



Webtage

CONSIDERING A HEALTHCARE MARKETING CAMPAIGN?
Important Questions We'd Like Your Inputs on

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LAUNCH ● OPTIMIZE ● GROW

A healthcare digital marketing campaign needs a strategic approach and careful planning. Advance preparation can help both clients and vendors develop a common understanding of marketing objectives & constraints.

This questionnaire will help us understand your vision for your organization’s growth goals and plan the overall effort required for a confusion- and conflict-free digital campaign. It will also help us understand your constraints and will also lower your risk for running into a time and cost overrun.

So, whether you are considering improvements to your existing campaign or an extensive omnichannel marketing launch, use this questionnaire to start your healthcare digital strategy on the right footing.

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Business Overview

1. Describe your healthcare organization in as few words as possible.
2. What are your key offerings? What makes your services & solutions desirable?
3. What are your immediate business goals?
 - Bring in new clients / patients to your business.
 - Revenue growth. If so, please indicate your desired growth rate.
 - Explain your services & solutions to your target audience.
 - Create expert articles to cement your thought-leadership in your field.
 - Sell products/services online.
 - Provide support for current patients.
 - Build a community.
 - Build brand awareness.
4. Who are your top three competitors?
5. Describe key differentiators from your competition.
6. What are your best markets and what is the reason for that?
7. Please provide 3-5 keywords that your patients/clients would use to search you online?
8. What do you think makes your marketing assignment trickier than most?
9. What makes your marketing slam-dunk easy?
10. What's the monetary value of a typical engagement? Feel free to provide a range. This will help us estimate the number of patient/referral leads we would need to generate for you to help you reach your desired growth target.
11. Does your organization offer differential pricing for different customer segments? Are some patients more preferable than others because of insurance payout, for instance?

12. Which geographical areas do your customers come from or you would like to target?

- Local (please specify)
- National (please specify)
- International (please specify)

13. How does your organization prove its credibility?

14. Is there anything else you want us to know, big picture?

Buyer Profile

15. Who is your Primary target audience? What are their key goals and expectations?

16. Is there a secondary target audience? What are their key goals and expectations?

17. Where do your potential customers (individuals or healthcare organizations) go to gain information about organizations such as yours?

- Networking events
- Industry trade shows & conferences
- Social media platforms
- Reach out to their fraternity for referrals
- Search engines
- Primary Care Referrals
- Insurance Referrals
- Existing Patient Referrals
- Word-of-Mouth
- Others?

Content Needs

18. Do you frequently produce content for your website, professional publications or marketing initiatives, such as:

- Blogs
- Webinars
- White Papers
- Videos
- Podcasts
- Others?

19. Do you have a content strategy or content guidelines that governs content on your website or marketing campaigns?

Existing Initiatives

20. Do you engage in any online or offline marketing for your business?

- Professional Networking Events
- Content Marketing/ Inbound Marketing
- Industry association affiliations
- Digital Marketing
 - i. SEO
 - ii. Search Advertising
 - iii. Email Marketing
 - iv. Social Media Marketing

21. Do you engage in any online or offline marketing for your practice?

- Professional Networking Events
- Print advertisement (Magazines, Yellow Pages, Flyers/Brochures)
- Hospital affiliations
- Healthcare Staffing Partnerships
- Digital Marketing
 - i. SEO
 - ii. Search Advertising
 - iii. Email Marketing
 - iv. Social Media Marketing
 - v. Content Marketing
- Others?

22. Do you currently have any online profiles you've already claimed and set up?

- Google Local
- Bing Local
- Yelp
- Twitter
- Facebook Page
- LinkedIn Company Page
- Google My Business
- Others

23. Do you belong to an association that will list your web site and profile information?

24. Does the organization have a referral/affiliate program? If yes, provide details.

25. Does the organization collect and display testimonials? If yes, can they be made accessible for marketing purposes?

26. Does the organization showcase feature patients? If yes, can they be made accessible for marketing purposes?

27. Is the social media output currently being released on-the-fly or in a scheduled manner?

Website Needs

28. What do you like about your current website?

29. What do you not like about your current website?

30. Are there any desired functionalities (a wish-list) that would be nice to incorporate into your current website?

- 31. Are there websites that you particularly like that you would like us to know about? These websites can be from any industry and do not have to be from your vertical.
- 32. Any brand guidelines to keep in mind? Are there corporate colors, logo, fonts etc. that should be incorporated?

Performance & Metrics

- 33. On what parameters would the performance of the Digital Marketing Strategy be measured? e.g., new patient generation, revenue growth, brand awareness, as measured by brand name searches, brand mentions etc.
- 34. Have all stakeholders agreed to these objectives and parameters?

Project Management

- 35. Are there any critical deadlines or milestones that the vendor should be aware of before they start the project?

About Webtage

Webtage is an award-winning digital design, build + market firm that delivers meaningful digital experiences to drive top line growth and operational efficiencies.

Our industry-certified digital team delivers sophisticated web experiences, software solutions and marketing campaigns by leveraging cutting-edge technologies, delightful UX and powerful marketing propellers to provide consistent ROI.

Our experience spans 50+ websites, 75+ marketing campaigns and 50K+ leads generated across multiple industries, including B2B, professional services, healthcare, and B2C businesses.

Learn more by visiting us at www.webtage.com or contact us at info@webtage.com