



Webtage

HEALTHCARE DIGITAL MARKETING

40 Questions to Ask

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A 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 you 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 help your vendor 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 digital strategy on the right footing.

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Business Overview

1. What are some of the key healthcare services /procedures you perform?
2. Who is your primary targeted audience? (Age groups, insurances, demographics)
3. Who is your secondary target audience?
4. Which geographical areas do your patients come from or you would like to target?
 - National (please specify)
 - Local (please specify)
 - Others?
5. What makes your practice desirable for patients?
6. Who are your competitors?
7. Describe key differentiators from your competition.
8. What are your best markets and what is the reason for that?
9. Please provide 5-10 keywords that your patients would use to search you online?
10. What do you think makes your marketing assignment trickier than most?
11. What makes your marketing slam-dunk easy?
12. What are your immediate business goals?
 - Bring in new patients to your business
 - Encourage repeat patient visits
 - Build & Manage Reputation
 - Project your expertise to your patients and prospects
 - Deliver news or calendar of events
 - Sell a products/services online
 - Build a community
 - Others?
13. Is there anything else you want us to know, big picture?

Current Leads Generation/Marketing Strategy

14. How do your current patients find you?

- Physician Referrals
- Insurance Referrals
- Existing Patient Referrals
- Word-of-Mouth
- Marketing Leads
- Others?

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

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

16. Do you currently have any online profiles you've already claimed and setup?

- Google My Business
- Bing Local
- Twitter
- Facebook Page
- LinkedIn Company Page
- CareDash
- WebMD Physician Directory
- ZocDoc
- Others

17. Do you currently have any online profiles set up and claimed on online review sites?

- HealthGrades
- Vitals
- RateMDs
- DoctorScoreCard
- Yelp

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

Brand & Design

19. Do you have an existing professionally designed (vector image) logo to be used in digital campaigns?

20. What is the desired overall tone/feel of your brand (check all that apply)?

- Formal/scholarly
- Fun/young
- Trustworthy
- Classic/elegant
- High tech/interactive
- Trendy/cutting-edge
- Classic/prestigious
- Futuristic/unique
- Others?

21. Any brand guidelines to keep in mind? Are there corporate colors, logo, fonts etc. that should be incorporated?

22. Are there any constraints regarding rich media (images and videos) that can be used on the site or in marketing campaigns?

23. Websites of your closest competition - Please include at least 3 links of sites of your competition. What do you like and don't like about them? What would you like to differently or better?

- 1.
- 2.
- 3.

Content Audit & Strategy

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

- Blogs
- Journal publications
- News
- Videos
- Podcasts
- Social Media Content
- Others?

25. Do you have a content strategy or content guidelines that governs content on your website or marketing campaigns? What is your content approval process?

26. If content creation/migration is required, has a content inventory audit been conducted that documents available content assets that can be reused on the site?

27. Do you have an internal liaison for content creation & management or would you like your vendor to take a lead on all digital marketing-related content creation and management?

Website Needs

28. Are there any interactive features that you would like to add to your website?

- HIPPA compliant Contact Us Form
- Events Calendar
- Appointment Scheduling
- Downloadable or Online Editable Form Submission
- Online chat
- Others?

29. Do you have an existing web development platform / CMS that you currently use?

- WordPress
- Drupal
- Joomla
- Magento
- Custom built
- Other?

30. Would you like to re-use the same platform for the new site development, if required?

31. Are there any special considerations for multilingual site, compliance, accessibility or usability?

32. Do you require integrations with any of the following 3rd party systems? Please specify name and version, if applicable

- Practice Management or EMR Software
- CRM (Salesforce, InfusionSoft, Zoho, Others)
- Marketing Automation Software (Marketo, Eloqua, HubSpot, Others)
- Online Bill Payments
- Email systems (Constant Contact, MailChimp, Others)
- Analytics Integrations (Google Analytics, Others)
- HIPPA compliant forms (Jotforms, Others)
- Telehealth Platforms

Project Management

- 33. Do you have a project manager who would liaise with the vendor's project management team?
- 34. Who are the members of your organizational team and how would they be involved in the digital marketing campaign?
- 35. Are there any critical deadlines or milestones that the vendor should be aware of before they start the project?
- 36. Do you require help from the vendor to define a project budget? Or are there budget limitations of which the vendor should be aware?

Administration, Training & Maintenance

- 37. Do you have a plan in place for website updates & maintenance, including admin roles & permissions?
- 38. Is on-site training required as part of this project?
- 39. Will documentation be required for training?
- 40. Do you have a plan to manage the site (content management + technical support) after the completion of the project? Or would you like the vendor to provide you a retainer plan to provide ongoing support and maintenance?

About Webtage

Webtage is an award-winning 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 75+ websites, 100+ marketing campaigns and 50K+ leads generated across multiple industries, including B2B, construction, higher education, hi-tech, hospitality, medical and more.

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



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Thank You