

Example: Free Teeth Whitening

'Free Teeth Whitening' or even "\$99 Whitening" is also low leader to a larger up-sell. Once people are at the dentist, they will need x-rays prior to the whitening, and thus find and up-sell to filling cavities and other more expensive dental work.

In any given market, there is marketplace for teeth whitening and other cosmetic service offers. Below is a series of real offers on teeth whitening in one market with results that demonstrate the importance of tracking ad results, and training sales reps on offers that work. Dentists (or other medical companies) do not know the response their competitors get from marketing, so share this information internally and use it to educate medical advertisers. Note: these are real print ads; banner ads should used only strongest offer. Here are two offers that ran in the same market:

The image shows two dental advertisements side-by-side. The left advertisement is for Smilesavers Dental, featuring a woman's smile and a red background. It includes the text "OVER 11 YEARS EXPERIENCE", "READY FOR AN EXTREME SMILE MAKEOVER?", "50% OFF Zoom! 2 CASH PATIENT SERVICES", "FREE Exam & Consultation VALUE OF \$175", and "\$1250 OFF ORTHO. SERVICES/ INVISALIGN". The right advertisement is for West Park Dental, featuring a woman's smile and a white background. It includes the text "#1 West Park Dental", "FREE Cosmetic Consultation", "FREE ONE HOUR TEETH WHITENING", "Don't forget to use your dental insurance before the end of the year!", "\$2,000 OFF BRACES", "FREE Exam & X-Ray WHEN YOU PAY FOR DSG CLEANING", and "50% OFF Cash Patients Only".

The first ad on the left received less than one new patient a week from its 50% off Teeth Whitening offer. The second ad with "Free one hour Teeth Whitening" received more than double the response rate, or two to four sales a week buying the same media in the same market.

People are shopping! In some cases offers like 50% off yield fantastic results until the competitors match and exceed it. The moral of the story: Know the marketplace and make knowledgeable recommendations. Positioning for dentist

can be as simple as “pain free,” or targeted to a smaller community.

As already mentioned, call-tracking improves perception of results almost 100% of the time, simply by nature of the fact that all of the call-ins are always higher than “known” call-ins. So include call tracking on these campaigns.

One last note: Below is an example of the ostensibly same “Free Whitening” ad in the same market that was getting calls and no orders:



The problem here was that patients were asked to pay up front for all other services, whether or not they had insurance or not. Without a call tracking number it's difficult to pin this situation down and save a customer like this one by showing them the sales that other dentists are getting and why they should consider altering this policy that is preventing sales.

When researching current offers in your market place, start with Google AdWords and conduct a simple search. Below are some ads for what is available in one city today. Note that Crest is now competing in this category with a high end tooth paste. Are your sales reps checking out the search marketplace to have this level of conversation?

► **Teeth Whitening San Jose**
SCSanJoseDentist.com/Whitening Confident **Whiter** Smile In Just 2hr. 50% OFF **Teeth Whitening**. Call Now!
+ [Show map of 1761 E Capitol Expy, San Jose, CA 95121](#)

\$99 1 Hr Teeth Whitening
www.SmileCare.com **Whiten** your smile and save with superior professional results

2-Hour Teeth Whitening
2HourExpress.3DWhite.com Order Now and Get 25% More Strips Plus a Free Rinse. An \$18.25 Value!

Check out the \$99 offer, below is the landing page behind this offer. Landing pages can be powerful.

Get Your Smile On for only \$99

\$99 1-HR WHITENING
 REGULARLY \$399
 LEARN MORE

Regularly: \$299
 Smile Price: \$99

- **Creating famous local brands**

What about branding online for cosmetic services? Yes, it can be done and done well. You can brand the clinic with a color, logo and image or brand a key doctor with an image of him. Like realtors, some doctors are betting on becoming known in their communities. This works especially well if the doctor – or in this case RN – is as attractive as “Tammy,” her real first name, of Faces by Tammy, below.

