

THE DOCTOR IS *LINKEDIN*

For B2B and B2C Professionals

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Social Media:

forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)
Merriam-Webster



But why?

"It baffles me that so much money is still spent on forms of advertising that are not beneficial to the consumer. One where the current consumer attention is. Pre-roll ad views. Commercial breaks on streaming sites. These are the "impressions" marketers are focusing on. Why? There are better places money should be spent with bigger upsides. Great marketing should feel like a renovation, not a rehash of what has been done before.

For a consumer to get excited about something, to be compelled by something, it comes down to attention. Attention, not impressions. They need to really consume it. That is the game.

There are two places right now that companies need to be focusing to win their marketing game. One is mobile, and the social networks contained within mobile. The second is video.

Anyone who doesn't realize that the cell phone is exactly the same thing that the television was in 1965 is completely ignoring the future. When an ad comes on when you're always on, people reach for their phones. As soon as the experience they were trying to have is interrupted by an invasive ad, the phone is where they turn to continue being entertained. Plus, the phone is always there. As you read this, is your phone within five feet of you? I thought so." - Gary Vaynerchuk

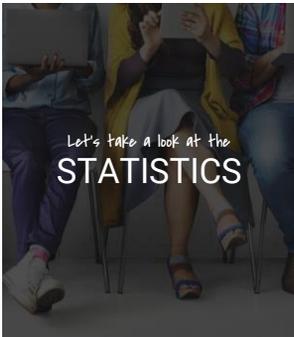
WITH SOCIAL MEDIA, YOU CAN:

- Join the conversation
- Create relationships
- Build your brand
- Advertise



Let's take a look at the
STATISTICS





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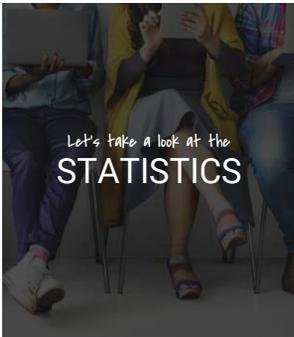


Let's take a look at the
STATISTICS





STATISTICS SHOW THAT THERE ARE
100 MILLION HOURS
OF VIDEOS VIEWED EACH DAY



1 IN 5 MOBILE MINUTES ARE SPENT
USING FACEBOOK OR INSTAGRAM



AROUND 46% OF WEB USERS
TURN TO SOCIAL MEDIA
FOR MAKING PURCHASES



YOUTUBE REACHES MORE ADULTS
THAN ANY CABLE NETWORK
& IS THE 2ND LARGEST SEARCH ENGINE ON THE WEB



INSTAGRAM IS THE
FASTEST GROWING
SOCIAL MEDIA NETWORK



77% OF B2C COMPANIES & 43% OF B2B COMPANIES
ACQUIRED CUSTOMERS
FROM FACEBOOK

SOCIAL PROFILES

Do any of these social media users fit in your target audience?



ELISE

- USU grad, social media enthusiast.
- 1,214 Facebook Friends
- 2,222 Instagram Followers
- 1,474 Twitter Followers
- 1,695 Pinterest Followers
- 779 Blog Followers
- 746 Fan Page Likes

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ROGER

- Father, Grandfather, Real Estate Broker.
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- (and only 2 pictures)
- 50+ Connections on LinkedIn

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LAURA

- Mom of one and one on the way!
- 553 Facebook Friends
- 389 Pinterest Followers
- 697 Instagram followers

PHYSICIANS ON SOCIAL MEDIA

"Unless the use of social media is part of your job description, of course, it is not likely to be a source of income. It is much more likely to represent a cost. For "cash-only" practices and practices with a significant percentage of direct-pay patients, the additional time needed to build the practice's social media presence represents an overhead cost that the practice may be able to pass on. Not so for physicians paid on a fee-for-service basis by third-party payers. There is no CPT code for time spent on social media.

That does not mean that the use of social media offers no financial benefit. While consumers searching for a new physician typically rely on personal recommendations and on the list of physicians in their health insurance network, social media marketing can help establish and enhance a physician's reputation and visibility online. A strong social media presence can benefit the practice as a form of word-of-mouth advertising. In addition, a vibrant online community helps keep patients engaged and informed, perhaps benefitting patient retention.

Just as important as financial return on investment is social return on investment (SROI), a term used by Howard J. Luks, MD, to refer to the social benefits you get from educating people, humanizing your presence, and making healthcare more social. 4 This arguably leads to more productive face-to-face encounters with patients who come to the office better informed and better prepared. It also gives you the personal satisfaction that comes from sharing your knowledge beyond the physical confines of your office." - American Academy of Family Physicians

PHYSICIANS ON SOCIAL MEDIA

"When physicians are active on social media sites, it affords them with an additional opportunity to reach patients and impact the daily choices that patients make. Lifestyle changes are much more likely to be implemented with regular reinforcement and social media is a simple way to reach hundreds of thousands of patients—and it only takes minutes. In addition, many physicians suggest that the patients that are reached are only the younger, more tech savvy types. However, research from Pew indicates that a significant growth on Twitter is the 55-65 year old age group—SO old(er) people CAN surf." - Dr. Campbell via Forbes

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HOW TO

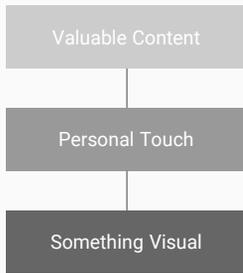
How do I use social media to connect with patients?

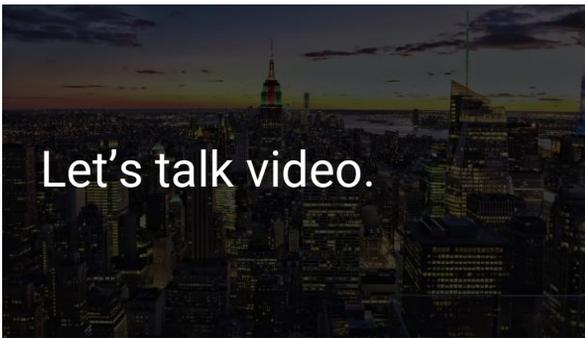
- How do you reach clients/customers offline?
- Position yourself as the expert.
- Create a relationship.
- Generate content that helps patients to be informed and involved in their own care.
- Always stay professional.



Elements of a GREAT post:

Not every post has to meet every "great" qualifier to be posted, but many of your posts should follow this pattern.





LET'S BRAINSTORM

Why do I need annual screenings?

LET'S BRAINSTORM

Why do I need annual screenings?

Do I really need a primary care provider?

LET'S BRAINSTORM

Why do I need annual screenings?

Do I really need a primary care provider?

What does an average day look like for a pediatrician?