

HOW TO BEST UTILIZE YOUR HEALTHCARE LIST

- *77% of all healthcare enquiries begin at a search engine.*
- *72% of all internet users have checked for health information online within a year period*

- Pew Research Center

Your decision to buy that high value healthcare marketing database is well placed. Now once you have the list, what next? Launch a campaign obviously! But is that all?

- ▶ **Detailed Firmographic Intelligence** like NPI Numbers, State Licenses, Bed Counts, Board Certifications and more from both rural and urban healthcare facilities around the world
- ▶ **Healthcare Professionals Databases** with emails, mailing lists, research, and multi-channel marketing solutions
- ▶ **Hospital System Information** like EMR / EHR used for Medicare adoption

With such intricate information at your disposal, your database can do so much better than just launching a campaign. Learn the hacks to optimize your campaign performance in line with your enhanced healthcare data.



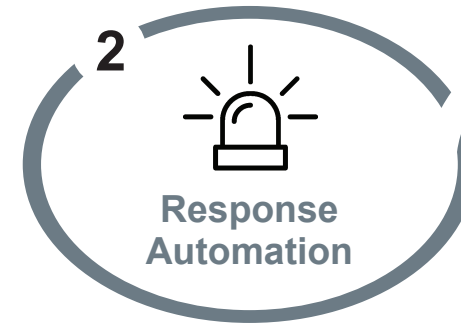
10 INSIDER HACKS TO REAP BETTER ROI FROM YOUR HEALTHCARE LIST



This is your core objective. You have a fresh medical supplies shipment coming in. This means new opportunities, and professional email IDs are the best places to test it. But with just an addition of two or three preference fields in your healthcare list, you can personalize your messages specific to your target audience, harnessing higher impact.

TO DOS:

- Maximize your campaign impact by harping on local health issues. Append geolocations in your list.
- Add intelligence fields of your prospects' medical technology usage history. Tweak your offers accordingly.
- Append information regarding tech budget spending to realize the value of your product to facilities around the world. This bit of information is rarely available in the market. Try it from Lake B2B.



Healthcare industry thrives under immediate, compassionate responses. Marketing automation is one way to get real-time, though it requires some getting used to. Then again, the results are more than rewarding. Starting from relevant representation of your objective and services on landing pages and mail campaigns, customized automated responses, regular goodwill greetings to campaign analysis – seamless marketing management is under your fingertips.

TO DOS:

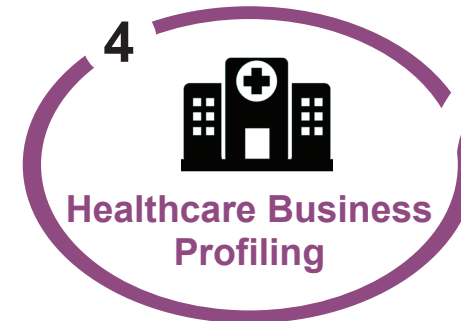
- Stack your automated responses ready, depicting different stages of client interaction scenarios.
- Use automated responses for email confirmations. This increases prospect trust.
- Apply marketing automation tools like Ampliz to seamlessly connect your multichannel campaigns.



Social media is one place where all your prospects connect regularly. It reaches more people, and when used rightly it can help generate awareness, leads, followers, product views, purchases, and a lot more. Now with crisis notifications (Like Facebook's 'marked safe' and 'blood donor' drives), your healthcare business can thrive in social media, with maximum exposure.

TO DOS:

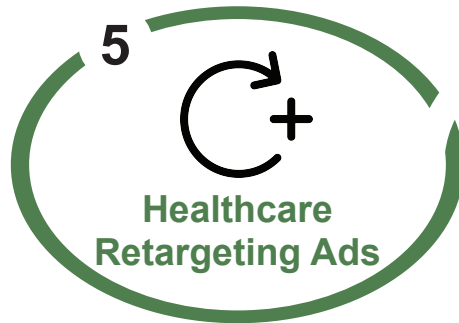
- Research and test your email audience groups for their most preferred social media platform.
- Append your email database with your target group's collective social media profile preference.
- Collaborate with channel experts who can create powerful social media strategies for B2B markets.



Group your healthcare prospects into smaller segments based on products and services, common traits, characteristics and purchase behaviors. Segmenting lists enable brands to focus on tailored marketing communications to specific types of professionals, across channels. This helps you speak more intelligently to your customers, giving them information they want at YOUR opportune time. Dissecting your list requires surgical precision, thereby requiring professional help.