HOLIDAY SPECIAL \$100 OFF

INTRODUCING:
BAHNSKI
 the newest long lasting filler

BESTLASE
 the revolutionary laser spot

BEYER
 for eye lines and wrinkles

COGNOPLEX
 the pioneering treatment

SOFTAPPERMAMENT MAKE UP
 the revolutionary new

Call Tammy for a complimentary consultation, and discover the difference quality makes.

FACES BY TAMMY
 MAKEUP & SKINCARE

IN THE OFFICE OF
 A. LUCAS
 WASHINGTON, D.C.

This advertiser's personal brand was so well-established in her city that she was approached at public events and even the grocery stores, helping her build her practice. While this is a print ad, faces of doctors can work in banner ads if they project professionalism and competence.

- **More categories, more advertising dollars**

There are many cross-over categories that are often neglected, but which have generated great response and long term advertisers in a number of markets, these include chiropractic doctors, opticians, hair removal specialists, as well as specialties such as spider vein and tattoo removal specialists. There are certainly many more. New categories include longevity institutes that sell products such as human growth hormones and telemedicine, which offers services without doctor visits. Other categories, like opticians, are too often simply overlooked.

Examples: Opticians

In many markets Site for Sore Eyes is a key account. Googling "opticians"/ "San Jose" and found this ad:

[Site for Sore Eyes](#)
Print Coupon \$100 Off + Free 2nd Pair.
Schedule your Eye Exam Online
www.SiteForSoreEyes.com
53 North Santa Cruz Ave., Los Gatos, CA

The landing page is a \$99 offer for a year's supply of contact lens, or \$89.95 for an exam and box of contacts, are standards offer that also works well for banner ads:

Site for Sore Eyes
The eyecare boutique

free eye exam offer [CLICK FOR DETAILS](#)

[CLICK HERE TO BOOK YOUR EYE EXAM ONLINE](#)

ABOUT US SHOWROOM VISION CARE LOCATIONS FRANCHISE OPPORTUNITIES CONTACT US

Saving always looks good.

Site for Sore Eyes
The eyecare boutique

OFFERS CAN BE COMBINED!

First Time Offer!
\$99
Lined Bifocals Or
Progressive No Line Lenses*

\$100 OFF
A Complete Pair of Eyeglasses
AND A FREE 2ND PAIR**

\$99
Contact Lenses (8 Boxes)
One-Year Supply***

NOW ACCEPTING MORE
INSURANCE PLANS
THAN EVER!

[CLICK FOR OFFERS](#) | [CLICK FOR MAIL-IN REBATES](#)

So in selling an optician, in San Jose, look for these tested offers.

Another local example comes from the small city of Kitsap; Kitsap Optical sponsors the community and news sections of its local newspaper site with a banner ad that includes a variety of aggressive offers. One that works well online is "\$100 off" especially with well-known brands like Maui Jims. The banner links to a simple advertising style landing page that also serves as a printable coupon.

During a recent month the ad was served 13,414 times, with 37 click-through inquiries. Note that while the CTR sounds measly, this client could easily pay a \$15 CPM, or about \$201 a month to bring in 3.7 customers who spent an average of \$400 each - a significant return. The customer has renewed for another year. Note the language: 37 inquiries, not .013 click through rate. Train representatives to talk about what customer got in audience, inquires and customers, not CTR.

Maui Jim
SUNGLASSES

\$100 OFF
Up to
THE WORLD'S BEST Rx SUNGLASSES

Here's the landing page:

Maui Jim
EST. 1953

**A VIEW OF PARADISE
IT'S WHAT YOU WANT!**

And now you can have it, along with up to \$100 off a pair of MauiPassport™ Prescription Sunglasses, the best prescription sunglasses money can buy!

Up to \$100 OFF
THE WORLD'S BEST Rx SUNGLASSES

Opportunity leaves soon. Don't forget your passport!
Exclusive lens design combines digital precision with PolarizedPlus™2 technology. For a clearer, more vivid view – without glare or harmful UV.

