Engagement Strategy

Total
Customer
Growth

How Decisions Are Made
By Buying Committees

Percentage of respondents reporting as most difficult

60%
50% — Very hard
40% — Somewhat hard
30% — Easier
20%
10%
0%

Where you can make greatest impact

When you are brought in

Problem Definition   Solution Identification   Supplier Selection
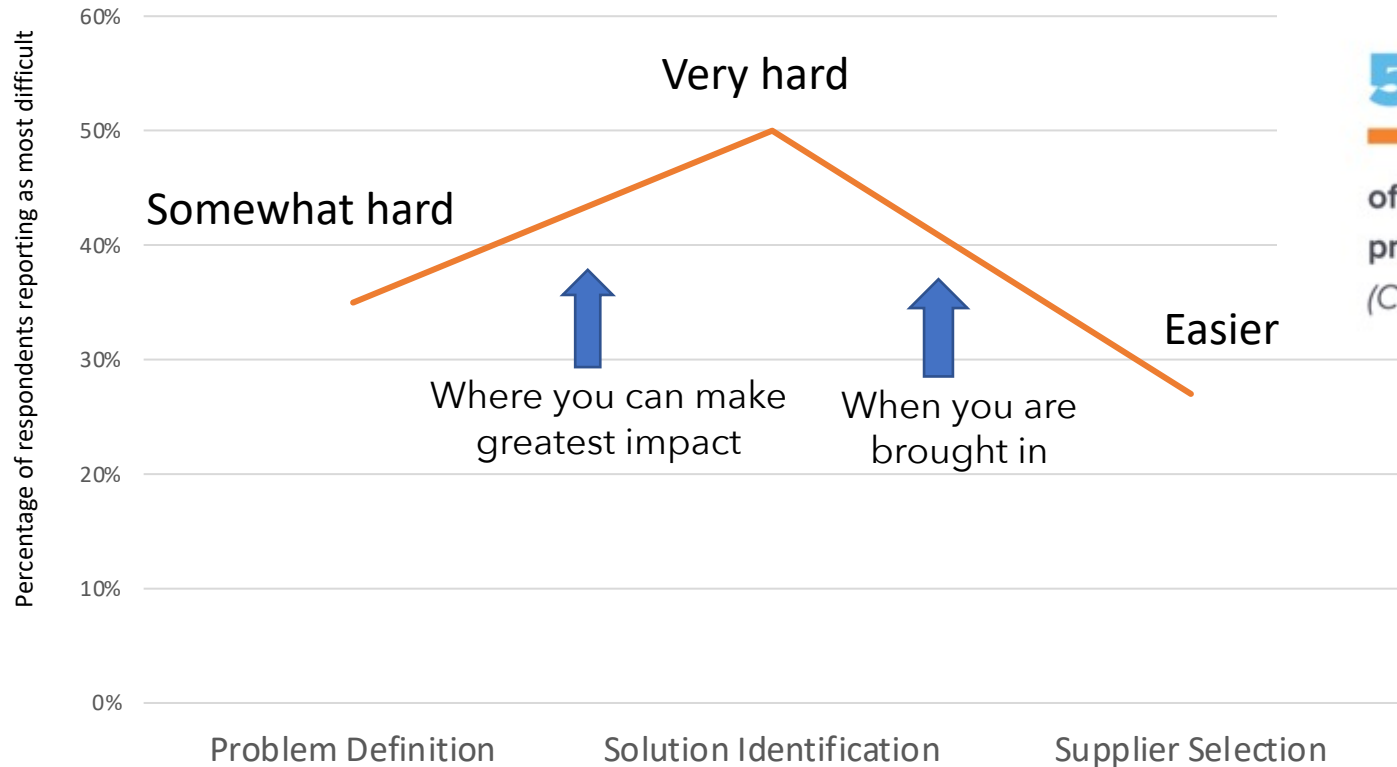
57%
of buyers finish with purchase process before they reach out.
(CEB / Gartner)

66-90%
through their journey before they reach out.
(Forrester)

