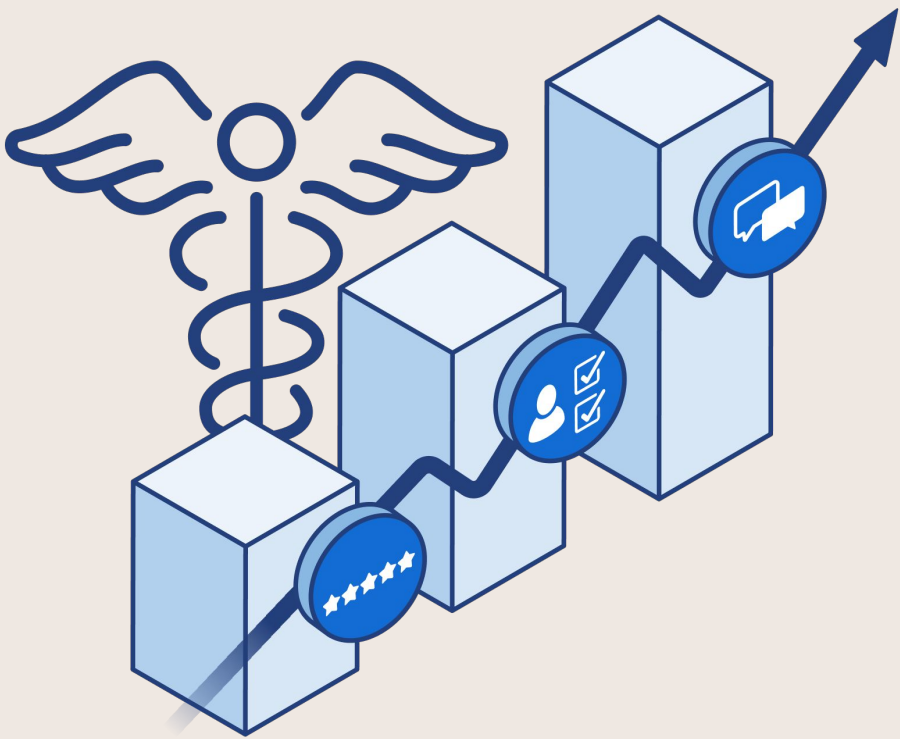


# 10 Things healthcare marketers can do to get ahead of the competition

Healthcare marketers face various challenges in the year ahead. They also have more opportunities and tools at their disposal than ever before that can be used to address these challenges. Here are 10 actions healthcare marketers can take to get ahead of their competition.



## 1. Optimize marketing strategies

Given the economic headwinds healthcare organizations face this year, marketers should focus on optimizing marketing strategies to capture leads efficiently and maximize ROI. Tools like **CallRail** help marketers track where their best leads are coming from so you can spend smarter on everything from paid search to print ads.

## 2. Emphasize affordability in campaigns

Recognizing that many patients delay or skip care due to cost concerns, marketers should develop campaigns emphasizing affordability, cost-effective solutions, and insurance coverage options. Using a **Call Tracking solution** with built-in AI gives marketers insights into what challenges prospective patients are calling about and what content drove them to pick up the phone and call.



## 3. Raise your online presence

As people turn to Google and online videos for health-related information, healthcare marketers must prioritize their online presence, SEO, and video content to engage with their audience effectively.

## 4. Meet prospective patients where they are

Healthcare marketers should adopt a multichannel approach, recognizing that patients use both online and offline sources to research providers, requiring a mix of digital and traditional marketing tactics.



## 6. Harness the power of reviews

Since **96% of healthcare consumers** said online reviews were an important part of the decision-making process when evaluating providers, marketers should actively encourage positive reviews, manage negative feedback, and ensure a strong online reputation.

## 5. Stay competitive digitally

With rising healthcare advertising spend and increased digital ad spending, marketers need to adapt their strategies to leverage online channels effectively and engage with their digitally active audience.

## 7. Evaluate lead generation costs

Healthcare marketers should analyze the cost of leads generated through online and offline channels, organically, and through paid campaigns to ensure cost-effectiveness and informed resource allocation. Lastly, referrals are a cost-effective lead driver that healthcare practices should not overlook.

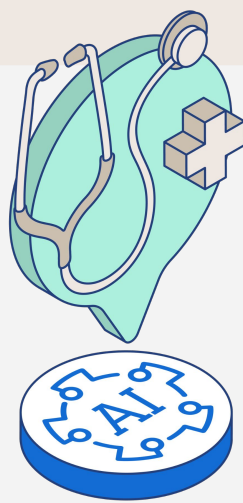
## 8. Accommodate patient preferences

Recognizing that patients still prefer phone calls and online appointment scheduling, marketers should streamline the caller experience and provide user-friendly online scheduling options where applicable.

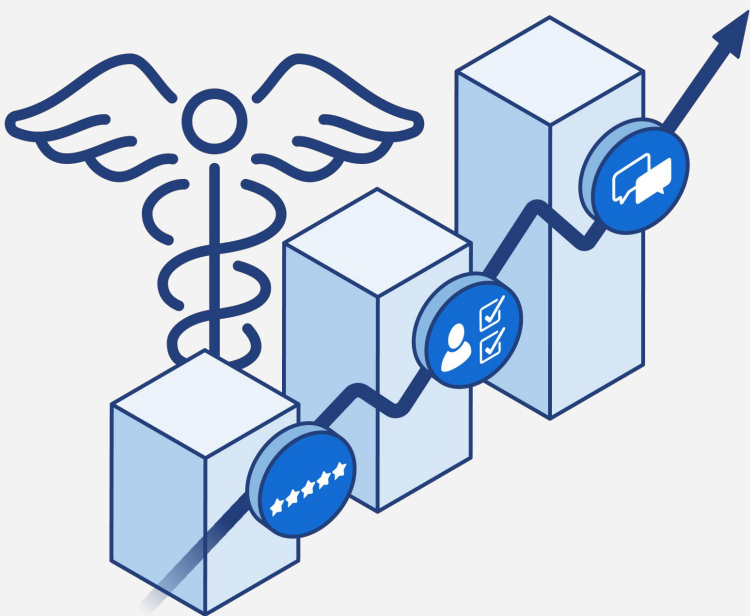
## 9. Consider diverse demographics

Acknowledging Gen Z's preference for online scheduling, while many consumers still prefer phone calls when interacting with healthcare providers – marketers must cater to diverse demographic preferences. With **Call Tracking**, practices can track the source of leads from marketing efforts whether online or offline.

## 10. Use AI to your advantage



AI can deliver significant reductions in sales and marketing costs if used properly – but healthcare practices must explore the benefits and challenges of AI adoption cautiously and only choose tools that support HIPAA compliance.



CallRail

**Try CallRail and find out which marketing efforts are driving your best leads.**

By incorporating these actions into their marketing strategies, healthcare marketers can navigate the dynamic healthcare landscape in the year ahead, meet patient needs effectively, and drive growth for their practices.

[Try CallRail free for 14-days](#)