

Inbound marketing for healthcare solutions

Implementing campaigns effectively to deliver ambitious growth

What if we were to tell you that inbound marketing can turn your enterprise's ambitious growth plans into reality? Here's everything you need to know.



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CHAPTER ONE

What the marketing landscape currently looks like for enterprise companies

Whether it's a lack of capabilities that they can provide compared with an agency or just a lack of knowledge within inbound marketing, healthcare solutions and software providers may struggle with in-house marketing for various reasons. In-house teams usually struggle with the following problems...

Lack of experience

In marketing, particularly within inbound marketing, experience is everything. An in-house marketing team usually lack the relevant experience needed to implement inbound campaigns successfully.

Whereas a marketing agency will already have years of experience they can bring to the cause and will know the methodology like the back of their hands. After all, they're experts for a reason.

Restricted access to specialist skills and features

Without access to specialist skills, in-house teams can't expect to reach the same heights as experts in the game, can they? But if you try to hire new people for each of the roles, costs can soon rack up. And then there's the issue of time as even when you've hired these people, it'll take a while to get them trained up to full speed.

But does this mean they're doomed from the very start? Or are they capable of carrying out successful inbound marketing campaigns?

Agencies are equipped and ready to go with their own specialties as and when you need them. The right inbound agency will have a different person to fit each role and should be able to offer you:

- Persona creation
- Blogging
- Workflow automation
- Calls to action (CTA)
- Landing pages
- Database segmentation
- Campaign management
- The buyer's journey
- Campaign recovery
- Content creation

Limited time to dedicate to inbound

There should be no half efforts when it comes to an inbound campaign. In theory, businesses would just ask their in-house team to look at launching the campaign but this is where they're going wrong. It's all well and good asking your current marketing department to look after an inbound campaign and steer it to great success, but what's the likelihood of it actually happening?

Not very likely, to be brutally honest. An effective inbound marketing campaign needs a team's undivided attention.

So, what's the solution?

That's where agencies come in.

They can offer more than your in-house team. They're on hand to support you and give your target audience full-time attention.

Remember, the success of your campaign is down to your audience. If you can't provide them with the attention they need to nurture your sales, then it isn't going to do as well as it could.



CHAPTER TWO

Inbound at scale: what to consider and how to organise it all

As a blanket statement, inbound marketing is a relatively simple concept. Basically, good content receives a lot of traffic and consistently converts this traffic into leads and loyal customers. Easy, right? Wrong.

The inbound methodology is especially effective within smaller businesses, but on a global scale and on the international market, you'll have to take a vastly different approach and consider a number of other strategies.

Website optimisation

Optimising your business' website is the first strategy you should address when globalising your inbound strategy. Start by translating your site into different languages of countries that frequently interact with your brand.

By translating your content, you're reaching a wider audience and not restricting it to just the people who can fluently speak and understand your chosen language. Imagine yourself landing on a website that's published in a language you don't speak. You're likely to quickly head for the 'back to results' button as you don't have a clue what to look for.

TOP TIP

Make sure your translations are correct and take into account different rulings and tenses of other languages. There's one thing having untranslated content but poorly translated content is just as bad, if not worse for your business.

Global SEO

SEO and keywords are essential for any inbound marketing campaign, but even more so on the international stage. If you're thinking about entering a new market or releasing a new product or service, then your keywords are what will start gaining you traction.

Optimise your site further with local keywords and think carefully about which keywords your prospective audience will search for to bring up certain products. You want to be as high as you can on the search engine results page (SERP), as the higher you are on the page, the more likely you are to get noticed.

TOP TIP

Try and use these keywords a few times in your quality content and make sure they're mentioned in your meta description too. This gives the keyword more value and will help it rank higher on the page. After all, nobody goes to even the second page of results on Google, never mind being bottom of the pile on the last page.



Content distribution strategy

If you're creating amazing content, then you need to distribute it effectively for it to achieve its true potential. It's no good uploading your content at inconsistent timings as people will get fed up with the unpredictability of the delivery.

