

Advanced Social Media and Digital Marketing in Health Care
Live Virtual Conference

Understanding Digital Marketing in a Privacy-Focused World

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#MayoSHSMD

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Disclaimer

The views expressed in this presentation are the personal views of the speakers and should not be understood or interpreted as being made on behalf of, or reflecting the position of, their respective companies.

Views are presented solely to aid discussion and should not be interpreted as company policy, guidance, or legal advice.

**What does
privacy *really*
mean right now?**

It's Not Just Zoom. Google Meet, Microsoft Teams, and Webex Have Privacy Issues, Too.

Google Strikes Back At Rivals With Chrome Security And Privacy Overhaul

HEALTHCARE

Walgreens app exposes customer prescription data

267 Million Facebook User Records for Sale on Dark Net

Frameworks Protect Consumer Privacy



Trust & Transparency



Targeting

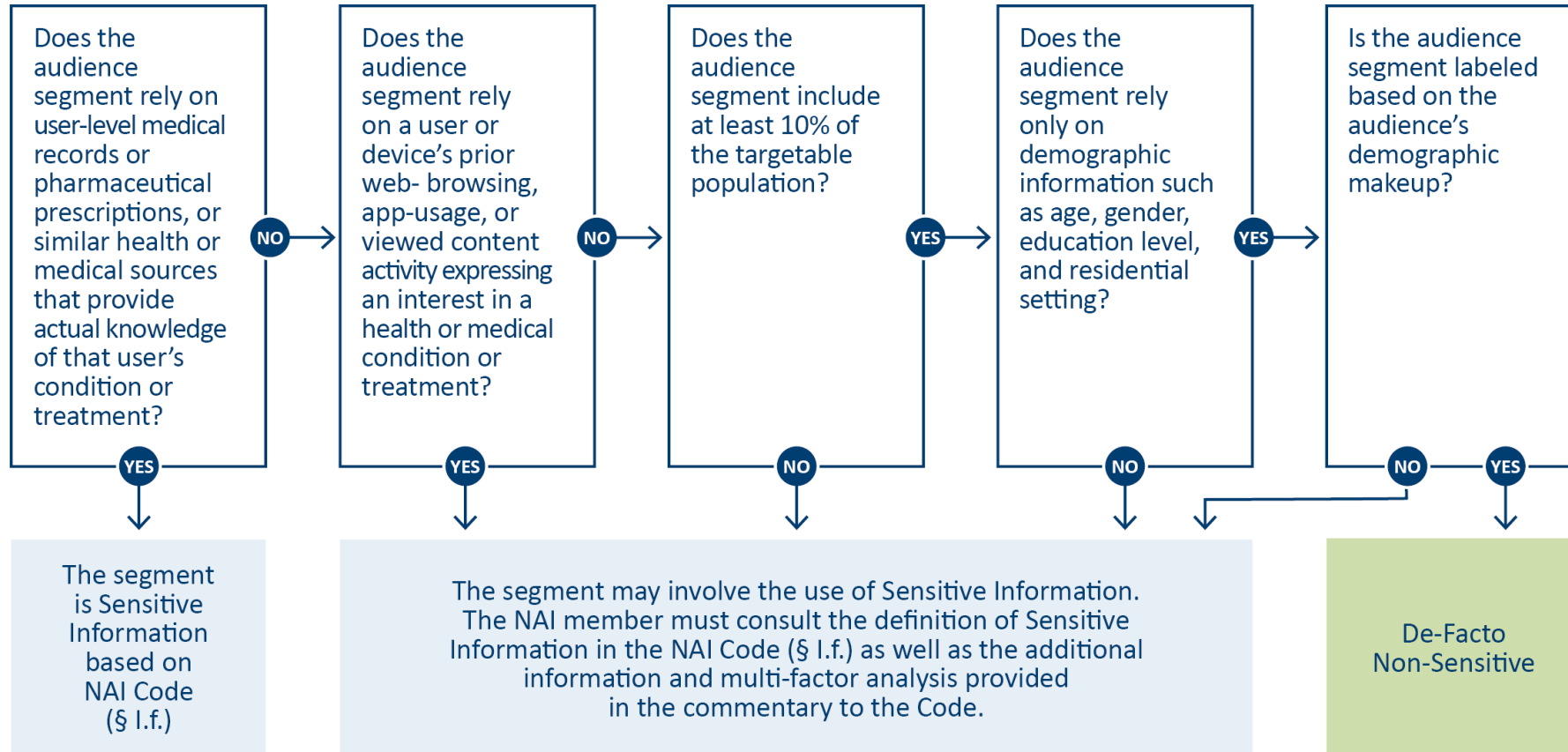


Measurement

NAI Guidance

How to Determine Whether a Health-Related Audience Segment is De-Facto Non-Sensitive

If a health targeting segment includes Sensitive Information, it requires a user's opt-in consent.

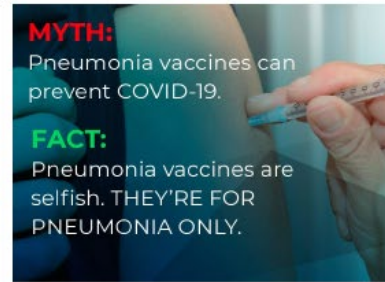
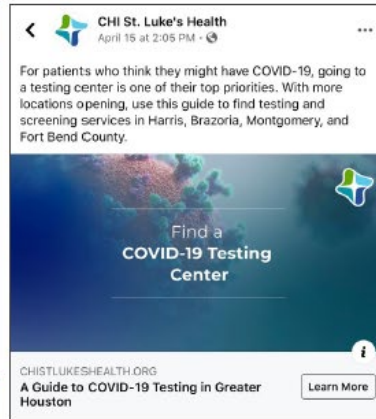
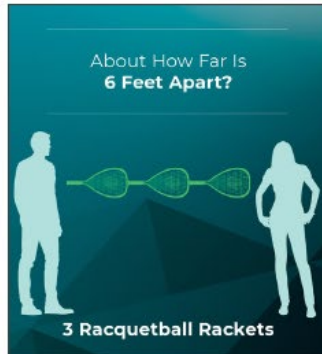


Source: NAI Guidance for NAI Members: Health Audience Segments, Jan. 2020, Appendix A

Plan, Activate, and Measure Marketing Efforts in a Privacy-Safe Way



COVID-19 Campaign Overview



- 22.8MM Impressions
- 117,816 Total Social Engagements
- Talking Point Shares: 5,825
- Over 19,000 Unique Pageviews
- Over 2 Minutes Spent on Site

Social Media Campaign: Bariatric Surgery

Bariatric Social Media Campaign Objectives

- Increase YOY Weight Loss Seminar attendance by 25%.
- Increase YOY bariatric surgery volumes by 10%.
- Become a trusted education partner.



