Patients value convenience when researching about their health, and digital tools give them easy access to information. Marrying accurate and relevant content with strategic keywords will help connect you with these patients. This Digital Marketing Kit includes tips and guidelines to help your practice implement a seamless digital experience.
SEARCH ENGINE OPTIMIZATION

Consider the following tips to help increase the quantity and quality of your website traffic. These search engine optimization (SEO) tactics can help you influence organic search results:

- When they’re ready to find a physician, patients search their symptoms and condition. Ensure your website includes the terms patients typically search. Once they land on your site, provide a clear method for the patient to contact you.
- If you aren’t sure what words and terms are relevant to patients, use this quick tip: Go to Google and start typing a term (bladder control, bowel control, incontinence, etc.). Google will auto suggest the top-searched phrases. This offers insight into the way patients are searching. Including these popular terms in your website content can help improve your search results.
- Focus on data. Consider including conditions, treatments, technologies, and physician biographies.
- Use headings that closely reflect what people are searching. This will help your rank on a search engine.
- Consider incorporating Medtronic Website Content. This information addresses common patient questions and is already written with search optimization in mind.
- Include a call to action on your website. In other words, make it easy for patients to take some action once they get there. For example, direct them to book an appointment, call your office, or visit your clinic.
- Ensure your website is designed to look great on both a desktop and a phone. Most website templates that allow you to plug in content are coded to accommodate all devices. However, avoid adding text in any images. Text in images can be difficult to read on phone screens and it isn’t searchable.
WEB PRESENCE

ONLINE REVIEWS

91% of people regularly or occasionally read online reviews.²

84% trust online reviews as much as a personal recommendation.²

Reviews matter. Healthgrades, Vitals, and RateMDs are not going away! Encourage patients to write reviews and engage with patients on review sites. For example, if you receive a bad review, comment or message that patient to learn how you can improve future experiences. If you receive good reviews, say thank you. You can also engage with reviewers on social media. These reviews may influence a prospective patient’s decision to visit your practice.
Google yourself
Set a goal for most of the results on the first page to be about you. Consider creating YouTube videos discussing topics that are relevant to patients. Or consider posting articles. These pieces of content will all come up when patients search your name.

84% of patients use both online and offline sources for hospital research.¹
As patients do more research online, it becomes more important to stay digitally relevant. Instead of relying on one resource of content, position yourself on multiple platforms to ensure your content is available when patients start searching. Consider websites, Facebook, blogs, YouTube, Twitter, and more. Add links to your social media accounts to your website — and promote your website via your social media accounts.
OWN YOUR NAME

**Use Google Tools**
Ensure you are included on Google Map Listings — [Google.com/business](http://Google.com/business). Follow the steps below to add your practice or business:

  - New to Google My Business? [Follow these steps to sign up for free.](http://Google.com/business)
- Search for your business using its name and address.
- If you don’t see your business listed in the menu, click **No, these are not my businesses** or **I’ve correctly entered the business**. You’ll then be prompted to enter some details for your business. Make sure you enter an accurate, complete street address, as well as a phone number that reaches your business directly.
- Click **Submit**.

**Set up Google Alerts**
Add relevant search terms for your location, practice, and name so that you will be alerted if new content becomes available. *(Example: You could set up a Google Alert for your name so that if someone was to write a blog post or create web content about you, you would be notified.)* Follow the steps below for setup:

- Go to google.com/alerts in your browser.
- Enter a search term for the topic you want to track.
- Choose Show Options to narrow the alert to a specific source, language, and/or region.
- Select Create Alert.

**Consider adding a Google + Public Professional Profile**
This “Online Résumé” is owned by Google and can help add content that you own and manage when patients are searching your name. Visit [plus.google.com/pages/create](http://plus.google.com/pages/create) to create your profile.
Social media can be a great way to promote your practice. Testimonials offer an opportunity to build trust with current and prospective patients.

