Spot On

What Makes Effective Healthcare Marketing? An Insider's Look

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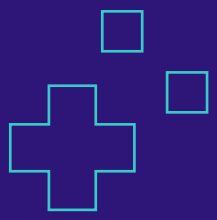

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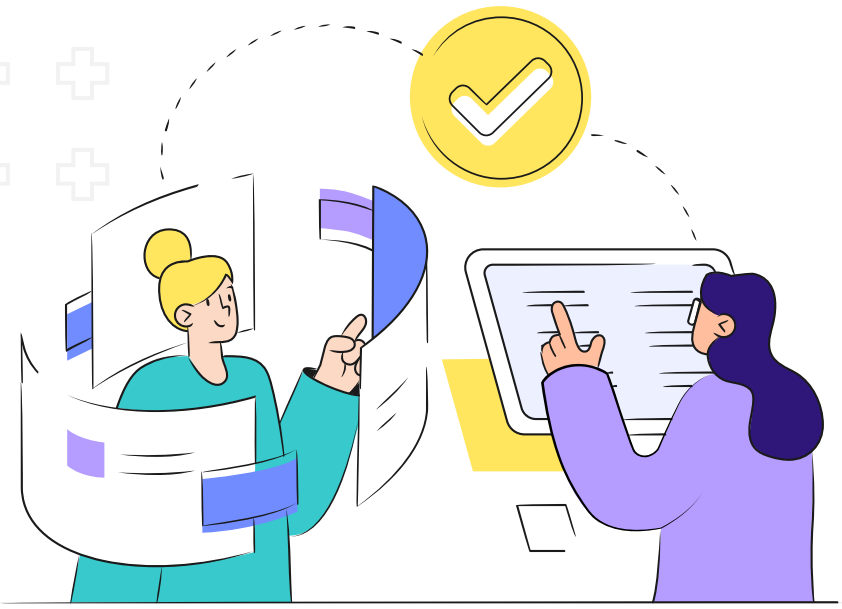
Introduction

No matter your SaaS company's growth stage, you're likely spending a significant portion of your revenue on marketing. However, do you know if your healthcare marketing strategy is working as intended?

That's the first question we seek to answer when healthcare SaaS companies turn to us for support to grow their pipeline and increase revenue. The insights enable us to take a strategy-first approach to their healthcare marketing and refine their content marketing strategy, up their online advertising game, and leverage data to drive growth.

So, what does the process look like when the rubber meets the road? This guide offers an insider look at how we audit a healthcare marketing strategy, how to set a foundation for a strategic marketing plan, and the nuts and bolts of turning insights into action.

First, let's explore how we determine if a client's healthcare marketing strategy and tactics are on the right track.



01

Is Your Healthcare Marketing on the Right Track?

Knowing what an effective healthcare marketing strategy should do for you is critical to creating one that serves your business. Additionally, you must implement several essential components and audit them regularly to stay on track. Let's start by examining the anatomy of a winning healthcare SaaS marketing strategy.

The anatomy of a winning healthcare SaaS marketing strategy

After designing and executing effective SaaS marketing strategies for over a decade, we've identified eight hallmarks of a successful approach. Here's what a winning formula enables you to do:

1. **Strategically prioritize marketing tasks.**

   Strategic prioritization helps you focus resources on what works for your business and keep your eye on the prize to maximize return on investment (ROI). We start our projects by defining a client's business objectives and aligning their SaaS marketing strategy with these goals. We also leverage data analytics in marketing to evaluate performance and prioritize proven tactics.

2 **Achieve and maintain high rankings for critical search terms.**

Search engine optimization (SEO) helps you drive website traffic and generate leads. However, you must stay current with changes in search engine algorithms and the competitive landscape to maintain your rankings. Our team incorporates processes to continually track your rankings and adapt tactics in your SaaS marketing strategy to stay at the top of relevant search results.

3 **Leverage data analytics to make continuous improvements.**

Advanced marketing software offers a wealth of data. You can turn it into actionable insights with the right expertise and technology. We help our clients create real-time dashboards and automate reporting to support timely, data-driven decision-making. We also implement predictive analytics and AI-driven marketing tools to help forecast trends and make proactive adjustments.

4 **Deliver a personalized customer experience.**

According to Harvard Business Review, personalization can increase customer spending by as much as 30%. Besides creating buyer personas and mapping the customer journey throughout the marketing funnel, you need an audience segmentation strategy and a robust automation platform to implement personalization and deliver targeted content and messages via various healthcare marketing channels at scale.

5 **Attract high-quality prospects.**

Getting the wrong leads is worse than not attracting enough prospects because pursuing them will waste your team's time and resources. That's why we focus on helping our clients drive the right traffic with precision targeting, such as optimizing content for high-intent keywords, using LinkedIn ads and InMail to reach decision-makers, and leveraging intent data to identify in-market accounts.

6 **Leverage the right B2B SaaS marketing channels.**

The right SaaS marketing strategy helps you focus on channels that can effectively reach your target audience to build meaningful relationships and support your business goals. For example, SEO and content marketing are best for attracting top-funnel leads and building authority while LinkedIn can help you effectively reach mid- to high-level executives in target accounts.

