



Emerging Trends in Digital Marketing

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About Christian & Craig



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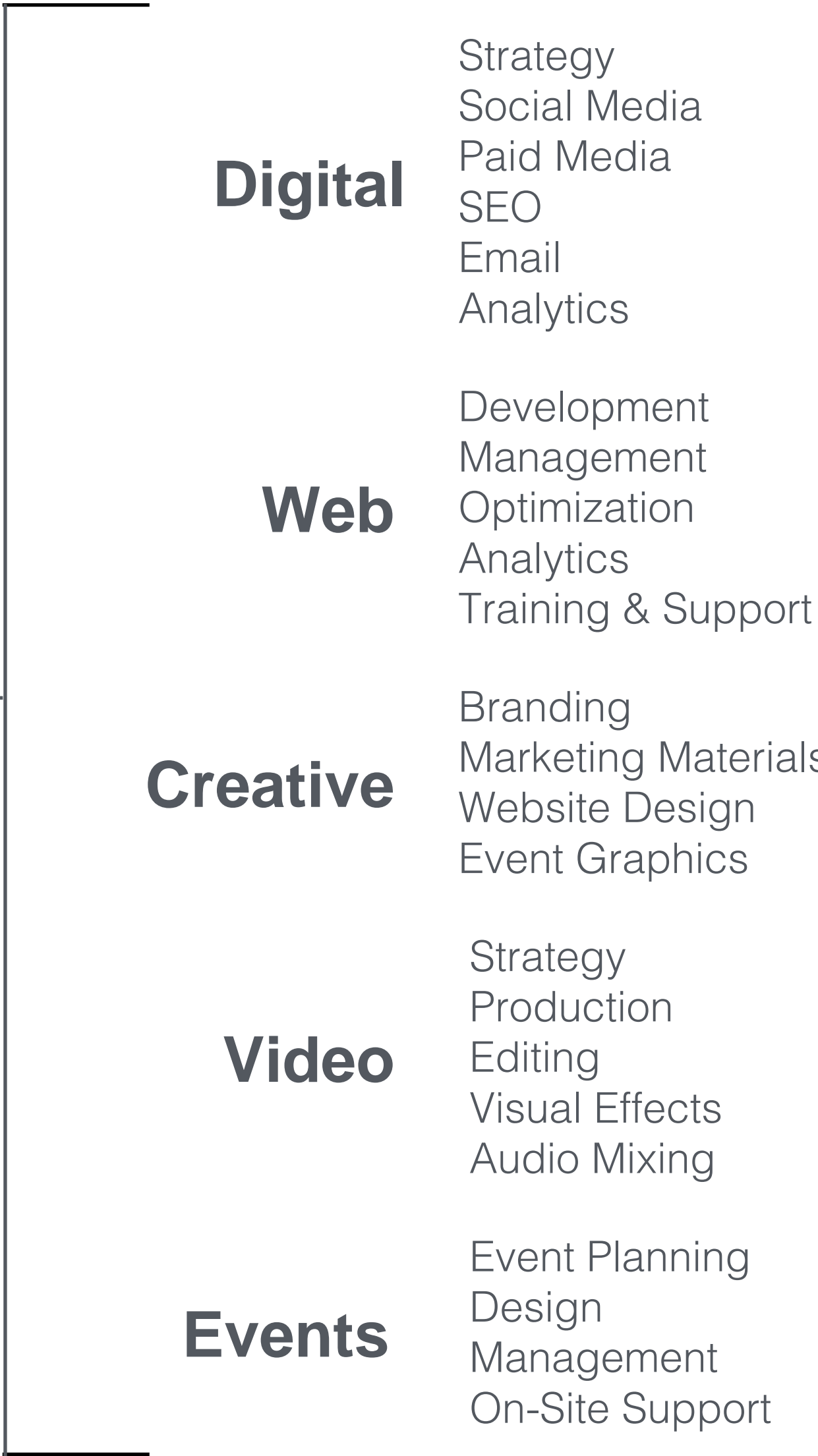


We are BRAVE

Minneapolis-based
digital media agency

19 years strong

Our passions are rooted
in creative & technology.



We build relationships!



Today's journey

We will discuss digital trends impacting:

- Social Media
- Content Marketing
- Search Engine Optimization
- Online Reviews & Listings
- Paid Media
- Mobile
- Emojis





Social Media

The Social Content Mix is Evolving

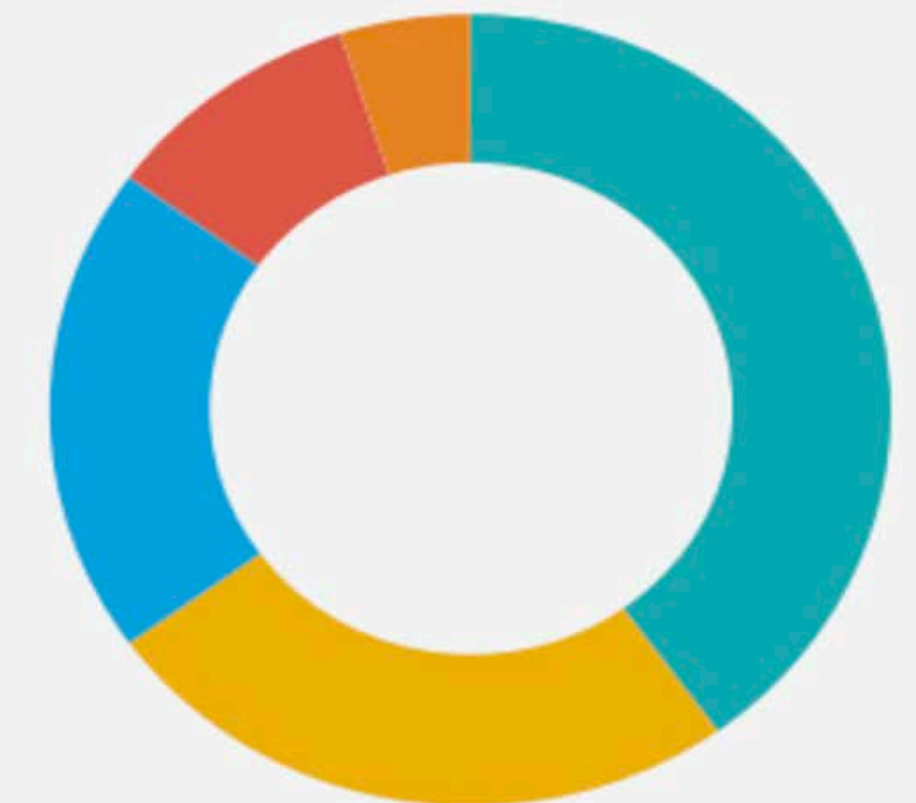
Less selling, more education

- Many brands on social are shifting from selling mode to useful mode
- Ask yourself: *Why would someone follow their hospital, clinic or doctor on social media?*
- Content that helps consumers become smarter, solve a problem, and live better is outperforming sales oriented messages.

