

Table 3: Moderator/Coach: *Randy McDaniels, McDaniels Healthcare Marketing*

Target Audiences: Defining audiences by segments

Strategy and Tactics: PR, paid media, organic search and social



ILLINOIS SOCIETY *for* HEALTHCARE MARKETING *and* PUBLIC RELATIONS

Let's Identify the Key Segments

Anyone who can influence or determine the success of your hospital is a target.

- Internal Audiences:

Current employees

Current volunteers

Physicians

Leadership/your CEO

Potential employees

Physician recruits

- Bridge Audiences

Community Advisory Groups

Board of Directors

External Audiences:

Young Women – still forming their relationships

Mature Women – needing a higher level of care

Young Men- most men don't really focus on their health until get beyond 40.

Mature men

Segment by disease/condition and injury type

Table 3: Moderator/Coach: *Randy McDaniels, McDaniels Healthcare Marketing*

Target Audiences: Defining audiences by segments

Strategy and Tactics: PR, paid media, organic search and social



ILLINOIS SOCIETY *for* HEALTHCARE MARKETING *and* PUBLIC RELATIONS

Influencers

Physician office staff

Fathers

Mothers

Grandparents

Friends

Clergy

Social media influencers

Google reviews

Donors

Past and future

Non-employed physicians

Government

Psychographics:

Conduct and apply research to group people into buckets that you can market to:

- Your loyal fan base of repeat customers, donors, general supporters
- Potential patients who have never used your services. No opinion.
- Past patients who are disgruntled and who spread angst.

Your own team members can be a part of any one of these categories. You have fans and enemies within.

Table 3: Moderator/Coach: *Randy McDaniels, McDaniels Healthcare Marketing*

Target Audiences: Defining audiences by segments

Strategy and Tactics: PR, paid media, organic search and social



ILLINOIS SOCIETY *for* HEALTHCARE MARKETING *and* PUBLIC RELATIONS

Geographics:

Define your primary and secondary service areas

Determine what services have the ability to draw patients from the secondary areas.

Refrain from targeting too large of a pie.

Refine your geotarget for location based services when the core benefit is convenience.

Tactics/Media Usage:

Your website: is it truly the hub and spoke of your marketing efforts?

Landing pages

SEO

Traditional Media

Share your success and frustrations with:

Print

Radio

Television

Outdoor

Direct Mail

Public Relations: What power does your local media have left?

Table 3: Moderator/Coach: *Randy McDaniels, McDaniels Healthcare Marketing*

Target Audiences: Defining audiences by segments

Strategy and Tactics: PR, paid media, organic search and social



ILLINOIS SOCIETY *for* HEALTHCARE MARKETING *and* PUBLIC RELATIONS

Digital Media

Organic social media

Paid social

Paid search

Email

Apps

How do events come into play with community outreach, recruiting, fund raising, etc.

Decide which product lines, physicians and community wellness services to market. Stamp out the best time periods to market these services.

Weave in key events into the calendar.

Get your staff and physicians out front.

Integrate messages into impressive displays.