The purpose of this guide is to offer guidance and education about advertising your medical practice on Facebook. Although most social media platforms offer advertising options both within an organic/free timeline and through paid ads, Facebook continues to be the most popular platform for businesses based on the audience you can reach. According to a 2016 study by the Pew Research Center, 79% of online Americans use Facebook making it the most widely used social media platform in the United States.¹

Extending your reach with Facebook allows you to customize your marketing to the audience you want at a lower cost and in a way that is measurable. Businesses of every kind, including healthcare, are marketing on Facebook to get exposure and earn loyalty in the community, provide educational information, show off or sell products, collect leads, and even to hire talented employees.

With Facebook, you are in control of your message and your spend. You set the budget and only pay for the actions and audience that you want.

Throughout this guide, you will learn about paid ad options, how to establish a business page, and how to publish posts. In addition, you’ll learn the value of each type of Facebook interaction and how to measure success along the way.

HOW ARE PEOPLE GETTING THEIR HEALTH INFORMATION?

In 2000, **48%** of Americans were **NOT** using the internet.

In 2018, only **11%** of Americans are **NOT** using the internet.

- **70%** of U.S. adults received information, care or support from a doctor or other HCP
- **60%** of U.S. adults received information or support from friends and family
- **80%** of U.S. internet users are specifically looking for health information
- **77%** of healthcare appointments start with search engines

3. 2012 Think with Google

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THE IMPACT OF SOCIAL MEDIA ON HEALTHCARE

88% of physicians use the internet and social media to research pharma, biotech and medical devices.

Yet only 53% of physician practices in the United States have a Facebook Page.

74% of internet users engage on social media.

There are 27.4 million people over the age of 55 engaged in social networking, and 19 million of those use Facebook.

60% of consumers say they place trust in doctors’ posts.

THE PAST, PRESENT AND FUTURE OF ADVERTISING

The Past (~2000)

- 3% Digital

The Present (~2015)

- 40% Digital

The Future (~2030)

- 80%+ Digital
HOW DOES SOCIAL MEDIA ADVERTISING STACK UP AGAINST TRADITIONAL?
COST COMPARISON

2016 National CPM Average across various media channels

<table>
<thead>
<tr>
<th>Media</th>
<th>CPM</th>
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<tbody>
<tr>
<td>Direct Mail</td>
<td>$60</td>
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<tr>
<td>Broadcast TV</td>
<td>$57</td>
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<tr>
<td>Magazine</td>
<td>$28</td>
</tr>
<tr>
<td>Newspaper</td>
<td>$16</td>
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<tr>
<td>Radio</td>
<td>$16</td>
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<tr>
<td>Billboards</td>
<td>$10</td>
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<tr>
<td>Social Media</td>
<td>$5</td>
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<td>$2.50</td>
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Social Media¹ is less expensive than any other form of advertising available today. In a recent cross channel media cost comparison, it was shown that you can reach 1,000 people for under $3.00/day.

CPM is a common advertising metric used to measure cost per thousand impressions.

The goal of advertising is to reach as many relevant people as possible at the lowest cost. Targeted social media, like Facebook, allows you to select only the audience you wish to reach so you aren’t spending money to reach a broader audience in hopes of attracting your key demographic.

¹Social Media includes platforms such as Facebook, Instagram, Twitter, LinkedIn, etc. 
https://www.lyfemarketing.com/traditional-media-versus-social-media/
KEY ADVANTAGES OF SOCIAL MEDIA

It’s much **CHEAPER** than traditional sources of advertising.

Its results are **MEASURABLE** and allow you to make decisions to re-align your campaigns based on **IMMEDIATE RESULTS**.

It’s the only platform that allows you to **ENGAGE** and interact with your audience.
Of the 81% of online American adults:

- 32% use Instagram
- 31% use Pinterest
- 24% use Twitter

- 79% use Facebook

- 84% are ages 30-49
- 72% are ages 50-64
- 62% are ages 65+

83% are women
75% are men

27% of women and 14% of men over the age of 35 suffer from varicose veins

ESTABLISHING A GOAL ON FACEBOOK
THE VALUE OF TIMELINE POSTS

Social media enables you to connect with your patients and potential patients. There is value in standard timeline posts which can create great, public relations style buzz for your small business. Below are some tips to follow that can help you engage your local audience.