Sourcing your content

- Created (original content)
- Curated (found content)

Suggested content mix for you to curate/create:



- 40% Thought leadership/industry news
- 25% Talent brand
- 20% Company/product news
- 10% Event promotion
- 5% Just for fun



Audience Targeting: Opportunities & Limitations

Targeting Capabilities

Reaching audiences **where, when, & how** they want









- Demographic targeting
- Interest targeting
- Behavior targeting

Limitations and Considerations

Strict rules for medical field with regard to:

- Messaging (Claims, Offers, Info)
- Images
- Self Disclosure of Health Information:

“Ads must not request health information, including physical health, mental health, medical treatments, medical conditions or disabilities without our prior permission.”

 This image focuses on physical fitness and is compliant. 	 This image implies weight loss and would be non-compliant if used to promote a diet or weight loss product. 
 This image promotes healthy eating habits and is compliant. 	 This image of a person on a scale would be non-compliant, if used to promote a diet or weight loss product. 

Disability or Medical Condition

Examples

- | | |
|--|--|
|  "Bulimia counseling available" |  "Do you have diabetes?" |
|  "Depression counseling" |  "Depression getting you down? Get help now." |
|  "New diabetes treatment available" |  "Treat your anxiety with these helpful meditations." |

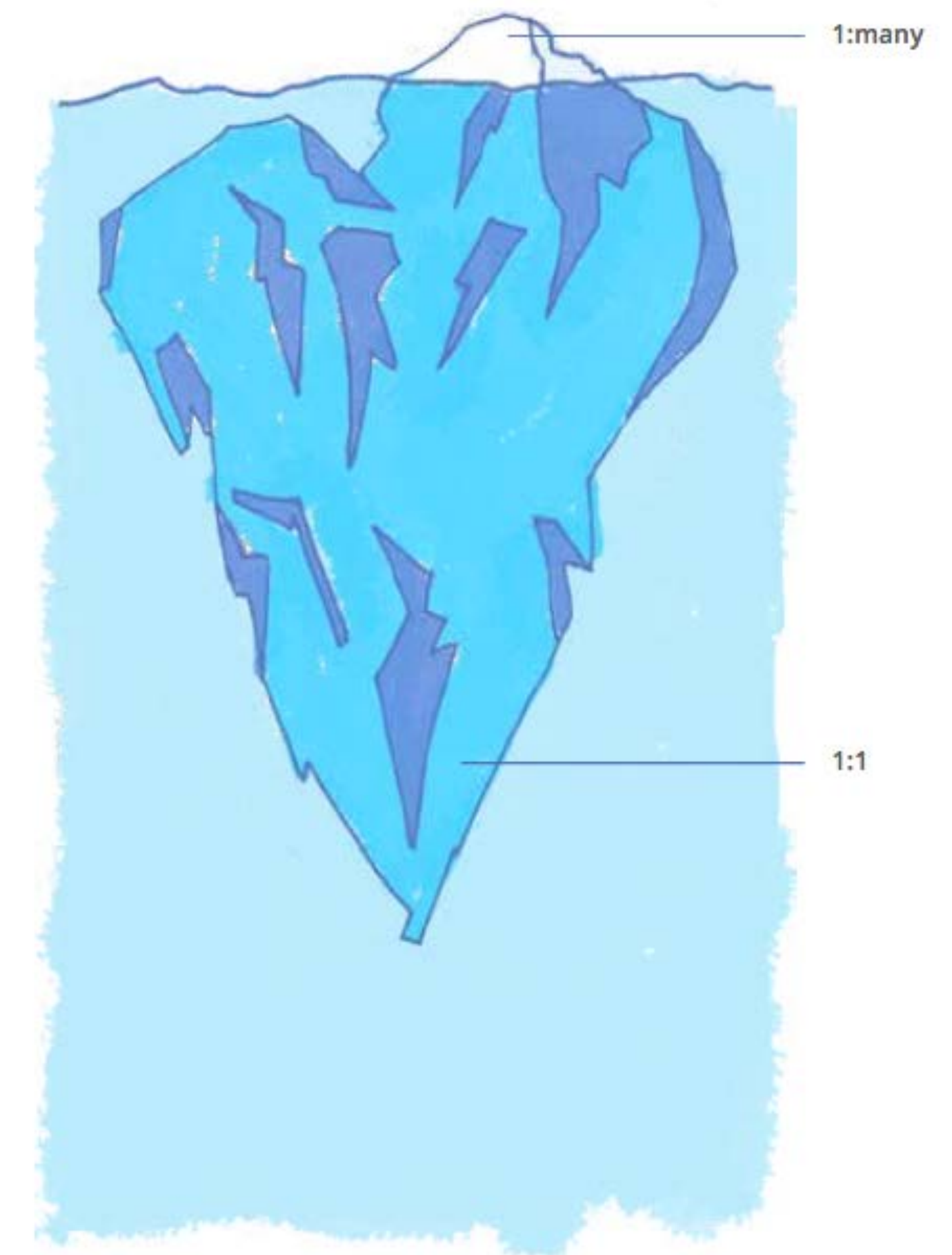


Social Media: The Next Customer Service Platform

“***Social Care***” has risen.

67% of consumers have contacted a business on social for support. (JD Powers Survey, 2016)

85% of consumers will recommend a brand when they have a satisfactory interaction; 82% believe the number one factor for a satisfactory interaction is quick issue resolution. (Twitter, 2015)





Content

Content Trends

As deeper relationships with patients become possible, more sophisticated content tactics will be needed. A few content trends we will continue to encounter include:



Micro-Content: Easily processed bits of information, aimed at delivering the greatest amount of information in the shortest amount of time such as infographics.



Blogging: The healthcare industry now understands the importance of writing blogs as a great resource, a way to help establish expertise, and have a positive impact on SEO.



Personalized Communication: More sophisticated content tactics will be used, including location-based advertising, live video and niche-based content regarding advanced targeting.