7 **Stay agile and adapt to the shifting market landscape.**

A sound SaaS marketing strategy encourages experimentation with new tactics and uses data insights to improve performance. For instance, our data-driven design approach allows our clients to continuously adjust their websites and make targeted improvements based on user behaviors and market trends. We also review their campaign performance regularly to adapt to changes.

8 **Ensure seamless marketing and sales handoffs.**

Despite interacting with the same prospects and customers, sales reps and marketers often take different approaches, creating a disjointed experience that hurts conversions. A solid SaaS marketing strategy should define what qualifies a lead for sales handoff. It should also align marketing messaging with sales enablement to deliver a consistent brand experience.

To achieve these outcomes, you must first build a solid foundation with all the necessary components. Let's explore what that looks like.

Foundational components of effective B2B healthcare marketing

While there's no one cookie-cutter approach to B2B healthcare marketing strategy, you need to follow some best practices. Here's how you can set the stage for success.

Time and patience to build a foundation. Many SaaS companies rush into building a website or running online ads, hoping to generate leads and close sales immediately. Some also make the mistake of abandoning a strategy before it has the time to run its course.

For instance, content marketing helps SaaS companies reach their target audience, build trust with prospects, and improve customer retention. However, even the best strategy and most seamless implementation takes months to yield results. Therefore, it's crucial to wait and allow that content to find its audience.

Clear goals that align with your growth. Goals drive strategies, and strategies drive tactics. However, some companies fail to define goals appropriate for their growth stage and trajectory. Parroting what you hear other SaaS companies aim to accomplish may send you down the wrong path.

> To determine your objectives, you must know where you are. If you're starting out, you need traffic. If your audiences don't understand their problems, you must educate them. If you've already gained traction, you may focus on conversions or customer retention efforts to nurture accounts for upsell and cross-sell.
>
> **— Rebecca Graves,** Co-Founder at Spot On

B2B marketing and sales alignment. A consistent customer experience is essential for building trust throughout the lengthy buyer journey. Without from-the-trenches insights from sales, marketing teams may overlook factors that affect prospects' decision-making process.

Sales and marketing must work together as an integrated unit and align their objectives. You may implement a CRM system and marketing automation tool (e.g., HubSpot) for seamless lead tracking, scoring, and marketing-to-sales handoffs.

Meaningful SaaS marketing key performance indicators (KPIs). If your B2B healthcare marketing strategy focuses on the wrong KPIs, you may spend resources chasing vanity metrics instead of making meaningful progress. Therefore, your KPIs must align with your company's growth stage and trajectory.

> For example, you may drive a lot of traffic, but you won't generate any revenue if the visitors don't convert. Instead of focusing on visits, measure the number of visitors vs. how many click on the call-to-action (CTA) to see if your content entices them to go further down your funnel. If a blog post is attracting traffic but not converting, you may reposition the content or add a CTA to drive conversions.
>
> **— Rebecca Graves,** Co-Founder at Spot On

Audience insights and buyer personas. The B2B healthcare sales cycle is notoriously lengthy and complex. It requires a lead nurturing strategy to engage contacts over time and address their pain points or concerns at various customer lifecycle stages.

Moreover, stakeholders in different roles face unique challenges, so you must understand each contact's priorities and personalize your communications. You should also leverage data analytics to gain audience insights and continuously refine your buyer personas.

To support continuous refinement, you must know where your healthcare marketing strategy stands before you can make meaningful improvements. That's why we regularly evaluate our clients' strategies to maximize their ROI.

How to audit your SaaS marketing strategy

Strategy audits help you adapt to shifting customer demand and focus resources on tactics that yield the best outcomes. Here are the steps we take to refine our clients' healthcare marketing strategies.

Evaluate buyer personas and ICPs

Buyer personas and ideal customer profiles (ICPs) are the foundations of a successful SaaS marketing strategy. Use customer data to verify that your buyer personas reflect prospects' pain points and desired outcomes. Also, talk to customer-facing team members or interview your best customers to validate these profiles.

> Revisit your ICPs regularly to see if they help you connect the dots and demonstrate how your solution helps customers solve their challenges. They should help you align your messaging and marketing tactics to reach the right people with the right message.
>
> — **Rebecca Graves**, Co-founder at Spot On

Assess your messaging

The messaging on your website, ads, and social media profiles should address your ideal customers' concerns and pain points. It should highlight your differentiators and build brand affinity by sharing a unique perspective that resonates with customers. Also, the tone and voice should align with your brand identity.

Audit your content strategy

Assess if your content strategy is helping you connect with your audience, demonstrate your relevance, and showcase your expertise with meaningful thought leadership pieces. Categorize your content by type and purpose, identify pieces that drive traffic, conversions, and engagement, and analyze why they're successful.

> We evaluate if a client's content addresses all stages of the buyer journey — many companies fail to create content for the middle of the funnel. Also, are you using topic clusters to drive traffic and engagement? Is your content creating opportunities for lead generation?
>
> **— Rebecca Graves**, Co-founder at Spot On

Perform a website user experience (UX) audit

A website UX audit helps determine whether your site delivers meaningful and relevant interactions through effective branding, design, usability, and function. During a UX audit, our team reviews every page type and provides granular recommendations. We also rank recommendations to help our clients prioritize their efforts and achieve quick wins.