- Wide field of view
- Outstanding acuity
- PolarizedPlus™2 – no glare no harmful UV, and brilliant color
- Single Vision and Progressive

KITSAP OPTICAL 360.698.1685
3260 N.W. Mount Vintage Way
Silverdale near Target

Monday Friday 9:30 am to 5:30pm • Saturday 9 am to 1 pm

Optical stores are too often overlooked as an advertising category. They are a common high end purchase, and it's easy to create a substantial ROI for the right offer. We've also seen \$99 offer for an eye exam and set of contacts bring in steady results over an eight year period in print, and this offer would be equally successful online.

Finally, no analysis of medical advertising today would be complete without mentioning the most profitable new category in California I, medical marijuana. It's fair to apply restrictions (not on the home page, etc.) but this is a great new category whose potential is vast – even for a niche site unrelated to the traditional one – in states where medical marijuana use has become a major industry.

4. Health channels and niche sites

In general, even small to mid-size city sites have launched healthcare niche channels which sell around \$50,000 to \$100,000 a year, with more potential. Since the main impetus for developing a healthcare niche site is usually to secure advertising dollars, research the three categories discussed in this report. Is there a major health services company who would fully back an initiative and

would this result in a major sale? With some exceptions the cosmetic market is more interested in traffic and high end women than medical content, so unless you are planning on writing about cosmetic services count this category as mostly campaign – not niche site – oriented and focus on targeting.

For smaller sites without the targeting capabilities, health niche sites are almost always at least profitable. The revenues involved also make more sense in a market where a steady \$40,000 to \$100,000 in annual revenues is a line item.

Here is a list of first steps:

- **Meet with the top few health providers, networks and associations.** There are usually only a few; but the best way to understand what kinds of vehicles a large regional health provider wants is to ask. Have a high level sit down meeting that floats all of the needs and opportunities.
- **Survey a larger cross-section of potential advertisers.** A simple phone call survey of likely candidates – or by email using survey monkey – can indicate how important healthcare content is to the top 50 healthcare advertisers in the marketplace. Note: These are not the one who are most interested in search, but who are already marketing. This can allow a niche site to launch pre-sold.
- **Assess the competition.** Most of the competition outside traditional media is in search, so assessing a “job to do” means looking at how people currently find health care providers via Google. Create a list of Google search terms, from Hospitals, to “pediatrician”/ city or neighborhood, to “whiten teeth/town. Take notes on what directories are in your market, if they are national, if they are locally “thin,” what companies participate and if there is an opportunity for a more direct play. What is thin? A site that does not have significant numbers of up-sells that show more than name address and phone number, or which have limited reviews. The opportunity is to supply better, more user friendly search options and site that give users the information they want, and then to sell against this traffic.
- **Select content and business model/s.**

The greatest challenge to developing a local health niche site is to create compelling content. What exactly is local health content anyway? To a certain extent the very concept seems flawed, and that is why this category has low traffic. However, there are opportunities to rethink the concept and provide a useful service.

There two basic kinds of local content that is useful: News and Search. The news components for most of these sites come from repurposed news from the main site, press releases, and needs to be supplemented. Below are a few ways sites have generated better content inexpensively.

b. Developing better news content

Not all content is an article, and top healthcare niche sites promoting what keeps people and communities healthy.

- Some university programs study “what is a healthy neighborhood” – develop criteria (availability of sidewalks, produce markets, parks, crime, etc) and rate a different neighborhood each week.
- A healthy recipe contest, is one idea that attracted both hospital and food markets advertisers (a fish market and weight loss center) as well as generated free weekly content, “healthy recipe of the week.”
- A column covering elder care issues and resources in the community
- Plan of regular interviews with medical specialists talking about how to prevent diseases. One doctor is often enough to comment on a number of health issues (see Dr. Brad below).
- Contract with HealthdayTV.com to provide two or three breaking news video updates a day. This company is the AP of health news, mostly partnering with broadcast sites, but very interested in other partners. These Pre-rolls can be pre-sold to make this partnership profitable from day one.