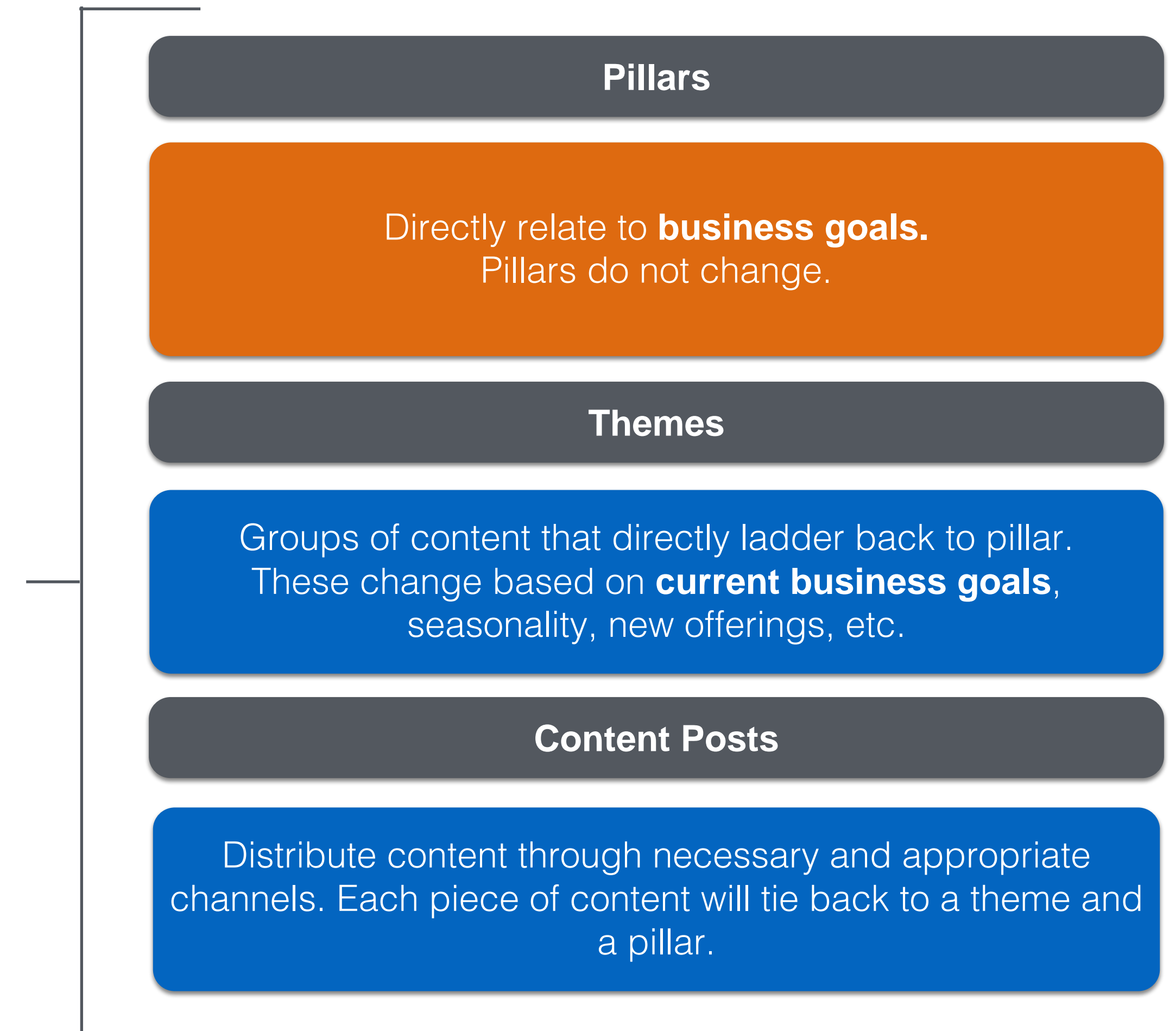


Content Strategy: Driving Business With Content

Content will be **supercharged** to not only increase awareness, but drive measurable business results.

A great way to do this is by developing a content strategy that is **anchored in your business objectives**.

This ensures your content **always works towards your most important objectives**.



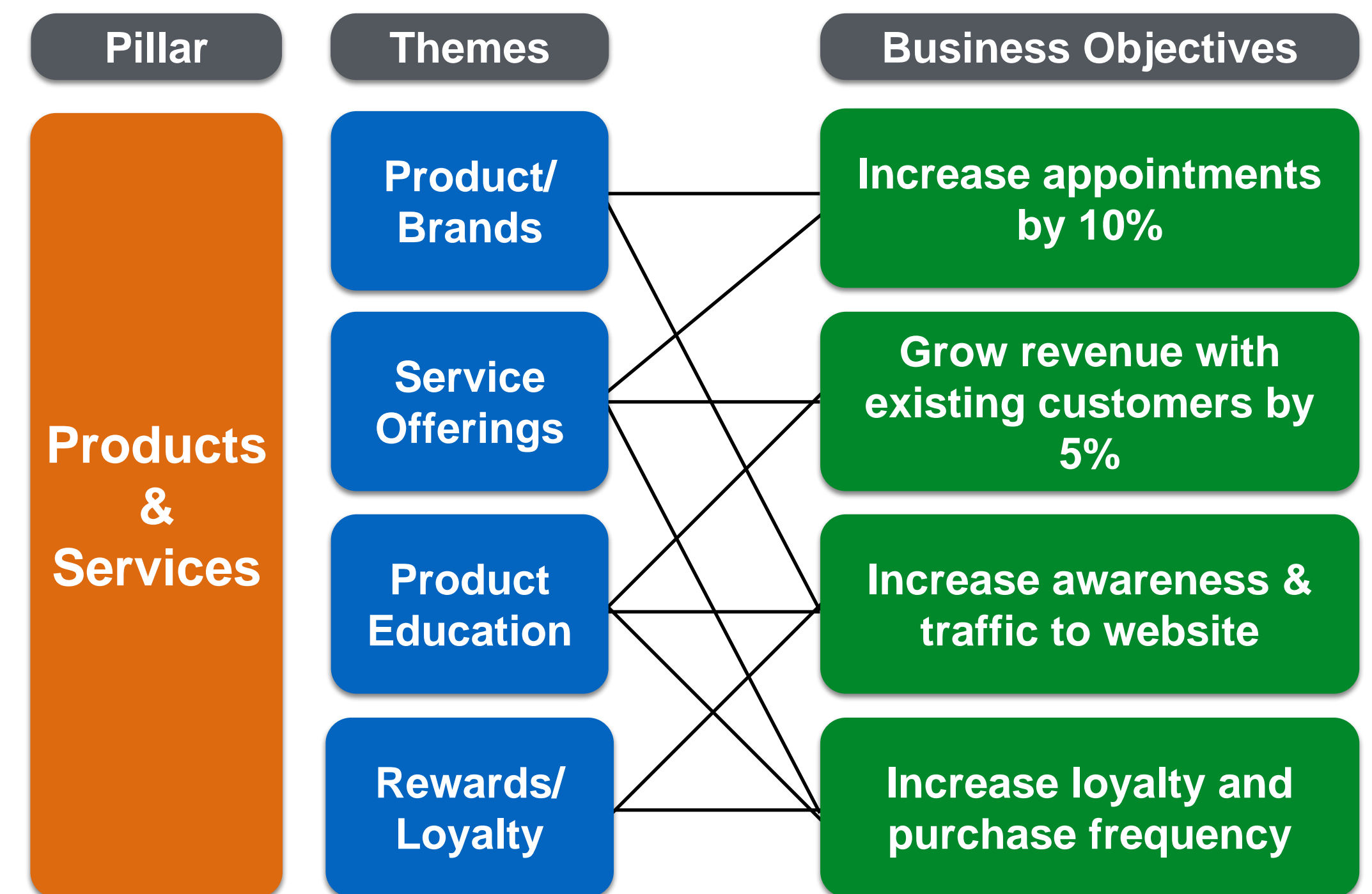
Content Performance: Tracking Results Against Objectives

Enhanced content performance tracking tools now provide more data than ever. This data will be used to drive content decisions.