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<tbody>
<tr>
<td>▪ It’s called “social” media for a reason – avoid lecturing and heavy medical content.</td>
<td>▪ What differentiates your practice from the local competition?</td>
<td>▪ Show off your community involvement – as a practice, physician or staff members.</td>
<td>▪ Check your page frequently - especially if you do not have a firm or dedicated person on the task.</td>
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<td>▪ Engage your staff and patients – they are a great voice.</td>
<td>▪ What are your patients saying about your practice?</td>
<td>▪ Let potential patients see you are “one of them” and you get involved in your community.</td>
<td>▪ Respond as soon as possible whether the comments are positive or negative – engage with your followers.</td>
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<td>▪ Mix it up - if it’s all about veins, it can get old</td>
<td>▪ Watch your analytics to understand what and when followers respond the most.</td>
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<tr>
<td>▪ Watch your analytics to understand what and when followers respond the most.</td>
<td>▪ Examples:</td>
<td>▪ Examples:</td>
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<tr>
<td></td>
<td>• Staff photos</td>
<td>• Patient testimonial posts or videos (it’s ok to use a phone – it isn’t supposed to look scripted).</td>
<td>• Never engage in debate. Keep responses compassionate with a call to action such as, ‘Please call our office so we can work together to resolve this.’</td>
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<td></td>
<td>• Photos with patients</td>
<td>• Align your colors, wording and messages with your traditional marketing</td>
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<td>• Birthday parties</td>
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<td>• Holiday celebrations</td>
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<td></td>
<td>• Inspirational quotes</td>
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<td></td>
<td>• Funny cartoons or memes</td>
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<td></td>
<td>• Current events</td>
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Examples:
- Patient testimonial posts or videos (it’s ok to use a phone – it isn’t supposed to look scripted).
- Align your colors, wording and messages with your traditional marketing
- Show off your community involvement – as a practice, physician or staff members.
- Let potential patients see you are “one of them” and you get involved in your community.
- Never engage in debate. Keep responses compassionate with a call to action such as, ‘Please call our office so we can work together to resolve this.’
ESTABLISHING A GOAL ON FACEBOOK
THE VALUE OF BOOSTED POSTS

You can take successful posts on your Facebook page and pay to have them boosted to a broader audience in order to further your message.

These posts will stay on your social page but can be sent on to the timeline of a targeted audience to get broader reach – targeting can be geographic, by age and gender and by interest.

You set the timing for the run of the boosted post and the desired spend.

an educational post featuring a patient testimonial and how she didn’t realize her symptoms were related to her disease gets multiple likes, shares and/or comments
- This post has gained positive traction so you can choose to boost it and spread the message to a targeted audience
ESTABLISHING A GOAL ON FACEBOOK
THE VALUE OF PAID ADS

You can design an ad in the Facebook platform that allows you to promote a specific goal to a highly targeted audience.

These ads can be targeted to an audience based on geography, age, gender and interest.

Ads can be used to promote products and services, job openings, gain followers on your page or an event and can be set for a specific period of time and with a desired spend limit.

Example
Your office is conducting a screening event next Friday
• You can draft a paid ad to run in the city, among medical professionals over the age of 35 for 2 weeks prior to the event inviting patients to stop in for a free screening

An ad that describes the symptoms of vein disease
• A call to action to click through to your online appointment request form or call the office for an appointment to get testing done
ADDITIONAL GUIDANCE AND SAMPLES
CONSIDER WHAT PART OF THE PATIENT JOURNEY IS MOST EFFECTIVE FOR YOU?

What part of the patient journey do you want to affect?

**Awareness & education**
- What is the disease?
- How does it affect me?
- What can I do?
- Why is treatment important?

**Promoting your practice against competition or in the market**
- Who are you?
- What differentiates you/your practice?
- Advertise screening events.
- Schedule an appointment.
PURCHASING STOCK IMAGES FOR FACEBOOK

When considering images for your posts or ads, consider the following factors:

1. What is the message and how does the image align with that message?
   A message about symptoms and how they affect a patient’s daily life may include images of active people to show what they may be missing.

2. Who is the target audience for the image?
   • As an example, target audience of women 55+ should include images that portray that demographic.
   • This can be guided by your patient demographic and/or the demographic of the geography.

3. Does the image reflect your brand?
   Ensure that the images are consistent with your brand – online, print and in your collateral materials.

There are many public sites that are available to purchase images based on your individual needs. The rights to images can be purchased, in many cases, for as low as $100.

• Getty Images
• Adobe Stock
• Shutterstock
• Canva

Always purchase the rights to use images or use images you have taken and/or own the rights to in order to avoid any infringement or copyright laws.
STATEMENTS

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