

3 TYPES OF AWESOME PRACTICE VIDEOS

Brandi Musgrave

Remember back in the 1980s when “Video Killed the Radio Star” thanks to MTV? Well, video is still killing it in the marketing world:

- One-third of all online activity is spent watching videos.¹
- Four times as many consumers would rather watch a video about a product than read about it.²
- By 2018, video is expected to consume 79% of consumer internet traffic.³

Videos are a great way to interact with potential patients and tell a vivid, captivating story. They allow people to virtually see into your practice and alleviate their fears without ever entering your doors. Videos should be incorporated into your current marketing strategy for

- Brand awareness
- Online engagement
- Lead generation
- Education

THREE TYPES OF VIDEOS

If you want to grow your practice, we recommend having three types of videos available for potential patients (and even for referring doctors) so that they can learn more about your practice, ultimately establishing you as the expert in your field (and the obvious choice for treatment):

1. Patient testimonial videos
2. Educational videos
3. Live streaming

PATIENT TESTIMONIAL VIDEOS

Real patient referrals outshine all other forms of advertising. It’s hard to beat kind words being spoken directly into a camera when they are genuine and off-the-cuff. Patient stories bring a more human aspect to your practice and can showcase the real-life benefits of your procedures.

These videos do not need to be professionally produced. A simple setup of a camera on a tripod can capture the powerful emotions of patients at their post-op appointments. (Be sure to get written approval to use the videos in your marketing efforts.)

Sometimes your patients will actually have too much to say! While nervous prospects are often calmed to see real people talking about their procedure and their results, there may be clips of extraneous information that should be edited out. In fact, many patient videos end up being about 10 minutes in length but should realistically be shortened to a maximum of 2 to 3 minutes. If you want to use the videos for advertising, try to capture powerful 30-second sound bites.

EDUCATIONAL VIDEOS

Whether you choose manufacturer videos, educational software, or a video of your doctor speaking into a camera, educational videos can bring your procedures to life for potential patients. By giving a visual representation of how procedures are done, many of your patients’ questions can be answered.

These should also be tagged for SEO purposes. Video outranks content for SEO right now. As compared to static text content,

- Videos get 50-times-better organic page ranks in Google.⁴
- Video searches result in 41% higher click-through rates.⁵

LIVE STREAMING

Live streaming is all about instant gratification. You can live stream anything from surgeries to post-op reactions to special events at your practice. Again, the whole goal is to engage your audience, give a window into your practice, and highlight the benefits your procedures provide.

There are certain considerations that need to be covered before you implement live streaming:

- Set up a waiver protocol so you can quickly and easily get approvals from patients to show the videos live.
- Arrange the physical space of your office to present your practice in the best light.
- Make sure you have the proper staff on hand to make everything look seamless.

PLATFORM OPTIONS FOR LIVE STREAMING

There are different live-streaming platforms to meet your marketing needs and goals. Some of the most popular include

- YouTube

- Facebook
- Meerkat

YouTube is by far the most robust platform for live streaming and is the second-largest search engine. The more content you can create and add to YouTube, the better your practice will show up in this search engine as well as in Google. YouTube live videos are easy to embed into your marketing materials. When the live broadcasts are complete, the video is hosted on your YouTube channel and it will already be optimized for search capability.

As the largest social network, Facebook Live streaming use has skyrocketed for businesses. Facebook Live is available for iPhones and Androids; users can go Live from the status update bar, which can also populate friends' feeds. By having your patients "go Live" in your office, your practice can also share the Live videos to your business pages. The video link, once Live, is also embeddable into a website.

Meerkat is an easy-to-use app that has kicked the mobile streaming frenzy into high gear. This app allows you to quickly embed your live stream into a website or blog. It also allows you to schedule an event; you can embed code on your website so when you have a live event your website will show it immediately.

HOW TO MARKET YOUR VIDEOS

People of all ages and backgrounds respond to videos—and they love to share the interesting ones they see. To boost leads, incorporate videos into your website, social media pages (Facebook, Instagram, Twitter, LinkedIn), online pay-per-click advertising, email marketing, and more.

- Video in an email leads to a 200–300% increase in click-through rates.⁶
- 92% of mobile video consumers share videos with others.⁷

Don't forget to market your videos to your referring providers. The more these doctors can see your practice in action, the better credibility you will have with them.

While video is rapidly gaining popularity, this is not to say that written content doesn't have a place in your marketing strategy. It does. But by giving potential patients various ways to interact with your practice (reading, watching, live chatting, etc.) you will be able to reach a wider audience.

Today video is certainly reviving marketing for elective surgery practices. It is in your best interest to capitalize on this marketing strategy. **AE**

NOTES

¹Kolowich, L. (2016, June 14). 31 Video Marketing Statistics to Inform Your Strategy. Retrieved from <http://blog.hubspot.com/marketing/video-marketing-statistics#sm.0001jcbm1iztrdz2xgk1z7mjb4gk>

²LinkedIn. (2016, Jan 4). The Top 16 Video Marketing Statistics for 2016. Retrieved from <http://www.slideshare.net/AdelieStudios/adelle-studios-top16video-marketingstatistics2016-56658453>

³Rauv, S. (2015, July 31). elecom. 79% of All Consumer Internet Traffic in 2018 Will Be Video. Retrieved from <http://www.elcomcms.com/en-us/resources/elcom-blog/posts/79--of-all-consumer-internet-traffic-in-2018-will-be-video>

⁴Kumar, G. SEO Nick. 7 Simple SEO Tricks To Improve Your 2016 SEO. Retrieved from <http://www.seonick.net/7-simple-seo-tricks-to-improve-your-2016-seo/>

⁵Kumar, G. SEO Nick. 7 Simple SEO Tricks To Improve Your 2016 SEO. Retrieved from <http://www.seonick.net/7-simple-seo-tricks-to-improve-your-2016-seo/>

⁶Kolowich, L. (2016, June 14). 31 Video Marketing Statistics to Inform Your Strategy. Retrieved from

<http://blog.hubspot.com/marketing/video-marketing-statistics#sm.0001jcbm1iztrdz2xgk1z7mjb4gk>

⁷Kolowich, L. (2016, June 14). 31 Video Marketing Statistics to Inform Your Strategy. Retrieved from <http://blog.hubspot.com/marketing/video-marketing-statistics#sm.0001jcbm1iztrdz2xgk1z7mjb4gk>



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IN A BLINK

- Real patient referrals outshine all other forms of advertising.
- Educational videos can bring your procedures to life.
- Live streaming is all about instant gratification.



Videos are a great way to interact with other people and tell a vivid, captivating story.