



Contemporary Medical Device Marketing for the Digital Age



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Thank you for participating in the “Contemporary Medical Device Marketing for the Digital Age” webinar.

I hope you got a lot out of it.

Before I share 10 additional concepts you can integrate into your marketing plans, let’s briefly recap the material we covered.

The Three Most Important Things

Purchasing a medical device is typically a high-involvement decision. The smart shopper will likely include a trip to the World Wide Web in his research.

We discussed the importance of:

- Getting found on search engines – if you choose to – given how resource-intensive getting on “page one” can be. We said, at a minimum, you’ll want to earn a page one ranking for the name of your company and, potentially, your products.
- Being engaging, so visitors to your site stay and find what they’re looking for.
- Getting their contact information so you can begin a dialogue with them.



How to Run a Successful Sales / Distribution Promotion

The webinar included a checklist of steps to improve the likelihood your promotion will be a winner. Importantly, involve the head of distribution or sales and collect lead information online using a dedicated page just for this effort.

Is Social Media Right For Your Company?

We said that “social media,” that loathsome but widely accepted term, amplifies your message on platforms secondary to your all-important website.

If you don’t have something interesting to say, there is no point using “social media” to “socialize” your message.

If you have something interesting to say – consistently – then social media might make sense for you. Consistency is a must because visiting a Twitter page with five tweets or a YouTube channel with one video is just lame.



And if you do have a budding social presence on, let’s say, Facebook, there is no need to put links on your website to your Facebook page until you can proudly send your traffic there.

We shared examples how social media helped Cardiac Science:

- The CEO’s blog post about a recall was directly quoted in *The Seattle Times*.
- Their YouTube videos, consisting of product news, patient stories, and instructions for use had been viewed more than 200,000 times.
- Clever search engine optimization work around national news events won them timely traffic.
- Long-tail searches continue to bring in visitors.
- Their 2,000+ fan Facebook page gave them another avenue to connect with advocates.

Webinar Replay

If you haven't seen it – or if you need a refresher – you can find the entire webinar at medicaldevicesgroup.net/webinar.

There, you'll find the video, slides, and transcript for this and past webinars provided by the Medical Devices Group.

Now, on to 10 additional concepts you can integrate into your marketing plans, with emphasis on these three areas:

- Strategy
- Content
- Outbound marketing

10 Concepts To Integrate Into Your Marketing Plans

Concept 1: Solid Positioning

If you can clearly explain your unique selling proposition in one sentence, you can skip to page seven.

For the rest of you, stick with me for a page and a half.

A clear positioning statement is not romance copy. It is not what you would say to a prospect.

No, a positioning statement is for you and your company. Done properly, it can explain in one sentence who your target is, how she should think about you, why she would care, and how you can back up your claim.

There are five blanks for you to fill in.

Your Positioning Statement

To [whom],
[name]
is the brand of [frame of reference]
that [what is the primary benefit?]
because [of what supporting claims?].

It will be easier to illustrate the point with
an example we share in common: The
[Medical Devices Group](#).

In December 2011, the group had 72,866
members and no real purpose. There were other places for
professionals to discover today's medical device news and there
was no point competing with the [MedCity News](#)' of the world.

But the industry had no industry discussion forum, protected
and nourished by an active group manager. So our positioning
statement became:

To [professionals in and serving the medical device industry],
the [Medical Devices Group]
is the [spam-free community]
where [you can have intelligent conversations with medical
device thought leaders]
because [the group is curated and heavily moderated].

In one sentence, I precisely know the group's reason for being.

Each company can create its own positioning statement. But
beware. It can be harder than it looks, especially in hyper-
competitive markets and if you have a "me-too" product!



I typically ask clients two questions before we tackle their positioning statements:

1. What is your key consumer insight?
2. What is your source of volume?

You can discover why these first two questions are important at [“The First Three Questions”](#) on my website.

Concept 2: What Is Your Prospect Thinking?

Assuming your prospect did not have a direct link to your website, how did he find you?

Did he google something (other than your company name)?

If so, what was his search term?

This is a critically important question. Here's why:



Say you sell ECG machines.

Would you expect your prospect to search the term “ECG?”