All of these initiatives will help pre-sell the site; several of these initiatives have led to sites that were profitable from day one.

c. Using directories to drive traffic

One of the most useful kinds of local content for readers and advertisers is to provide a better way to find local doctors. Search content needs to be robust enough to appear at high levels in Google rankings, and to provide a better experience for users who come through the front end of the site. Research directories in your area (Angie’s list has one) by Googling key categories. Is there a searchable resource of doctors by key insurance networks in the area? What about local city, by specialist, by network?

Examples

Here are three examples of healthcare niche sites, starting with two that are directory based.

•Directory site, medium-size market

Below is an example of a successful new health niche site, BeHealthySpringfield, in Springfield, Ohio that generates \$85,000 a year in banner and sponsorship advertising.

The screenshot shows the homepage of BeHealthySpringfield.com. At the top, there's a navigation bar with links for Home, Sections, Blogs, Directories, Search, and Contact Us. Below this, the main content is organized into several sections:

- Find it fast ...**: A section with a sub-header and a paragraph: "Whether it's a serious injury on the job or a little cough in the middle of the night, use our directory to find what you need to feel better now." It lists categories like "Hospitals/Emergency Rooms | Walk-in care clinics | 24-hour pharmacies | All pharmacies | Help hotlines | Health clubs | More health places | Where to get a flu shot" and is sponsored by Memorial Medical Center.
- Health Professional Directory**: A section for "Featured Professional" Virginia Dolan, M.D., a Pediatrician at St. John's Hospital. It includes her contact information (3133 Old Jacksonville Rd, Springfield, IL 62705, Phone: (217) 862-0807) and a "Map" link. It is sponsored by St. John's Hospital.
- Local News**: A section titled "Video: How to use an AED" published on 07/30/2010 at 2:23 p.m.
- Blogs and Columns**: A section titled "Food-borne illness doesn't take a summer vacation" published on 07/28/2010 at 5:46 p.m. by Sara Lopinski. The text discusses summer social events and food-borne illness.
- Heartland Plastic Surgery Center**: An advertisement for Dr. Robert C. Russell, M.D., FACS, FRACS, with a note about his 50+ years of experience.

Springfield State Journal-Register, sj-r.com, a Gatehouse publication, launched its site in September, 2009. Gary Tyler, Advertising Director, says they teamed up with the county medical society to acquire a doctors directory (it still needed work, including adding about 10% more doctors) and a separate database of health services companies. The directories (above) posted in the prime home page real estate each have a sponsor and provide most of the traffic for the site, about 25,000 UV and 40,000 page views a month, respectable for small market channel. These sites do not generate high volume, but provide targeting. News for the site comes from the daily newspaper and bloggers. All the revenue is sponsorship and banner ad driven.

Tyler says the partnership with the County Medical Association gave the project instant viability for readers and advertisers. Seven or eight steady new advertisers run on annual contracts, and another 4 to 5 advertisers vary from month to month. Mainstay advertisers include hospitals, a plastic surgeon, a local clinic with 100 doctors, and a chiropractic office. Tyler says the main hospital may have "bought anyway" without a niche site but that the site still produces substantial incremental revenues, expected to be \$60,000 to \$85,000 for the first year with almost no extra costs. Tyler says incremental dollars are "well-worth it," though not as much as expected. Engagement is low, since most of the

traffic is search-related, but advertisers on the site are still doing well.

- **Directory site, small market**

A smaller niche site, Upnorthhealth.com, owned by Schurtz Communications, services three cities in northern Michigan: Petoskey, Charlotte, and Gaylord, with average population 10,000. The site has struggled with traffic, gaining just 5,000 UV's and 20,000 page views since its launch in the fall of 2008. However, it is now being placed as a channel on the navigation bars of the company's newspaper sites.

Jeff Johnson, Online manager, said the main objective of launching the site was to take advantage of the thriving market for health care in Northern Michigan. Since budget was an issue, the site was built in-house; Johnson created the medical directory using a search box that accesses the existing IYP directory. News is provided by AP feed and from local advertiser press releases; each advertiser is allowed to submit two articles a month.