Source: CEB B2B Brand Survey

Total Customer Growth

Designing an Engagement Strategy

Engagement Tactics

- **Paid** – Sponsored Content, LinkedIn ads

- **Owned** – Blogs, white papers, Email, LinkedIn outreach
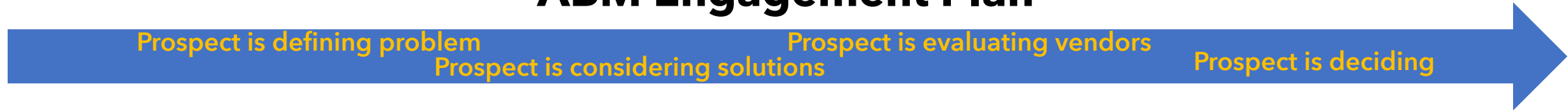
- **Earned** – PR, influencers, analysts

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Intent Topics

	Problem Definition	Solution Definition	Vendor Evaluation	Deciding
Intent Topics (Bombora)	Medical Reimbursement Medicare Advantage	Healthcare AI Medical Devices Remote-Patient Monitoring Telecare Telehealth Telemedicine Telemedicine Software Virtual Hospitals Wireless Health	Remote-Patient Monitoring	

Sources of Trust

	Problem Definition	Solution Definition	Vendor Evaluation	Deciding
P1 Pop Health	Peers Brand – where you start Avia and SG2 Analysts reports Community needs assessments Google LinkedIn Analysts and Associations are helpful in justification Epic User Groups	Leading vendors Consultants Beckers, HIT News, etc Cnet, Fierce Health IT Analysts (KLAS, Gartner) Influencers Telehealth vendor recommendations {ditto}		
P2 Service Line	Peers in other orgs Their Dyad Ops Partner Other Service Line leaders in org Studies Industry leaders specialty specific Associations and their professional organizations (e.g. SCH)	Existing vendors for recommendations Note: They do not trust Epic's recommendations		
P3 Innovation	Avia and SG2 Peers in other orgs Beckers KLAS, Gartner HLTH, HIMSS Health Evolution			
P4 Physician Group	Peers in other orgs Their network Advice from health systems Associations and their professional organizations	Internal expert		Highest Priority

ABM Engagement Plan

Prospect is defining problem
Prospect is considering solutions
Prospect is evaluating vendors
Prospect is deciding

	Initial Research	Social Media	Social Network	Web Research	Buyer Committee	Contact	Evaluation	Validation	Decision
Objective	Educate and make aware	Educate and engage	Educate and connect	Identify and talk	Sell	Sell	Differentiate	Close	Close
Message/ Themes	TBD								
Target Audience	• VP of Pop Health, Service Line leaders, Innovation leaders at large regional health systems and independent hospitals • CEO or Executive Directors of large physician groups								
Tactics									
Paid	Pay-to-play (Beckers + HISTalk) Netline	LinkedIn Ads LinkedIn Connections	In-person events	Google Ads Retargeting					
Owned	Blogs + SEO Long-form piece	LinkedIn Posts LinkedIn Newsletter Infographics	Experts	Updated web site HIW Videos Long-form piece Blogs	Long-form piece New sales aides Case Studies		Testimonials		References
Earned	Consistent Coverage Byliners Press releases Quotes in articles HARO Analyst relations	Bloggers Awards (Inc 5k) Influencers (via sm) Xtelligent et al	Speaking engagements Getting on podcasts	Feature In the press and releases on website					

Total Customer Growth

Q1 Paid Spend Overview

Channels: LinkedIn Ads, Netline, Beckers, Google Ads (search/retargeting)

Goal - Create Demand

- Educate your target audience on your key value propositions & improve brand awareness and sentiment
- Distribute valuable content that is both ungated and gated

