

# Don't Hire a Digital Marketer!

-Until You Read This



**JEREMY OSBORN**

What to know when hiring a digital marketer, the right questions to ask, what to expect and what to avoid.

## The 5 Fundamentals

In a survey commissioned by Doctors.com, three in five (63 percent) of all the respondents chose one provider over another because of a **strong online presence**. So, it's pretty plain that word of mouth alone is no longer a viable long-term approach to generating leads – some form of digital marketing has to be put in place.

However, the digital marketing industry is full of confusing terminology and 'shop talk', such as "on-page optimization" and "click funnels", which makes it difficult for anyone to keep up!

To make matters worse, digital marketers are always making up **new** words (yes, they really do this) that describe the same old thing, in order to differentiate themselves from their competitors. Not helpful!

In this short ebook we want to try to demystify some of these concepts for you, and hopefully give you a better understanding of what's really important so you can make informed decisions on where to spend your precious marketing dollars, and on whom. In short, if your prospective digital marketer does not show competence in the following 5 fundamentals, you may want to look **elsewhere**.

We've divided this ebook into the five parts that we feel are the most important for you to grasp in order to 1) establish your online presence, and 2) generate new leads for your practice. Consequently, these are also some of the most popular services that digital marketers provide.

They are:

1) Website

2) SEO

3) Social media

4) Paid ads

5) Lead funnels

**Let's Get Started!**

## 1) Your website

This is your virtual calling card! It's your window to the world and the window through which the world sees you. Regardless of how well you do your job, you will be harshly judged if your website is slow, outdated or if it doesn't offer the type of user experience that people have come to see as "the norm".

So, what makes for a good website?

### **Mobile:**

By the end of 2019, the number of mobile phone users was forecast to reach 4.68 billion. We are living in a mobile world, so your site needs to load and function as well on mobile as it does in its desktop version. If it doesn't, hire someone to do it.

### **Speed:**

Make sure that your site loads fast. Enter the URL here to check its performance. It should be at least Grade B. <https://tools.pingdom.com> If not, hop on a freelancing site, and get someone to speed it up for you. Or hire an SEO expert to do it!

### **Clean, clear images:**

Be honest with yourself; is your site outdated? Does it look like it was put together 10 years ago? Update it with nice, clean, sharp imagery that puts your practice in a good light. Or, if the situation warrants, have it redesigned!

## SSL:

Security is on everyone's mind these days, and no one wants to put their information into the hands of bad actors. It is vitally important for you to ensure that your site has an up to date SSL certificate.

## Information:

Make sure your address, phone number and Google maps info are displayed prominently on the site. Google will tend to favor sites that offer a positive user experience; clear and accurate information is a big part of that.

## 2) SEO

The second thing to consider is SEO, which is an acronym for search engine optimization. Here's where it starts to get a little confusing, but don't worry, we're here to help!

Basically, SEO is divided into two parts: on-page and off-page. On-page is everything that involves the pages of your website, including title tags (the titles of each page) and the content. Off-page is everything that relates to your site from the perspective of other websites, such as: inbound links, social mentions, images on Pinterest etc. That said, a good SEO will do their best to rank a site high on the search engine results by organizing and clarifying the content on the site, while **also** promoting it on other sites.

So, what are the important factors in quality SEO?

This is a *huge* topic, so let's focus on some key information:

## **Keywords**

It's crucial that you determine what keywords drive the best traffic, and then optimize your site for those keywords. This is where experts and expert tools come in, but in general, your keywords need to have 3 basic qualities:

- 1) Should relate to what you do
- 2) Generate a decent amount of traffic
- 3) Not be too difficult to rank for.

## **Fresh content**

Frequently update your site with original, fresh content using your keywords. A common practice is to connect a free blog to your site, and have a content marketer update it regularly. This tells Google that you are sufficiently knowledgeable in your niche to provide useful services to your users.

## **Header and title tags**

Each page is unique, and all the pages on your site should be "named" correctly with your keywords included.

Once again, you don't need to know all the details, just make sure your SEO guy is doing this!

