HOW
TO GENERATE
RELIABLE
HEALTHCARE
LEADS

MedicoReach

Strategies and Tips to Follow

What is
Lead Generation?

Lead generation is the second stage of inbound marketing. It involves a process of converting strangers into potential customers who have shown interest in a company's products in the earlier stages of marketing. A lead is an opportunity to sell. Every business directs all their marketing strategies towards generating this lead so that they can increase their product or service sale. Leads can be generated through multiple marketing channels meant to engage and interact with the prospect such as social media marketing, website, content marketing, email marketing, and so. When through these channels, a visitor comes across the business and its products to express interest in them by either filling out forms or clicking on call-to-action (CTA) button, a lead is said to be generated. The visitor is then taken to the website land page, which further encourages the exchange of contact details for future communication.

ATTRACT	CONVERT	CLOSE	DELIGHT
Strangers »	**Visitors** »	**Leads** »	**Customers** » **Promoters**
Blog **Key words** **Social Publishing**	**Forms** **Calls-to-Action** **Landing Pages**	**CRM** **Email** **Workflows**	**Surveys** **Smart Content** **Social Monitoring**

In the healthcare space, businesses, or medical practices aim to generate medical leads that comprise healthcare professionals, healthcare executives, decision-makers, and patients as well. Depending on the business model, the target is set. For instance, if you have a B2B healthcare company, then your lead will be company executives or top officials. And if you run a clinic as a doctor, then your potential lead will be patients. But in either of the case, making an impact on your audience is essential as it will help in lead generation. Engaging with the leads with personalized content and approach is the key to capture their attention and encouraging them to make a purchase.

Here are five of the tested and proven healthcare lead generation strategies and tips to follow:

1 Optimize
Your Healthcare Website

For an online healthcare business, the website is one of the main healthcare marketing assets that help to engage with the audience, establish a brand's online presence, and build a reputation. Hence, no matter in which medical field you are and specializing in which healthcare department, having an engaging and responsive medical website is a must to generate quality healthcare leads. Your website should have the following to serve your purpose of B2B healthcare lead generation:

Fast
Your website should load fast, and the loading time should not be more than three seconds or else 50% of patients may go back.

Secure
In the healthcare field, you cannot compromise on security as you deal with a lot of sensitive medical data. Make sure your website is safe and well-protected from security threats.

Mobile-friendly
More than 62% of smartphone owners look for healthcare information on their mobile device. Hence optimizing your website for mobile devices is necessary.

SEO-driven
To rank in Google, your medical website need to be coded and SEO-optimized so that indexing and crawling pages for ranking is easier for the search engine.

Informative content
Patients are looking for content that can answer their queries and are relevant. So, fill your website with useful content as even the search engine loves content like your patients.

Website Tips for Lead Generation

For Hospitals:

If you want more patients to visit your facility, then hospital owners must ensure that their hospital site has the following features:

- 360° view of your facility
- Lookup page for specialist or doctor
- Financial and insurance guide
- Contact Details of your facility
- Online bill payment arrangements
- Map directions
- Inclusion of useful videos
- Messaging capabilities

For Doctors:

To boost patient counts, a doctor's practice website should have the following attributes that invite more patient visits:

- Option to drop contact details for further communication
- Profile videos of the doctor
- Virtual tours with healthcare practitioners
- Online appointment or scheduling option
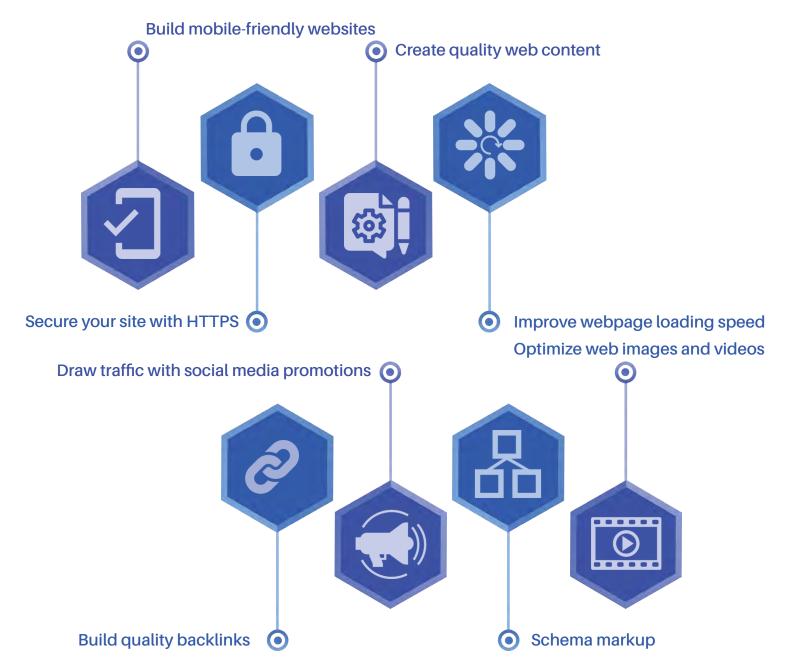- Useful content related to health
- Quick bill pay online

