

Optimize Your Hospital's 2018 Digital Marketing Strategy

When optimizing a comprehensive marketing plan for your hospital or health system, there are several aspects to consider. The following checklist helps you keep track of the main elements you'll need to integrate into your strategy.



- ☐ 1. Target Market
- ☐ 2. Gap and Historical Analysis
- ☐ 3. Competition: Assessing competitors is another great method for discovering new opportunities. It is crucial to have an impartial understanding of their weaknesses and strengths.
- ☐ 4. Buying Cycle
- ☐ 5. Goals and Objectives
- ☐ 6. Put your digital marketing plan into action!
- ☐ 7. Measure:
- ☐ 8. Conversion Rate and Landing Page Optimization
- ☐ 9. Performance across Devices
- ☐ 10. Tactics and Channels
- ☐ 11. Promotions
- ☐ 12. Timeline
- ☐ 13. Resources
- ☐ 14. Revisit, Adjust, Adapt