It's not all about when it's delivered though, how it's delivered is crucial too. You need to shout about your amazing content so it gets noticed. So, every time you produce a new piece of content, you should amplify it through your social media accounts or even use paid ads to reach a further international audience.

TOP TIP

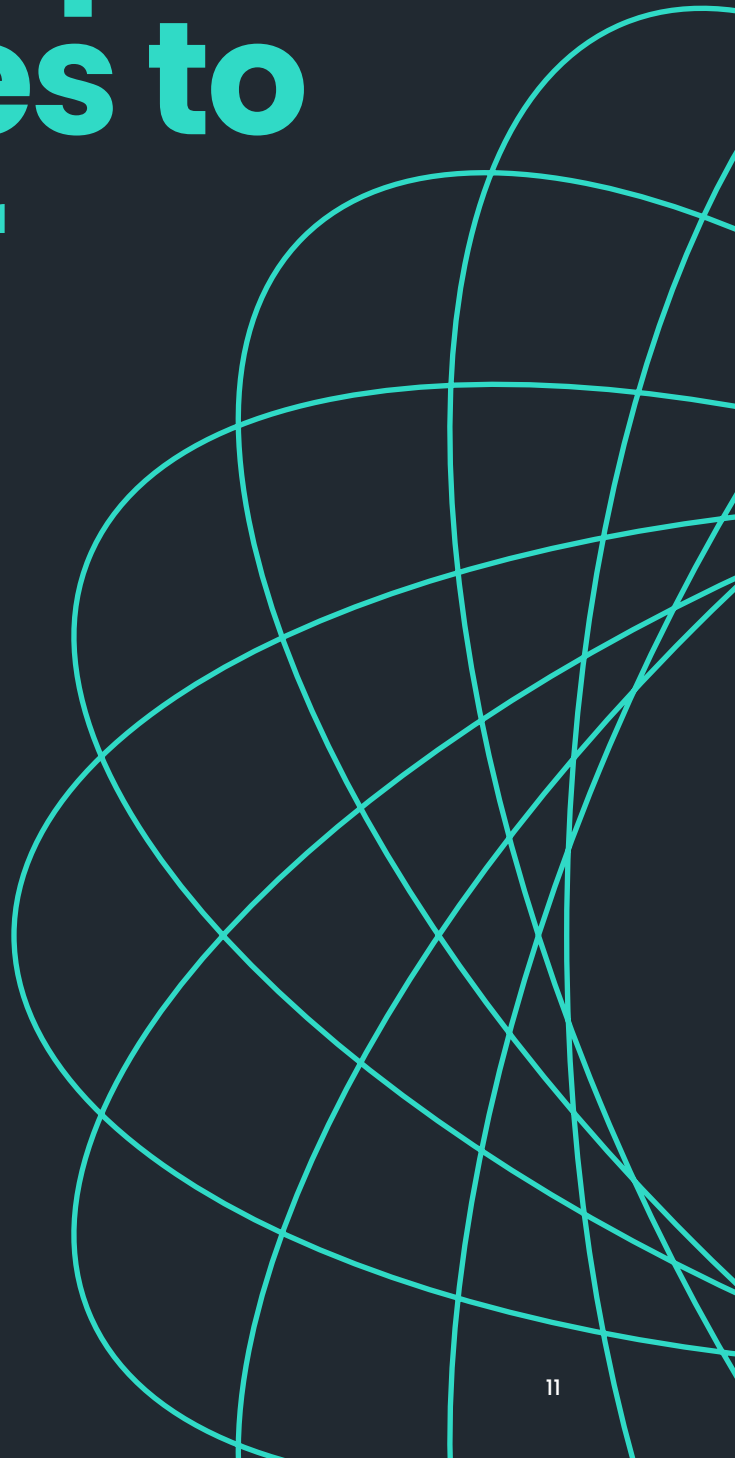
Weekly, bi-weekly or monthly are all recommended distribution times that are proven to work well. When you're posting on social media, don't forget to adjust your tone of voice and format of the content for the different channels. For example, discussion posts are great for LinkedIn while videos work well on Facebook.