Conduct a technical SEO audit

Technical SEO optimizes your website for search engines by incorporating information they need to crawl your site and understand the content. We use tools, including Semrush, Google Search Console, and Google Page Speed Insights, to perform monthly site health checks for our clients to maintain and improve their rankings.

Evaluate your social media presence

A robust social media presence helps you reach high-intent prospects. An audit should look for and delete duplicate or inactive profiles and ensure active ones are complete and align with your brand guidelines. Then, analyze audience data and identify engagement patterns, such as peak engagement times and days, to inform your tactics.

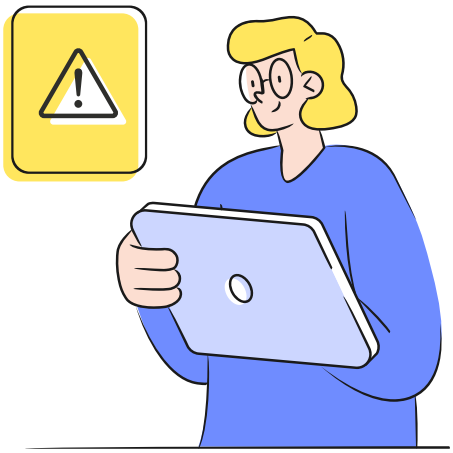
> We help our clients evaluate community management and customer interactions to determine if their teams respond promptly to comments, messages, and reviews. We also perform sentiment analysis and track feedback patterns to develop deep audience insights.
>
> **— Madison Rivera**, Account Manager at Spot On

Assess online ad performance

Evaluate your account hierarchy and ensure campaigns, ad groups, and ads are organized logically. See if ad spend is distributed strategically across high-intent keywords and audiences. Also, verify that your segmentation strategy reflects your buyer personas and that your remarketing lists effectively capture past visitors.

> We check if each ad has a dedicated landing page to capture traffic. If you send visitors to your home page and hope they'll find the offer you're advertising, you risk losing the traffic.
>
> — **Rebecca Graves**, Co-founder at Spot On

Review your email marketing strategy



Consider if you have high-quality subscribers consistently opting into your email list and whether the list is segmented by relevant criteria (e.g., behavior and customer lifecycle stages) to support dynamic segmentation for personalization. Also, review email deliverability and your sender reputation to ensure that recipients receive your communications.

Audit your martech stack

Do you have the right tools to achieve your goals without paying for functionalities you don't need? Create an inventory of your martech stack, review the cost and contracts, and identify overlapping subscriptions. Also, consider if your tech stack is ready for AI integration to support effective automation, personalization, and data analytics.

After knowing where you're at, it's time to create a strategy-first healthcare marketing plan. In the next chapter, we share the questions we ask our clients to help them design a solid plan supported by a robust brand identity.

02

Set the Foundation With a Strategy-First Healthcare Marketing Plan

An effective SaaS healthcare marketing plan involves many moving parts. How can you make sense of them all and ensure the components work together seamlessly to achieve your business goals?

Our holistic approach starts with establishing a big-picture view of each client's unique situation with the right questions and grounding our healthcare marketing plan in a memorable and resonating brand persona. Our team reveals the nuts and bolts.

Questions to guide your healthcare marketing plan

> If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask.
>
> **— Albert Einstein**

A robust strategy starts with a clear understanding of your goals. We've learned that guiding our clients to uncover what matters most to them often takes more effort than simply asking what numbers they want to hit. Yet, seeing the big-picture view is critical to crafting powerful messaging and attracting the right leads.

6 questions to ask before creating your healthcare marketing plan

Here are the top questions we use to help our clients clarify and enrich their objectives as we tailor their healthcare marketing plans:

- **Have you done competitive research when establishing your goals?**
- **How's your market positioning compared with the competition?**
- **What are your competitors doing, and how can you do it better? (For example, what search terms are your competitors ranking for, are they relevant to your business, and can you start targeting those keywords?)**
- **Based on these insights, how practical are your timelines for each goal?**
- **Have you clearly spelled out each of your goals?**
- **Have you defined specific benchmarking metrics for each goal?**

> We perform quarterly reporting to ensure we hit relevant metrics, which we define at the beginning of a relationship and refine as we continue to work together. This iterative process allows us to be proactive.
>
> — **Madison Rivera**, Account Manager at Spot On

Questions to ask when developing a SaaS website marketing plan

After creating a healthcare marketing plan, you must drill down into each marketing channel to define your approach and tactics. Let's take website design as an example. Here are the top questions Erica Pierce, Partner and Creative Director at Spot On, asks our clients to uncover important information when crafting a website strategy:

1. **What's your number one goal for the site?**
2. **What are the most important actions you want different users (e.g., prospects, customers, job candidates, etc.) to take on your website?**
3. **What's your elevator pitch?**
4. **What keywords do you aim to rank for?**
5. **What are your top differentiators?**

6. **What are your target audience's demographics, roles, and primary responsibilities?**
7. **Which persona groups are most valuable to the company, and why?**
8. **Which websites do you like, and why?**
9. **What pain points do your products solve?**
10. **How would your audience address their problems if your product didn't exist?**
11. **What causes a prospect to realize they need your product?**
12. **What are the top five questions your sales team receives from potential customers?**

> It's vital to connect our questions to the various aspects of the client's SaaS website strategy — such as design, user experience, and content — to ensure visitors stay on the site to explore their solutions.
>
> — **Erica Pierce**, Partner and Creative Director at Spot On

Then, we analyze website performance to inform the next steps. If a site isn't driving enough traffic, we re-examine the foundational elements. If it already attracts visitors with a modern design, we focus on increasing conversions.

