

DEBUNKING

COMMON DIGITAL MARKETING MYTHS IN HEALTH CARE

MYTH 1 Paid digital is independent

The paid digital world is often an island of its own. It's a common misconception that paid digital is an independent strategy for your marketing efforts.

Reality: Paid digital is not independent. It's a key component of a holistic marketing strategy. It should be integrated with your organic efforts to create a cohesive marketing plan.

MYTH 2 Social media is free, we can do it ourselves

Social media is often perceived as a free marketing channel. While it is true that creating content is free, the time and effort required to manage a social media presence can be significant.

Reality: Social media is not free. It requires a strategic approach and consistent effort. For many businesses, hiring a professional agency or consultant is the most effective way to manage social media.

Invest in: Professional social media management, content creation, and community engagement.

A Year's Worth of Social Media: \$10,000 - \$20,000

MYTH 3 Our research says, "This is our audience"

Many businesses rely on their own internal research to define their target audience. However, this research is often biased and incomplete.

Reality: External research is essential for understanding your target audience. It provides valuable insights into their needs, preferences, and behaviors.

Take Global and Consumer Research to the Next Level for Address: Create new content and experiences for an audience that's constantly evolving.

MYTH 4 All success is measured equally

Success in digital marketing is often measured by a single metric, such as clicks or conversions. However, success is a multi-faceted concept.

Reality: Success is measured by a variety of metrics, including brand awareness, engagement, and customer loyalty.

Assess Campaign Metrics: Brand awareness, Reach, Engagement, Conversion, Retention.

Predict Marketing Metrics: Brand awareness, Reach, Engagement, Conversion, Retention.

MYTH 5 We only need to advertise at certain points in the year

Many businesses believe that advertising is only necessary during certain times of the year, such as the holidays or product launches.

Reality: Advertising is a continuous process. It's important to maintain a consistent presence throughout the year to stay top-of-mind with your audience.

"Always On" Approach: A year-round, always-on approach to advertising. It's a continuous process that allows you to respond quickly to market changes and opportunities.

MYTH 6 I own the top organic spot, I don't need paid search

Businesses that rank highly in organic search often believe they don't need paid search. However, organic search is highly competitive and can be volatile.

Reality: Paid search is a valuable tool for reaching your target audience. It allows you to control your messaging and reach a larger audience.

89% of consumers turn to a search engine to answer their health questions.

63% of consumers have used a search engine to answer their health questions.

MYTH 7 Digital is only good for online operations

Many businesses view digital marketing as a purely online activity. However, digital marketing can have a significant impact on offline operations.

Reality: Digital marketing is a powerful tool for driving offline sales and engagement. It can be used to promote events, services, and products.

MYTH 8 Spending the minimum on digital is "good enough"

Many businesses believe that spending the minimum on digital marketing is sufficient. However, a minimal budget often leads to poor results.

Reality: A strategic and well-funded digital marketing campaign is essential for success. It allows you to reach your target audience and drive meaningful results.

Minimum budget: \$10,000 - \$20,000

Remaining a presence requires: Brand awareness, Reach, Engagement, Conversion, Retention.

MYTH 9 Retargeting is creepy and turns people away

Retargeting is often perceived as intrusive and annoying. However, it's a highly effective marketing strategy.

Reality: Retargeting allows you to reach people who have already interacted with your brand. It's a way to re-engage and convert leads.

Targeted advertising: Personalized and relevant content, Real-time personalization, Targeted advertising, Mobile marketing.

MYTH 10 Losing web traffic means that digital isn't working

Many businesses panic when they see a drop in web traffic. However, a decrease in traffic doesn't necessarily mean that digital marketing is failing.

Reality: Web traffic is just one of many metrics used to measure digital marketing success. Other metrics, such as engagement and conversions, are also important.

Performance is the combination of reach and engagement.

Ad → **Clicks** → **Appointments**

UX → **Revenue** → **Success**

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