

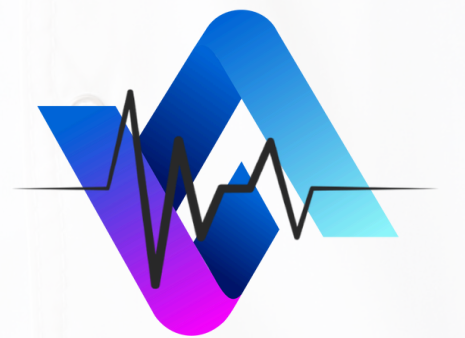
By Search Synergy

Healthcare Google Ads Guide



Team Search Synergy

2024



SEARCH SYNERGY
HEALTHCARE MARKETING



Welcome to your **Google Ads Guide for Healthcare Businesses**

This guide simplifies Google Ads for healthcare businesses, showing how it's essential for attracting more patients and increasing revenue. Learn practical tips on how to enhance your clinic's presence via Google Ads and how to reduce wastage spend from your paid ads.





Before we start.. Sign up for our webinar all about Google Ads!

September 13, 7-8PM WIB

Register Via:

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**SECURING PATIENTS
THROUGH GOOGLE ADS**

Date September 13th Time 7-8pm WIB

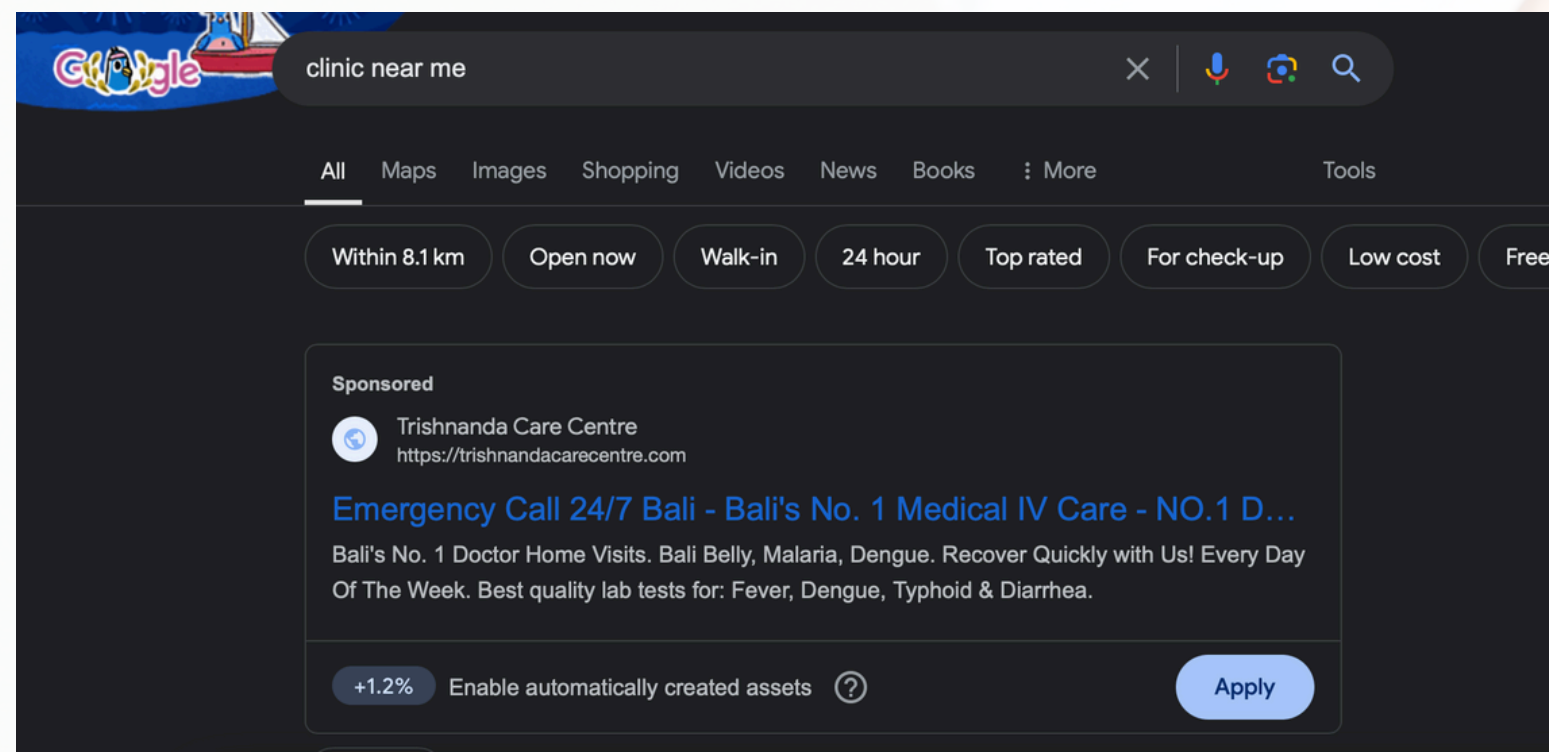
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Why running Google Ads?