Being considered as a provider of digital solutions within the healthcare sector is no easy feat, so a careful strategy must be in place to give yourself the best chance of success. You need to stick to your brand marketing strategy and enforce it throughout each campaign you release. Stick to this and you'll start to see the results that you've been longing for.



CHAPTER THREE

The enterprise strategies to consider



When it comes to actually carrying out and implementing your campaign, it's important you adhere to a set strategy. There are various ways businesses can go about their marketing, but we recommend the following strategies to help you achieve great levels of success.

Account-Based Marketing (ABM)

Without stating the obvious too much, ABM is marketing targeted at specific accounts or businesses. You use data and research to identify which businesses or accounts you'd like to target and can then tailor your marketing campaigns in ways that will appeal and engage with them.

According to studies, over 79% of marketers that measure ROI say that ABM initiatives outperform other marketing investments. Included within this, 62% of B2B companies said they have a full ABM programme in place.

ABM and an inbound strategy can work perfectly together. When done correctly, the combination works brilliantly as there's a focus on marketing efforts being relevant, buyer-focused and personalised so it resonates with your audience.

Tips on doing ABM the right way with HubSpot

- Get really specific about the accounts you're targeting
- Create valuable content for your personas, such as case studies and personalised videos
- Get that relevant content in front of the right people at the right time
- Identify your key accounts by digging into what you know about the companies and use account scoring in HubSpot to determine which accounts are actually engaged with your company
- Expand your reach by creating content in HubSpot that helps personas influence others and make your content easily shareable
- Nurture your accounts using company-level insights

TOP FACT

Over 80% of marketers that measure ROI say ABM initiatives outperform other marketing investments.

80%

Personalised marketing

Studies show businesses that adopt personalised marketing see an average of a 19% increase in sales while 91% of consumers are more likely to do business with a company if they offer a personalised experience. So, customers value it but only if you do it right.

The thought process behind this is that personalised experiences can foster greater customer loyalty and better return on marketing investment. We've seen how successful personalisation can be. Coca-Cola arguably does it the best with their 'Share a Coke' - so it does work.

Personalisation mistakes to avoid

- Make sure you have default field backups in a platform like HubSpot so fields aren't left empty and your emails don't look unprofessional
- Don't be creepy and use personalisation too soon. Use information to help users in their marketing journey so it doesn't come across too strong
- Don't bombard leads with marketing materials as they'll switch off much quicker
- Don't forget to make your personalised campaigns narrower over time so your campaigns stay as focused as possible

