

A Definitive Guide on B2B Healthcare Influencer Marketing



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Definitive Guide on B2B Healthcare Influencer Marketing

When it comes to influencer marketing in the B2B sector, the growth has not been as phenomenal as it has been in the B2C sector. The reasons for this phenomenon are many. One reason is that the buyers' journey is not as small and easy as it is in the consumer market. For instance, if Kim Kardashian flaunts an apparel in an advertisement, chances are that the audience meant to sell that apparel will get impressed and haste to buy it without much consideration.

In the B2B market, this is not the case. A stakeholder of a business may one hundred per cent get impressed by Kim Kardashian but she will definitely not be influenced. But that does not mean that influencer marketing cannot be used in the B2B sector. It can be used and with much success. Influencer marketing in B2B can establish your brand name in the market as a reliable and robust brand.



How is Influencer Marketing Different in the Healthcare Sector?

There is a natural tendency in consumers to believe their fellow consumers more than the brand. And if the fellow consumer has a fan following and an overwhelming social media presence, brands can appoint them to market their products and services.

The healthcare industry is a challenging ground and individuals take precautions more not to fall for a trap endangering not only their investment but also their well-being. In such a situation, consumers are more likely to heed to an influencer with a convincing temperament rather than trusting what the brands have to say about themselves.

Outbound marketing does not work very nicely today. Buyers prefer to do their own research about products and services. And even better is a recommendation from someone they trust.



Why Adopt Influencer Marketing for B2B?

Researchers say influencer marketing can be very effective. Consider the following two statistics:

- ✓ Out of the **86%** of marketers who leveraged influencer marketing in 2017, **92%** of them say it was effective.
- ✓ For every 1000 views, Influencer marketing delivers incremental sales by **\$285**, which is 11 times the ROI from all other marketing tactics.

These two statistics are eye-openers for B2B marketers. Because if so much can be gained in the B2C industry then gaining half of it will also enhance the ROI and brand image of B2B businesses. After all, both B2B and B2C being slightly different fall under the umbrella of business itself.

Finding the Right influencers?

Let us give an important clarification in this section. When anyone talks about an influencer, the first thing that comes to one's mind is a celebrity with a huge fan base who if endorses a product it becomes a sensation. This description might fit in the B2C but not in B2B. A B2B influencer is much different from what we picture for B2C.



A B2B influencer is someone who as if is the leader of a movement due to their passion and the loyal support of their niche. For B2B influencers, these are industry analysts and consultants, industry bloggers and thought-leaders, trade association leaders and even journalists. These are the people who listen and grasp whatever goes on in your industry.

It is okay if you are not aware of who are the potential influencers in your field. There are many ways in which you can identify them. One of the most successful and commonly followed way is trying to figure out with whom the buyers are engaging on the social media platforms. From their conversations, it is very likely you will find the influencers in your field.



If you are fortunate enough you will find an influencer among your customers with whom you can have reasonable tie up. If none of these methods happen to satisfy your quest for a reliable influencer, you can always invest in research tools and paid services to find the potential influencers.

The 5 R's to Seek in Your Influencer

There is no doubt about the fact that you do influencer marketing to have an influencer who gives you a good reputation that ultimately helps in increasing your sales. Easy said than done. There are a number of things you must look for in an influencer. Let us find out what are they



Reach: No matter which form of advertising you are talking about or which kind of influencer marketing for that matter—B2C or B2B, you want to have an influencer who has a wider reach among your audiences. Number of followers, number of likes, number of shares of the content; these are some of the metrics you might stumble upon to have an idea.

Relevance: All the numbers we have talked about in describing the reach such as likes, shares, comments, etc. are nothing but vanity metrics. It is good for an influencer to have those but they would not help alone in the required result. Along with reach you want relevance—relevance with the audience and relevance with the content. If you are a healthcare marketer and your very popular influencer rants mostly about politics or sports which goes down well with their audience, their reach is not having the relevance you want.



Resonance: Your influencer might have the reach and relevance but does their content resonate with your audience? You need to have the answer to this question if you want your influencer marketing to be successful. Resonance in simple words means how much the content engages the audience. Do they find it useful for them, or meaningful to their line of business or interest or requirement? just having the keywords stuffed at the right places would not help. Neither will reach and relevance help if audiences find the content useless. the content useless.

References: Always ask how much your influencer is referenced by the audiences. If your content resonates with the audience, it will be shared by them in the form of retweets, reposts, etc. There will be others in the industry who will share it among their peers as useful information worthy of being known by most of the professionals. This is the most important 'R' of influencer marketing because it is like a stage of culmination where your influencer marketing strategy has gone successful or not can be determined. The more reference means more people becoming aware about the value influencer offers to them. This simply means more and more people would become aware of your brand.



