10 Qualities to Look for in a Healthcare Software Marketing Agency

1 Demonstrates expert knowledge of the healthcare industry

As a healthcare software business or IT provider, you already know that the needs of this market are uniquely complex. The agency you partner with should as well. Look for an agency familiar with the industry-wide digital transition taking place. It should be aware of recent and emerging technology trends and developments that will — or will eventually — impact your business and/or your target market, such as the leaps forward in AI-led healthcare tools and wearable health devices.

2 Builds strong digital reach

Companies that can navigate the digital landscape with a trusted partner are at a distinct advantage. While some agencies specialize in a particular marketing area or technique (e.g., SEO, social media), a healthcare digital marketing agency should be able to help you build a global marketing strategy that pulls all your disparate marketing activities into a cohesive plan. Building online strategies can complement sales rep visits, industry conferences, and in-person events. A strong and ever-expanding digital reach is essential when buyers spend most of their research time online.

3 Creates and implements strategy across all marketing channels

Consumers expect a consistent experience across multiple marketing channels. In fact, 9 out of 10 customers expect a cohesive brand experience, regardless of the channel.[1] It's crucial to find a healthcare digital marketing agency that can implement your digital marketing strategy across multiple channels, both outbound and inbound. They should offer expertise and hands-on delivery on everything including from SEO and keyword research to web design, advertising, and PPC, to inbound content strategy, social media, user experience, and video marketing.

4 Understands how to develop customer trust and authority

A positive, high-quality user experience across all marketing channels helps to build consumer trust. Research shows that trust is more important than ever. In fact, it's "second only to price" for consumers choosing a new brand.[2] Building trust comes from a providing a reliable, consistent experience — pre- and post-sale — coupled with proving authority through content marketing, case studies, client testimonials, and other initiatives to develop a great online brand reputation. The right healthcare digital marketing agency will be able to help advise you on winning — and keeping — your customers' trust.

5 Stays current and is often ahead of trends

A digital marketing agency that is in the know about the latest healthcare developments and how they'll impact your target market can help you become the go-to source of information. In healthcare marketing, where success largely depends on authority, content marketing can play a key role in building your brand reputation as a thought leader on the latest news, trends, or technologies — but only if your marketing partner knows the lay of the land.

6 Offers long-term strategies while tackling short-term needs

A healthcare digital marketing agency should be able to help set up your strategy for current challenges but also give you the training, skillset, and marketing technologies to deliver exceptional results for years. They may be able to suggest the best marketing automation solutions for your business, create evergreen content that will keep bringing in leads over time, and create an SEO strategy that gets and keeps you on Google's first page. The right agency will have you feeling that you're building a positive working relationship with a team of people who are in your corner and understand your business and unique value offering on a deeper level.

7 Provides measurable results that validate investments

It's more important than ever to find a digital marketing agency that can deliver real-world results, not just vanity metrics. While some marketing efforts can take some time to translate into sales, you should feel confident that your financial investment is directly tied to major improvements in your online presence. Within a few months of partnership with the right agency, you should see measurable results on key marketing metrics, such as web visitors, marketing-qualified leads, lead quality, sales calls, and/or lead conversions.

8 Delivers services personalized to needs and budgets

No two healthcare software businesses are the same, so no two healthcare software marketing plans should be the same either. While there are some aspects of marketing with proven formulas for success, the right agency will build a marketing plan specific to your business, your target market, your short- and long-term needs, and your budget.

9 Makes full transparency a priority

The right healthcare digital marketing agency partner will keep nothing about their work for your business and the results they are achieving from you. The agency should spell out everything that will be included in the project and who is responsible for each component. This provides complete transparency into what is included in the project scope and what might result in cost adjustments. As performance data becomes available, you should have complete access to it. By choosing an agency that is always upfront and honest with you, you can be better assured that your marketing campaign will be upfront and honest with customers.

10 Acts like a business partner, not a service provider

With the rapid changes coming at the healthcare industry from all sides, you need a partner capable of making necessary pivots to adapt. The healthcare digital marketing agency you select should be able to serve as an extension of your in-house marketing team, with a clear understanding of your unique product or service and an appreciation for your unique selling proposition (USP), buyer personas, existing brand position, and market opportunities.

Sources

1 https://ecommercegermany.com/blog/29-multichannel-marketing-statistics-to-know-in-2020
2 https://www.edelman.com/research/brand-trust-2020