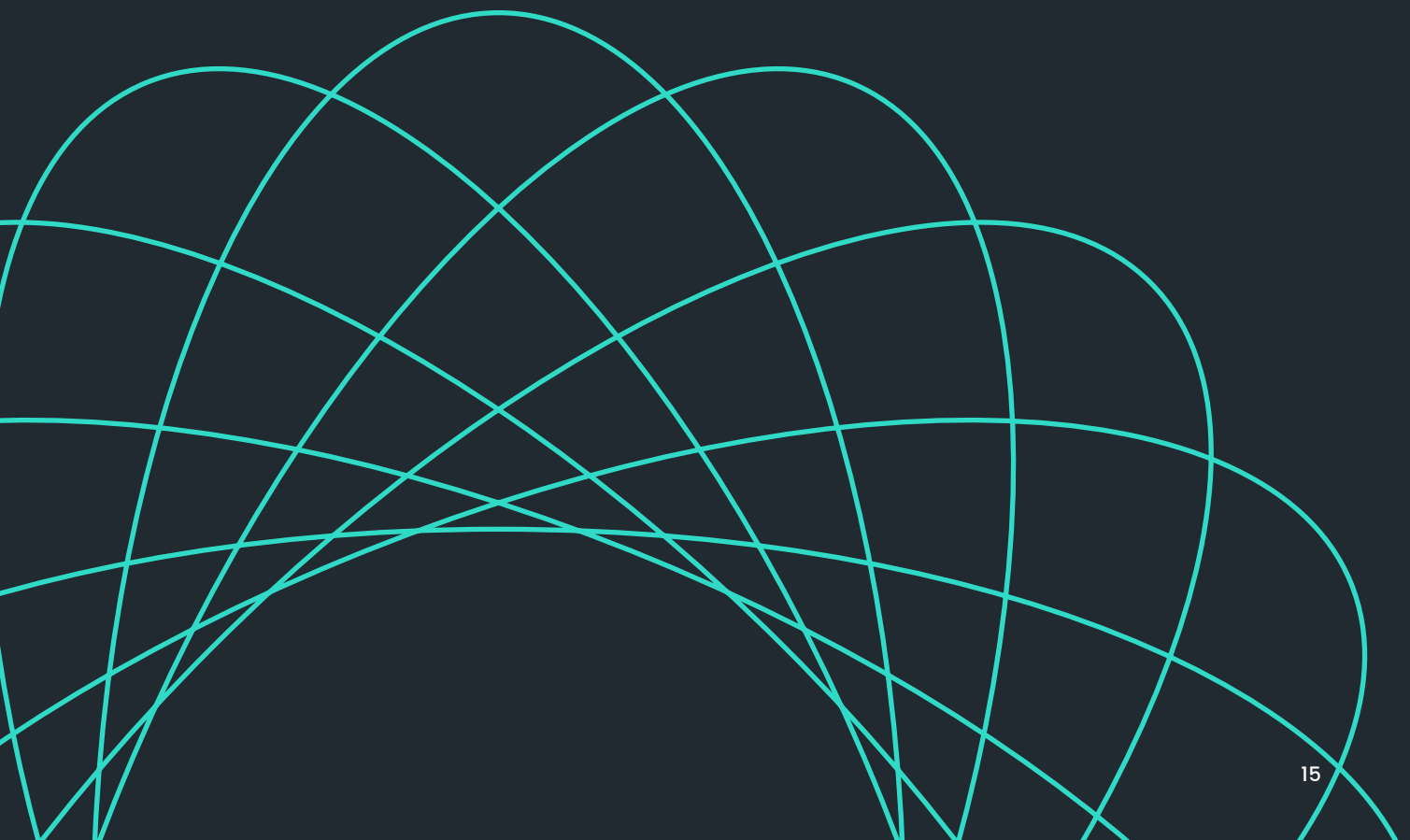
TOP FACT

Marketing surveys found that 98% of marketers viewed personalisation as key when advancing customer relationships.

98%

CHAPTER FOUR

Using HubSpot to deliver your marketing



HubSpot's all-in-one enterprise marketing software is ideal for both your sales and marketing teams. So, here are the HubSpot enterprise features you should know about.

Marketing Hub Enterprise

HubSpot [Marketing Hub Enterprise](#) software has pretty much everything your teams will need to run successful enterprise inbound marketing campaigns. The features will make your target audience interested in your business and actually value being one of your customers.

Enterprise-only marketing features

- Hierarchical teams
- Custom event reporting
- Predictive lead scoring
- Event-based segmentation
- Single sign-on
- Content partitioning
- CMS membership
- Email send frequency cap
- Youtube integration

Other HubSpot Enterprise Marketing features

While the features above are strictly limited to enterprise tiers, that doesn't mean they're the only features available. Other features which can be found in other tiers also include:

- Pop-up forms
- Collected forms
- Native forms
- Ad management
- Conversations inbox
- Team email
- Live chat
- Conversational bots
- Email marketing
- Lists
- Mobile optimisation
- User roles
- Reporting dashboards
- Phone support
- Blog and content creation tools
- SEO and content strategy
- Social media
- Calls-to-action
- Landing pages
- Standard SSL certificate
- Competitors
- Subdomain availability
- Marketing automation
- Salesforce integration
- Smart content
- Attribution reporting
- A/B testing
- Video hosting and management
- Multiple teams
- Multiple currencies
- Google search console integration
- Custom reporting