Relationship: Businesses survive and prosper on good relationships because there are very few businesses with a one-time life cycle. This fact becomes true for influencer marketing by many-folds. The stronger the bond with your influencer, the more likely it is that their content seems authentic, credible and reliable. If you manage to find the one who is already a customer or follower of your service or product, they will promote you quite easily. Nurturing these relationships lead to earned influencer marketing for which you do not have to spend anything in excess.



What Defines a Good Influencer Marketing Strategy?

You have made the decision to leverage influencer marketing. You know all the qualities that an influencer must possess. You also now know how to find the right influencer. Going ahead from here, you must be able to define, and then devise a good influencer marketing strategy, which is

- ➔ Not coerced to accommodate endorsements.
- ➔ More inclined towards enhancing brand value and creating trust.
- ➔ ROI- and revenue-oriented in the long-term.
- ➔ Helpful in expanding brand awareness.
- ➔ Capable of playing an equally significant part in lead generation as well as in lead nurturing.

We will again stress on the fact that your content marketing must not be aggressively persuasive because decision-makers are the people who can read between the lines. They can easily differentiate an honest value-added content from an unauthentic promotional endorsement. There is no dearth of methods for influencer marketing—guest blogging, link sharing, social media marketing, videos and podcasts—are some of the basic ones. For B2B healthcare marketing, more sophisticated ones can be used.

Now there is something called as learning from what others have done well. After all you cannot keep on reinventing the wheel. Let us take three examples, two from the healthcare sector, one of a technology giant.

Examples of B2B Influencer Marketing in the Healthcare Sector

Back in the year 2016, a campaign by WEGO health called for health activist writers' contribution to share their online medical experiences. As a result of this campaign, WEGO Health successfully increased their brand awareness. Every health influencer shared their experiences and were also awarded in several categories, like, "Most Entertaining", "Best Reflections", to "Most Aspiring" among others. These influencers were also encouraged to share their stories on their social media channels.

LA based Global Cardio Care specializes in providing EECPP therapy. The patients who visit their facility share their experiences on social media later. Such patient influencers not only trigger people's curiosity and increase awareness but also generate engagement of the prospects with the company and its medical procedures.



The Tie-up of Microsoft and National Geographic

When it comes to promoting photography, almost every business, B2B or B2C or both, prefer Instagram as it is rich with features and possibilities, apart from having an easy-to-use interface.

Not every company, however, possesses the photography skills, and the best thing in such circumstances is to partner with an industry expert. Microsoft did the same and coupled with National Geographic on the eve of Women's Day 2017 to create an Instagram campaign called "Make What's Next."

The results of this association were remarkable. With a series of 30 themed pictures (3 shown above) around National Geographic's Instagram Channels, the campaign achieved more than 3.5 million "likes" with more than 1,000 people uploading their own on Instagram.

This is how Microsoft leveraged the eminence of National Geographic and its photographers and gained wider recognition and trust



Steps Involved in a Good Influencer Marketing Strategy

1: Develop the story of your brand

Influencer marketing in essence is nothing but storytelling. There is a story about your business that your influencer will share. Your value proposition, your origin, where you are heading now, your future prospects, and finally what makes you unique. All of these must form an engaging story that your audience will consume.



2: Seek relevant influencers



You must be able to differentiate between a popular influencer and the right influencer. From business executives to journalists, and even your employees, there is an influencer made for you who might not be very popular but relevant. As a matter of fact, in the B2B space, seeking a micro-influencer is regarded beneficial as they are more relevant and cover the niche market.

3: Personalize your communications

Being generic in your communication may lead to the failure of your influencer marketing campaign even before it starts. Once you have settled with the influencer you want to collaborate with, look into the matter that will stir their interest and send them the message accordingly.



4: Build an everlasting relationship



Building mutual relationships is an important aspect of influencer marketing. From content-collaboration to social media sharing or any other creative association, the activities in which you can involve the influencers are many. You can begin informally by simply sharing or commenting on your influencer's content, asking questions, seeking advice, and so on. You can then take the formal route by sharing email and connecting over LinkedIn, and then inviting them for events if the influencer happens to be in your local vicinity.

B2B influencer marketing is all about establishing trust and brand awareness among your audience. It is achieved with the help of an influencer who has the reach, relevance, and resonance with your targeted audience. The key in influencer marketing is to find the right influencer and there are steps involved to achieve that. This free guide will lead you in your journey to have a successful business of which influencer marketing will be an integral part.

About Us

MedicoReach has been into business as a reliable healthcare marketing database provider for quite some time now. Over and over again, we have shown our excellence in terms of offering the best quality data to support online and offline campaigns of healthcare organizations. In addition to accurate and verified B2B healthcare data, we are also a repository of informative content that offers better insights into the medical industry.



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