TO DOS:

- Identify and communicate with your high-networth target group with maximum impact.
- Preference-based classification helps marketers to delve deep into prospect interests, enabling them to influence purchase decisions better.
- Create your healthcare brand's ideal buyer persona and formulate marketing strategies around it.



Retargeting advertisements target the list audience who showed some interest in your products or services by visiting your website. Rather than trying to attract first-time visitors who may or may not convert, retargeting campaigns strive to get repeat visitors who are more likely to convert.

TO DOS:

- Create short and crisp messages on the ads. They need a hint, not a full-blown explanation.
- Highlight your offer with visually appealing content. Inspire curiosity.
- Use cookies. It's a subtle form of reaching already interested people, with high chances of conversions.



Apart from being one of the oldest, trusted and tested marketing tactics, telemarketing comes cheap and provides the vital advantage of human confirmation. Telemarketing, like healthcare itself, provides the factor of compassion and understanding which cannot be ignored. Being a verified practice for quite some time in the market, specialized telemarketing services are offered by numbers of notable agencies. Outsourcing saves resources, and provides direct verification to your list's authenticity.

TO DOS:

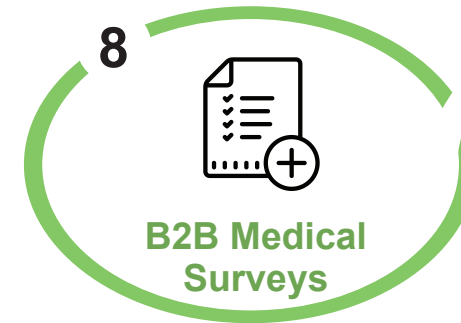
- Utilize your list's phone number field as a reliable healthcare marketing channel running parallel to your email communication.
- Qualify your mailing list by running phone confirmations after your digital interaction with prospects.
- Gauge immediate reactions and instant results from telemarketing campaigns.



Share event invites to your contact list. Let them know you are attending or exhibiting at an event. Run customized event campaigns to your list at periodic interims setting reminders and share benefits of how this event can help their business. Want to take your list interactions to the next level? Host a webinar. Medical webinars are a big thing right now. It has the highest engagement and guarantees 10-20% conversion too.

TO DOS:

- Build your brand image directly by scheduling 1:1 meetings during the events.
- Use invites to relevant and popular healthcare events as collaterals to your campaigns.
- Unsure about your medical webinar's operational and technical assistance available in-house? Seek services of a webinar expert who hosts it for you. Automate your webinar delivery with a robust tool like Ampliz.



Firstly, B2B medical surveys are different than the normal one-to-one medical surveys. B2B surveys are seamless and cost-effective tools to understand your prospects' business purchase behaviors. By utilizing survey campaigns routinely, you can demonstrate that you value your prospects' opinions while also gain important information about the type of products, services and enhancements they might be willing to pay for.

TO DOS:

- Keep the survey short and to-the-point to ensure high responses.
- Make your survey more like a quiz, less like a questionnaire. Introduce interactive features.
- Keep the language decent and questions non-intrusive to build trust.



Newsletter subscribers are valuable soft leads who appreciate your thoughts to a certain degree. With the right amount of subtle persuasion, they could eventually end up as full-fledged customers or clients. Creating customized newsletters for your list segments rather than your entire list fetches better results.

TO DOS:

- Share newsletter opt-ins with your list contacts in the beginning interaction stages.
- Remind them of the subscriber-exclusive benefits like latest insights to premium content, webinar registrations, product offers, etc.
- Include subscription benefits in your generic healthcare awareness campaigns too.



Your healthcare clients are watching more videos than ever. Close to 92% of B2B prospects consume online videos today. From generic awareness videos to videos on latest innovations in the field, it's one of the most powerful platforms to share your message across all platforms. Adding audio-visual content to any form of marketing campaign increases its readability manifold. The most essential aspect of videos is that it has the potential to defeat legibility barriers across geographical and cultural differences.

TO DOS:

- Adding visuals to any content material increases your readership. Distribute videos via social media, blogs, webpages and any channel which supports the format.
- Break your videos down to short clips, and release them as teasers.
- While open platforms are great places to host videos, hosting it on your own website provides credibility and helps traction of your brand websites too.

About Us

Lake B2B is a leading provider of data management services, list solutions, and customer data insights. We provide data centric solutions to a wide range of business-to-business companies. Our focus over the years has been on improving the efficiency of marketing campaigns, driving more revenue, and increasing profitability of sales and marketing teams in organizations.

Drive ROI with B2B event marketing and leverage lead generation
connect with 42 Million Verified Business Contact

Use Our Industry Specific Prospects Lists

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