The link between Enterprise Marketing Hub and Enterprise Sales Hub

Both the Marketing and Sales Enterprise tiers include all of the features of the [HubSpot CRM](#). Marketing Hub and Sales Hub is built on top of the HubSpot CRM which gives you and your teams access to the features below:

- **Contact management:** Build views and run automated actions to manage your data and contacts
- **Contact website activity:** See detailed interactions between your contacts and your website in a single place
- **Companies:** Store records for every company in your database and consolidate all communications and details in a single place
- **Deals:** Store, track, manage and report on the deals your sales team is working on
- **Tasks and activities:** Store, track, manage and report on activities that make up your customer relationships
- **Company insights:** Automatically enrich company records with useful data
- **Outlook and Gmail integration:** Connect Outlook or Gmail with HubSpot CRM to enable time-saving features
- **HubSpot connect integrations:** Choose from a library of integrations which you can easily connect to your HubSpot account
- **Custom support form fields:** Add custom fields to support forms you use to collect enquiries
- **Ticketing:** Log customer issues which can be assigned to team members, organised and prioritised in a central location
- **Prospects:** See which companies visit your website

Sales Hub Enterprise

HubSpot's Sales Hub Enterprise software includes a full suite of tools that'll boost your sales team's productivity, shorten deal cycles and make their process more human-friendly without overworking them. Your sales team will have plenty of useful tools to close more deals with a lot less work.

Enterprise-Only Sales features

- Hierarchical teams
- Predictive lead scoring
- Playbooks
- Call transcription and recording
- Calculated properties
- ESignature
- Recurring revenue tracking
- Goals
- Quote approvals
- Single sign-on



Other HubSpot Enterprise Sales features

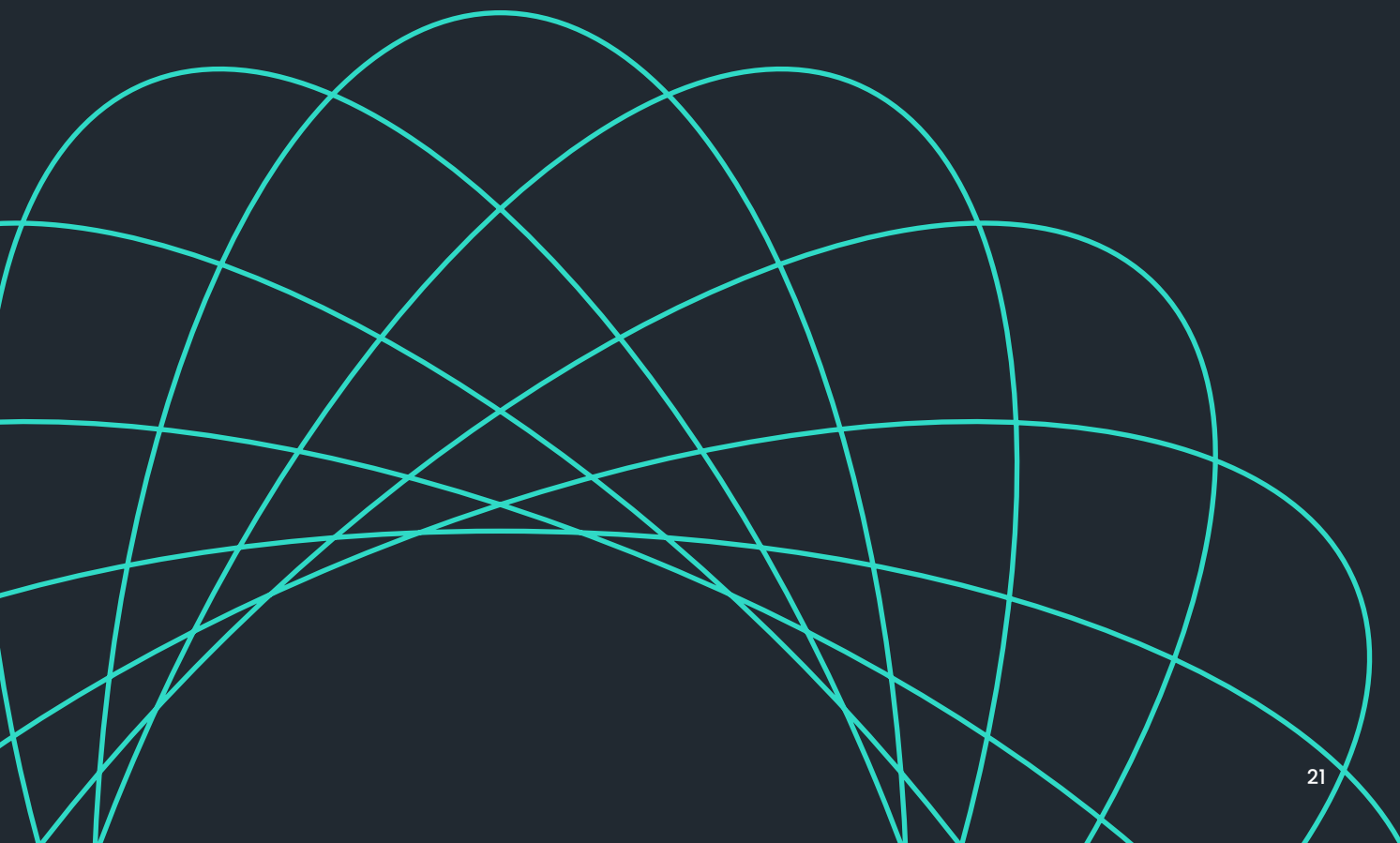
Like the Marketing Enterprise Hub, the Sales Hub also has many more features you and your sales team can use. These include:

