

5 Video Marketing Ideas for Your Healthcare Practice



Video marketing has taken the Internet by storm. Online videos are proving increasingly valuable for driving patient engagement and increasing conversion rates. According to Hyperfine Media, video content on your website's landing page can increase conversion rates by 80 percent. Check out five types of popular video content that will drive online traffic and engage potential and existing patients.

Consider this:

- According to the Social Science Research Network, more than 65 percent of people are visual learners.
- According to researchers, the human brain processes visual data 60,000 times faster than text. In fact, around 90 percent of the information inside our brains is visual.
- According to Buffer, tweets with images receive 150 percent more retweets than tweets without images.

Most people have an innate psychological resonance with visual content. In fact, the majority of patients prefer to receive useful information in the form of videos instead of email, newsletters or social media posts. In addition, video content is more memorable than text-based or image-based content. With videos, you can convey emotions that are not possible with text content. Human emotions will likely lead to action, and action will lead to conversions. This is why landing pages with video content convert 80 percent better than those without video content.

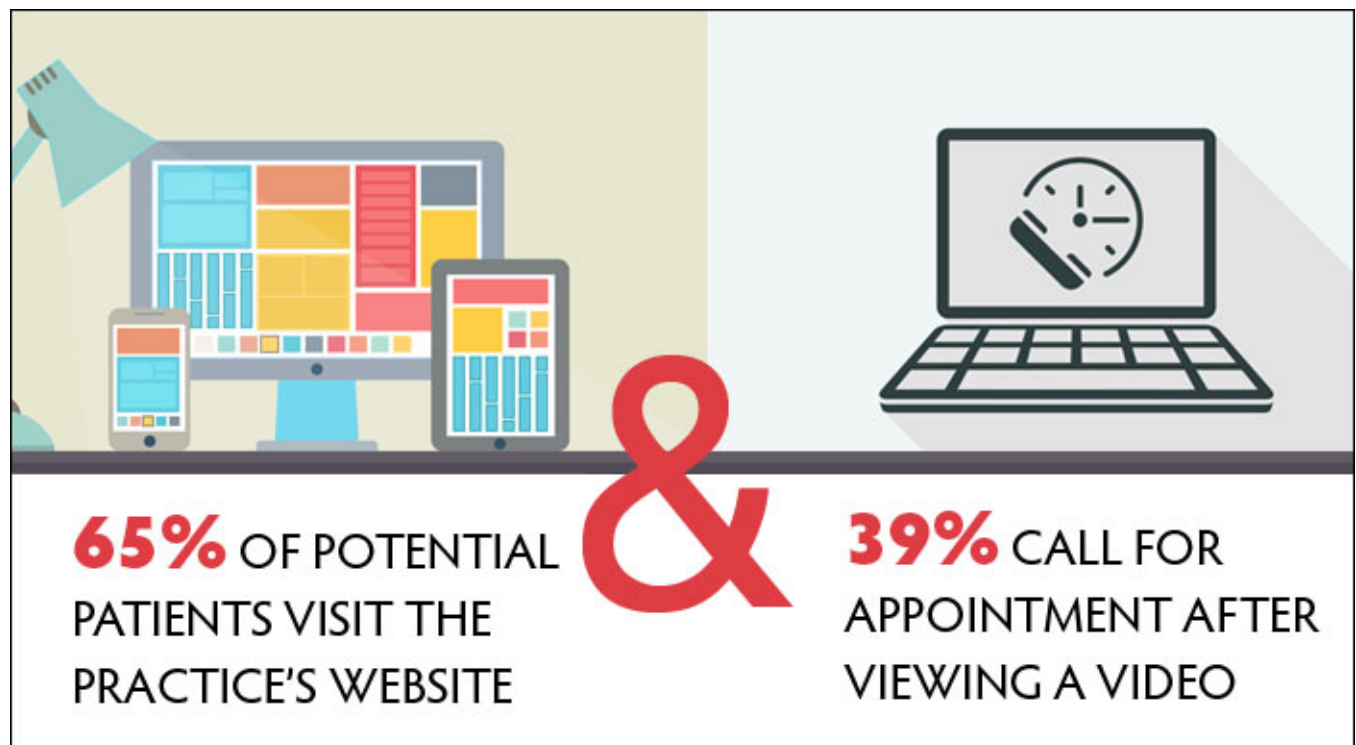


Video marketing is gaining a vital place in the healthcare marketing plans of most medical practices, regardless of their size, specialty and location. Most healthcare marketers use video marketing to connect with existing and potential patients, engage with them and convert them into regular patients. According to a study by HighQ, using the word “video” in the subject line of your email can increase click-through rates by 65 percent, open rates by 19 percent and reduce un-subscribers by more than 26 percent. Brand building and video content marketing go hand in hand. If you are looking to improve your brand image and want to be recognized as a thought leader in your niche, you need to create persuasive content that resonates with your target audience. Your content should tell your story and maximize your online outreach. However, with hundreds and thousands of medical practices spawning every single day, it gets harder to cut through the noise and convey your message to the target audience. According to healthcare marketing experts, 2018 is the year when individual medical practices and larger healthcare facilities should explore newer content types to acquire new patients and improve their online reputation.

BUILDING BRAND IMAGE

According to Diode Digital, video promotion is 600 percent more effective than other popular methods combined. In addition, before reading text, 60 percent of your website visitors would prefer to watch a video.

Video engages your target audience and guides them through the patient journey like no other medium can. Your video content can help nurture relationships and help you stay top-of-mind with potential patients.



Types of Video Content

Are you launching a new product? Are you looking to launch an effective digital marketing campaign that gives your medical practice the attention it deserves? If yes, then turn to video marketing. Nearly 71 percent of marketers agree that video outperforms any other form of marketing content. This is why 45 percent of businesses have an explainer video on their landing page, and 83 percent of those businesses feel their explainer videos are effective.

Emotionally charged and creative videos can spread on the Internet like wildfire, getting millions of views within a few days. A well-made video can become your best patient acquisition and marketing tool. Here are four types of videos that will take your healthcare marketing to the next level.



