

# Online Advertising for Medical Practices

- Education vs. Sales
- Search vs. Social Media
- Video Advertising
- Navigating platform changes
- Q&A

# Ocean Drive Social

- Founded in 2013
- Specialize in search and social media advertising
- Serving family practices, specialists, clinics, urgent care, alternative providers, nonprofit organizations, conventions and trade shows
- Clients all over United States

# Education vs. Sales

## Education Approach

- Establish authority on topic
  - Presentation – “How does it all work?”
  - Why your approach is unique
  - Q&A
- Discuss alternative options you provide
- Become the resource if/when lead moves forward
- Effective sales push included
  - Ensure an easy process for next steps

# Search vs. Social Media Advertising

## Active vs. Passive

### Search Engine

- Reach user when they are actively looking for something in a given area
- Option to pay per click rather than impressions (views)
- Ability to capture searches for specific treatments while offering alternative options

### Social Media

- Reaching user while they're scrolling, focused elsewhere
- Ability to target based on "interest" and "behavior"
- Variety of placements on mobile and desktop, e.g. reels, stories, feeds

# Video Advertising

- Useful for awareness campaigns
- Less efficient for traffic, engagement
- Case study of \$1K budget
  - Video ad spending 100% of budget
    - 50 link clicks to landing page
    - 34,681 video “views”
    - 1,169 video views to 75% completion
  - Link ad spending 100% of budget
    - 930 link clicks to landing page
    - 0 video “views”
    - 0 video views to 75% completion

# Video Advertising

- Video spending 75% of budget, link spending 25%
  - 270 link clicks to landing page
  - 26,011 video “views”
  - 877 video views to 75% completion
- Video spending 25% of budget, link spending 75%
  - 710 link clicks to landing page
  - 8,670 video “views”
  - 292 video views to 75% completion

# Video Advertising

## Video as Component of Larger Strategy

- Video promotion
  - Allocate 50% of total budget
  - Run for 30-day period
- Custom audience
  - Build custom audience of users who viewed the video to a certain point, e.g. 50%, 75%, etc., indicating presumed interest in topic
- Link promotion
  - Target custom audience with link promotion
  - Costs per click will be higher than targeting broad population, but audience will be “qualified”

# Choosing the right tools for the job

- General awareness and leads
  - Search
  - Social
- Special event
  - Social
    - Access to wider audience beyond target
- Providing new popular treatment
  - Search
  - Social



# Constantly changing platforms

## Social Media

- Targeting
- Placement
- AI creative “optimizations”
- Automation of elements

## Search Engines

- Mandatory placements
- Dynamic/responsive search ads
- Aggressive third party “support”
- Reduced reporting

# Q&A

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