> We also help our clients create content that resonates with their customers. We start with an empathy map, asking questions about how the client's customers feel, what they want, and what they fear — the emotional drivers of decision-making — to take the messaging beyond just listing a product's features and benefits.
>
> — **Erica Pierce**, Partner and Creative Director at Spot On

After asking the right questions, we translate our client's answers into effective communications. The foundation of expressing the message in a way that resonates with the audience lies in building a strong brand.

Crafting a successful healthcare branding strategy

A strong healthcare branding strategy is essential for effective communications, impacting everything from content and email marketing to website design and online advertising.

Here are the five steps for crafting an effective healthcare branding strategy:

1 Understand what a healthcare branding strategy entails.

Your healthcare branding strategy should help you connect with your prospects and customers. It must, therefore, evolve with your ideal audience, solution, and market landscape while inspiring the audience to embody your value by using your solution.

> A healthcare branding strategy takes a broad perspective. It provides well-researched, well-designed guardrails to determine how your company behaves in the world. Companies must take a step back from what they sell to understand why they sell it and what it means to their customers.
>
> — **Kendra Rainey**, Brand Strategy Consultant at Spot On

2 Codify your branding strategy into language.

This step turns concepts about your brand's value, personality, and differentiators into something tangible, sharable, memorable, repeatable, and executable. First, define your brand mission statement, vision statement, and values. Then, develop a voice and tone that aligns with your brand's personality. Also, establish a messaging framework to ensure consistency across sales, marketing, and customer success teams.

3 Gain audience insights from different perspectives.

An effective healthcare branding strategy starts with understanding what drives your target audience to act. Talk to different people in your company — including executives, marketers, and customer service reps — to learn what your audience cares about.

> While the CEO has the vision, the sales rep or customer service employee knows the day-to-day details, so you should get input from both sources. Interviews and workshops with stakeholders can help you learn about your audience from various perspectives.
>
> — **Kendra Rainey**, Brand Strategy Consultant at Spot On

4 Identify your strategic positioning.

Your healthcare branding strategy should articulate why your customers need to buy from you. A strong one will shape how your audience and the world perceive your brand, create an emotional connection with your prospects and customers, and define your brand personality, ethos, and voice to bring your brand to life.

5 Support your value proposition with strong brand messages.

A strong value proposition motivates your customers by addressing their triggers, such as avoiding a stressor or aligning with a compelling philosophy. It connects your vision and mission to your prospects' challenges, bridging your big-picture vision with the execution of your healthcare marketing tactics.

> Take a step back to consider your brand holistically and strategically. Shift your mindset and put yourself in your audience's shoes to craft messaging that resonates.
>
> — **Kendra Rainey**, Brand Strategy Consultant at Spot On

After setting the stage with a compelling brand personality, it's time to express it via various marketing channels through engaging content.

03

Align Content With Your Healthcare Marketing Strategy

Content is a key expression of your healthcare branding strategy. Aligning your blog posts, videos, emails, social media posts, etc., with your healthcare marketing strategy is essential for presenting a consistent image throughout all customer touchpoints to accelerate the pipeline. Let's explore how to pick the right blog topics and drive engagement with SaaS video marketing.

Choose the right blog topics for saas content marketing

Successful content resonates with diverse buying team members and addresses the nuances of complex decision-making processes. A good topic should help you achieve the following:

Rank for high-performing keywords and relevant topics

Using the right keywords is no longer the be-all-end-all to effective SEO as search engine algorithms evolve. Google's EEAT guidelines prioritize experience, expertise, authoritativeness, and trustworthiness when ranking content, and your blog content should provide the stage for you to meet these criteria.

Additionally, AI-generated overviews favor quick answers at "position zero" (e.g., featured snippets). Therefore, you should choose topics that allow you to provide fast, unique insights on subjects your audience cares about to give them a taste of your deep expertise, enticing them to click through to your site.

Fill messaging gaps in your SaaS content marketing strategy

Your content must address audiences' needs throughout the buying process. Most of your blog topics should focus on concerns at the top or middle of the marketing funnel by educating prospects about their challenges, helping decision-makers evaluate their options, and aiding or accelerating decision-making.

Address multiple buying group members

Your blog topics should address the needs of each member of a typical buying team involved in the decision-making process (e.g., IT leaders, CFOs, and administrators). Create buyer personas and use personalization techniques and automation tools to deliver the right content to the right people at the right time.

Create pillar pages to build internal links

Pillar pages aggregate several blog posts with keywords related to one core topic to create a long-form guide. This authoritative piece delivers in-depth information to meet search engines' criteria, provides internal linking opportunities to support SEO, and helps search engines understand your content.

Select a theme to link your solution with your audience's needs and craft an outline to determine the collection of blog posts (i.e., a topic cluster) that will cover it comprehensively. You may also analyze existing content, identify blog posts already performing well, and expand the content into a pillar page.