Each month, track performance of each content pillar and theme against each other and adjust future content accordingly based on **performance**.

Ask your web team to explore use of advanced web tracking tools like:

- Google Analytics
- Google Tag Manager
- Google Search Console



SEO



The Rise of Voice Search



One Screen



Multiscreen



No Screen

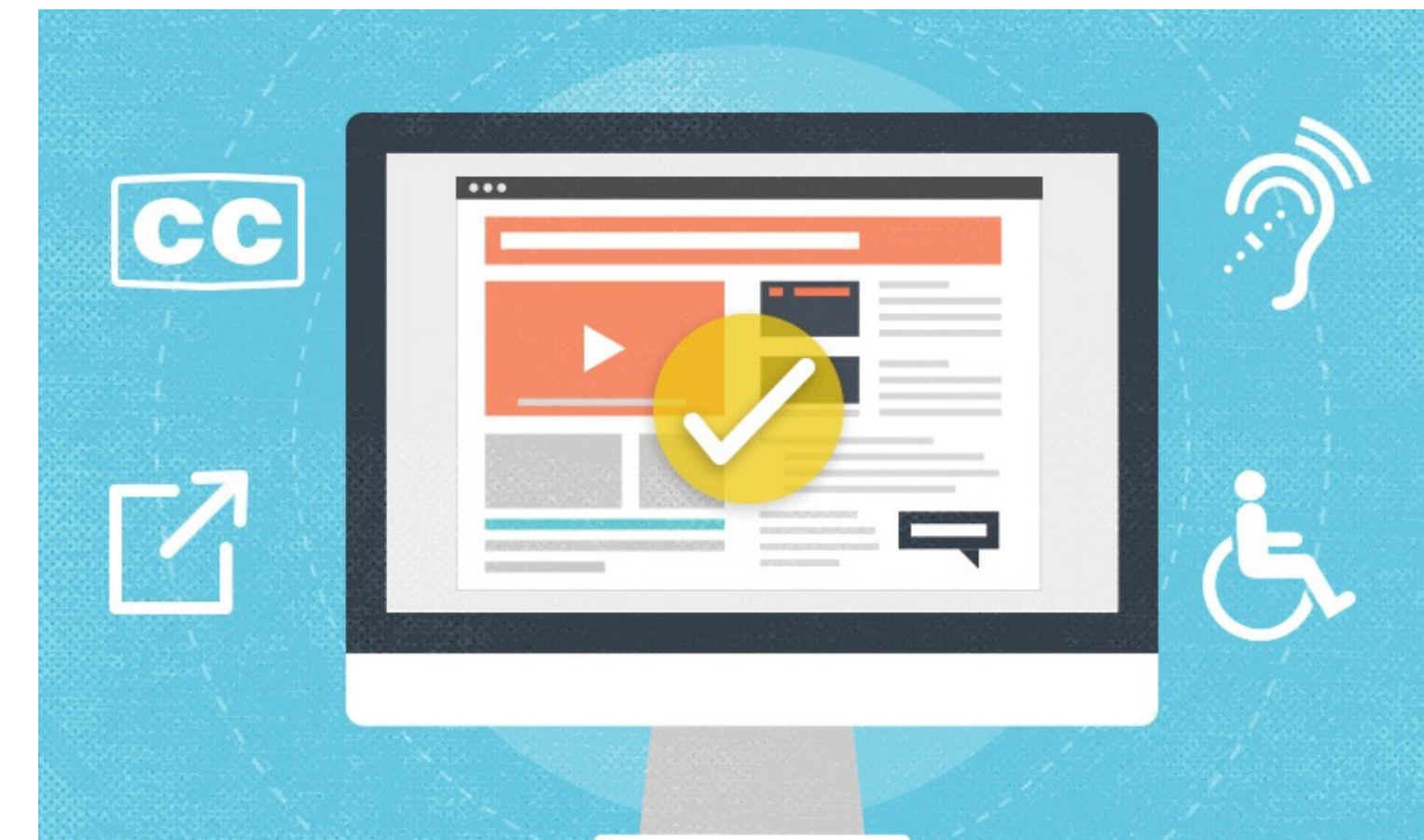
- “Hearables” market to reach more than \$40 billion by 2020. (Facebook @ SXSW, 2017)
- More than 50% of all searches will be voice searches by 2020. (Gartner, 2016)



ADA Compliance: Lawsuits, Accessibility & Searchability

Over 240 lawsuits were filed against businesses for non-ADA compliant websites in 2016. (LexusNexus, 2016)

Google search rankings will continue to be influenced by website usability which include technical SEO optimizations.



Website elements affected by ADA compliance:



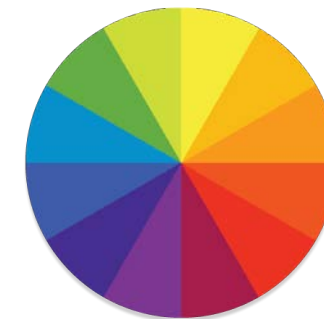
Images



Fonts



Links



Colors



Form Labels



Content



Coding





Online Reviews & Listings

Reviews are here to stay

Reviews and ratings continue to play a critical role for searchability, credibility, and creation of digital advocates.

- 92% of consumers read online reviews (Brightlocal)
- 90% of consumers say positive reviews influenced their purchase decision (Marketing Land)
- Yelp gets over 160 million visitors each month - 83 million on mobile and 79 million desktop (Reach Local Blog)
- 62% of patients polled in a survey use online reviews as a first step to find a new doctor (SoftwareAdvice.com)



Positive reviews make a difference

Online customers are more informed than ever. It's crucial for healthcare marketers to prove to potential patients that they are trustworthy. The future will require proactive management of online feedback.

Positive reviews offset negative reviews so you should consider:

- **Get active:** Ask customers more directly, more often, in more ways, and in more places to leave reviews.
- **Capture the opportunity:** Be aware of positive experiences and make it easy by using tools that leverage text message, smartphones, and popular apps.



“A 1-star increase in online rating can lead to a 5-9% increase in revenue.”

Harvard Business Journal



Online listings are growing like weeds...

Ever think about cloning yourself? They already did that for you and your business. Physician and business listings are often not accurate and provide many challenges.