Google Ads is your gateway to reaching potential patients when they are actively seeking healthcare services on Google. These ads provide a strategic platform for enhancing visibility and engagement with your target audience in real-time.

- Immediate online visibility to potential patients.
- Targets users actively searching for healthcare services.
- Flexible budgeting – spend as much or as little as you want.





Results That Google Ads Can Deliver

Using Google Ads, Search Synergy successfully attracted over 8 new clients per day for a healthcare clinic, significantly boosting their patient base.

- More daily appointments.
- Better online presence ---> higher clinic visibility.

71% USE ONLINE SEARCH TO BOOK AN APPOINTMENT

85% CONTACT A HEALTH CARE CLINIC ONLY AFTER A SEARCH





REAL LIFE REPORTS SNAP SHOT FROM ONE OF OUR CLIENTS ON: AUGUST, 26 2024

TYPE OF TREATMENT:

NR. PATIENTS:

DOCTOR VISIT (INFUSION THERAPY + ORAL MEDICINE)	26-Aug-24	8.24 AM (ONE CASE)	AUSTRALIAN
DOCTOR VISIT (INFUSION THERAPY + ORAL MEDICINE)	26-Aug-24	10. 40 AM (ONE CASE)	JAPAN
DOCTOR VISIT (INFUSION THERAPY + ORAL MEDICINE)	26-Aug-24	12.03 PM (ONE CASE)	AUSTRALIAN
DOCTOR VISIT (INFUSION THERAPY + ORAL MEDICINE)	26-Aug-24	12. 15 PM (ONE CASE)	AUSTRALIAN
WOUND TREATMENT	26-Aug-24	11. 43 PM (ONE CASE)	AUSTRALIAN
DOCTOR VISIT + WOUND TREATMENT+ INJECTION	26-Aug-24	12.18 PM (ONE CASE)	FRENCH
DOCTOR VISIT (INFUSION THERAPY + ORAL MEDICINE + LAB TEST)	26-Aug-24	16.33 PM (ON3 CASE)	CANADIAN
DOCTOR VISIT+RABIES VACCINE	26-Aug-24	8 PM (ONE CASE)	BELGIAN
DOCTOR VISIT (INFUSION THERAPY + ORAL MEDICINE)	26-Aug-24	22.25 PM (ONE CASE_	FRENCH
DOCTOR VISIT (INFUSION THERAPY + ORAL MEDICINE)	26-Aug-24	23.00 PM (ONE CASE)	FRENCH
LABORATORY TEST	26-Aug-24	20. 44 PM (ONE CASE)	BRITISH
DOCTOR VISIT + NFUSION THERAPY	26-Aug-24	23.30 PM (ONE CASE)	TURKISH
DOCTOR VISIT + INFUSION THERAPY	26-Aug-24	23.45 PM (ONE CASE)	TURKISH
IV PREMIUM IMMUNE	26-Aug-24	22.00 PM (ONE CASE)	IRISH





How to Run Google Ads?

Setting up Google Ads involves selecting the right types of campaigns to match your healthcare marketing goals. Here's a look at the options and how they cater to different aspects of patient engagement.

We suggest starting off with a "Search Campaign" as this is the most cost-efficient.

- Search Campaigns: Target patients searching for specific healthcare services.
- Display Campaigns: Visual ads on websites that potential patients visit.
- Remarketing Campaigns: Re-engage visitors who didn't book an appointment.



Different Types Of Campaign Explanations

 **NestScale**

Types of Google Ads

Search



Best for: Boosting webpages aligned with targeted keywords

Display



Best for: Enhancing brand awareness or promoting products

Shopping



Best for: Displaying products & marketing retail offerings visually

Video



Best for: Enhancing brand or showcase products through visual storytelling

App



Best for: Promoting mobile application

Local Services



Best for: Connecting with potential customers

Smart



Best for: Implementing goal-centric campaigns

Performance Max



Best for: Generating audience-optimized ads

Demand Gen



Best for: Reaching a wide audience & achieving a variety of marketing goals



Tips Setting Up a Search Campaign

Healthcare Industry attracts the most clients via a search campaign

Search campaigns are the cornerstone of effective Google Ads, designed to capture the attention of users searching for healthcare services in your area.