If he did, he'd find “electrocardiography” defined by Wikipedia. He'd discover a library of electrocardiographs. He'd learn whether he should get an ECG test.

Your prospect – someone looking to buy an ECG machine – would not find you if he simply searched for “ECG.” He would quickly realize this and become more strategic in his search.

He might try, “buying an ECG machine” and EBay would be the

top result. Other online sellers follow suit, listing multiple brands, many refurbished. The best you can do in this case is hope EBay and the online sellers feature you prominently.

Perhaps your prospect wants to compare ECG machines among the top brands. So he refines his search yet again, this time to “compare ECG manufacturers brands” or “who are the top manufacturers of ECG machines.”

Because no ECG manufacturer outsmarted them, a site called EKGmachinesForSale.com is the top result as of this writing. Burdick comes closest: It wins today’s “ECG equipment” search.

Which terms do you want to win?

There is a lot more to it, of course, and winning is very competitive. To me, it’s some of the best money you can spend. Invest in it.

If you provide a service...

Be mindful many searches have a geographic name in them for local results. So if you are a contract manufacturer in Switzerland, you may want the term “medical device contract manufacturer Switzerland.” You might do the same for “Zurich” and “Geneva.”

And when you “win” a search...

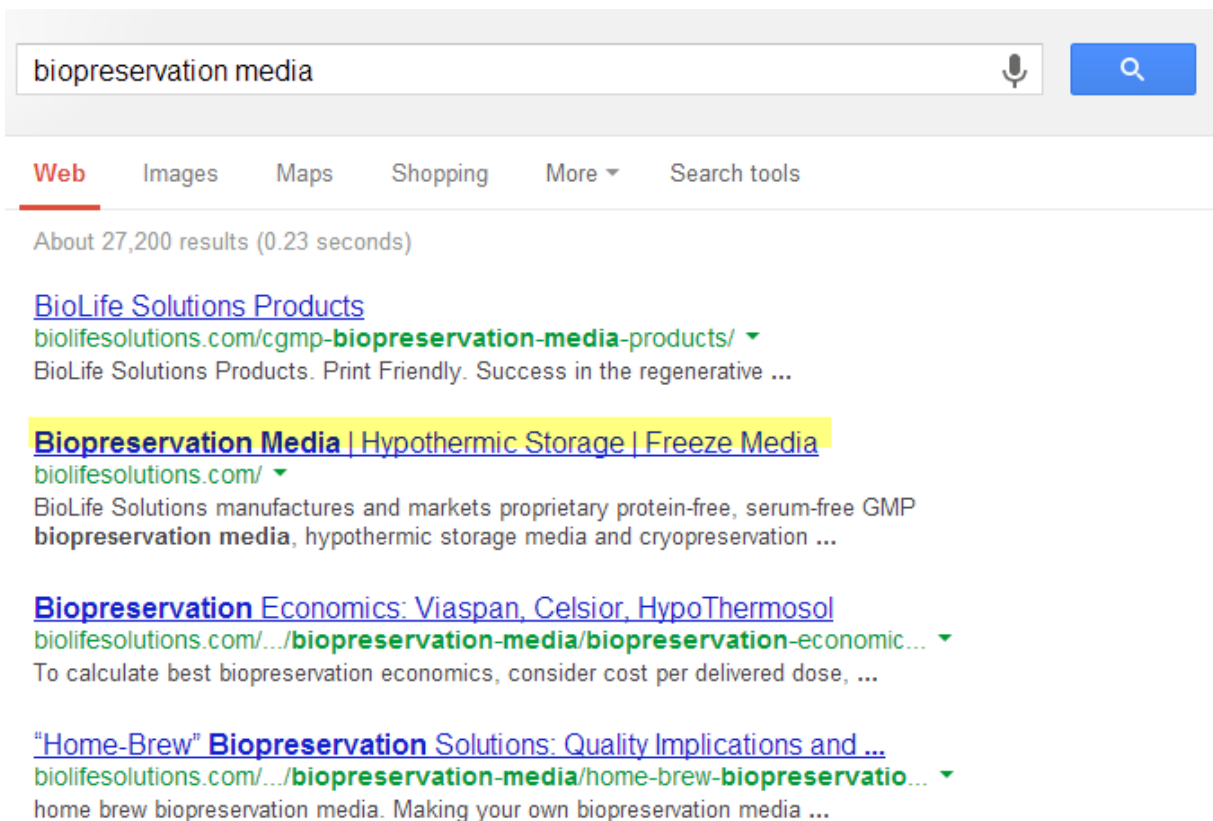
Make sure there is a meaningful payoff for the searcher – otherwise, he’ll come, he’ll click, he’ll leave – and you will have “won” nothing at all.