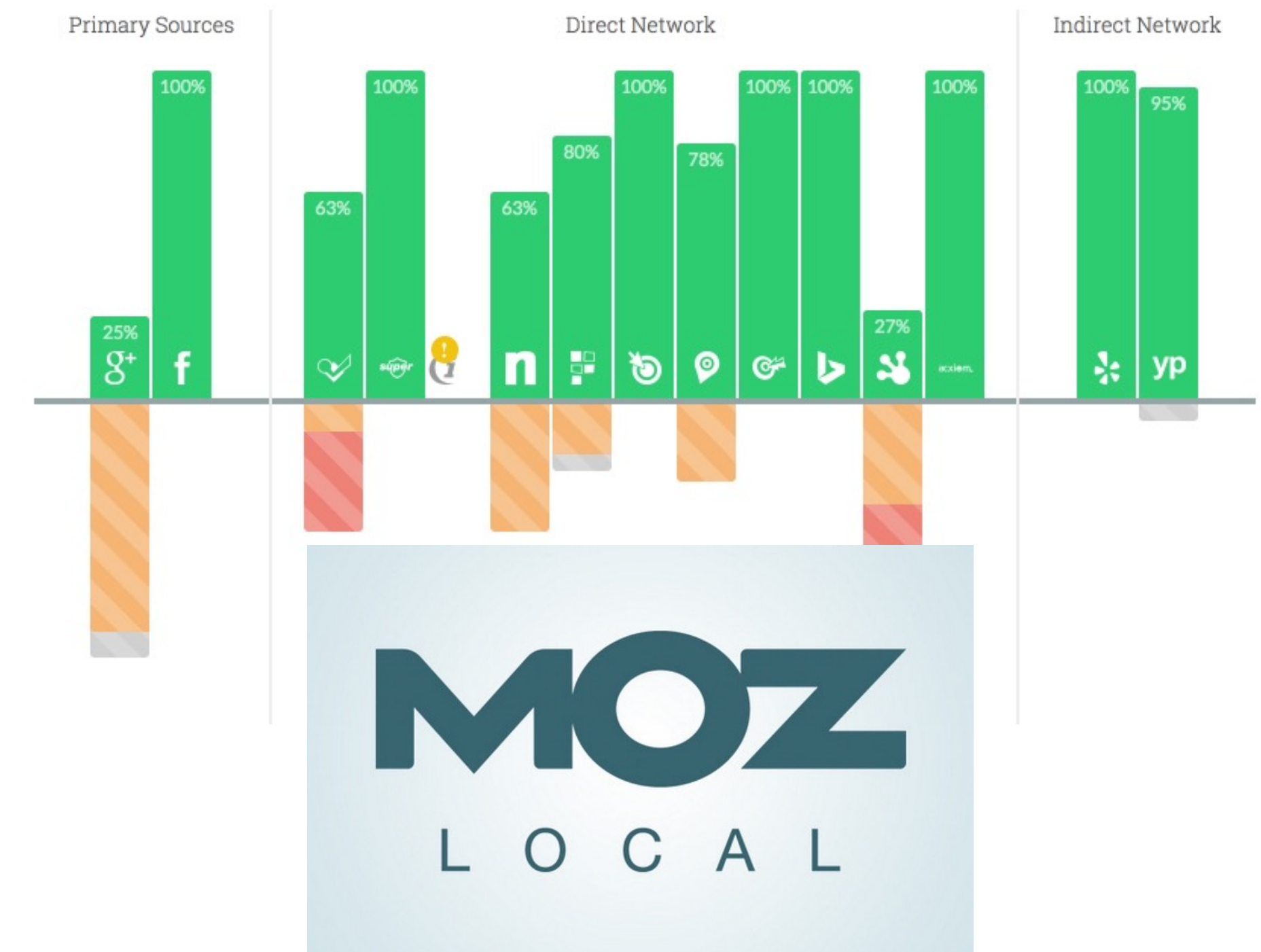
- **Incorrect listings** are damaging for search results and frustrate customers.
- **Inconsistent listings** make finding your business online more difficult, leading to a poor user experience.
- **Duplicate listings** cause major confusion for both customers and search engine crawlers and damage local search rankings.



Managing your listings

Just like reviews, the future will require proactive management of online listings.

- **For Physicians:** Develop a master listing for the organization and for each physician to properly share key information - update and claim listings as you go.
- **For Businesses:** Look at the most important listings in your industry with a focus on Google, Yelp, Facebook, and Bing.
- **Your Goal:** Consistent and accurate listings across all channels. This is important when trying to drive online behaviors. Conduct an audit of your online listing presence using tools like Moz Local, Podium, and Yext.