## Link Building

Your SEO expert should be link building to make sure that you are getting a steady, verifiable flow of quality inbound links to your site. These can include local directories, forums and blogs. Various content sites also work well. Look out for links from spammy-looking sites, because links like these can do more damage than good to your website. It's all about quality over quantity here, so a few good links per week is much, much better than thousands of low-quality links!

*At [TheViralDoctor.com](http://TheViralDoctor.com) we specialize in medical SEO and social media outreach! [Reach out for a free consultation](#) and let us show you what we can do for your practice!*

## 3) Social media

If your website is your window to the world, social media is your soap box; even more, it's a direct connection to your clients and patients. Social media sites such as Facebook and Instagram are some of the first places that current and potential patients will come looking for you. They come to ask questions, read reviews, observe how you're interacting with your other patients, and to get an overall "feel" for your practice. So, it's very important that you keep your page fresh and updated regularly.

The type of content depends on your brand. It can be humorous or informational, and it's also the place for announcements, scheduled changes, and reviews. You also want to offer some type of value here, and give your patients something to engage with. A good social media manager will post relevant and engaging information in the correct tone to suit your medical practice.

## 4) Paid ads (PPC)

Whether you choose Facebook ads or Google ads, it's a really good idea to use some form of paid advertising to attract and retain new patients. At the time of this writing, Facebook ads are the cheapest and most effective form of advertising. Google ads, while a little more expensive, tend to deliver patients more directly.

So how does it work?

This is a game of trial, error and testing. So, what you need is a campaign manager who will test, test and test some more. The ideal manager will start by running a number of ads with different titles, and images targeted to different audiences. After a week or more (and yes, after a lot of testing) they'll figure out which ads are working the best, and eliminate those that aren't. But it doesn't stop there! The testing continues as the manager works to get your cost per lead as low as possible, resulting in the highest possible ROI.

### **Facebook Pixel**

The Facebook Pixel is a small piece of code that is inserted in your website to track all the incoming traffic. It helps the ad specialist to get an idea of the types of visitors to your site, in order to improve the focus of the campaign. The tool is very valuable and reduces the time it takes to build a successful ad campaign. If you run Facebook ads your manager should be using this!

So, what will potential clients click on when you run paid ads?

Enter the lead funnel.

## 5) Lead funnels

### What is a lead funnel?

A lead funnel is the pathway that a lead has to travel, from being just another lead, to an interested prospect, to a hot opportunity, to finally becoming a paying patient. This funnel is best understood as a visual representation that is split into the various stages that make up the funnel.

Creating a lead funnel is absolutely essential for any practice, if ROI is something you're aiming for. But, before planning and building a lead funnel, you need to be aware of the different stages of the lead funnel.

### Stages of the lead funnel

#### Awareness

This is the first task for marketers – to increase awareness of the practice. The best bet for your service discovery at this stage is through PPC campaigns, as explained above.

#### Lead capture

The next part is about getting your audience to willingly give you their contact details by submitting a form. This is called a “call to action” or CTA. This can be done through discounted offers and free information, such as ebooks. A good digital marketer can create a beautiful and informative landing page with a relevant CTA (call to action). This will encourage your audience to submit the form.

## Opportunity

Now the sales team comes into the picture, as they start to identify opportunities that can attract new patients. A call tracking system is extremely useful here, as salespeople can keep track of every lead, and reach out to new leads as they come in.

## New Patients

In this final stage, the prospect finally chooses to buy from your service. This is traditionally the last stage of the funnel, since the patient has "converted".

Side note: At this point it's highly recommended that patients are offered a chance to post a review of your practice. It goes without saying that reviews are extremely helpful, but [click here](#) in case you need a refresher.

<https://www.inc.com/peter-roes...>

We hope you've gained some value from this presentation, and recommend that you hold on to it for future reference when hiring a digital marketer.



At The Viral Doctor we've helped scores of practices grow their leads by 20% or more, while decreasing their CPL. Medical marketing is our speciality! [Schedule a free consultation](#), and receive a free marketing report.