almost all cases, practice managers get in-touch with other practice managers for recommendations. They start their search, through Google and social media. The practice manager's Facebook group and phn (Private Health Network) forums are the 2 main locations for them to get ideas and recommendations.

- We need to be present in social media channels like Facebook to help them with their I.T. issues if plausible and introduce them to our I.T. articles on our website. The articles can be downloaded and shared for further exposure to our brand and traffic to our website. They could also subscribe to our newsletters while they are finding more about us.

Journey map

Website, Facebook, phn	Website + Google reviews	Facebook Ads Followup Emails	Emails Educational content Access to web portal	Good reviews on Facebook, testimonial on website
SEO Socila media	SEO Socila media	Social media Website		Social media Website
Awareness	Consideration	Conversion	Loyalty	Advocacy

Jan is looking for a medical IT specialist

- she begins with an internet search through. She looks up IT providers and what makes a good IT provider for a medical clinic.

- After her internet search, she has some ideas of services provided by IT support companies and a few IT companies that specialize in medical IT. Armed with that information she approaches Practice manager's Facebook page and phn forums to find out who recommends whom and why.

- Jan also starts to calling her old colleges and friends in the medical industry to find out who would they recommend and what to look for when it comes to medical IT.

- By now Jan has a fairly good idea of what to look for in an IT support provider and a few names to follow up on.

- Jan goes back to Internet to narrow her search down; she searches the recommendations and reads about them to find out if they provide the services she needs and the services she must look out for .

- Jan engages with 3 IT support providers to find out which fits her budget and can provide her with the best service.

Peter is looking for a medical IT specialist

Peter has some IT knowledge; he has some ideas of what services he is looking for. He starts his search in phn forum, AAMP magazine and by talking to his colleges in the industry.

The most important thing for Peter is the relationship between him and the provider. He doesn't want to be treated as just another number, so while he is doing his research, he is looking out for a company that cares about their customers and specializes in medical IT.

Armed with a few suggestions, he starts to research each of the thoroughly. He begins by looking at their website and find out if they are present in the health spectrum, that is if they have any affiliation with AAPM, clinical software providers and practice managers' Facebook.

Criteria 5
Campaign objectives

Campaign objective is to increase websites traffic by adding relevant and useful content to our website. In the acquisition phase we need to make sure content on our website is accurate and addresses their pain points. In the consideration phase we need to add content, such as how to do articles and videos that can be shared and downloaded.

• Acquisition phase

Increase the page viewing time 30% by including accurate information and services on the website

• Consideration phase

Increase downloadable educational articles by 10% and introduce them in practice manager's Facebook group if possible, within next 3 months

• Conversion phase

Introduce Facebook ads in 4 months time, when we have enough content for visitors to download, read or watch.

• Loyalty

Add 1 video every 3 months that celebrates customer's millstone or project accomplishment

• Advocacy

Giving access to our web portal through our website for remote access.

These articles and how to do videos are first emailed to our loyal customers and then uploaded to our website. Our loyal customers may share the content with other practice managers who are looking for I.T. support. We add testimonials and celebrate our loyal clients on our website to encourage their support for us. By generating more traffic and interest to our website we can expect more leads coming from our website.

Criteria 6
Digital channels

- I have selected 3 digital channels: SEO, Opt-in mail and Social Media Marketing.

- I chose these channels firstly based on my interviews with some of the practice managers we support and our senior staff.

- Once I understood the journey they take, to find an I.T. support company and what makes, or breaks that relationship, it was easy to find the correct channel of communication.

- I chose SEO because when a potential customer is looking for our services, he/she will initiate a broad search over the internet, most likely starting with a Google search, so it's important to be ranked highly and appear in the first page of Google search.

- I chose email campaigns to nurture the current clients and create content that will be used on our website, which is then viewed by potential clients. The same content can be used for driving traffic to our website by using Social Media Marketing. I target Practice managers' Facebook and phn forums to provide them with I.T. tips and tricks which are sourced from the newsletters, residing on the website.

Criteria 7
ACCE Framework

- In order to explain my ACCE plan. In order for us to achieve our business objective, which is to grow our business we need leads coming from sources outside our current scope, which is AAPM as I have mentioned earlier. Therefore our marketing objective is to grow the number of leads coming from outside the AAPM conference.

- Awareness-one way to do that is to create brand awareness by generating more traffic to our website, letting potential clients know that we do exist outside AAPM. The message that our brand is known for is Confident IT. In my marketing plan I must make sure our content reflects that message throughout the campaign. Currently the only acquisition channels we have are our website and emails to our current clients.

- Looking at our current website traffic it falls short of industry standard and hardly produces any leads. The email newsletters are sent randomly to our current clients, they give our clients useful I.T. tips, through my interviews I have received positive feedback about them, however there is no mention of them in our current website. It would be good to have an archive of them for download and shared, generating brand awareness.

- We also need a Facebook account; at the moment we have no way to reach social media. We need to have a Facebook account to reach out to Practice managers' Facebook group. Practice managers use Facebook to stay in touch with other practice managers and exchange information, it's a good spot to spread awareness.

- Consideration-in this phase we gather our leads either from subscribers or people that have shown interest and offer them free quotes. On our website we highlight their pain points and how we can overcome them. We can customize our mail campaigns to them so not only to provide them with whatever information they are interested in but also highlight testimonials to gain their trust.

- Find the practice managers we already have as clients and touch base with them in practice managers Facebook, to gain the trust of other practice managers. Create landing pages that address their I.T. issue, then do follow ups.

- Conversion-in this phase we use google analytics to find out which approach of digital marketing generated the most leads, and which did not and where they fall off. Follow that up by A B testing to narrow the gap. We need to go over pain points to make sure they are addressed on the website and the website is easy to get around, that means looking into UI and UX. We also need to set goals and metrics to keep measuring our progress.

- Engagement-once our leads have converted, we need to make sure they are happy with our product and build a long-lasting relationship with the client. We need a plan that rewards our loyal customers, that might be added services for no charge or access to a portal for live chat with our technicians.

Acquisition What: Current website traffic is below the standard for our industry.
              Why: Information on the website is inaccurate, it doesn't address customer's pain points, and our services info is incomplete.
              How : Recreated the website and liaise with website team to optimise SEO

Consideration What: Review site visits for mobile and desktop. Review Facebook engagements to see if it lead to website or signup to newsletter.
               Why: Practice managers are time poor, that is addresses by only showing relevant content that addresses their pain points. Content
               coming from Facebook college will address trust issues.
                How: Creating landing pages to address their pain point. Continually split test CTA to find out the most desirable topics for content

Conversion   What: Use Google Analytics to find out where user are falling off. Review channel interaction and how they work together. Review
               customer feedback .
               Why: Use split test to find out effective content. Facebook campaign is more effective or email campaign, leading to website for offers.
                How: Formulate a testing plan to optimise how frequently share content on Facebook. Introduce automatic surveys to find out what
               caused them to fall off the conversion.

Engagement What: Review customer plans and sales to identify high value customers. To target them for endorsing us.
               Why: Endorse their business by celebrating project accomplishment and milestones. Sending them awards or discounts for their next
               purchase.
               How: Personalise content and make it available to them first. Formulate emails that celebrate a millstone by asking customer to pick
               their own present from our range of services and products.