

10 killer Digital Marketing Tips for Doctors & Physicians – A Step by Step Guide

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As a doctor you have already enough work to do in your everyday task list but can't ignore the fact that your clinic is your baby where you have dreamt to serve people in the best possible way.

Digital marketing for doctors & clinics is the most cost-effective way to brand yourself among people.

1. Be found locally: For better visibility it is important to know how you can be found easily by your patients locally where your clinic is situated, this will actually give you a huge opportunity to reach out to the people searching out for a good doctor in their surroundings.

2. Get a Professional Website built: In order to get continues inquires of your patients it is essential to have a purposeful and professional website in place. The website nowadays is considered to be an online visiting card. It is the most important part of personal branding for doctors and physicians.

Benefits of having a website:

Online Presence: Having a website allows doctors to have an online presence where patients can find them and learn more about their practice, services, and expertise. This helps doctors reach a wider audience and attract new patients.

Credibility: A professional website with up-to-date information and engaging content can help establish the doctor's credibility and expertise in their field. It can also help build trust with potential patients, who are likely to do their research before choosing a healthcare provider.

Patient Education: A website can serve as a platform for patient education, where doctors can share useful information and resources related to health and wellness. This can help patients stay informed and take better care of their health.

Appointment Booking: Many websites offer online appointment booking, which can save time and make it easier for patients to schedule

appointments. This feature can also help doctors manage their time more efficiently and reduce the workload of their front desk staff.

3. Be found online through SEO: while searching on google if someone does not found your website their everything is futile. Almost 2 billion searches happen every day where people are searching for best healthcare services. If missed SEO you missed a huge opportunity to serve your patients.

SEO (Search Engine Optimization) is beneficial for doctors and medical practices in several ways:

Increased visibility: SEO helps to improve the visibility of your website on search engine results pages (SERPs). By optimizing your website for relevant keywords and creating high-quality content, your website can rank higher on SERPs, making it easier for patients to find you.

Higher website traffic: Improved visibility can lead to increased website traffic. As more people visit your website, you have more opportunities to convert them into patients.

Better patient targeting: With SEO, you can target specific patient demographics or medical conditions by optimizing your content for relevant keywords and phrases. This helps to ensure that the patients who find your website are the ones who are most likely to become your patients.

Cost-effective: Compared to traditional advertising methods, SEO is cost-effective. Once you have optimized your website and content, the ongoing maintenance and optimization costs are relatively low.

Improved credibility: When your website appears at the top of search engine results, it can boost your credibility and reputation in the eyes of

potential patients. It suggests that your practice is well-established and reputable.

Long-term benefits: Unlike other forms of advertising that have a short lifespan, SEO can provide long-term benefits. As long as you continue to optimize and maintain your website, your rankings can remain high, and your website can continue to attract patients for years to come.

4. **Reviews from Patients:** studies have shown that reviews and testimonials from patients played a vital role in decision making. Almost 65% rely on reviews , so it is an essential part to build “online reputation of a doctor”. Not only this respond back to all kind of review shows that you are concern about your Patient’s well being.

Reviews and testimonials can also help doctors to improve their search engine rankings. Positive reviews can increase the visibility and authority of a doctor's online profile, making it more likely to appear at the top of search results for relevant keywords. This can lead to increased traffic to the doctor's website and more opportunities to attract new patients.

5. **E-mail marketing–** It is very important to provide value to patients and keep them informed about various health-related things via email newsletter. E-mail marketing is the best tool you can use to keep your patients updated with all the health-related information and also keep track of patient’s reports. E-mails are still by far the most suited tool for trust-building and should be on every doctor’s internet marketing strategy list. As a Doctor, you can also send personalized emails to patients who are in the requirement of special attention.

6. **Use social media–** Social media is the easiest and the cheapest way to build a brand. It is the easiest way to do personal branding for doctors. Platforms like Facebook, Instagram, and Twitter have a massive amount of people spending time there and doctors can easily connect and even get recommended to other patients on social media. You can also share all the clinic-based updates with your patients on social media. In a survey, an infographics archive found out that around 60 % of social media users are most likely to trust doctors’ posts over other people’s posts.

Social media can be very beneficial for doctors in many ways:

Brand building: Social media platforms like Facebook, Instagram, Twitter, and LinkedIn offer doctors a chance to showcase their brand, share their expertise, and connect with patients and peers. By regularly posting interesting and relevant content, doctors can build a strong online presence and improve their brand reputation.

Patient engagement: Social media allows doctors to engage with patients in a more informal and relaxed way. By sharing posts, answering questions, and commenting on patient posts, doctors can build rapport and improve patient loyalty.

Education: Social media can be a great way for doctors to educate patients about important health topics, share news and updates, and promote health awareness. Doctors can share articles, infographics, videos, and other content that is relevant and useful to their patients.

Networking: Social media platforms offer doctors the opportunity to connect with peers, join medical groups, and participate in medical discussions. This can be a great way to share knowledge, get advice, and collaborate on projects.

7. Video— If you are looking for digital marketing for doctors in India you can't neglect YouTube. As YouTube is the most viewed channel in the country. Audiences these days prefer audiovisual content over written text content. Doctors should put out informative and engaging videos for their patients on platforms such as YouTube. It will help you to make a good reputation and have a face value in the market

8. Blogging— This a very important activity that doctors can do. Doctors must write blogs on a regular basis so that they can create content that their patients can read and share. It will help them massively when it comes to brand building. Blogging is very effective when it comes to

brand positioning for doctors and physicians. Doctors can also share some of their patient experience and patient stories that will help others psychologically when they are in a bad health situation.

9. Directory listings – Doctors must also be present on directory listings such as just dial, sulekha, etc. They should also consider medical directories such as Practo, health grades tec. It will help a lot when it comes to online visibility.

10. Events marketing– Doctors go to a lot of welfare camps and events that nobody knows about. Therefore as a doctor, it is your responsibility to let people know about it. You can use face and Instagram live. Put various posts on social media sites and your google my business platform. So that people can know that you are always updated on the latest trends.

Conclusion: In today's day and age digital marketing for doctors is a must. But doctors are really busy people especially in a country like India, where doctors are in such short supply.

Therefore they can outsource marketing to a good digital marketing agency that is good at creating and executing marketing for doctors.

Doctors are the people that actually do God's work, so it is important for them to keep up the good work.

If you are a doctor or a physician who wants to do online marketing for your services, you can mail me at info@ragarv.com.