



# Top 5 Hospital Marketing Tactics for 2022

Hospital marketers have been whipsawed by the global pandemic. Hospitals, perceived for generations as a healing refuge and a sanctuary, have been re-positioned as toxic and dangerous sites upending the best conventional marketing tactics.

**TO COMBAT THE WIDESPREAD FEAR OF HOSPITALS AND REBUILD BRAND REPUTATIONS AND REVENUE STREAMS, CONSIDER THESE TOP 5 TACTICS FOR 2022.**

**1 LEVERAGE SOCIAL MEDIA.** The ongoing conversations about Covid-19 and the full array of conditions and diseases is taking place every day on social media platforms. Benchmark your programs against peers and competitors. Actively monitor and curate user generated content. Understand the nuances of each platform. Create content geared specifically to the audiences and sensibilities of each platform. Use video as much as possible. Expose your medical talent, which is considered table stakes. Focus on the patient and caregiver experience.

**2 BUILD SUSTAINING RELATIONSHIPS.** Classically, patients and caregivers have a transactional relationship to hospitals. Engagement is need driven and frequently physician directed. Few consumers think about hospitals until a need arises. Consider ways to create ongoing relationships using newsletter subscriptions, CRM tactics, MyChart messaging and online communities. Ask satisfied patients to refer friends and family. Build online and offline outreach programs to engage prospective patients proactively with educational and entertaining content. Aim to be top of mind and positioned as the go-to resource in your marketplace.

**3 DIGITAL AS FORCE MULTIPLIER.** Use digital media – websites, apps, games, mobile phones, email, text, search engines and augmented or virtual reality – to engage prospective patients. Invest in building a welcoming and frictionless customer experience in as few clicks as possible. Everyone is online often looking for and researching health, disease, and wellness information. Be a trusted provider. Organic and paid messaging in digital environments have virility potential and the ability to cost effectively reach and persuade prospective audience segments. Use social media to outflank competitors that outspend you in traditional broadcast or outdoor media.

4

**CURATE PATIENT STORIES.** Everyone has a story to tell and there is an almost unlimited appetite to hear and relate to them. Every prospective patient wants to know what will happen before, during, and after treatment, what the overall experience is like and what outcome they can expect. Uncertainty, fear, and hope are present in every case. This creates an opportunity to expose specialty expertise or state-of-the-art facilities, zero-in on customer focus, and reveal the core attributes of your hospital brand. Patients want to see themselves in the stories you share.

5

**ENGAGE INFLUENCERS.** We are a nation of reviewers, critics, and recommenders. In every sector and in every market, self-appointed influencers have emerged, gained significant followings, and achieved instant credibility. Identify the influencers that impact your marketplace and your competitive set and engage them by sharing information, co-creating content, making your star practitioners available and monitoring the on-going conversation. Some influencers are strictly mercenary. Others are more community minded. Embrace the influencers that speak to your perspective audiences and to those who can advance your brand.

The pandemic has forced hospital marketers to think out of the box, abandon tried and true tactics and creatively respond to limited horizons.

These five tactics should be part of your 2022 marketing playbook.



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