Concept 3: On-Site Optimization

Why does Google choose BioLife Solutions Inc. as its first choice for the term “biopreservation media?”

Among the reasons, the company used the term in its title tags and URL addresses wherever it made sense to do so.



The term is so important to the company that those are the first two words in the title tag (in yellow) for its homepage.

In three out of four top rankings, the expression is used in the URL address itself.

These are ways to tell Google, “This page is about biopreservation media. You can confidently send users here.”

Concept 4: Website Measurement

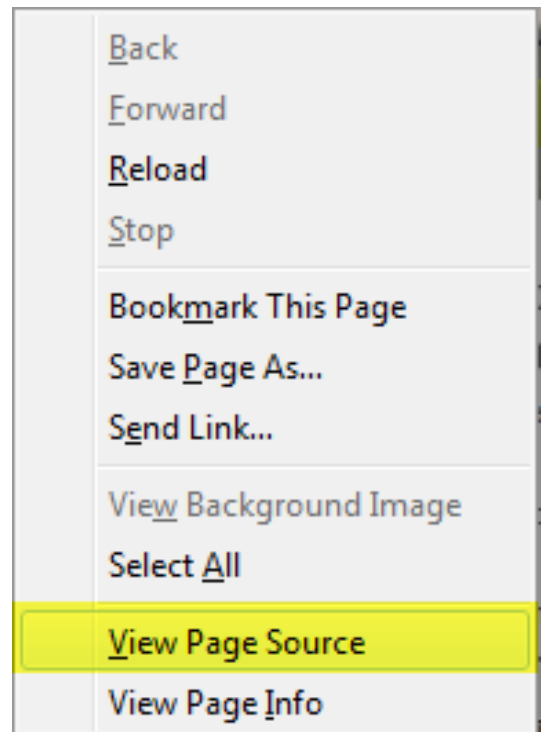
I'm still surprised when I visit a company's website and learn it does not use Google Analytics or its equivalent for measurement and analytics of its online results.

If you're not sure if your site uses an analytics tool, go to your site's homepage and right-click with your mouse.

Choose "View Page Source."

This will open the source code to your homepage. It may look scary but don't worry.

Simply hit CTRL + F to "find" google-analytics.



If "google-analytics" doesn't appear anywhere in the source code, chances are you don't know the basics how visitors find – and interact with – your site.

As they say, what gets measured gets managed. And improved.

With Analytics, you can learn – for free:

- Number of visits, page views, time spent on site.
- Which are your popular pages?
- Which searched keywords bring traffic to your site?

- Which of your campaigns are bringing in visitors.
- Much, much more.

I can't overstate how important it is to measure your site performance. Go check now. Don't worry, I'll be here when you return.

Concept 5: Content Marketing

A subscriber wrote me and said,

"I like your blog and your approach. In fact, the way you represent yourself through your content, it's almost hard to tell how you make money. Now, *that's content!*"

I can think of no better compliment.

Your site has marketing information about your medical device. You talk about its features and benefits. You may have a video. You may have a case study.

That's a good start. But if that's all you have, you're missing opportunities to engage visitors.

Here are practical ideas you can add to your marketing efforts right away.

1. A giveaway. We covered this in the webinar and it bears repeating. When you give a visitor something of real value, they may be willing to let you know who they are.

The giveaway could be something you physically ship, such as a product sample. It could be access to a white paper, a form, a

video, or content or service the prospect would value.