Goal - Capture Demand

- Drive engaged audiences to website to increase inbound leads
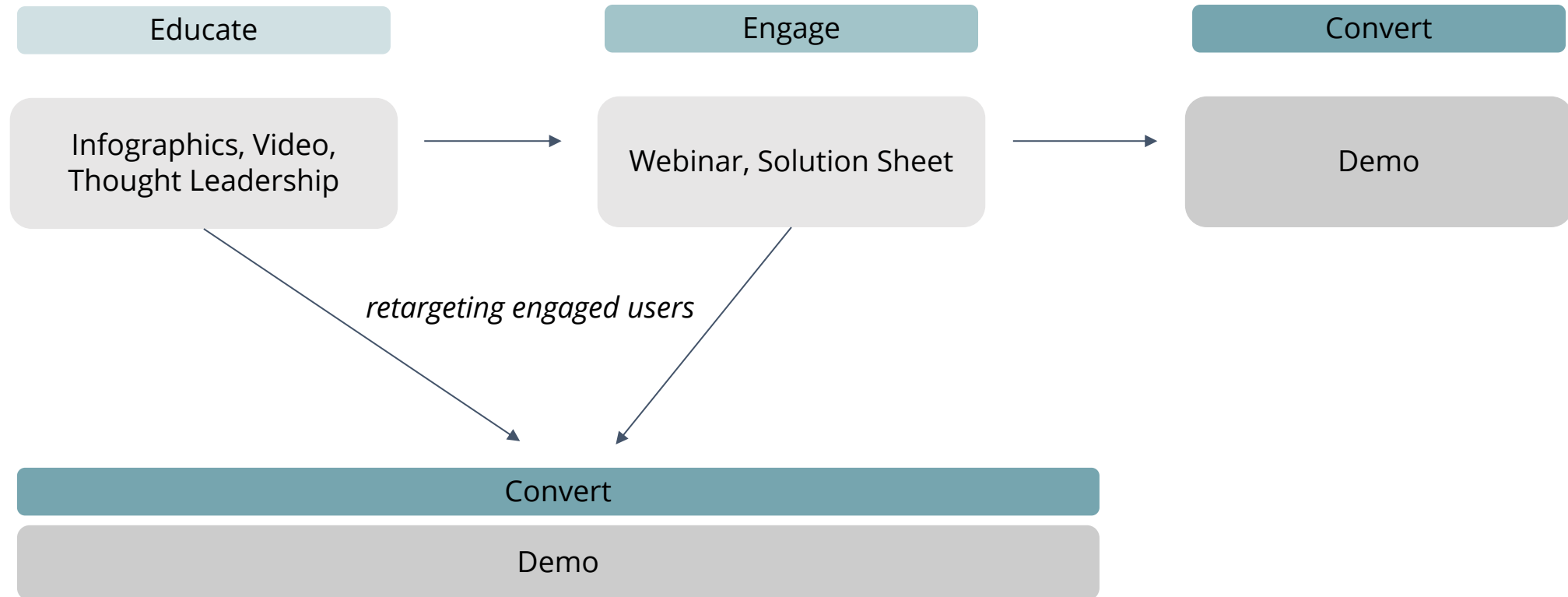- Establish brand presence on channels where buyers go to do research

Budget: $xxxk

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Target Audience

Personas:

- VP of Population Health or Patient Care

- Service Line Leader

- Innovation Leader

- Physician Group CEO or Executive Director

Segment	Persona	Example
Physician Groups • 136K groups • ~600K physicians	Small- to Mid-Size Private Practice or Physician Group *Possible Health System Affiliation*	Sage
	Small- to Mid-size Private Practice or Physician Group *ACO*	Aledade
Independent Hospitals • ~1.7K	Community Hospital System *Can be system-affiliated*	Guadalupe
	RHC/CAH *Primary funding from CMS*	Example
System-affiliated Hospitals • ~500 orgs • ~4.3K hospitals	Academic Medical Center/Large Health System	Stamford, Spectrum, Henry Ford, Parkview
	Large Health System ACO "&" "or" Payor System	UPMC

Total Customer **Growth**

Campaign Strategy

Educate	Engage	Convert
Infographics, Video, Thought Leadership	Webinar, Solution Sheet	Demo

retargeting engaged users

Convert
Demo

Total Customer **Growth**

Intent Data

What is it?

- Real time data on companies whose web activity suggests they are in the market for the type of product/service you offer.

How will we use it?

- By leveraging tools like LinkedIn & Netline that allow for account-based marketing, we can upload lists of in-market companies to target with our ads, allowing us to put the largest investment towards accounts most likely to convert.

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Channels Targeting

Funnels

- Prospecting Lower Funnel
- On The Fence
- Hand Raisers
- Re-engagement/Audience Expansion

Goals

Channels

- LinkedIn · BECKER'S HOSPITAL REVIEW
- LinkedIn · NetLine CORPORATION · BECKER'S HOSPITAL REVIEW
- Google Ads
- Google DISPLAY NETWORK · YouTube