2 Master
the Art of SEO

According to the latest research conducted by MedicoReach, there are about 10 million online searches each month for the hospital, doctors, and other medical keywords. These market statistics indicate that an increasing number of patients are going online to search for medical products and services before making the final call. Today's patients are internet savvy, and they do online research to make informed decisions. Hence, it becomes a necessary task to target the right keywords and efficiently plan your SEO strategy to convert growing medical searches into healthcare leads. And the best way to do so is securing top rank on the search results page for better brand visibility and clicks. To get your medical website/business page high rankings on Google's search results, you should do the following:
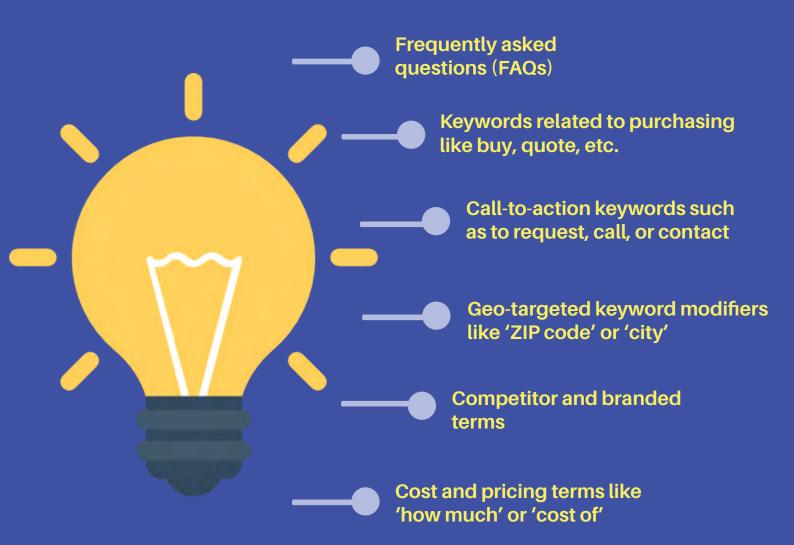
Build mobile-friendly websites

Create quality web content

Secure your site with HTTPS

Improve webpage loading speed

Optimize web images and videos

Draw traffic with social media promotions

Build quality backlinks

Schema markup

DID YOU KNOW

> A well-designed website interface can increase the conversion rate by **200%** to **400%**.

SEO Tips for Healthcare Leads

Optimize your medical website for the following search terms:

- **Frequently asked questions (FAQs)**
- **Keywords related to purchasing like buy, quote, etc.**
- **Call-to-action keywords such as to request, call, or contact**
- **Geo-targeted keyword modifiers like 'ZIP code' or 'city'**
- **Competitor and branded terms**
- **Cost and pricing terms like 'how much' or 'cost of'**

3

Make Use
the Art of SEO

For local healthcare businesses, B2B company or hospital, treatment center, and doctor's office, local SEO is the best thing to do. To improve the visibility of your business within a locality, you need to appear on the search engine when people search for a region-specific service that your brand may offer. However, make sure that your local listing is targeted for specific keywords related to your field of business. Don't just randomly go for listing your page without filling the following details:
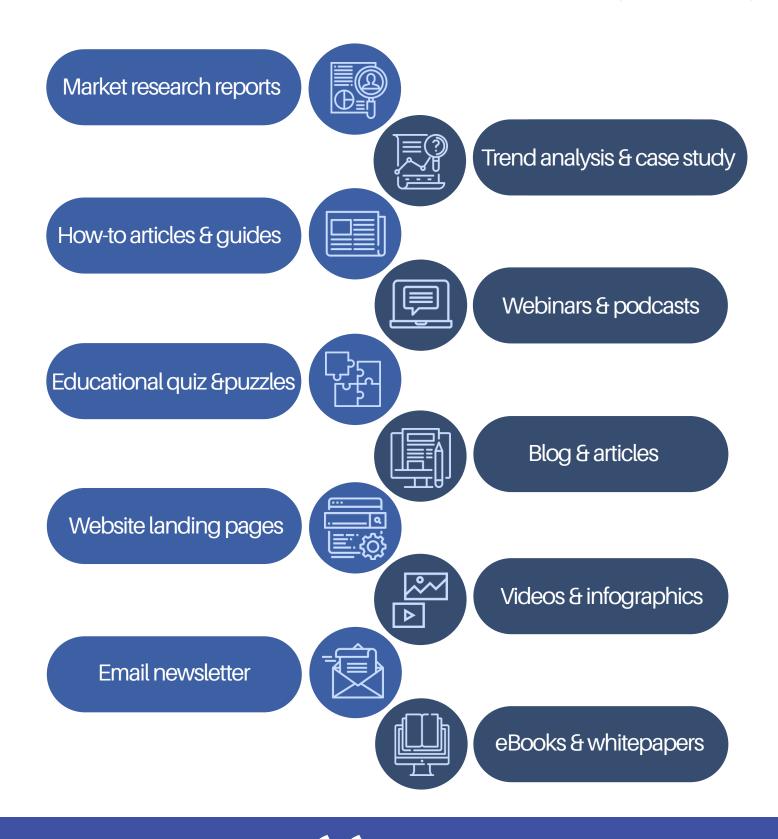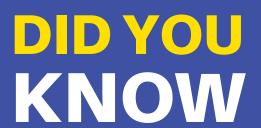
▶▶ Mention your specialization details or company category