Start with a Search Campaign: Focus on keywords like 'family doctor near me' searches.

- Choose relevant keywords.
- Set a daily budget.
- Write compelling ad copy that clearly states your healthcare services (example emphasize on IV drips, doctor services or dental treatments).
- Research the competition and how they run their campaign.

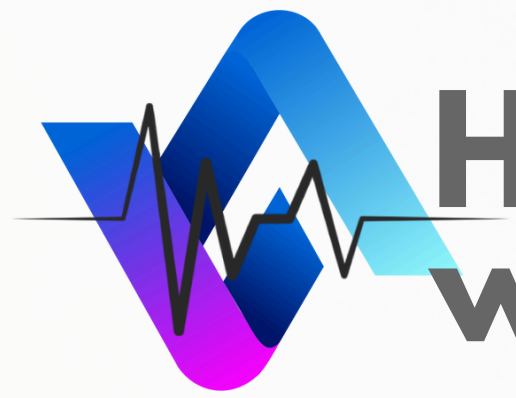




Daily Monitor Your Search Campaign

- **Check Key Metrics:** Look at click-through rates (CTR), cost per click (CPC), and how many conversions you get each day to see how your ads are doing. Adjust how much you spend based on these numbers.
- **Update Keywords:** Add new effective keywords and stop using ones that don't work or cost too much. Check search term reports to find new keyword ideas.
- **Refine Ad Copy:** Test different ads and calls to action to see what works best. Change your ads often to keep them fresh.
- **Check Landing Pages:** Keep an eye on your landing pages for high bounce rates or low conversions. Make sure your ads and landing pages match up well to get better quality scores.
- **Adjust by Location and Audience:** Look at how your ads perform in different places and with different people. Increase your bids in areas where your ads do well.

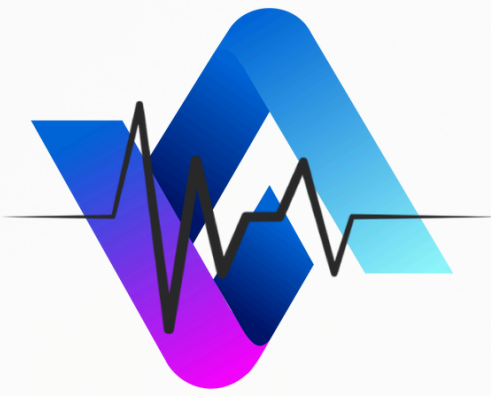




How to know if your Google Ads campaign is working?

ANSWER: GOOGLE ANALYTICS 4!

With Google Analytics 4, you can track all of the visitors coming from your Google Ads, in this way you can see whether your Google Ads campaign is working and how you can make it better for the next month. You can also track all of the activity of the people on your website. See on the next slide what you can track!



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Google Analytics 4 can track all of the buttons!





Benefits of Google Ads

GOOGLE ADS OFFERS SEVERAL ADVANTAGES THAT CAN SIGNIFICANTLY ENHANCE YOUR HEALTHCARE MARKETING STRATEGY, FROM TARGETING TO COST EFFICIENCY.

- Targeted Advertising: Reach specific demographics like local residents.
- Cost Control: Only pay when someone clicks your ad.
- Measurable Impact: Easily measure the success of your ads with clear analytics.





Challenges of Google Ads

WHILE GOOGLE ADS CAN BE INCREDIBLY BENEFICIAL, THEY ALSO PRESENT CHALLENGES THAT REQUIRE EXPERTISE AND STRATEGIC PLANNING TO OVERCOME

Challenges such as selecting the right keywords and managing ad spend can be complex. Search Synergy's experts are equipped to handle these challenges, ensuring your campaigns are optimized and effective.

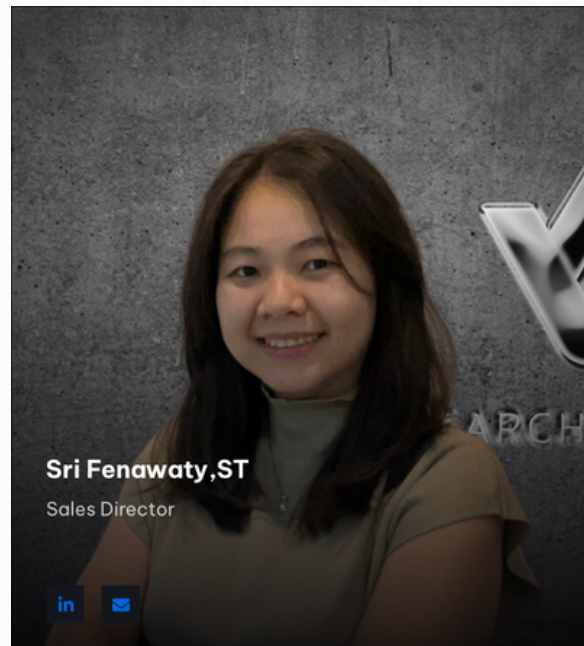
- Keyword selection and competition.
- Budget management and bid adjustments.
- Continual optimization needed for best results.