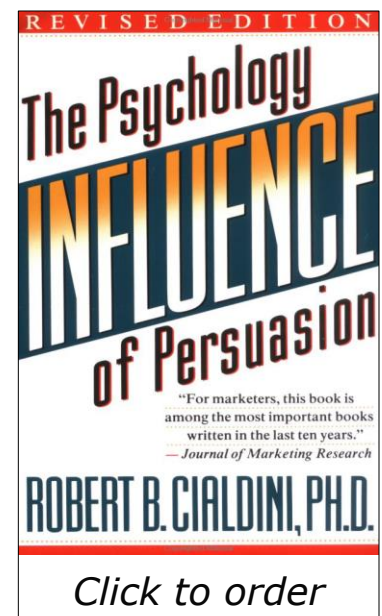
2. Testimonials. In one of my all-time favorite marketing books, [*Influence: The Psychology of Persuasion*](#), noted author Robert Cialdini explains “social proof” is among the most powerful motivators.

Imagine: If you need a custom contract manufacturer to make an orthopaedic device for you, would you be swayed to know the company you’re considering has done work for industry titans Stryker, Zimmer, and DePuy?

Of course you would.

Showing these logos or a quote from your influential customer can influence a prospect to at least give you a call to find out more.

I shared another example on the webinar. I have a quote from my last boss in the footer of every page of my site. He gives you permission to believe that subscribing to my blog will help you because, he says, “I subscribe because Joe’s talking about relevant, contemporary marketing strategies in the medical device space, and I’ve seen his ideas drive revenue.”



It’s a split-second decision for you to decide whether to enter your email address or not. It’s not a high-commitment decision either... you know you could unsubscribe if “Tony” was wrong.

And so you subscribe. And I have a new prospect in my funnel.

This tactic alone lifted my conversion rate by 20 percent. Try it.

There are lots more ideas around how to make content engaging including, but not limited to,

- Adding photos. Lots of them, preferably yours. If you must use stock photography, avoid this pretty lady.

She is everywhere!

Trust me, as soon as you select stock photography, you'll find the photo you chose showing up everywhere.



Pretty, but omnipresent.

Now you can search images on Google. Go to <http://images.google.com/> and upload the photo you're considering to ensure it isn't plastered all over your competitors' sites.

If you can afford original art, it is a worthwhile investment.

- Use standard web design. Everyone is trained to look for your logo in the top left-hand corner and your navigation across the top. No need to reinvent the wheel.

See <http://MedicalMarcom.com/Rebuild> for a short and inexpensive way to redesign your website if you need it.

- Include short videos wherever it's reasonable to do so. By short, I mean less than 75 seconds. They don't have to be "super professional."

We just want to hear your voice. It's a preferred medium for those who learn better by listening and seeing versus reading.

Concept 6: Test Your Site Design

There is a brilliant website called "[Which Test Won?](#)"

Each week, the company features side-by-side screen shots of web pages. The pages differ by an element or two and visitors are asked, "How good is your gut? Vote for which version you think won."

Now consider, fans of this site predominantly are in marketing services. Many design sites for a living.

And yet, most often our "gut" is wrong.

The best way to learn how your audience will respond to your site is to test versions, side by side.

In "[How To Test Your Web Design Inexpensively](#)," you'll find an instructional nine-minute video detailing the tests we ran for a medical device conference site. From the test we learned,

- The event name which best described it.
- The preferred color and imagery of the homepage banner.
- A key insight we never would have guessed on our own.

Indeed, we didn't even think to ask about it!

Testing and its sibling "Market Research" is a big topic and far beyond the scope of this paper. If you'd like more information, [shoot me an email](#).