The site has been popular with advertisers; 25 to 30 accounts are now running, including about 15 specifically sold to the site. Site-specific revenues are just \$15,000 to \$20,000 annually because of the low traffic. We think the large number of advertisers shows promise.

- **Integrated content, mid-sized market**

Broadcast sites have been very assertive in integrating marketing content with news to capture large dollars. KPAX.com's health all-video channel is sponsored by one local hospital. We'll show you how to develop a concept like this that does not blur the line between "real" and marketing content. This site's content is actually better than the print site's we looked at – more relevant, seasonal and localized and there is more of it, even though it started out as primarily a commercial sponsorship. Here's how local stories (below) are interspersed with national content from HealthDayTV, a content partner.

HEALTHDAY-HEALTH-ALLERGY RESPIRATORY

Smoking Still Allowed at 1 in 4 Major U.S. Airports



Photo courtesy: U.S. Transportation Security Administration

Posted 10:00 AM 11/18/2010 by Robert Preidt

THURSDAY, Nov. 18 (HealthDay News) -- Millions of harried travelers must still put up with unhealthy fumes from indoor smoking at one in every four major U.S. airports, a new study finds.

The analysis of smoke-free policies at large-hub airports in 2002 and 2010 found that smoking is (More)

• **Comments (0)**

HEALTH NEWS

Alzheimer's on the rise in Montana



[Play Video](#) ▶

Posted 9:33 AM 11/18/2010 by Melanie Yuill (KXLF Butte)

BUTTE - Alzheimer's is on the rise, and Montana is no exception. In fact, the region has some of the highest percentages of the disease in the nation.

"I remember when my father was having a hard time using the telephone," said Janet Lindh whose father had Alzheimer's.

Lindh's (More)

• **Comments (0)** • **Video (1)**

KPAX online director Philip Maney says KPAX.com, the main site, has 65,000 UV's, making it the top TV site among roughly 25 or so TV sites in the state, but still far smaller than the newspaper site. So to create a campaign for St. Patrick Hospital, mentioned above, Maney agreed to create a local health channel that integrates some of the Hospital's content and marketing initiatives. The hospital marketing director wanted unique online content, and strategies that were exclusive from the other hospitals in the area. KPAX walked away with a presold site that was profitable from the day it launched. However, it is also an exclusive agreement for the first year. In later years, Maney plans for the site only to be exclusive by category, opening up more revenue opportunities.



- Round trip airfare for two, fly with the Griz!
- Accommodations at the same hotel
- On-site travel to and from game
- Entrance for two to away game



Team Up Montana.com

MONTANA HEALTH NEWS

Dr. Brad: How to avoid hypothermia (VIDEO)



Play Video

Posted 11:34 AM 11/26/2010 by Dr. Brad Pickhardt (KPAX News)
MISSOULA - The official start of winter is still about four weeks out, but the winter weather is certainly here and that means outdoor fun for many, but with the cold weather comes the possibility of hypothermia.
Nearly 700 people die from it each year and Dr. Brad Pickhardt decided to (More)
• Comments (0) • Video (1)

MONTANA HEALTH NEWS

Dr. Brad: Frostbite danger is real (VIDEO)



Play Video

Posted 7:24 AM 11/24/2010 by Dr. Brad Pickhardt (KPAX News)
MISSOULA - Frostbite is damage caused to skin and other tissues due to extreme cold and in this bitter cold weather, but local emergency rooms are prepared to help patients with frostbite or even hypothermia.
It's frigid outside and it doesn't take long for the small blood vessels in the (More)
• Comments (0) • Videos (2)

Get your raffle ticket to win a 2011 away-game package!

GRIZ For A Day!