- Email scheduling
- Email tracking and notifications
- Email templates
- Documents
- Calling
- Meetings
- Canned snippets
- Reporting dashboards
- Conversations inbox
- Live chat
- Conversational bots
- Team email
- Conversation routing
- Sequences
- Phone support
- Multiple teams
- Multiple deal pipelines
- Multiple currencies
- Sales automation
- Required fields
- Products
- Quotes
- Smart send times
- Smart notifications
- Salesforce integration
- 1:1 Video creation

Using HubSpot's Enterprise features is a great start for your sales and marketing teams, as well as the company as a whole. The next step is to know how you can put these into action and how you can use these features to create strategies that will take your inbound campaigns to the next level.

CHAPTER FIVE

How to implement your campaign and succeed



Obviously, we can't list all 200 integrations here. Instead, we've narrowed it down to four integrations your sales and marketing team should use to align their tech stacks, improve their processes and drive further growth.



01 - VIDEO

Vidyard

With more focus on video content than ever before, your sales and marketing teams can unlock the full potential of video in HubSpot with the Vidyard integration. The integration lets your teams use video to create powerful connections at all stages of the customer journey, ranging from generating leads to closing deals to delight your customers - all inside HubSpot.



02 - SALES

Salesforce

Salesforce is arguably one of the most popular integrations on HubSpot and for good reason. It allows for a fast, reliable and powerful integration between both databases so your sales team is given powerful lead intelligence. Most importantly, it keeps your sales and marketing teams aligned and their databases in perfect harmony.



03 - EMAIL

MailChimp

HubSpot helps you manage and grow your sales pipeline by enriching and tracking leads, making calls and much more. MailChimp helps you manage your mailing lists, send brilliant emails, track results and more. So, it makes complete sense to integrate the two to really drive business growth.



04 - ECOMMERCE

Shopify

The HubSpot and Shopify integration makes it easier than ever to bring HubSpot's power and insights to Shopify. Your teams will be able to see online sales in HubSpot as deals, organise and analyse purchasing patterns and even measure customer lifetime value. The combined power of HubSpot and Shopify gives your teams the perfect tools they need to build much more sophisticated ecommerce marketing strategies.