Establish thought leadership and authority

The EEAT framework rewards content that reflects real-world experience and authority. As such, you should identify blog topics that offer opportunities for your team to provide unique insights, showcase your company's expertise, build trust with the audience, and stand out from a sea of AI-generated content.

Pair with content offers to capture leads

You may review your content offers (i.e., gated content like a white paper, case study, ROI calculator, or demo) and work backward to identify related blog topics that can help drive traffic to landing pages, turn visitors into leads, further engage the audience, and progress them down the sales funnel.

Maximize your budget by repurposing posts

Developing high-quality content is resource intensive. Your strategy should make the most of available vehicles and channels to reach your audience and maximize SaaS content marketing ROI. From the content creation perspective, that means selecting blog topics with high potential for longevity or repurposing.

An ideal blog topic allows you to version the content into other formats. For example, you may create multiple short videos to drive engagement, infographics to encourage sharing, and snippets to post on social media. You may also reverse the process by gathering high-performing social media posts or videos and consolidating them into a blog post.

Speaking of video, brands should leverage this increasingly popular content format in their healthcare marketing plan to meet buyer expectations. So, what types of videos should you create, and how can you maximize their impact?

Drive engagement with SaaS video marketing

Educational videos build brand awareness and appeal to top-of-funnel audiences. Testimonial videos help generate trust, and training videos streamline user onboarding. However, our top choice for most clients is explainer videos.

Explainer videos concisely demystify complicated processes with clarity that only visuals can lend. They allow you to show prospects in-depth information about your solution and demonstrate how the features work. With compelling calls-to-action (CTA), they can also accelerate your pipeline by enticing viewers to act, such as booking a live demo.

SaaS video marketing best practices in action

We created this explainer video for Core Solutions to demonstrate how the software works and the benefits it delivers.
View the Video

9 steps for creating effective SaaS explainer videos

Here's the process we follow to produce impactful explainer videos for our clients:

Step 1 Determine the appropriate style.

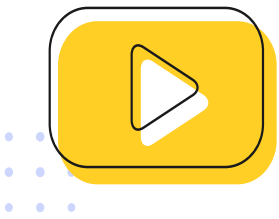
Most SaaS explainer videos use 2D animation, but some incorporate stock photography and footage. You may also record a walkthrough to show the product in action.

Step 2 Use a professional scriptwriter.

Hire an experienced writer who can speak in succinct, conversational language that hits the right tone and sustains an engaging pace in your videos.

Step 3 Define the look and feel.

Align your video with your branding. If you don't have a well-defined brand image yet, the designer can help determine the look and feel of the video by creating a style board.



Step 4 **Produce high-quality audio.**

Work with a professional voice-over actor to bring the script to life. Nail down this component before animating the content to ensure the visuals align with the actor's cadence.

Step 5 **Select screenshots for the video.**

Use screenshots to support your objectives and address the audience's needs. You may pan and zoom across the screen to highlight a user flow or simulate the user experience.

Step 6 **Create a rough animation.**

Rough out each scene on the storyboard and map out the sequence with timestamps to gauge pacing and length without worrying about the transition (yet).

Step 7 **Produce the final animation.**

Consider all the nuances to make the animation "just right." Budget time for finishing touches, such as background music, sound effects, and volume adjustments.

Step 8 **Plan for content distribution.**

Plan for hosting and distributing the video content to reach the right audience and deliver a modern user experience. Consider SEO, accessibility, streaming resolution, etc.

Step 9 **Take a step back.**

Timing is essential for SaaS explainer videos. When it's right, you don't notice it. But if it's off, the viewers can sense it. Step back and look at the video holistically to ensure the flow feels natural.

Great blog posts and engaging videos are essential to a strong healthcare marketing strategy, but they won't yield the best results if you don't get them in front of the right people. While organic reach is the most cost-effective way to drive traffic in the long run, digital advertising can help you gain traction and achieve quick wins. Let's explore how to use online ads to further support your strategy.

04

Support Healthcare Marketing With Online Advertising

Pay-per-click (PPC) advertising is an essential component of SaaS healthcare marketing. Running healthcare advertising campaigns, however, can be challenging. If it doesn't address healthcare tech buyers' unique characteristics and requirements, your SaaS PPC strategy might fall flat.

So, what should you do to avoid pitfalls and drive a successful campaign?

Support your healthcare marketing plan with a SaaS PPC strategy

We ask these six questions to guide our strategies and help our clients reach the right audiences to maximize their ROI:

1. **Is the SaaS PPC campaign profitable?** Return on ad spend (ROAS) helps determine if your SaaS PPC strategy achieves meaningful outcomes for your business. To calculate a campaign's ROAS, divide the total revenue generated by the total expense of running it. Typically, advertisers should aim for a 3:1 or 4:1 ROAS.

2 **Is the SaaS PPC campaign set up for success?**

Before launching a campaign, identify your target audience, articulate the problems you solve for them, and define your conversion goals. These insights will help you select the best keywords to incorporate into your campaign content, the appropriate channels to target, and the right key performance indicators (KPIs) to track.