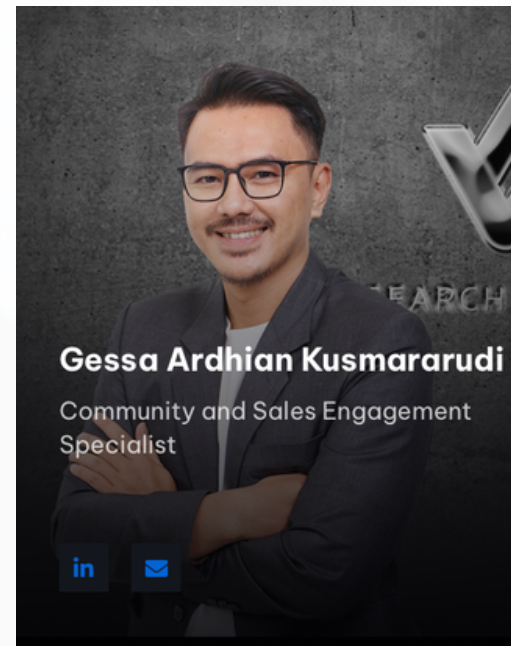


How Search Synergy Can Help?

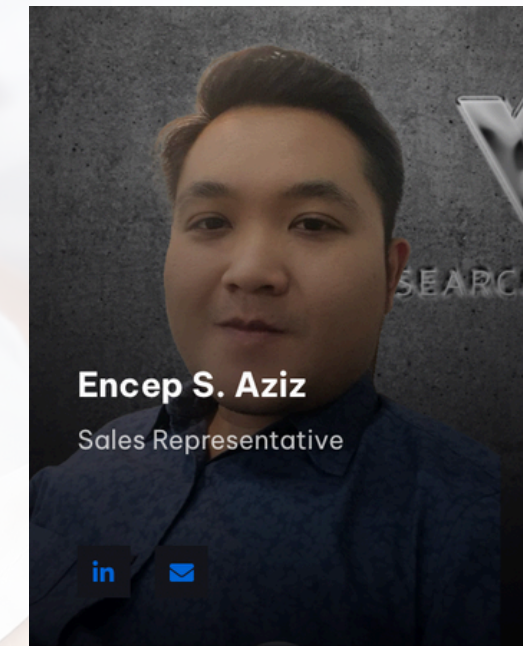
WE CAN SET UP YOUR ADS CAMPAIGN, OPTIMIZE YOUR ADS DAILY AND SENT YOU A MONTHLY REPORT. IN THIS WAY, YOU CAN FOCUS ON THE BUSINESS AND DO NOT NEED TO WORRY ABOUT DIGITAL MARKETING.



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Tingkatkan Omset Klinik Anda
Dengan Strategi Digital Marketing Yang Terbukti

SEARCH SYNERGY

DAPATKAN ANALISIS GRATIS ANDA HARI INI

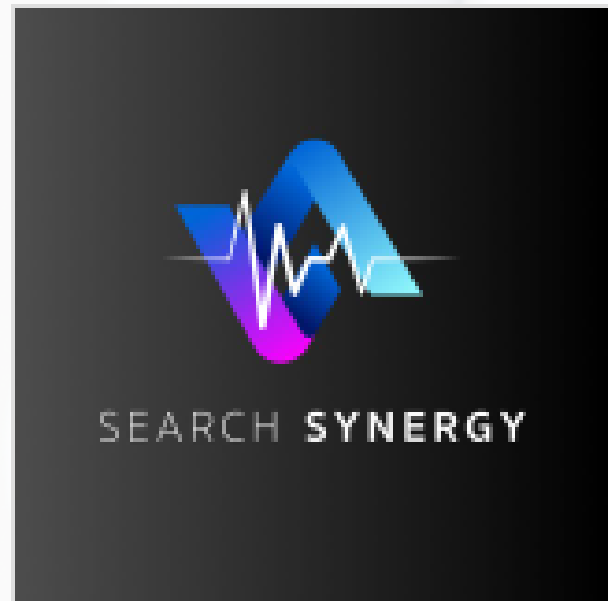
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Healthcare Marketing

Transform your clinic's success with tailored digital marketing solutions. Elevate visibility, attract patients, and drive growth with Search Synergy.

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