Concept 7: Treat First-Time Visitors Differently

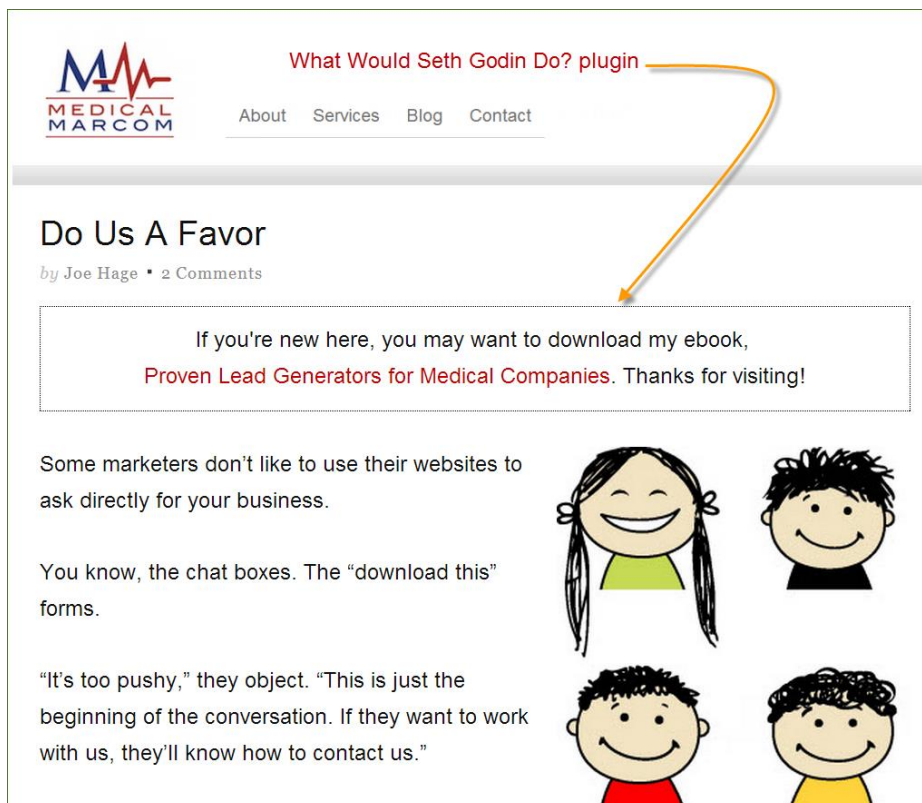
Do you know who Seth Godin is?

Seth is a 14-time best-selling author who writes about marketing and how ideas spread. (I credit the ideas in his first book [Permission Marketing](#) for helping me land a job at 1800Flowers.com back in 1999.)

Anyhow, there is a WordPress plugin called "[What Would Seth Godin Do?](#)"

According to Seth, "One opportunity that's underused is the idea of using cookies to treat returning visitors differently than newbies. It's more work at first, but it can offer two experiences to two different sorts of people."

Below I show you how it would appear on the Medical Marcom blog page for first-time visitors.



It works.

I know it works because I Use urchin tracking modules (outside the scope of this paper) to track my clicks.

When a new subscriber hits my email marketing software (I use, and highly recommend, [AWeber](#)), I get an automated email like the one on the right.

On the very bottom there you can see the location; that is, the page the subscriber was on when she subscribed.

The ?utm_source=WWSGD extension tells me the Seth Godin plugin generated this lead.

Similarly...

Variants on this concept:

- Creating a landing page served only to first-time visitors. (I'm a fan of this.)
- Serving a pop-up to first-timers. (I know you hate pop-ups but they do have a place because they can be Be effective. Don't believe me? Test it!)

This is a confirmation message from your AWeber ## account unit name "medicalmarcom". The person below was added ## to your leads list and emailed message 1.

FORM DATA:

meta_web_form_id: 11453478

meta_split_id:

listname: medicalmarcom

redirect:

<http://www.medicalmarcom.com/complimentary-white-paper/>

meta_adtracking: my_web_form

meta_message: 1

meta_required: email

meta_tooltip:

email:

submit:

Location:

http://www.medicalmarcom.com/medical-device-marketing-ideas/?utm_source=WWSGD

Sent By: 71.83. .189

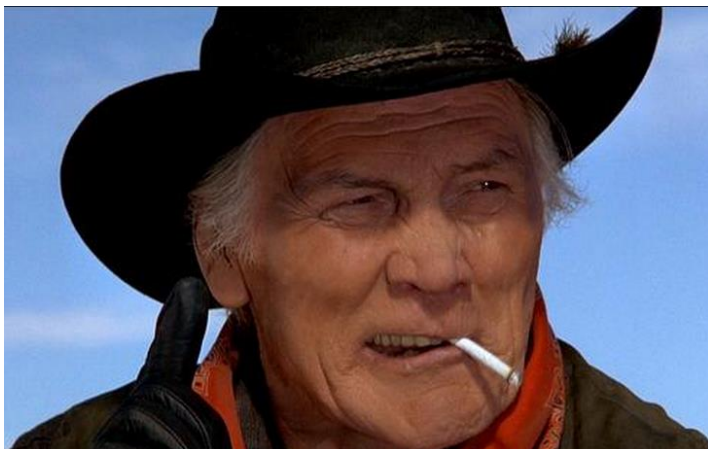
Concept 8: Have A Singular Focus For Promotions

From the movie *City Slickers*,

"Do you know what the secret of life is?

No. What?

One thing. Just one thing. You stick to that and everything else don't mean spit.



That's great.

But what's the one thing?

That's what you gotta figure out."

When folks come to your site...


... you'll have more success if there is only one logical thing to do on that page, *especially* when you are running a promotion of some kind.

On the landing page for Rob Packard's "Best Practices in Medical Device Auditing" webinar (see page 17), there was only one thing to do.


You could register. Or you could leave.

No distractions. We even removed the primary navigation across the top for fear something would distract the visitor.

You might say, "But isn't that risky? If they came to the site, don't you want to keep them there as long as possible?"



Best Practices in Medical Device Auditing



QA/RA Expert
Robert Packard

"Do you have a procedure?" Yes.
"Is your test equipment calibrated?" Yes.
"Is the inspector trained?" Yes.

“ *Is this any way to conduct an audit?* ”


Most auditors go through a yes/no checklist and what you get is a "check box" mentality.

That's no way to make sure you're ready for the FDA. Nor is it the way to uncover new opportunities to innovate, improve, and cut costs.

Quality and Regulatory Assurance Expert Rob Packard and Quality Management System Expert Brigid Glass present "Best Practices in Medical Device Auditing" for a better way to prepare for an FDA inspection.

[Request using LinkedIn](#)

Don't have LinkedIn? [Fill in this form.](#)



QMS Expert
Brigid Glass

In the case of a promotional offer, I'd say, take the risk. Visitors who clicked through got this far based on the promise of what this page held.

It's binary: Either you do a good job and convert them or they move on.

In Rob's case, a full 50 percent of visitors registered for the webinar. A huge success for his program.

P.S. As a (small) concession, the "Medical Devices" logo on the top left-hand corner was clickable to the site's homepage.

Concept 9: Outbound Emails

I won't quote from *City Slickers* again but emails have a singular purpose as well: To get the recipient to click on the link.

"Just reading the email" isn't good enough.

You want them to click through to your site and to land on a page which corresponds perfectly with the email message.

I shared the image on the right on the webinar. For a hungry salesperson, that one link is all he needs to know before he clicks through to learn more.

About color

On a related note, when you really want someone to click, send a message without art, headers, or pictures for two reasons:

- Emails awash in color tend to scream, "I'm an ad or something that's not mission-critical to your job."
- When's the last time your boss sent you an urgent message and took the time to add photos and color? (Never.)

About link placement

It's always best to place the most important link as close to

Subject: Guaranteed SPIFF money

MedCo is running a
Compelling Q2 spiff
program. They are
practically giving
away money.

MedCo Q2 Promo
<http://ow.ly/123456>

Good selling!

Bob Smith
VP of Sales and Distribution

the top of the email as possible. If you've ever heard the expression, "above the fold," that's what we're talking about. It means letting the user act without having to scroll down.

About subject lines

Spend the most time on the subject line.

Second only to the "who is this from," the subject line is the most important part of your communication. The success of your email campaign depends on it.

About rented lists

An old direct-marketing adage states a campaign's success is built 40% on the list, 40% on the offer, and 20% on the creative.

Rented lists *can work* and may be *worth testing* but I rarely recommend clients rent them.

Oftentimes, and even from the best list brokers, the lists are not clean enough and/or the lists are overused.



No, there's really no way around it. The best list you'll ever have is the one you curate yourself from having earned the trust of the prospect.