Pro tip Since the healthcare SaaS industry is so niche, you likely won't have a large search volume for key terms you want to rank for. That means getting creative when building your SaaS PPC campaigns to broaden your reach and get in front of the right people.

3 **How will we monitor campaign performance?**

The work isn't over after you've launched a SaaS PPC campaign. Now, you'll need to ensure it achieves your objectives. You should track the leads you get from the campaign throughout the customer journey, analyze those customers' interactions with your brand across channels, and get feedback from sales teams on the quality of the leads.

4 **Does the campaign show signs of potential issues?**

Metrics from your campaigns can give you a lot of insights to make targeted improvements. If a campaign doesn't generate enough traffic, you might broaden your targeting. If you're attracting visitors who bounce quickly without converting, you may need to adjust your landing page content to match the ad to deliver on your promise.

5 **Has the campaign run for a sufficient period?**

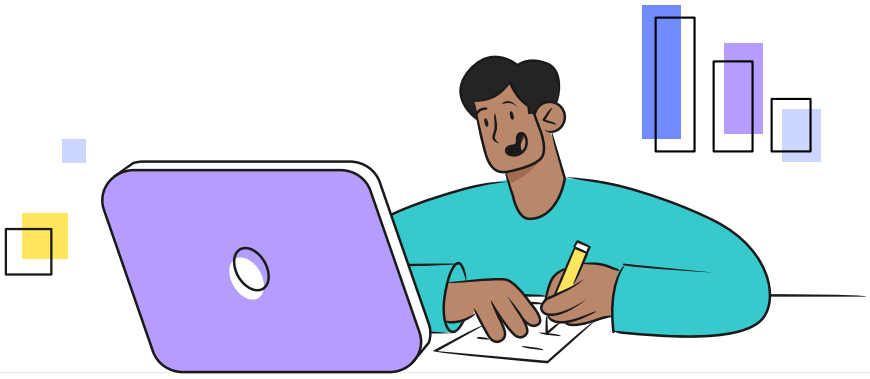
The healthcare SaaS industry has long sales cycles, and making just a handful of sales per month isn't uncommon. Most brands will need three to six months to gather enough data to determine if a campaign generates high-quality leads. Then, you can analyze the outcomes against your ad spend to determine the next steps.

6 **What does success look like for this campaign?**

While ROAS is important, it's not the be-all-end-all. SaaS PPC is integral to your overall digital marketing strategy, and a campaign may focus on reinforcing your brand image or building an online presence. As such, you should define what success means for each campaign to align your website, content, nurturing campaign, and sales tactics.

SaaS PPC has many nuances, and it's even more complex for brands in the healthcare industry. For example, Google has been tightening restrictions on healthcare advertising, which, unfortunately, group healthcare providers and software companies into the same bucket — causing many ads for SaaS solutions to get blocked.

Let's review how to navigate these rules to ensure your ads reach your audience.



Navigate Google restrictions for healthcare advertising

Google Ads' healthcare policy can be frustrating and sometimes mind-boggling. You're not alone if you had a campaign that suddenly stopped getting impressions and clicks because Google updated its guidelines.

> As advertising networks become more cautious about data privacy, they limit the information they share with advertisers — making it more challenging for brands to hone their targeting. On the other hand, we constantly analyze SaaS PPC campaigns for multiple clients and offer insights from a broader perspective to fill gaps and inform decisions.
>
> **— Madeline Cathers**, Account Manager at Spot On

Here's our first-hand experience and the latest insights to help you proactively prevent issues.

How Google Ads restrictions impact healthcare advertising

An advertiser may run a campaign for a long time without any problems, and suddenly, it stops working when Google updates their rules. Usually, the "health in personal advertising" clause within the Google Ads policy is the culprit.

So, what happened? Google's AI picks up a term in an ad, determines that it could risk users' PHI, and shuts down the campaign without sending advertisers any alerts. You then look at the analytics, realize the campaign has stopped working, and are left to figure out the reason on your own.

How to navigate healthcare policy for Google Ads

Track your analytics and monitor for notifications that indicate potential issues. You may contact support and escalate the problem. It often takes a week or two to work up the chain of command until you find someone with the authority to resolve the issue. The silver lining is that if your appeal is successful, Google will flag your account so the problem doesn't happen again.