1. Awareness/Sentiment
2. Content download leads
3. Sales-ready leads

Total Customer **Growth**
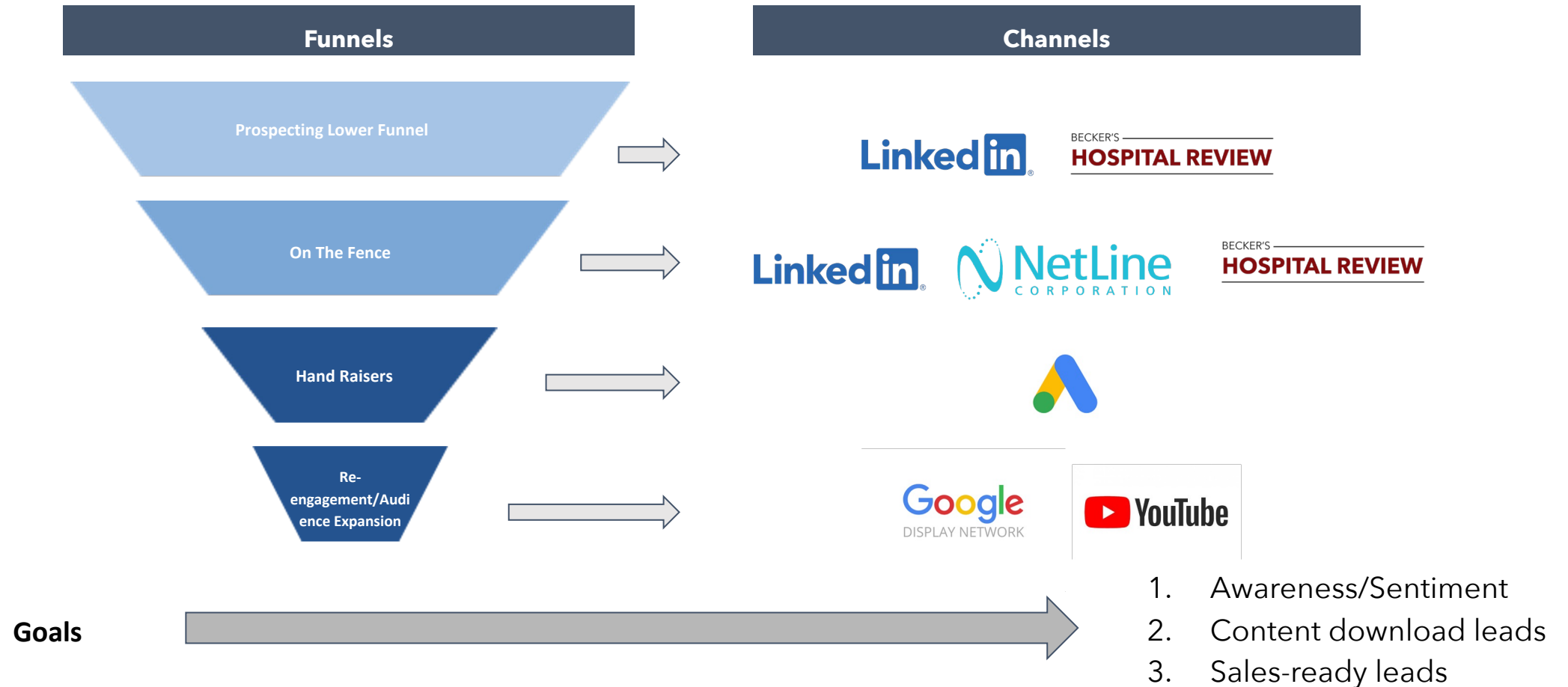
Channel Distribution

Funnel Stage	Channel	Tactics	Audience Targeted	Goal	Budget
High	LinkedIn Education Ads	Video, infographics, blog posts, etc.	Target audience job titles within ideal company segments + ABM Intent	Educate audience and get them to engage with content	$xxx
High/Mid	Beckers Hospital Review	Case study, white paper, demo video, webinar, etc	Beckers readership	Generate leads for marketing/sales follow up & nurture	$xx
Mid	Netline Content Syndication	Gated content capturing leads within target market	ABM Intent Audiences	Generate leads for marketing/sales follow up & nurture	$xxx
Low	LinkedIn Lead Ads	Case study, white paper, demo video, webinar, etc	Those within target audience who have engaged with LinkedIn education ads + ABM Intent	Generate sales-ready leads	$xx
Low	Google Search Ads	Brand protection, category terms, competitor terms	Those actively searching for solutions	Generate sales-ready leads	$xxx
Low	Google Retargeting	keeping ads in front of visitors who don't schedule a demo	Website visitors who show high level of engagement	Generate sales-ready leads	$xxx