For more

For more on emails see "[What's Wrong With This Email?](#)" and "[How to Piss Away \\$3,000 on an Email Blast.](#)"

Concept 10: Live chat

I can't overemphasize how valuable adding live chat can be for your business.

Knowing someone is available – right now! – to help me empowers me as a prospect or customer.

I use a tool called [SnapEngage](http://medgroup.biz/snapengage) and it has single-handedly won me tens of thousands of dollars in business.

"I hate pop-ups"

If you're part of the "I hate pop-ups" crowd, you don't have to use the "proactive chat" feature.

But consider this.

If a prospect abandons your site because you served a pop-up, either (a) wasn't a serious prospect or (b) you didn't do a good enough job with your messaging to explain the value.

I've had people get the proactive chat and ask, "Is this really Joe?" And when I tell them it is... They... Are... Shocked. They "can't believe someone as busy as [I] must be" is really online



to help them right now. So, I suspect, they feel special that I would stop everything to engage them.

And isn't that how you want your customers to feel?

"But we don't have anyone to do it..."

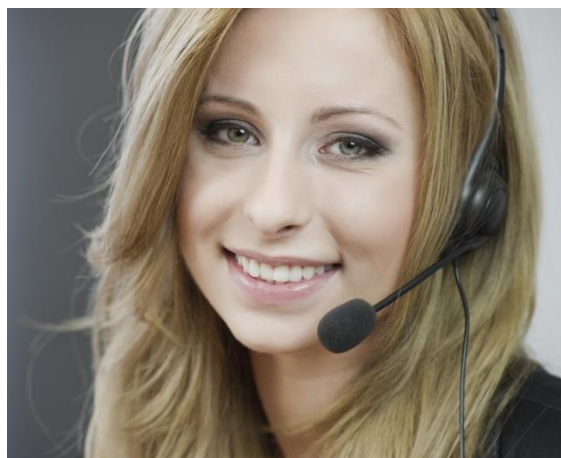
When I hear this objection from clients, I say:

There Are People

On Your Site

Right Now

Who Want Your Help.



What "more important things" do you have going on right now than winning new business and serving loyal customers?

And...

These prospects are the best leads you are ever going to get! You can spend THOUSANDS for a qualified lead. Here is one right now! Go talk to her!

"No, but seriously, who will handle the inflow?"

I can only speak about SnapEngage, the system I use. The "back end" of the system is Skype. So when I am offline (not on Skype), visitors see this image:

... and no chat box is served.