A proactive approach to avoiding healthcare advertising issues

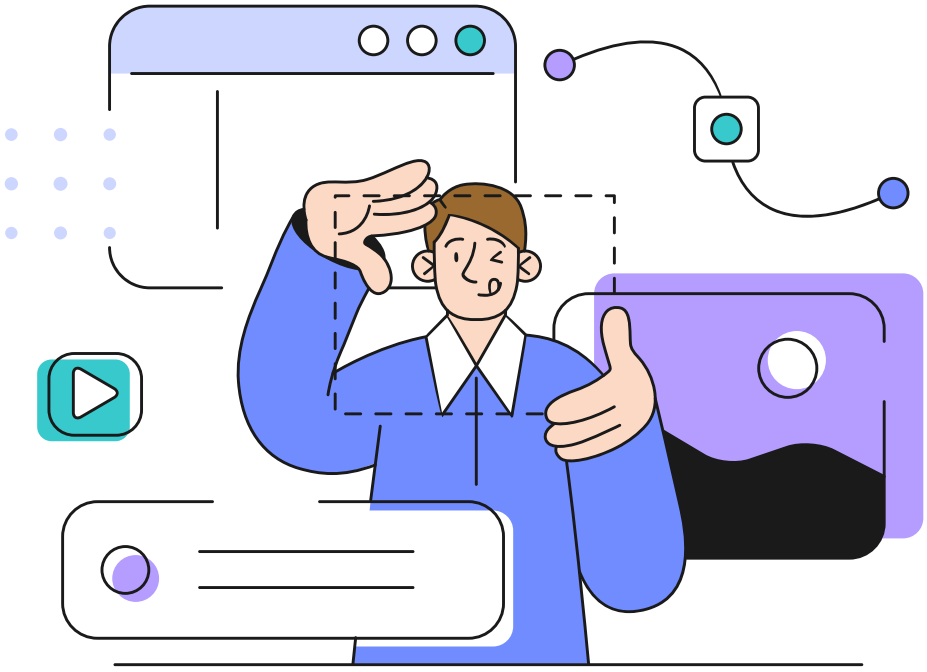
Google's AI casts a wide net, blocking all health-related words like medical, healthcare, and drug names. The platform would rather have advertisers appeal to get an ad approved than risk having something slip through and violate privacy laws.

Here's how we help our clients adapt their tactics to prevent issues proactively:

- **Refine target keywords and ad copy to prevent ads from getting blocked.**
- **Be explicit that the ad is promoting technology for healthcare providers.**
- **Use images related to software and technology instead of patients and doctors.**
- **Consider how the AI program may (mis)construe the copy. For example, we often include "software" in the ad copy to make it more explicit.**

> Working with an experienced healthcare marketing agency helps shorten the learning curve and avoid the hassle of contacting Google on your own. Our team has seen it all — we can look at the metrics, pinpoint the issue, and call support to resolve it quickly.
>
> **— Rebecca Graves**, Co-founder at Spot On

Keeping an eye on metrics is essential for healthcare advertising success. But that's not the only place we use data insights. Let's explore how we implement analytics to support a holistic healthcare marketing strategy.



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Up Your Healthcare Marketing Game with Data Analytics

Today's marketing platforms allow you to gather and analyze vast amounts of data to understand market trends and user behaviors. For example, we track various metrics to help our clients boost their SaaS website performance.

7 SaaS website metrics you should track

Monitoring the right SaaS website metrics can help you understand user behavior, identify conversion barriers, and continually optimize your site's overall performance.

Here are the KPIs you should track:

1. **Bounce rates** measure the percentage of visitors who leave your site after viewing only one page. A high bounce rate often indicates visitors can't find what they need, aren't engaging with the content, or click away because of long load time.
2. **Average session duration** is the average time visitors spend on your SaaS website. Longer sessions are a positive sign that users find the website content valuable and engaging.

3. **Pages per session** measures the average number of pages viewed during a single session. A higher number often reflects deeper engagement with your content and a higher likelihood that visitors will continue the buyer journey.

4. **Conversion rates** measure the percentage of website visitors who complete a desired action (e.g., request a demo, sign up for a free trial, etc.) and are the most critical indicator of how well your site turns visitors into leads or users.

5. **Traffic sources** show where your visitors come from (e.g., organic search, paid ads, referrals, social media, etc.) to help you identify which channels are most effective in driving high-quality traffic.

6. **Exit rates** measure the percentage of visitors who leave your site from a specific page to show where people drop off within a user flow. High exit rates on key pages (e.g., pricing, signup) may indicate friction along a conversion path.

7. **Form abandonment rates** measure the percentage of users who start filling out a form but don't complete it. A high abandonment rate means users are interested but encountering friction (e.g., the form has too many fields).

Besides tactical changes to improve website performance, we also use data analytics to help clients fine-tune their healthcare marketing strategy to support a holistic approach.

How a B2B SaaS marketing agency uses metrics to inform strategy

Knowing what metrics to track is the first step to leveraging data effectively. But how do you read between the lines and uncover hidden insights? Here's how an experienced B2B SaaS marketing agency approaches data analytics to see beyond the numbers.

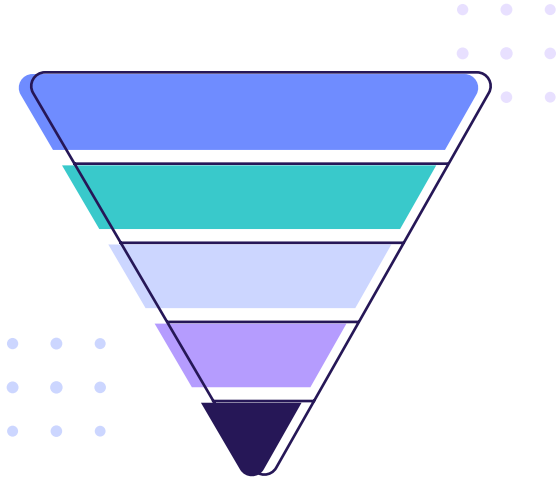
Think beyond MQLs, SQLs, and conversions

Focusing on conversion before a website attracts enough website traffic is a common mistake. After all, you can't turn visitors into leads if you don't get enough prospects into your marketing funnel. Moreover, using data analytics to test and refine your strategy requires statistically significant sample sizes.