▶▶ Company description

▶▶ Contact information

▶▶ Visiting hours/ working hours

▶▶ Company or center address

▶▶ Patient Reviews

4

Create and Share
Lead-Generating Medical Content

Content marketing has always been and will be of the utmost importance when it comes to lead generation. If you want your healthcare business to drive traffic and build credibility, then it is through valuable content that you will have to meet the objective. Patients today are more online to search for health-related queries, services, and medical help. Hence, delivering quality content that keeps them informed and addresses their questions is an effective way to engage and generate medical leads. Try having a content team who will be involved in doing market research and creating content that resonates with your business and is useful for your patients. You healthcare content marketing strategy should include:

Market research reports

Trend analysis & case study

How-to articles & guides

Webinars & podcasts

Educational quiz &puzzles

Blog & articles

Website landing pages

Videos & infographics

Email newsletter

eBooks & whitepapers

DID YOU KNOW

" As per statistics, **62%** of B2B buyers make purchases based on digital content. "

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Content Tips for B2B Healthcare Lead Generation

- Publish content that is relevant and informative
- Promote content on social media with the right tags
- Create the content on most searched healthcare topics
- Do guest blogging on leading third-party medical sites
- Share content on health and wellness tips and practices
- Update your site content frequently to keep updated

5

Invest in PPC Search Ads
to Capture Potential Medical Leads

Pay-per-click (PPC) advertising for medical business or healthcare practice is a cost-effective and result-driven way to attract website traffic, nurture new leads and reach potential patients who are interested in availing your healthcare services and products. It is with the help of PPC advertising that your medical website can appear on the search engine right at the moment when your prospects are searching for related keywords specific to your product or service.

PPC search ads work in a simple way. As a medical marketer, you just need to target a specific keyword or phrase related to your brand. To get the top position in the Google ads section for your targeted keyword, you may have to bid. The competition for top positions and mostly searched keywords will be very high, and you will have to do biding accordingly so as to win. Once you are through and your PPC ads start running, whenever the patient searches for your targeted keyword, your brand's ad happens to appear in the position you did bidding for. And when someone clicks on the Google ad for your selected keyword, you pay the bidding price to Google on every click and in return get traffic for your site. This is very helpful in generating medical leads for your B2B healthcare company or medical practice.
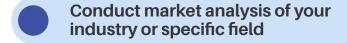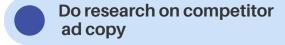
DID YOU KNOW

"
About 63% of searchers are found to be clicking on Google ads.
"

PPC Campaign Tips for Medical Lead Generation

- Conduct market analysis of your industry or specific field

- Do research on competitor ad copy

- Identify and find out local competitors with higher ad position

- Track average ad positions of your campaign and CTR

- Search for keywords your targeted prospects are searching for

- Run paid ads based on patient queries in search engines

- Monitor keyword and adjust bidding according to search volume

- Invest in social media paid campaigns on LinkedIn, Twitter, etc.

- Set revenue and pay per click goals for your PPC advertising

- Keep an eye on campaign performance and search results

Concluding Note

Every healthcare business struggles to attract and generate new medical leads that can end up drawing revenue. Lead generation is indeed an integral part of any marketing strategy, and perhaps we can say that it is the primary objective towards which medical marketers and other B2B marketers from across various industries direct their marketing campaigns. However, only a few can succeed in the process as generating quality leads that will translate into business isn't as easy as it may sound.

Healthcare lead generation is a significant step towards growing and strengthening your medical practice or business. The more the number of leads you can attract into your sales funnel, the better will be your chances of converting those potential leads into paying customers. For getting good quality leads, you need to look for them in the right place. A more personalized and patient-centric approach has to be adopted. Your online presence should be centered on trust, credibility, and authority so that you can prove to your prospects that you are worthy of reliance. Producing qualified medical leads can be easy if your lead generating strategy is efficient and based on how your patients are reacting with your brand and its multichannel presence.

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.

Our data solutions are designed with utmost perfection and expertise. With a dedicated team and best-in-class healthcare email and mailing lists, we help marketers connect with prospects efficiently.

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