

Healthcare And Pharmaceuticals

# 4 Medical Marketing Trends Riding Strong

The U.S. healthcare industry's ongoing transformation creates both challenges and opportunities for marketers. This transition is driven by two variables. One is the evolution from a fee-for-service payment system to a healthcare delivery model. The second is the rise of the empowered healthcare consumer, both affecting the "how" and the "who" of medical marketing strategies. As a result, the role of physicians as decision makers is transforming.

Here are four major current digital marketing trends in the financial services industry that impact both the early adopters as well as the hesitant.

*"WHEN IT COMES TO HEALTH, YOUR ZIP CODE MATTERS MORE THAN YOUR GENETIC CODE."*

**DR. TONY ITON**

# 1 RESPONSIVE WEBSITE



Most patients in today's world want a digital experience when booking appointments plus instant access to information about their healthcare, procedures and medication. With the growing number of people using mobile to check the web it is necessary for your website to be responsive across all channels, not just desktop.

Deck 7 offers custom website and mobile application development that ensures an optimized device-specific experience for your prospects. Deck 7 will help develop your online presence across desktop and mobile devices that include a mobile-optimized website and apps that run across a variety of screen sizes and operating systems.

# 2 SEO



With most people turning to the web to find medical related information, it is crucial that your healthcare organization implements an SEO strategy. This will improve your SERP rankings and bring more traffic to your site. With healthcare and pharmaceutical industry being so large and competitive, SEO is a critical investment if you want your company to be noticed.

A well thought out web design or product means nothing unless your target audience can find it. Deck 7 uses an integrated approach to SEO/SEM to connect your target audience with your website or product. Through SEO campaigns, Deck 7 can improve your SERP rankings and the overall online presence.

**DECK<sup>7</sup>**

If you want to communicate more effectively with your target audience, digital marketing is a great solution for the healthcare and pharmaceutical industry. Deck 7 can help your organization in multiple ways to attain your digital marketing goals.



WEB



EMAIL



SOCIAL



VOICE



DISPLAY



MOBILE



SEARCH

Deck 7 works with clients across multiple industry verticals and markets using both inbound and outbound marketing methods to generate high quality leads in volume. Tell us about your lead requirements and our team of data researchers and marketing specialists will help your business reach and convert your target demographic.



# 3



## EMAIL MARKETING

There is an ample amount of healthcare and pharmaceutical content that many marketers are looking to reach their target audience. In digital marketing, email can be a powerful force multiplier if used effectively. The idea is to maintain brand awareness while sharing valuable information to speed up the decision-making process. This demonstrates trust and helps build loyalty.

# 4



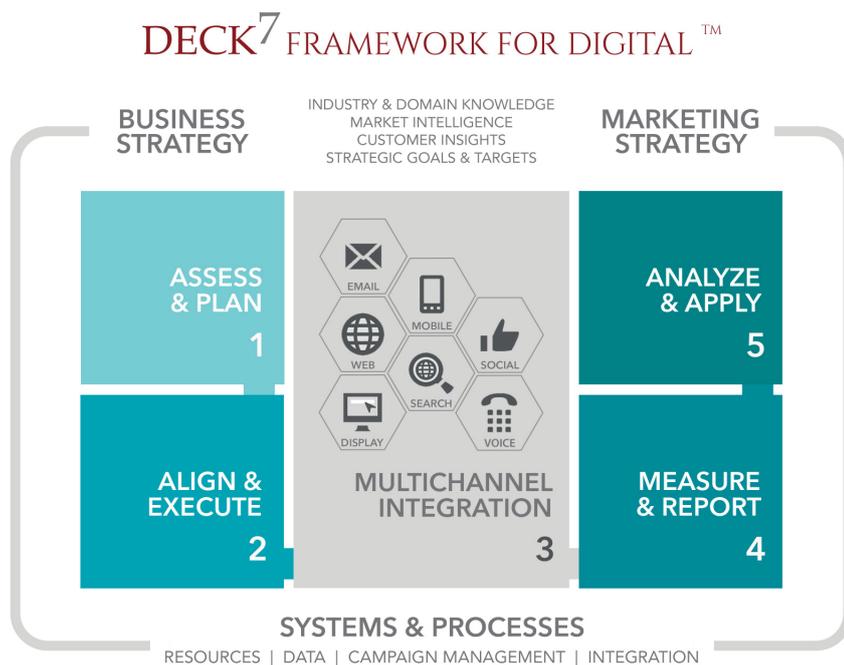
## DATA

The importance of data is to reach the right audience with the right message at the right time. To fully leverage digital marketing channels, healthcare marketers need to be sure that they create personalized and relevant audience messaging.

## Deck 7

# Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.



## content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

## data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

## who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

## what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

Deck 7, Inc.  
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# DECK7

Demand Generation. At Scale.