Therefore, you must drive high-quality traffic before investing in generating conversions. An experienced B2B SaaS marketing agency can help you do just that by crafting a holistic healthcare marketing strategy that encompasses SEO, content marketing, online advertising, social media marketing, and more to attract your target audience.

Fill gaps in the healthcare marketing funnel

Your marketing strategy should address all buyer journey stages — from awareness and consideration to decision and loyalty/advocacy. Analyzing your SaaS marketing funnel metrics can provide insights into where you're losing prospects and how you can create content to fill gaps.



To help our clients determine if they have a leaky funnel, we track the number of unique visits, time-on-page, bounce rates, and exit rates for each type of content. Then, we identify patterns to evaluate which topics resonate with the audience and devise lead nurturing tactics to facilitate the buyer journey.

> You must use content to guide your audience through the customer journey. A B2B SaaS marketing agency knows what works and which SEO keywords to target for specific stages to answer your audience's questions, address their pain points, and connect the dots.
>
> — **Rebecca Graves**, Co-founder at Spot On

Make incremental website improvements

Data insights on how visitors interact with your website help you make targeted improvements to drive conversions. For example, we use behavioral analytics tools like Hotjar to see how visitors interact with our clients' content. The software creates a heat map to help you understand user behaviors and learn how far down visitors scroll, what links they click, and where they leave a page.

We also examine forms and landing pages because driving traffic without converting visitors is a recipe for poor ROI. We conduct A/B tests, evaluate a page's conversion rates, and recommend strategic improvements to minimize friction along the user journey.

Identify the best B2B SaaS marketing channels

We help our clients identify the right KPIs and set up proper tracking and attribution to achieve a full-funnel view and compare channel performance. We also implement a multi-touch attribution model to assess the impact of a campaign on the entire buyer journey.

Then, we perform a cohort analysis to track users by acquisition channel and understand each one's long-term value. Our team also breaks down performance at each buyer journey stage per channel to evaluate the quality of the leads.

> We use metrics to see which traffic sources bring in the highest-quality prospects and identify the right channels for our clients. We also use data analytics to understand the role of each channel in the marketing strategy. For example, one email may seem insignificant, but it can play a pivotal role in promoting a webinar, building anticipation for a product launch, or getting leads to download a white paper.
>
> — **Rebecca Graves**, Co-founder at Spot On

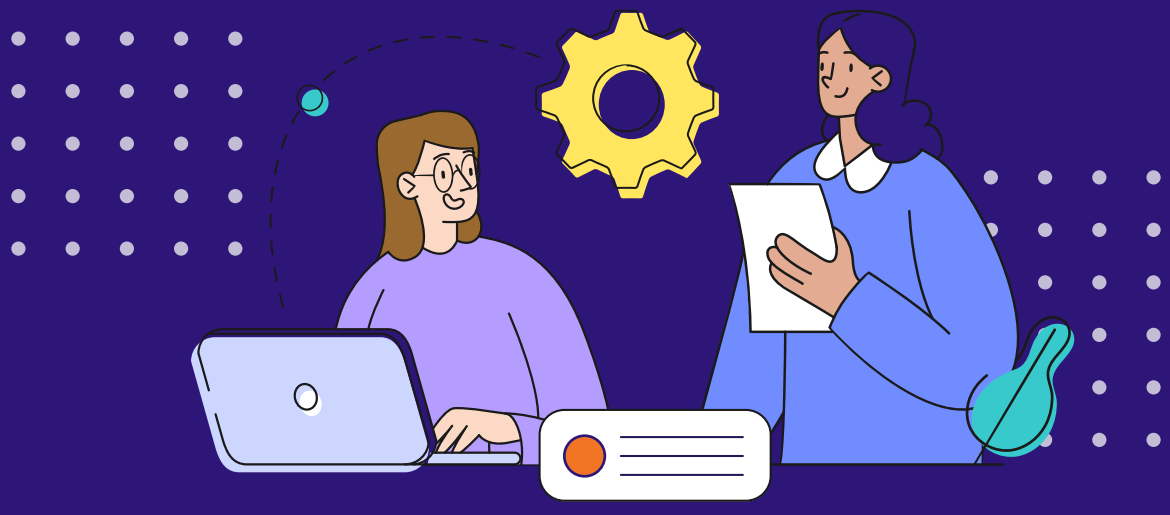
Conclusion

Build a Holistic Healthcare Marketing Plan

Healthcare marketing is multi-faceted, and you need a holistic strategy to help you adapt to market shifts and achieve long-term success. Advanced marketing platforms and data analytics tools are essential. But so are the knowledge and expertise to turn technologies and insights into action.

An experienced B2B SaaS marketing agency can help you identify the right KPIs, leverage data analytics, and implement the right marketing stack to maximize your ROI. It also helps implement best practices to navigate shifts, such as updates in Google Ads healthcare policies.

At Spot On, we help our clients connect the dots among various healthcare marketing disciplines, from content marketing and online advertising to website design and data analytics, to ensure they get the most out of their marketing budget. Book a meeting to explore what a holistic healthcare marketing plan can do for you.



Not Sure Where to Start with Your Digital Marketing Strategy?

Let's Talk

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