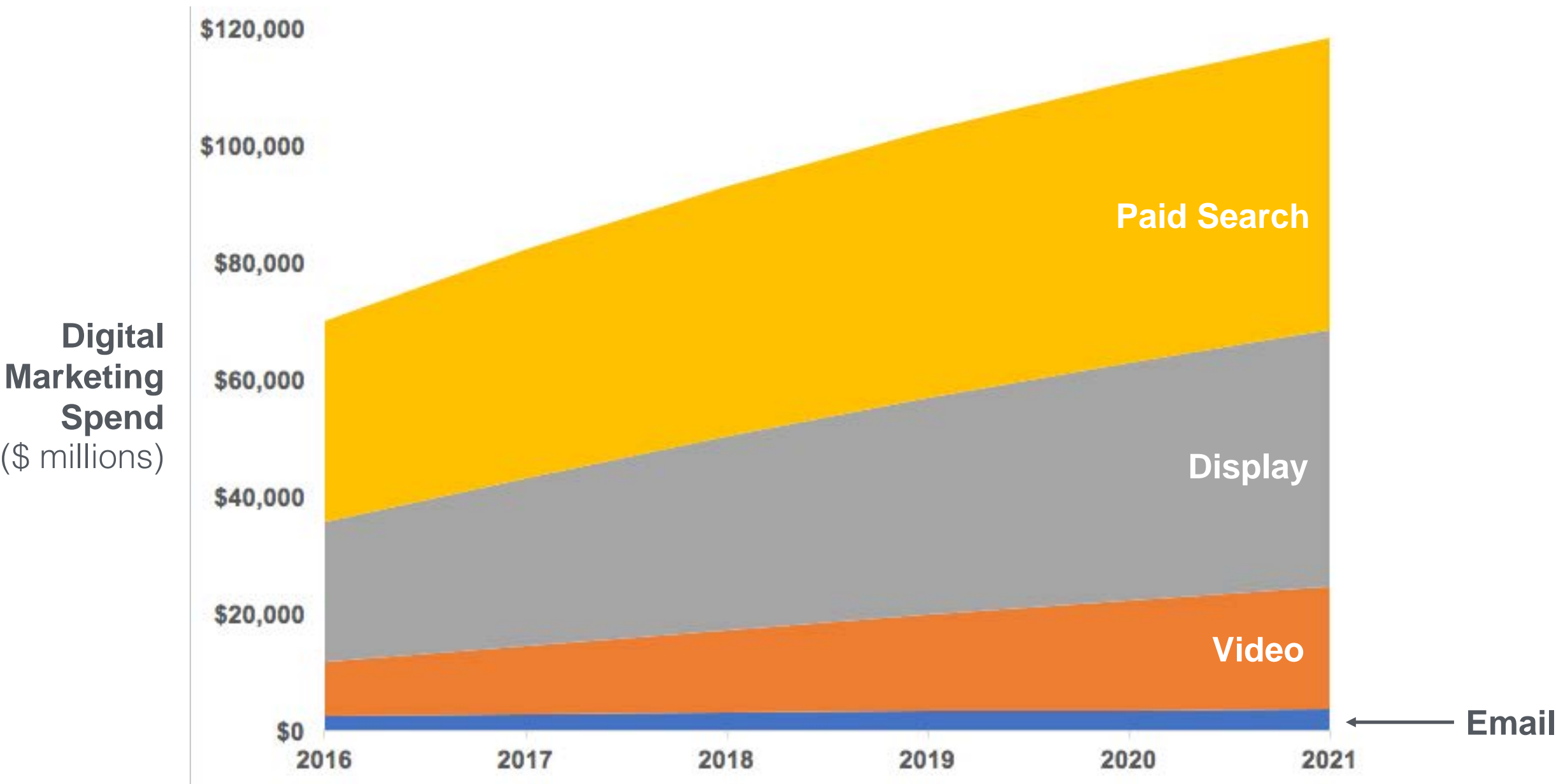




Paid Media

Acceleration of Digital Media

- ☑ US digital marketing spend will near \$120 billion by 2020, representing almost half of all media spend.
- ☑ Working budgets will give ground to non-working budgets, allowing marketers to spend on what works in real-time.
- ☑ Online video will experience the greatest uptick with brands. (Up 114% since 2014)



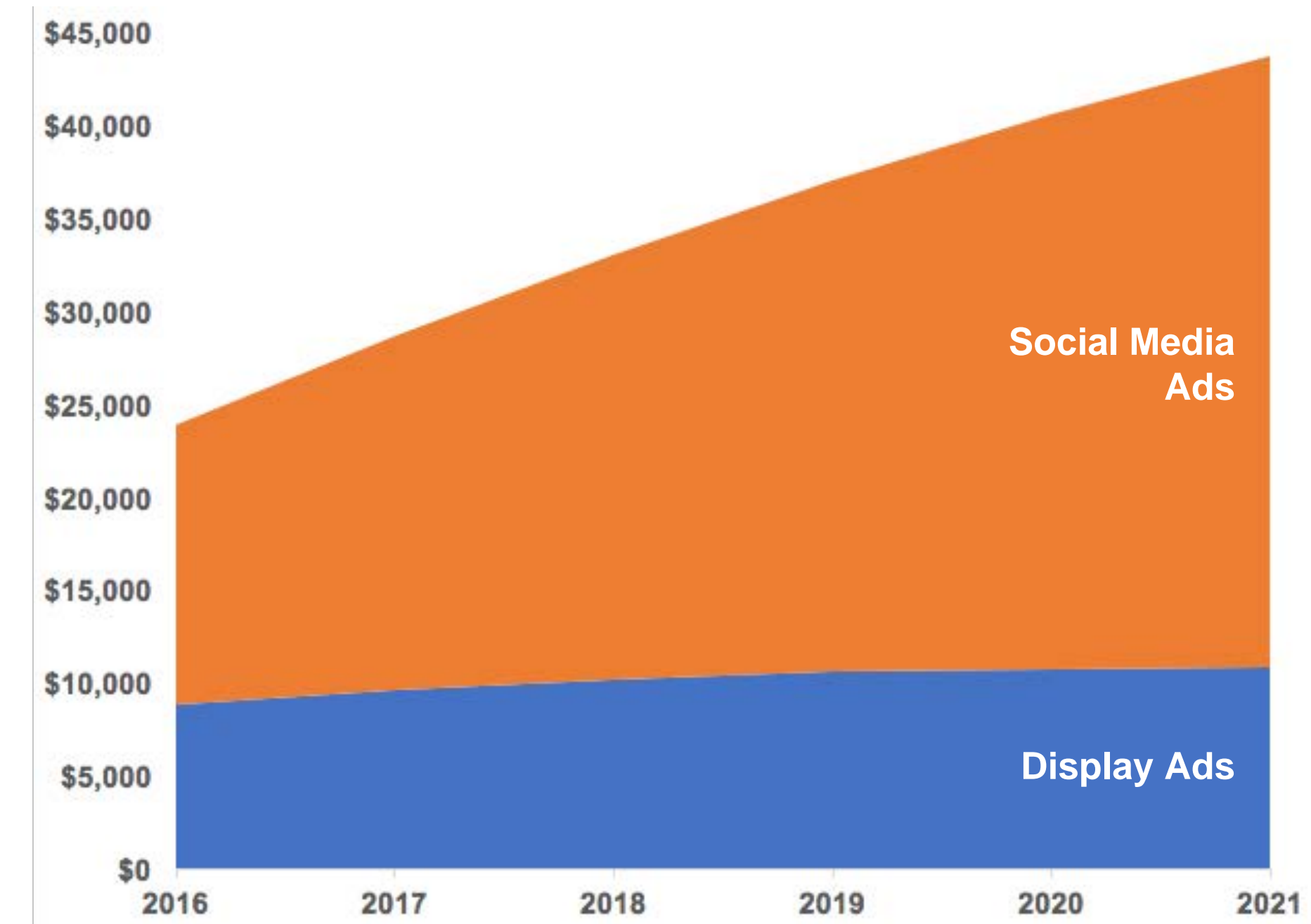
	2016	2017	2018	2019	2020	2021
Paid Search	\$34,414	\$39,164	\$42,954	\$45,849	\$48,220	\$50,121
Display Ads	\$23,888	\$28,726	\$33,055	\$37,071	\$40,684	\$43,796
Online Video	\$9,252	\$11,725	\$14,139	\$16,466	\$18,711	\$20,891
Email	\$2,564	\$2,811	\$3,055	\$3,297	\$3,548	\$3,812
Total	\$70,118	\$82,426	\$93,203	\$102,683	\$111,163	\$118,620
% all ad spend	36%	40%	42%	44%	45%	46%

Source: "U.S. Digital Marketing Forecast: 2016 To 2021," Forrester Report (2017).



Social Media Advertising

- ☑ Marketers will shift from static banners to more customized, engaging ad experiences
- ☑ As a result, social ads will take budget away from display ad allocations.
- ☑ Largely due to targeting and conversion capabilities.