CHAPTER SIX

How to secure buy-in

Smaller businesses can adopt the inbound approach much quicker and more effectively. The main reason being fewer bodies have a say when a business is smaller, whereas the message needs to be understood and signed off by plenty of big names, ranging from CEOs to directors.

Here are some key suggestions on how to get your bosses on side with the inbound methodology, regardless of the size of your organisation.

Show them the benefits

You need the right argument to get your business to adjust its strategy. One way, in particular, that's super-effective in persuading your boss to show them the key benefits of inbound marketing.

Businesses aren't going to willingly invest their time and money into something if they aren't entirely sure of what they'll gain. So what are the key benefits of inbound marketing within healthcare solutions providers? Well...

- It saves money and improves the overall efficiency of your business
- It helps build a strong, recognisable brand
- Retain customers more effectively and turns them into loyal brand advocates
- Communication is two-way
- Your marketers provide real value
- Content is provided to inform or educate, therefore people actively seek it out as opposed to getting annoyed by people persisting and intruding with spam emails

Presenting key statistics

If there's one thing anybody can't argue with, it's statistics. Cold hard facts that not even the biggest blagger can talk their way out of. By presenting your bosses with these statistics, you're justifying why implementing the inbound methodology is a good idea to move forward with.

One HubSpot study found that:

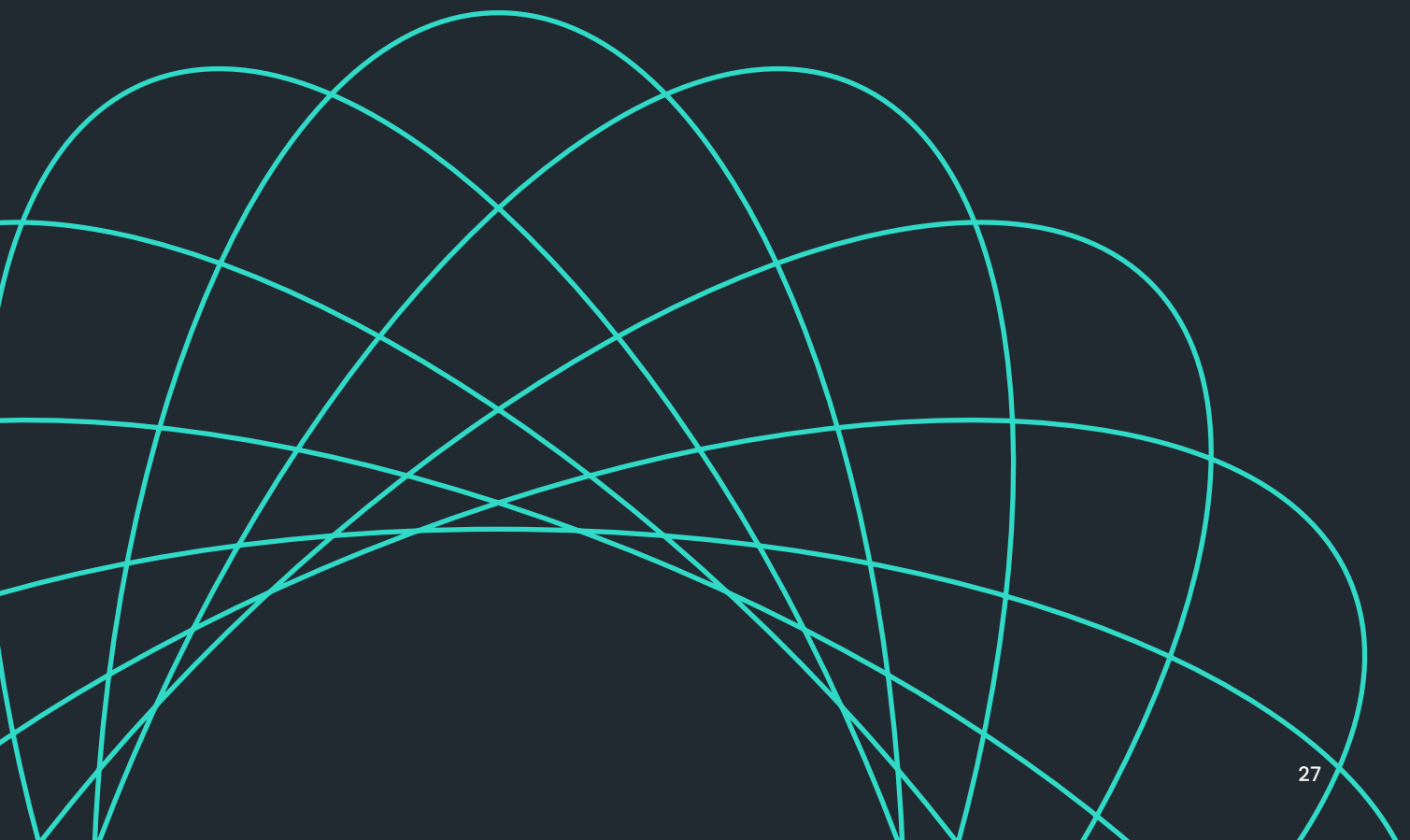
- **Inbound can help save costs.** Companies excelling at lead nurturing generate 50% more sales-ready leads at 33% lower cost. While inbound efforts like blogging, social and SEO require a higher time commitment, it's proven they'll generate leads at a cheaper cost.
- **Inbound marketing can help you stay ahead of the competition.** An average of 74% of global marketers have adopted inbound marketing techniques, so if your current efforts are one-dimensional, you'll probably get left behind.
- **Your content is what draws potential customers.** Companies that blog generate 126% more leads than those that don't. Plus, 43% of marketers report they've generated customers directly from their blogs.
- **Lead automation is a proven way of growing your business.** Companies that automate lead management see a 10% or greater increase in revenue within six-to-nine months.