If you are new to social media, start with Facebook — More than 90% of individuals who rely on social media for health information look there.³

- Do more than sell. Offer educational therapy and condition content. A good rule of thumb is to offer patients five pieces of content (educational resources, patient advocacy information, etc.) for every time you ask patients to do something for you (schedule an appointment, call your office, etc.). Need help with what to post? Our Example Social Media Posts will get you started.

- Encourage patients to “share” their experience. They can do that by leaving you a Facebook review, sharing your business page with their friends on Facebook, or even recording a testimonial video for your newsfeed.

- Engage with your patients. If they take the time to comment on your page or leave a review, respond to their comments. Frequent engagement can help build trust.
Digital advertising offers another opportunity to elevate your practice marketing. These specifications and Best Practices can help you plan your campaign:

**Facebook**

Best practices:
- Have a clear, direct message.
- Avoid copy in an image — Facebook will not approve your ad if more than 20% of an image is copy.
- Provide a clear call to action in your copy.
- Try to utilize all available characters.

Pro tip: Use this tool to quickly determine if you have too much copy in your ad image.

**Twitter**

Best practices:
- Have a clear, direct message.
- Include a link to website needed for card.
- Provide a clear call to action in your copy.
- Try to utilize all available characters.
- Use hashtags only when you’re focused on engagement. If your goal is to have people go to your website or follow your account, you don’t want to risk someone clicking on a hashtag instead of your intended call to action.

Pro tip: Asking a question helps people feel like they’re a part of the conversation and can compel them to click through.
**LinkedIn**


Best practices:
- Have a clear, direct message.
- Include a link to your practice website.
- Do not include any text in your image.
- Provide a clear call to action in your text.
- Try to utilize all available characters.

**YouTube**

Patients are using YouTube for health-related searches. This channel provides a unique opportunity to position yourself as an expert on a topic of interest.

*YouTube traffic to hospital sites has increased 119% year-over-year.*

Best practices:
- Videos you post of yourself on YouTube will come up when your name is searched. This can help you improve your **Digital Presence**.
- Embed video resources available via [Medtronic YouTube Channels](https://www.youtube.com/c/Medtronic).
- Consider relevant keywords when writing video titles and descriptions.
BEST PRACTICES

Consider the following tips as you plan your social media posts and advertising:

- When creating posts and ads, consider testing different copy and images to determine what increases your audience’s engagement. Leverage what you learn for future posts.

- Research what your patients are posting on social media by using hashtags and reviewing your competitors’ and condition channels to connect the dots on what resonates with the audience.

- When using social media ads, remember that you can add messaging to the webpage to which you are directing the ad. You don’t need to put all your messaging in the ad itself — focus your ad on the most important part of your message.

- Mobile first, always! Assume over half of your audience will view your post or ad on a mobile device. It’s important that your text is readable and your images are tightly cropped.

- Never use the word “click” in ads. For example, use “Request your free assessment” instead of “Click here for your assessment.” The word “click” is simply assumed.

- Think beyond “Learn More” — be specific with what the patient will receive if they click your post or ad.
FREQUENTLY ASKED QUESTIONS

Q: When does paid social media make sense?
A: Paid social ads help increase the overall reach of your content, bring more awareness to your products, and target specific networks through demographic and conversation-based information.

Q: What goals should I consider when using paid social media?
A: There are many relevant metrics when tracking the effectiveness of paid social media. Start by watching page views, reach, social engagement, and link clicks.
Medtronic offers extensive information about its therapies that is ready to be shared with patients. Not only is this content written in easy-to-understand terms, it's also already written with search optimization. Consider linking to the websites below:

- Medtronic.com/bowel
- Medtronic.com/bladder
YOUTUBE CHANNELS

Share patient videos on social media, play them in your office, and embed them into your practice website or blog.