Planning



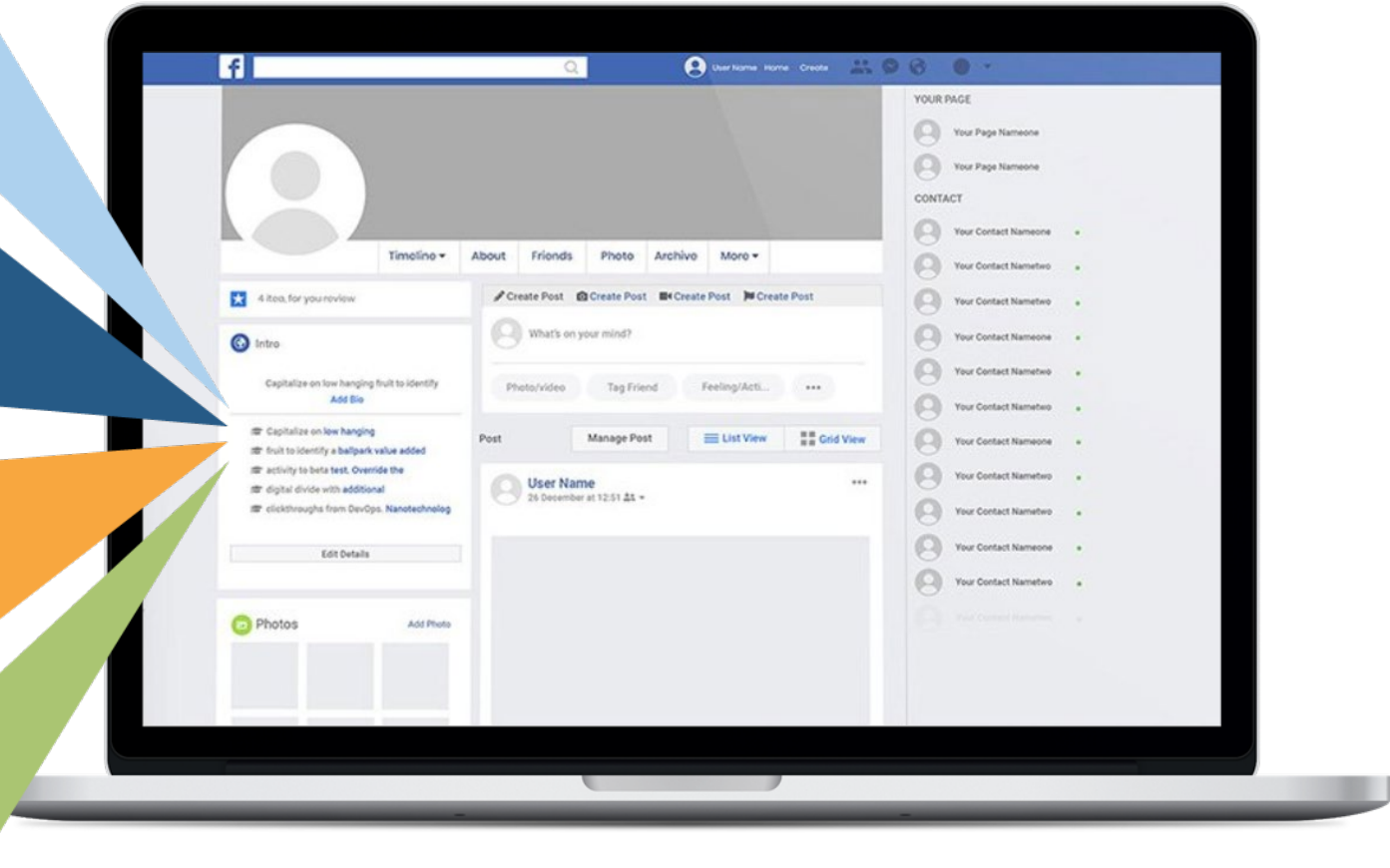
4E's of Social Media

EDUCATE

EMPOWER

ENTERTAIN

ENGAGE

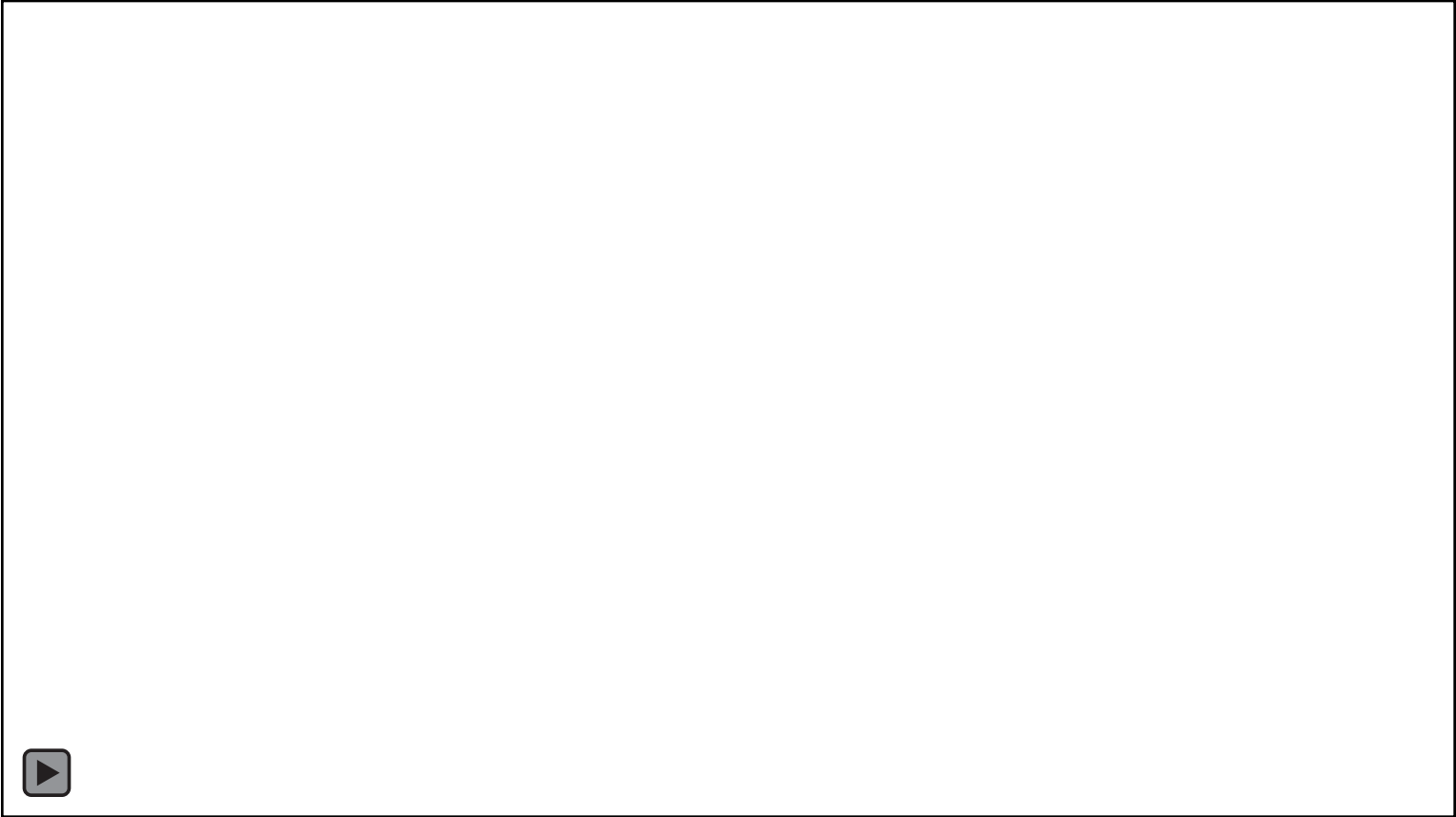


Activation

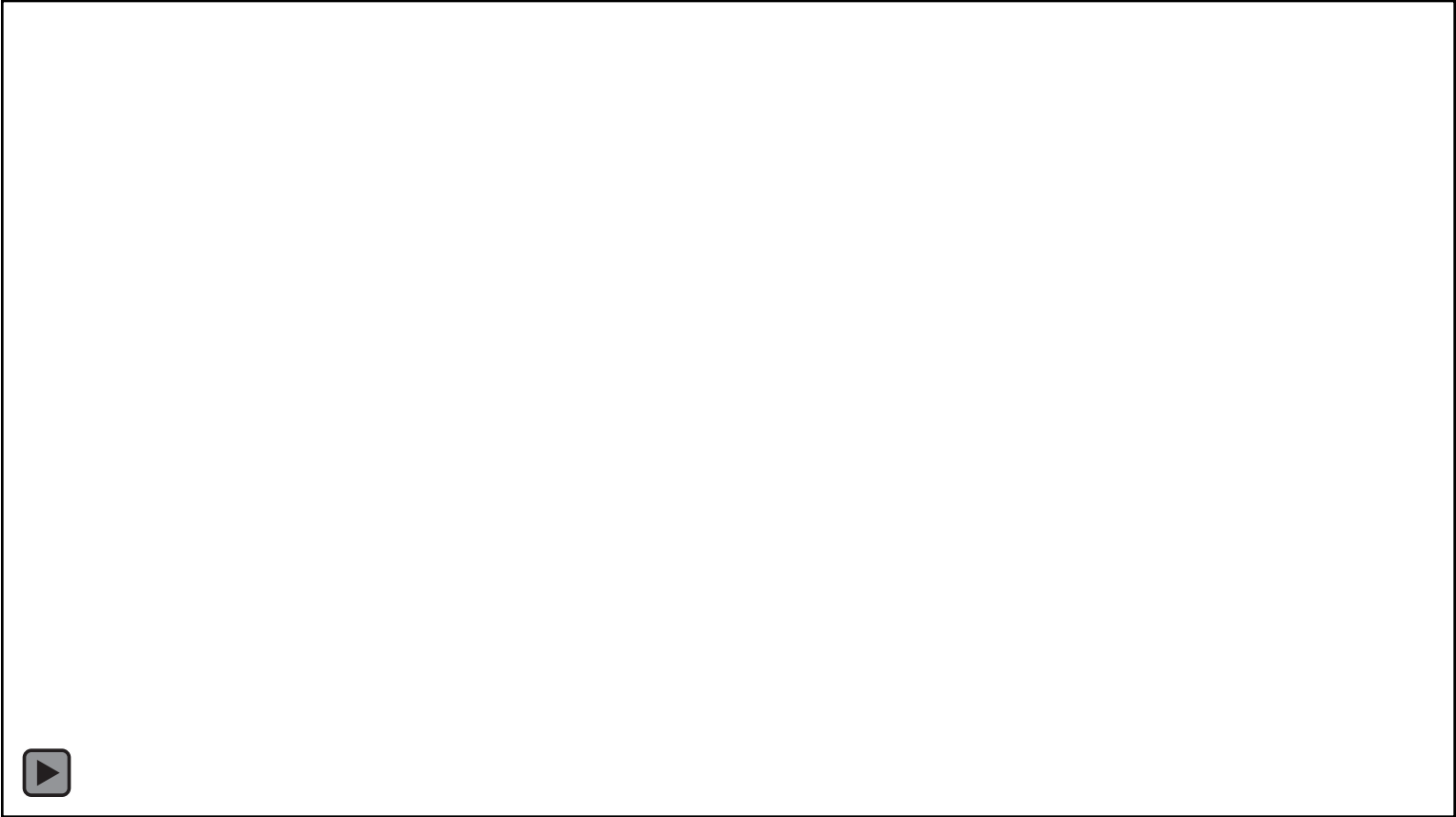
- Demographic Targeting
- Behavioral & Interest-Basest Targeting
- Lookalike Targeting
- Condition-Based Targeting
- Propensity Model Targeting
- Custom Contextual Targeting
- Retargeting



Creative Examples



Creative Examples



Measure the KPIs that Matter

Less than
1% of the
audience
exposed

Clicks

Site Visits

CRM Opt-Ins

Downloads

Qualified
Audience
Reached

Incremental
New
Patients
(post-exposure)

Incremental
Doctor
Visitation
(post-exposure)

Campaign Results

Over the course of our 6-month digital campaign (July 2019 to Dec 2019), we achieved:

Overall Campaign Impact

- 298,457+ ad impressions
- 3,570 total clicks
- 1.20% CTR
- 5.53% Search CTR
- 0.23% Display CTR
- 463 total conversions
- 63% lift in surgery
- 115 webinar registrations

Social Media Impact

- Impressions: 149,434
- Clicks: 623
- CTR: 0.42%
- Conversions: 10

Takeaways

1. Luckily, there are privacy frameworks in place to guide you.
2. Successful, engaging campaigns can be successfully executed within privacy guardrails.
3. Now is not the time to scale back. Communication with patients is still important.

Q&A