1. PRODUCT DEMONSTRATIONS: Product videos allow your existing and potential patients to see your products and services at their own convenience, without relying on your staff members to walk them through the process. Including videos on your product page will increase visitors' time on that page, which may increase the likelihood that they will convert. Product videos will highlight your products' features and benefits while effectively engaging your target audience. These videos are particularly beneficial for prospects who are in the awareness stages of the buyer's journey and looking for a comprehensive explanation of your services. You can also consider including product update videos on your practice website. These videos can keep your patients updated about the latest changes to your service offerings.

In addition, product update videos can educate your target audience and help increase product adoption.

2. PATIENT TESTIMONIALS: This is one of the quickest and easiest forms of video to produce. It is also one of the most powerful because there is no better salesperson for your practice than a satisfied patient. Most potential patients do not trust testimonials written on a third-party website because there is no way of ensuring if the comments are genuine. However, a video is quite convincing. Video testimonials will not only tell a success story but will also empower the happy patients to share their stories in their own words. This will create a much more powerful message for both marketing and conversion purposes. Patient testimonial videos can play an integral role in attracting new patients.

3. EDUCATIONAL VIDEO: Explainer or educational videos are an excellent way of introducing your practice to potential patients and explaining your services. These videos are simple and easy to follow, pointing out how you address your patients' health issues. Explainer videos can increase your conversion by almost 20 percent, so consider adding one to your landing pages. By the end of your explainer video, your viewers should be ready to take the desired action based on the information they have learned in your video. While product videos will ultimately be replaced by updated videos, educational videos will provide value for a long time.

4. BEHIND-THE-SCENES VIDEO: These videos give you the opportunity to interact with your target audience by telling them your story. Behind-the-scene videos allow your target audience to become familiar with your practice and the unique value it offers. Sharing these videos is particularly important for individual practices because the video has the potential to increase patient awareness and highlight the unique services that set your brand apart from competitors. Well-made videos influence people's buying decisions. Video content can create positive emotions, which affect your patients' perceptions about your practice and services. People prefer to visit practitioners they like and trust. One of the best ways to make your practice seem more trustworthy is to share videos that provide a glimpse of your values and culture.

Final Word

With online video content becoming a key means for people to satisfy their information needs, medical practices that fail to include it in their digital marketing campaigns will do so at their peril. The video is the future of content marketing. According to Nielsen, almost 64 percent of marketers are expecting video content to dominate their online strategies shortly.

When it comes to potential reach, video content is incomparable. For instance, YouTube attracts more than 1 billion unique visitors every month, which is more than any other social network, except Facebook. Video can give you access to a vast community of online video viewers. Engage your viewers and they will not only share your video with others but also spend more quality time on your website. For social media marketing, SEO campaigns and online marketing strategies, video is one of the best tools in your arsenal.



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