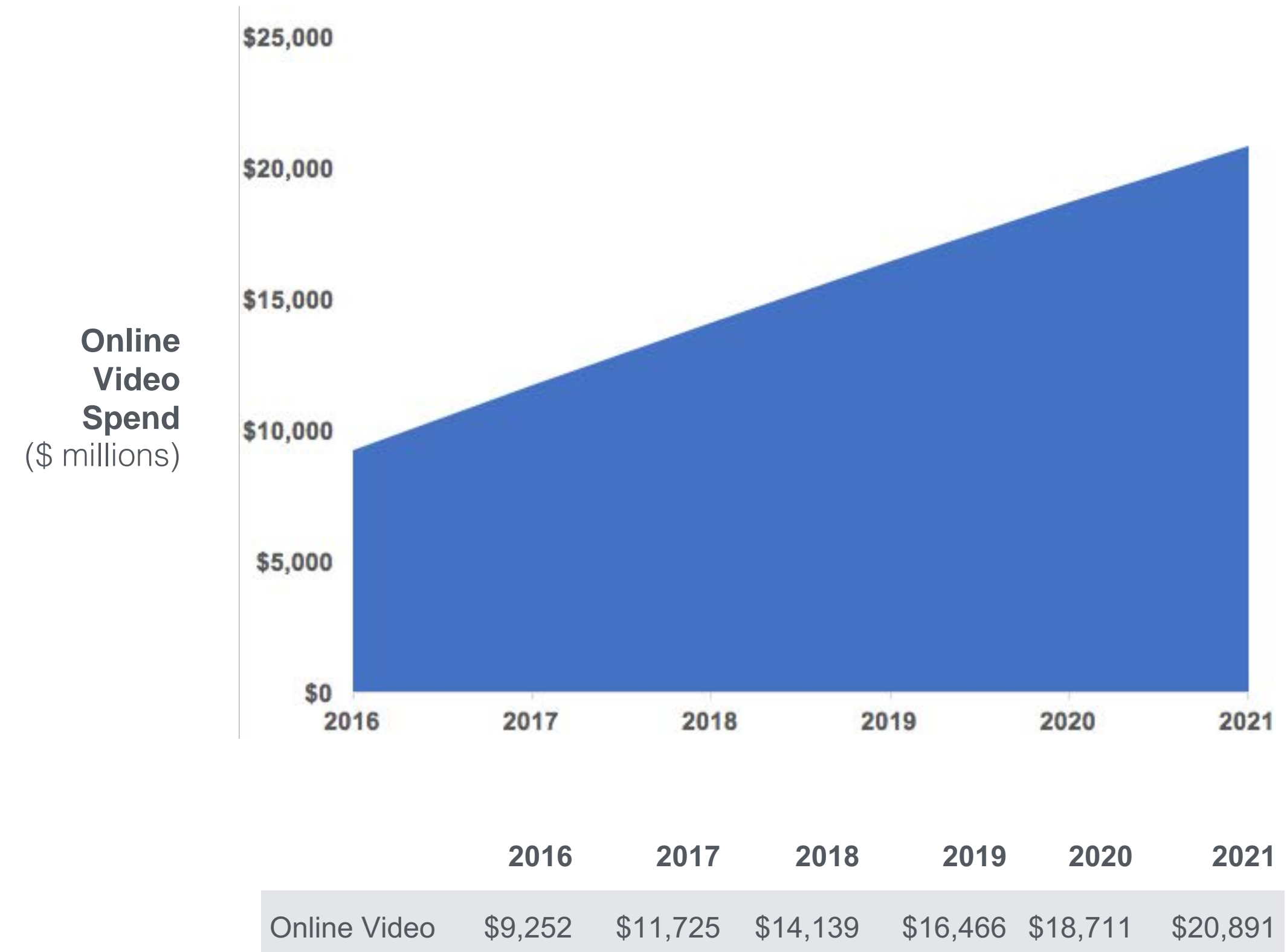
	2016	2017	2018	2019	2020	2021
Display Ads	\$8,872	\$9,661	\$10,241	\$10,597	\$10,787	\$10,820
Social Media Ads	\$15,016	\$19,065	\$22,814	\$26,474	\$29,898	\$32,977

Source: "U.S. Digital Marketing Forecast: 2016 To 2021," Forrester Report (2017).



Online Video

- ☑ Online video spend will double by 2021.
- ☑ Offers a TV-like experience without the extreme cost for marketers.



Source: "U.S. Digital Marketing Forecast: 2016 To 2021," Forrester Report (2017).