Total Customer Growth

Q1 Email and Social Media

- Intent-based sequences
  - Email and social media
- Weekly Emails
  - Blog posts
  - Press releases
  - Events
  - "Shake the Tree"
- Weekly Social Media Posts
  - Infographics Articles, carousels, videos, etc
- LinkedIn Newsletter

Total Customer **Growth**

Targeted Intent-based Sequences

- Use intent-data to identify in-market accounts
  - Run weekly reports on which accounts are showing intent for key topics
  - Drop each account into relevant sequences depending on interest
  - Sequences include email sequence, LinkedIn outreach and calling

Weekly Email to All of Single Posts

Key Issues

- Open rates and clickthrough rates have historically been in decline

- Firms make it harder for marketing emails to get to recipients, especially in healthcare

- Healthtech Tech audiences are overwhelmed with emails and pitches via social media

Recommended Approach

- Permission-based is preferred and recommended

- High quality content: Needs to address a specific customer need with content that educates and informs

- Short Weekly Emails: Long monthly emails have the same open rates as weekly emails, so use weekly emails to increase aggregate reach

- Subject Line: Address a customer problem; use questions; not "Newsletter"

Example
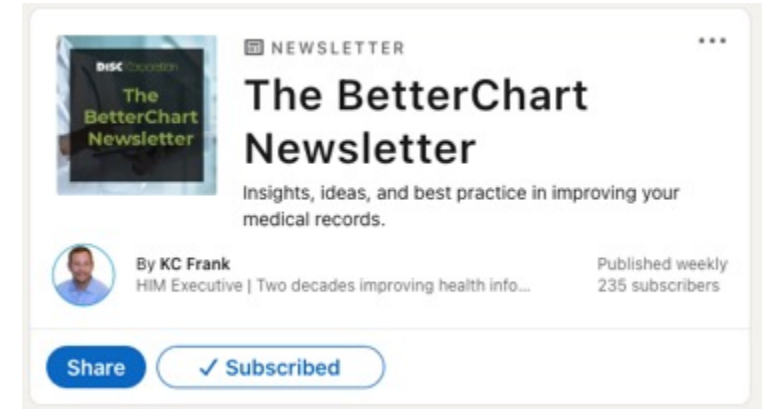
LinkedIn Newsletter

- An underutilized feature that allows you to broadcast a newsletter to all of your company's followers.

- The "creator" publishes articles via the newsletter feature. Articles can be repurposed blog posts or new content. Articles have many more publishing features than LinkedIn posts and are more like blog posts.

- When you publish your first article via the Newsletter, all your contacts and followers are invited to subscribe. Getting a 10-20% subscription rate immediately is typical.

- Subscribers receive future editions via LinkedIn as a notification or as an email.
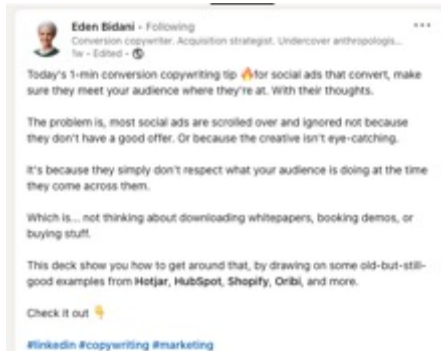
- Newsletters are maintained in a library.