Medtronic offers a variety of videos, including product demonstrations, patient stories, and expert advice:

https://www.youtube.com/user/MDTBladderControl

https://www.youtube.com/user/MDTBowelControl

It’s easy to embed videos:
- Go to the YouTube video you want to embed.
- Under the video, click share.
- Click embed.
- From the box that appears, copy the HTML code.
- Paste the code into your blog or website HTML.
As OAB increases, fear of having accidents or embarrassment for going too often is reality for many. We can help with long-term treatment. (140)

OAB’s significant impact makes effective long-term bladder control critical. We offer the only treatment proven effective at five years.³ (137)

[HOSPITAL/CENTER/PRACTICE NAME] offers the only sacral neuromodulation solution for chronic OAB proven to provide long-term efficacy and QOL improvements.⁵ (123)

Nearly 1 in 6 suffer from OAB but 4.5 out of 10 don’t seek treatment and 7 in 10 stop using medications within 6 months. We can help.⁶,⁷,⁸,⁹ (137)
Effective long-term bladder control is critical because so many in XX area experience regular accidents and/or frequency issues associated with overactive bladder (OAB), which can significantly impact all aspects of a person’s quality of life — self-confidence, activities, and even intimacy. Our goal is to help give people their lives back, because too many struggle to find long-term relief. [HOSPITAL/CENTER/PRACTICE NAME] offers the only sacral neuromodulation solution for chronic OAB proven to provide long-term efficacy, meaningful symptom reduction, and quality of life improvements.5 [Link to more info about your offerings.]

Many struggle to find long-term relief or don’t recognize that there are effective options for overactive bladder (OAB) beyond behavior modification and oral medications. [HOSPITAL/CENTER/PRACTICE NAME] offers an effective long-term option called the InterStim™ system, which has been proven to restore bladder function and improve quality of life at five years.5 We hope the knowledge that long-term relief is possible will help encourage those dealing bothersome OAB symptoms to seek help. [Link to more info about your offerings.]

Overactive bladder (OAB) is a life-altering, debilitating condition, and many who suffer are frustrated and embarrassed, and limit their lives socially, professionally, and personally.10 [HOSPITAL/CENTER/PRACTICE NAME] offers the only proven, long-term sacral neuromodulation solution for chronic OAB sufferers. A new study found that the Medtronic InterStim™ system, which provides sacral neuromodulation therapy, offers OAB patients sustained long-term efficacy and quality of life improvements at five years.5 [Link to more info about your offerings.]
REFERENCES


Indications for Use:
Sacral Neuromodulation delivered by the InterStim™ system for Urinary Control is indicated for the treatment of urinary retention and the symptoms of overactive bladder, including urinary urge incontinence and significant symptoms of urgency-frequency alone or in combination, in patients who have failed or could not tolerate more conservative treatments.

The following Warning applies only to Sacral Neuromodulation for Urinary Control:

**Warning:** This therapy is not intended for patients with mechanical obstruction such as benign prostatic hypertrophy, cancer, or urethral stricture.

Sacral Neuromodulation delivered by the InterStim™ system for Bowel Control is indicated for the treatment of chronic fecal incontinence in patients who have failed or are not candidates for more conservative treatments.

Contraindications for Urinary Control and for Bowel Control: Diathermy. Patients who have not demonstrated an appropriate response to test stimulation or are unable to operate the neurostimulator.

Warnings/Precautions/Adverse Events:

For Urinary Control: Safety and effectiveness have not been established for bilateral stimulation; pregnancy, unborn fetus, and delivery; pediatric use under the age of 16; or for patients with neurological disease origins.

For Bowel Control: Safety and effectiveness have not been established for bilateral stimulation; pregnancy, unborn fetus, and delivery; pediatric use under the age of 18; or for patients with progressive, systemic neurological diseases.

For Urinary Control and for Bowel Control: The system may be affected by or adversely affect cardiac devices, electrocautery, defibrillators, ultrasonic equipment, radiation therapy, MRI, theft detectors/screening devices. Adverse events include pain at the implant sites, new pain, lead migration, infection, technical or device problems, adverse change in bowel or voiding function, and undesirable stimulation or sensations, including jolting or shock sensations. Patients should be assessed preoperatively for the risk of increased bleeding. For full prescribing information, please call Medtronic at 1-800-328-0810 and/or consult Medtronic’s website at www.medtronic.com. Product technical manual must be reviewed prior to use for detailed disclosure.

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