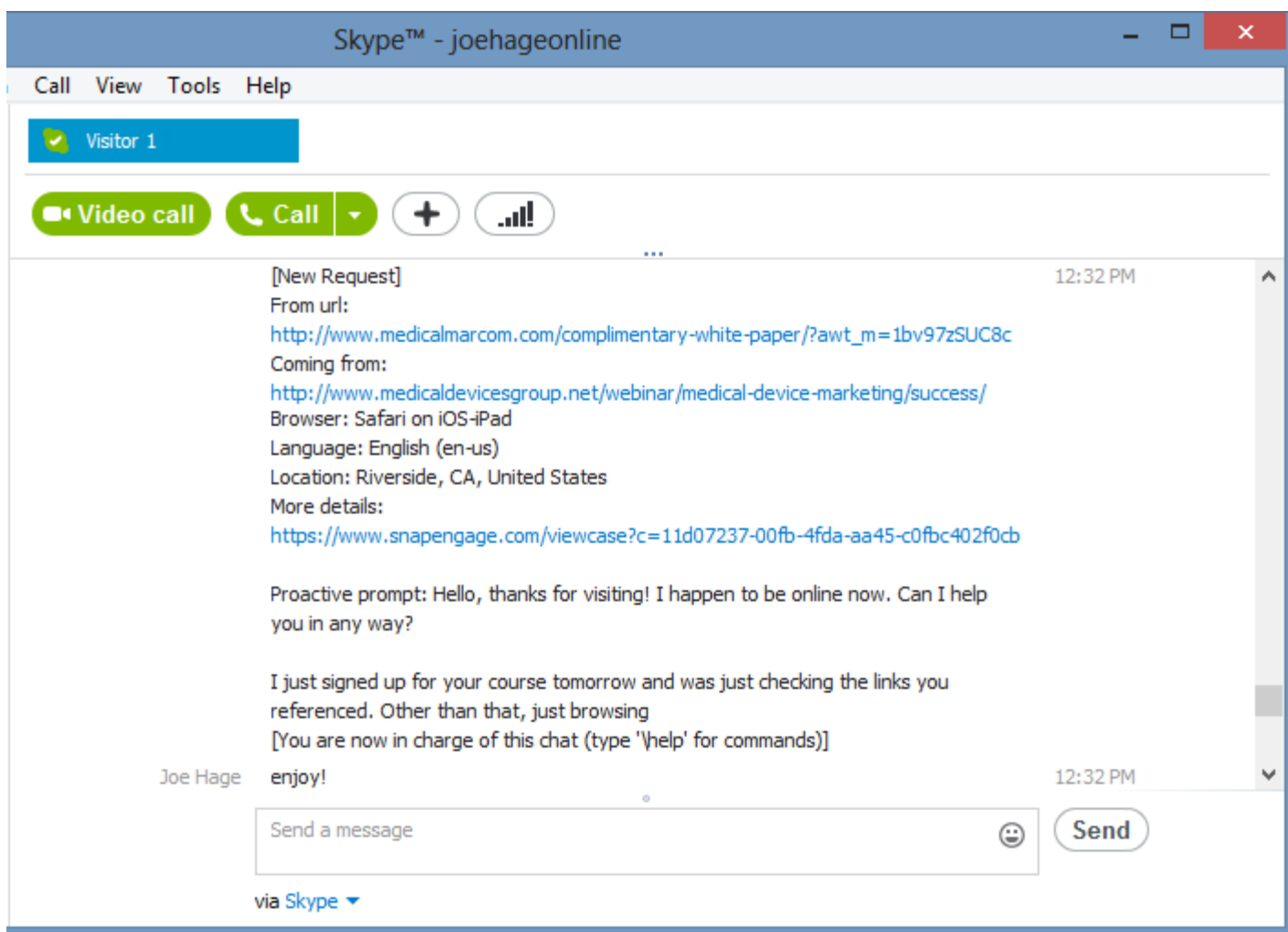
When I am on Skype, visitors see this image:



... and the chat box opens 15 seconds (my setting choice) later.

If the user ignores or closes the chat box, I am never notified.

It is only when a user engages me, I get a Skype alert that "Visitor 1" is on the line. In the example below, I learn my visitor is in California, has just downloaded my white paper, and has signed up for my webinar. All before I say a word!



My point? Having SnapEngage running in the background while I'm multi-tasking anyway, doesn't require much time at all. I may get interrupted twice daily.

For the business I've earned in return, it was well worth the time and investment.

I'm sorry these last three pages sounded so salesy, like I was trying to earn an affiliate check or something. I'm empathic about the value of live chat.

It's the single best site conversion tool I know.

So Much More

If you've read this far, thanks!

There is so much more to share. We didn't talk about:

- Blogging. Keeps your site fresh. Adds relevant content. Prospects appreciate it and it improves your Google ranking.
- [Webinars](#). Great for lead generation.
- "Universities." Online courses your distributors, customers, and prospects can take. Demonstrates your subject matter expertise and shows you're more than just "pushing product."
- Package inserts. Don't let another shipment out the door without a "ride-along" introducing related products/services.
- Online product registration. You may not even know who your customer is if your product goes through distribution. Give an incentive for online registration. Upsell.
- Partner microsites. Let your alliance partners they're important. Make multi-page microsites that cater to them.
- [This email trick](#).

Coda

If you call your marketing team for tweaks to your website, making brochures, and things like that, give them another look.

Good marketing is far more than “collateral production” and “making changes on our website.”

Sit down with your marketing department or agency and discover how many of the items we discussed here and on the webinar you have working for you.

Then let’s talk.

If I, as founder of Medical Marcom, can’t help you, I’m confident I know someone in my [Medical Devices Group](#), the world’s largest medical device community, who can help you.

Either way, I look forward to helping you get the business you deserve!

Thanks for taking this journey with me.

Joe Hage

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