- Round trip airfare for two, fly with the Griz!
- Accommodations at the same hotel
- On-site travel to and from game
- Entrance for two to away game
- Purchase your tickets at any Les Schwab location



All proceeds benefit Montana Cancer Compassion Fund.

call 406.329.2905 Team Up Montana.com

KPAX.COM HEALTH VIDEOS



KPAX.COM HEALTH VIDEOS



- Dr. Brad: How to avoid hypothermia
★★★★★ Views: 10
- Cold weather exposes wind chill dangers
★★★★★ Views: 11
- Dr. Brad: Frostbite danger is real
★★★★★ Views: 23
- Dr Brad: The basics of ear infections
★★★★★ Views: 28
- Alzheimer's on the rise in Montana
★★★★★ Views: 3

HealthBreak, the health news channel is named after hospital-produced Q&A videos with doctors on the staff. HealthBreak interviews are also posted on the new channel every Tuesday. The core content for the channel, however, are two to four video news clips a day supplied by HealthDayTV, a division of Newspronet, interspersed with clips from KPAX-TV's on-air health segments. These segments include some interviews with St. Patrick's doctors on key topics such as cancer prevention. One promotional box, "Inspired By Life" links to an area on the hospital's site with stories from cancer survivors.

Altering this approach slightly can achieve the editorial standards that newspaper companies may need to keep intact. For example, "Inspired by Life" is really an advertisement, it runs in an ad position, the right hand 300x250. Interviews with specialists like Dr. Brad don't have to be paid content, they add personality to the site and provide instant content.

HealthDayTV, a division of Newspronet, produces several videos a day and has partnered primarily with broadcast sites. They looking for print partners and negotiable on price. These videos are professional, breaking news-oriented and can be further divided into targets such as "Women's Health." The biggest problem with health care niche sites is depth of content, and this eliminates most of this challenge.

5. Conclusion

The healthcare category deserves its own plan, which may or may not include developing a better way for people to search and find local health information. In either case, to compete for larger accounts means going to market with better ideas. To facilitate sales to these advertisers, a Digital Sales Questionnaire for health care accounts is included below. Share your questions and initiatives in this area by contacting: localmediainsider@gmail.com, 408.892.9815.

Note: please scroll to next page for the Digital Sales Questionnaire

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Digital Sales Analysis Questionnaire: Healthcare Category

Pre-call research: Please have a folder that includes, pages from client's web site, presence on Facebook and Twitter, appearance in Google searches and top competitors

Customer name and title: _____

Business description:

What are the key divisions/services your marketing department is responsible for?

What are the key audiences for these services (age, income, sex)?

Do you know what areas they are coming from?

Who are the main competitors for these services?

Hospital accounts:

Are there any charitable drives that tie in to these approaches?

Do you have a foundation that you are responsible for helping market?

Cosmetic accounts:

What offers have you used?

Do you have a package as an up-sell:

What's the average annual customer spend in services?

Marketing

What does your marketing mix consist of (digital, print, TV/radio yellow pages)?

What has been most successful this year?

What are you planning to change in 2011?

Are you planning to change the online/offline mix of advertising?

What do you hope to accomplish with this new emphasis?

How much of your budget is allocated to online?

What is your web site primarily used for?

Search

What do you see as the key search terms for these areas?

1 _____ 2. _____ 3. _____

Are you using pay-per-click ads? If so:

CPC _____ CTR _____ Costperlead _____

Do you have any plans for your web site in 2011?

Email:

How do you use email marketing?

How do you acquire new names for the email database? Are you interested in building this list further?

Online advertising (banner ads):

What publisher sites are you on?

What positions? Did they link to the web site?

What percentage converts? What do you count as conversions (clicks, emails, calls, and sales)?

Have you considered how to deploy your messaging on mobile devices?

Social media

Are you using Twitter, Facebook or YouTube?

How are you developing fans?

Define campaign objectives

Of the goals we've talked about which ones are most important?

What would a home run for your 2011 marketing campaign look like?

If we could meet these objectives without altering your budget plans would you be able to commit _____ to the buy?

If we could obtain this objective for an investment of _____ would this be a sustainable model?