TOP FACT

Use these tips to build a more credible, evidence-based argument that you can present to the relevant parties within your business. Hammer home the positives of inbound marketing and make sure to convince them that it's not only for small businesses to make the most of, as many people wrongly believe.

CHAPTER SEVEN

Our inbound marketing case study



It's all well and good providing the statistics, but without any real-life examples, you won't convince anybody, never mind your superiors. It isn't just the smaller companies that utilise inbound methodology and implement the savvy strategies, but larger companies also make the most of it too.

So what does it look like in practice for businesses that offer healthcare solutions?

WiFi SPARK is a leading specialist in providing commercial WiFi solutions across a wide array of industries, including some of the biggest venues in the UK.

They've been particularly successful at providing services for hospitals and healthcare providers, collaborating to roll out accessible WiFi services patients and visitors can make the most of.

Through our work with them, helping organically grow their online presence through the HubSpot platform and by utilising the inbound marketing techniques we've explored, they've experienced a 20% increase in website leads.

In our continuing partnership, every quarter we've provided them with an entire conversion rate optimisation (CRO) audit, where we see what's working and what can be done better.

If you'd like to watch our video case study, [click here](#).

Contact Digital 22 today

Delivering successful inbound campaigns is quite challenging, especially when you try and do it in-house. The learning curve can be steep, you'll need experts in all of the areas we've mentioned above and quite frankly, it can take your focus away from your regular day-to-day activities.

That's not to say you can't enjoy the rewards of adopting the inbound approach. Luckily for you, there are agencies out there that specialise in inbound marketing and have the results to back it up.

When it comes to picking a HubSpot agency, you need to have the confidence that you've chosen the right one. An agency with a great track record of success, access to the latest innovations and if they're an Elite agency - then that's even better.

We're Digital 22, an Elite HubSpot agency, the largest in the UK and the number one rated agency in Europe. In fact, we won the prestigious HubSpot 2018 Partner of the Year Award, so you'll be in safe hands with experts that live and breathe inbound marketing.

If you want more information on how we can help you achieve great results and reach your goals, then get in touch with us today.

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