LinkedIn Carousels
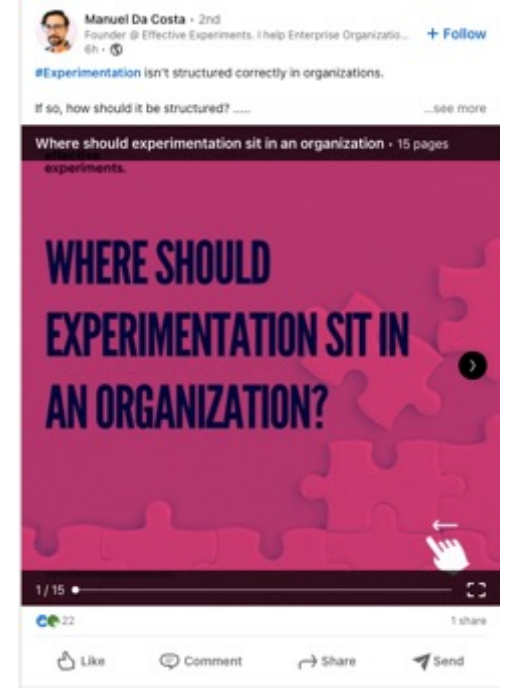
Infographics

- Re-tell stories from blogs or case studies graphically with infographics

- These perform well in social media including paid LinkedIn ads

- Also good to send as emails

Q1 SEO Approach

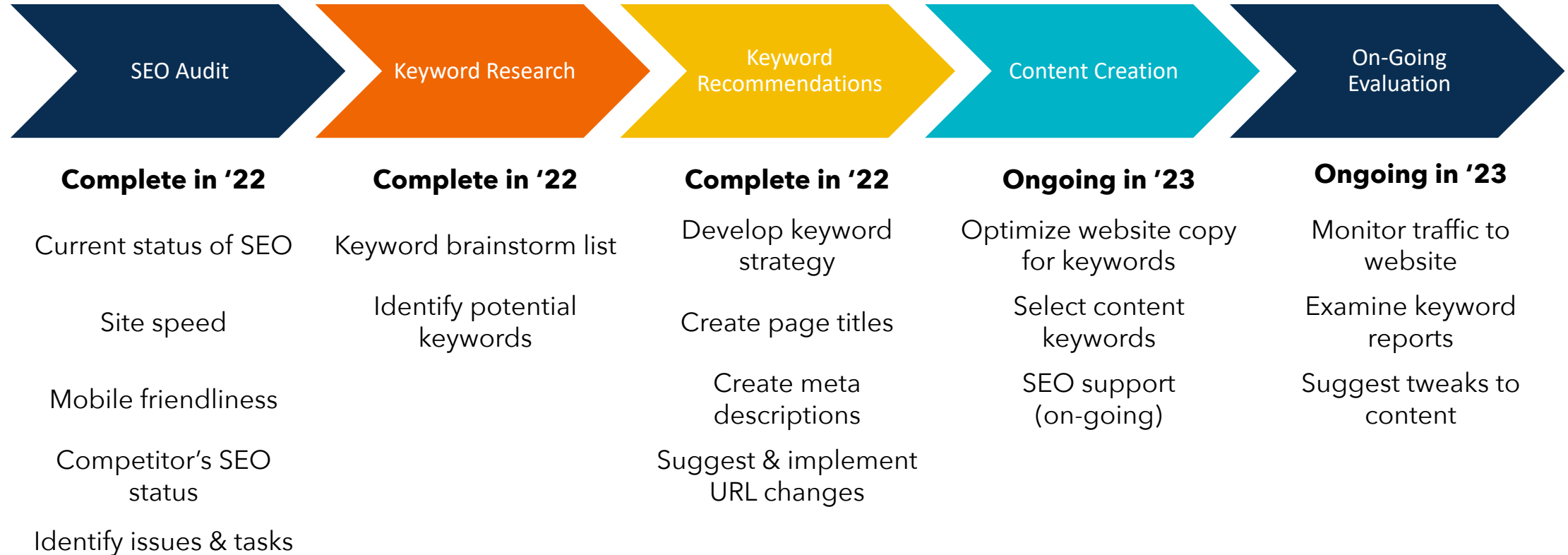| SEO Audit	Keyword Research	Keyword Recommendations	Content Creation	On-Going Evaluation
Complete in '22	**Complete in '22**	**Complete in '22**	**Ongoing in '23**	**Ongoing in '23**
Current status of SEO	Keyword brainstorm list	Develop keyword strategy	Optimize website copy for keywords	Monitor traffic to website
Site speed	Identify potential keywords	Create page titles	Select content keywords	Examine keyword reports
Mobile friendliness		Create meta descriptions	SEO support (on-going)	Suggest tweaks to content
Competitor's SEO status		Suggest & implement URL changes		
Identify issues & tasks				

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Public Relations

- Detailed plan to be developed in October
  - Goals & Objectives
  - Messaging
  - Timeline
  - Story Ideas
  - Metrics
  - Tools for Success
- General Approach
  - Monthly press release
  - Pitching stories
  - Byliners
  - Pitching bloggers ad podcasters

- Typical Tactics
  - Press Releases
  - Customer Wins
  - Product Enhancements
  - Corporate (Funding, Momentum, Awards, New Hires)
  - Surveys
  - Newsjacking

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