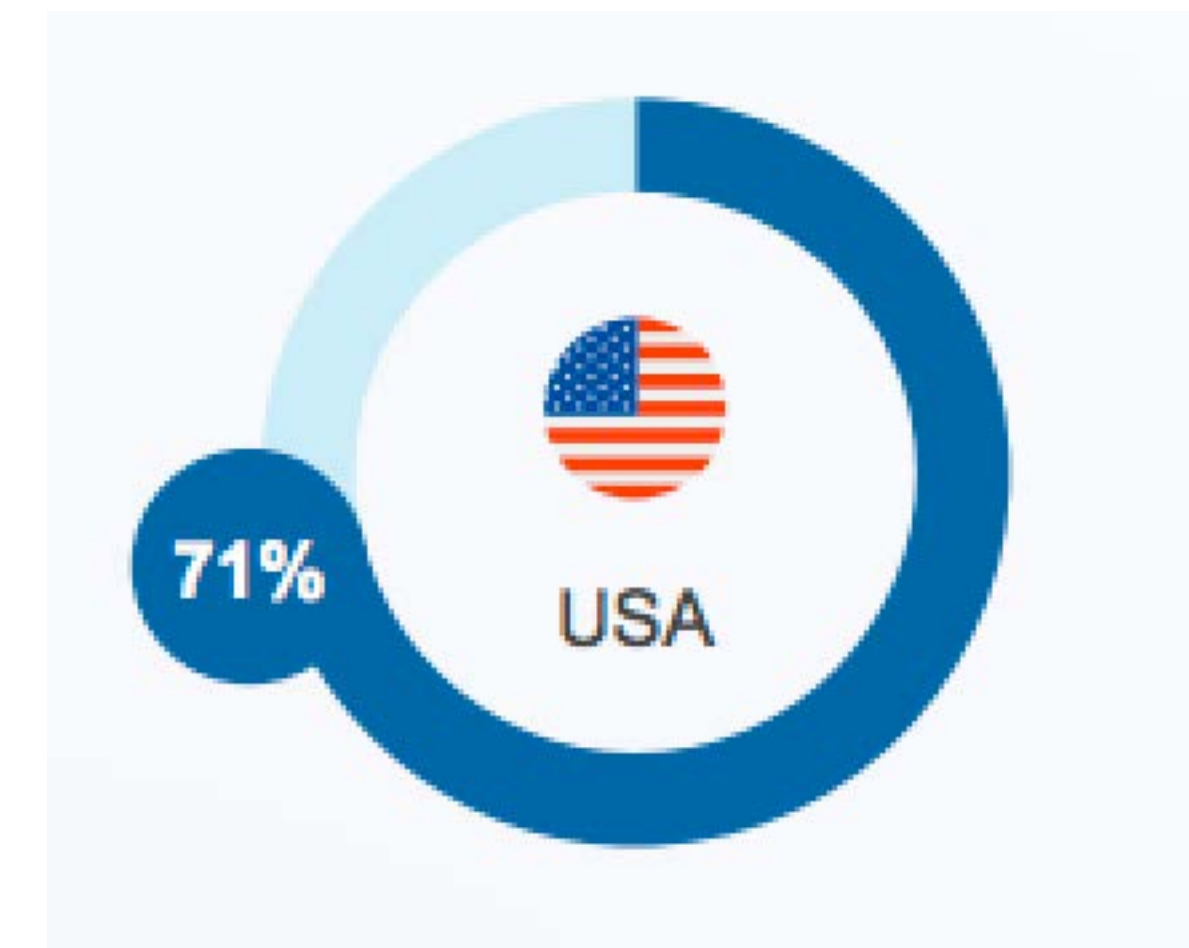


Mobile

Mobile-First World

With the rise of smartphones and improved technology, the shift to mobile continues. This means mobile needs to be top of mind for all digital marketing activities.

- **Web:** All sites need to go beyond being just mobile-friendly. Design website with a mobile-first mentality and customize all online content for the mobile experience.
- **SEO:** Mobile is having a growing impact on SEO. Make sure the site speed and other key web performance components are optimized.
- **Social Media:** Content needs to be mobile friendly and capture attention quickly. Make sure content is optimized for mobile display.



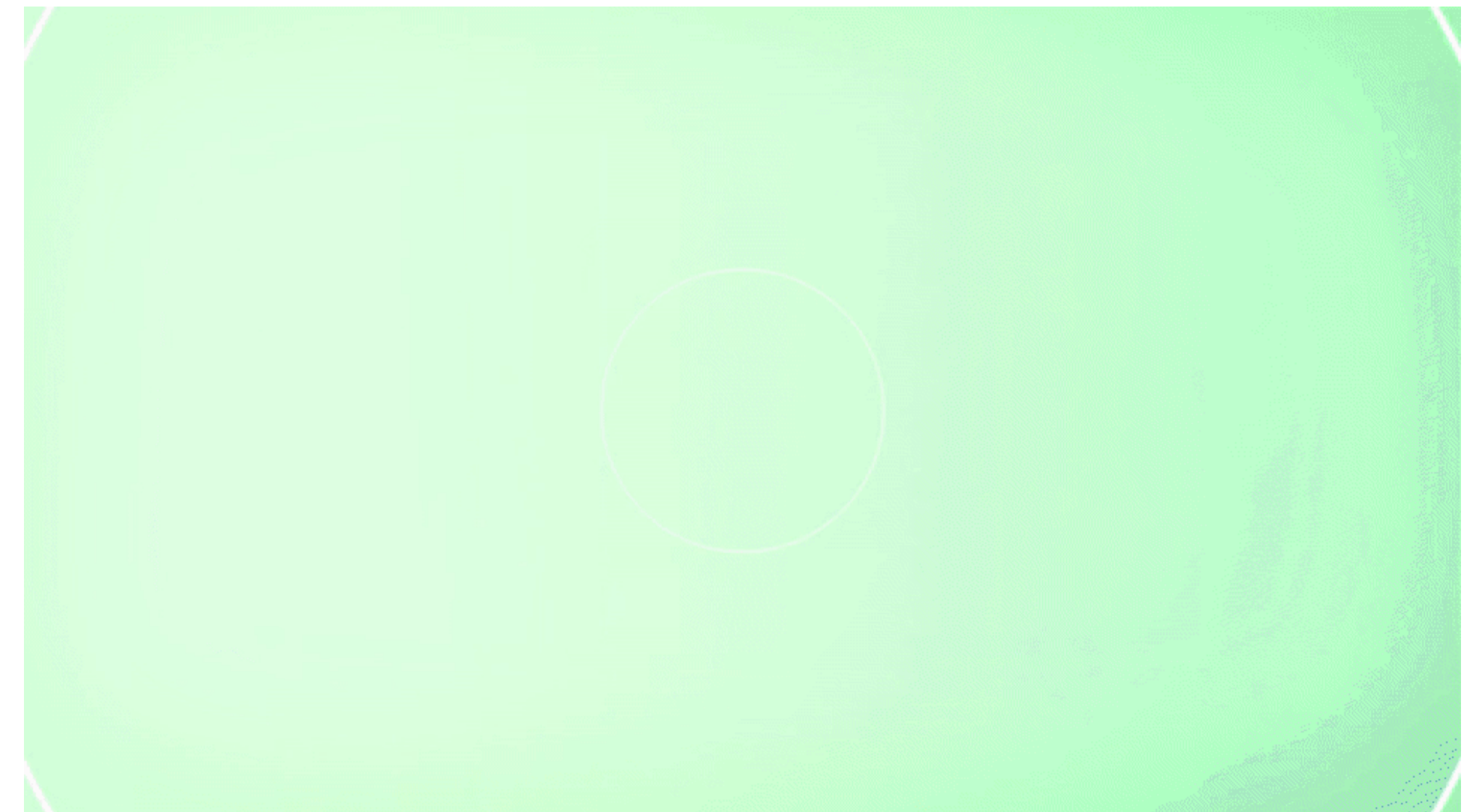
Percentage of total time spent online using mobile devices



Thumb-Stopping Content

Mobile content that grabs attention quickly is required in the fast moving world of the mobile small screens and multiple screens

- Know your audience.
- Use captivating and colorful visuals.
- Utilize smart editing techniques and various medium formats to stay innovative.



“Marketing needs to show up in a delightful, useful way—otherwise you are noise; consumers want you to add value to the experience.”

Carolyn Everson, vice president of global marketing solutions at Facebook





EMOJIS

The Rise of Healthcare Emojis

Emojis allow for faster & deeper communication with fewer characters. Custom emojis are now available for all types of topics. ***Do emojis have a positive role in healthcare?***

- Emojis can bring a light-hearted energy to an often stressful environment.
- Gillette Children's Specialty Healthcare is launching an app for special needs kids who want to better communicate using emojis.

75% of men and 84% of women respondents believe emojis are a better way to express their emotions than words. (Emogi Survey)



Questions?

**Want a free
digital marketing
checkup.** 
for your organization?

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