

This 1-day Workshop was created for healthcare business owners, marketing managers and anyone in the healthcare sector who wants a better understanding of ethical digital marketing.

WHAT THIS ONE DAY COURSE COVERS:

At the end of the day you'll be able to vastly improve your results with digital marketing, either by yourself or with your chosen supplier.

Marketing Fundamentals

How to effectively market a small/medium sized business in the medical area:

- Digital marketing essentials
- The changing landscape of marketing
- Strategic marketing in a digital landscape
- Brief, Plan, Run, Report, Optimise

How to Do Your Own Website Audit

Broken down into different components:

- User experience and conversion paths
- Check of how Google sees your website
- Check of how Google sees your business online
- The most important 8 statistics in Google Analytics and what they tell you

Social Media Key Platform Review

Evaluation of x3 platform (Facebook, Instagram, and YouTube)

- Content production and advertising strategy in line with the AHPCSA Code of Ethics
- Advert manager breakdown with specifics for customer targeting
- Content marketing within YouTube
- Social media management training

Online Ethics

- A step by step review of the online guidelines for Healthcare Practitioners and Allied Healthcare Practitioners
- Workshop examples of ethics online and the best approach
- Social media management when posed unethical questions publicly
- Digital advertising examples with ethics in mind

CRM Programs and Incentivising Advocacy

- Looking at existing and potential to increase brand awareness through advocacy.
- Emails communications and best practice
- SMS use and tools
- Loyalty and messaging opportunities

Summary and Future Proofing Yourself

- Summary points

Ongoing self-learning and development

FOUNDER OF DRIVE DIGITAL

After receiving an honours degree in New Media Marketing in London, Will Talbot has worked in the digital marketing industry for 14 years in some of the world's leading digital marketing agencies. At those agencies, Will worked with Microsoft, UK National Health Service, Unilever Health, Man City FC and England Rugby. In 2017, Will left his position of Business Unit Director to start Drive Digital. Drive Digital specialises in marketing training and consulting. Drive Digital's 1-day 'Digital Marketing Workshop for Healthcare Practitioners' started in 2018 and received wonderful feedback from its attendees

