

6 digital healthcare marketing strategies

for 2021

The year 2020 created chaos in the healthcare marketing industry. Healthcare marketers were consumed with responding to changing information. But in chaos there is opportunity, which makes 2021 a perfect time to step up your digital marketing strategies.



Make telehealth work for you

COVID-19 has officially pushed us into the telehealth age—whether we like it or not. Help make it easy for patients and their families to access care this way.



Ease the experience

The patient experience has shifted due to COVID-19. Find ways to provide a seamless experience with the ability to use more online tools for communication.



Use geographical SEO

If you have a patient searching for healthcare, the search results will show businesses closest to them, making SEO a little easier for your healthcare organization in 2021.



Keep your online ears open

With voice search on the rise, make sure your website content is optimized effectively.



Make the most of marketing content

Captivating content will help attract more patients. Healthcare consumers expect clear and up-to-date communication.



Meet patients where they are

Integrate livestreaming, voice searching, podcasting, virtual reality or wearables into your marketing strategy.