The Complete and Awesome Guide to

Social Selling for Healthcare Professionals



SOCIAL SELLINATOR.COM

YOUR EASY WAY TO SUCCESSFUL SELLING WITH SOCIAL MEDIA

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Social Selling on Facebook for Healthcare Professionals



The healthcare industry has gone through quite a transformation in the last decade. There are now many new approaches to organizational processes of healthcare institutions.

For example, AI is expected to help with diagnosing skin cancer, strokes, eye, and heart diseases.

Virtual healthcare is expected to make strides in physical therapy and pain management. It will also find application in resolving traumatic experiences through virtual exposure.

Experts point out that future development in virtual healthcare is going to save a lot of time and money. It will allow consultations with out-of-town experts, home check-ups without going to the doctor's office, and more.

But that's all still some time down the road. Let's talk about the more immediate advantages the IT sector offers to healthcare organizations. Specifically, how Facebook can help them find new ways to reach patients and improve the services they provide.

Advantages of using Facebook for healthcare organizations

We've all witnessed the diverse ways Facebook can be used by businesses to reach new clients and improve their customer service. Most of us have experienced social selling on some level on Facebook.

The healthcare industry is no different than regular businesses using Facebook for marketing. Let's see how healthcare professionals can use Facebook to boost the success of their private practices.

1. Improved service for modern patients

Modern patients have different expectations from the medical practitioners they opt for. The most numerous age group on Facebook is between 25 and 35 years old. Around 58 million users fall into this category.

These people are tech-savvy and expect their physicians to be as well. Quick response time and a way to schedule a check-up without making a phone call are essential.

Through the use of Facebook, meeting these standards becomes a lot easier.

2. Finding new clients

The advanced features of Facebook advertising give private practices a lot of options. A business page for your practice is the first step. You can also use local groups to introduce yourself and help resolve issues. And, of course, you can invest in PPC for more direct advertising.

3. Improved targeting

The biggest advantage of using Facebook is the advanced targeting when searching for your target audience.

There are several parameters that users can choose to find the right crowd for their advertisement. We're going to discuss this in more detail in our section about Facebook advertising.

4. Easy follow-ups

One of the biggest advantages of being connected to your patients is the option for an easy follow-up. If you prepare templates, you can follow up on your patient's state through the use of messenger in no time.

The idea is to keep track of their progress without being too obtrusive. On top of this, you can, in some situations, avoid having to make house calls. Any follow up questions they may have can also be answered this way.

5. Patient recommendations

Having a presence for your practice on Facebook gives your patients an easy way to provide recommendations. They can simply share your Facebook page with their friends' inbox.

Furthermore, their friends see their activities related to your page. These include leaving a review, a comment, and liking a post. It's how you get a kind of passive recommendation.

Creating a Facebook business page

You need to invest precisely $0 to create a Facebook page. There are many benefits to having one, though.

First of all, you can create a gallery of photographs to present your practice, staff, and facilities to your patients.

Second, you can add a map to the exact location of your practice. You can also add a telephone number, email, working hours, and any other relevant information.

Your page also gives you a peek into Facebook insights. This is like a version of analytics for your Facebook page, which provides you with all sorts of information related to your audience.

Through this, you will be able to get to know your audience a bit better and make more educated decisions on how to approach them.

Facebook Ads and how to use them

One of the biggest advantages Facebook offers are their ads. They give you incredible options, and with a little bit of practice, you'll be able to reach the audience relevant to your practice.

Here are some of the parameters you can use when deciding on your target demographic.

Demographics – The primary way to target a specific audience, including rather self-explanatory parameters.

1. Age
2. Location
3. Work
4. Education
5. Relationship
6. Gender
7. Language

Interests – While not all interests are suitable as a targeting option for healthcare professionals, some are.

1. Business & Industry
2. Entertainment
3. Family & Relationships
4. Fitness & Wellness
5. Food & Drinks
6. Hobbies & Activities
7. Fashion & Design
8. Sports & Outdoors
9. Technology

Depending on the medical practice the user is running and the campaign they have in mind, they might go for different interests. If you are a dietitian, you might target people based on interest in Food & Drinks.

People interested in the healthcare industry might be a good target for a campaign focusing on content, etc.

Life Events – In some cases, life events can be an excellent way to target patients. For example, people who recently moved to your area through the Home & Living category.

1. Birthdays
2. Relationships
3. Family
4. Professional
5. Home & Living

Lifestyle & Financial – Some practices offer services that are considered a luxury. For example, these would be esthetic and corrective surgery. In these cases, it would make sense to target people with higher income or net worth.

1. Income
2. Net Worth
3. Travel
4. Seasonal & Events
5. Expats
6. Residential Profiles

Connections – A simpler category of targeting visitors of certain pages, users of specific apps, events attendees, and friends of friends.

1. Facebook Page Visitors
2. App Users
3. Events

Behaviors – This category is based on actions Facebook users make. They can help you get people to support your charity or other events you might be organizing.

1. Automotive
2. Business-to-Business
3. Charitable Donations
4. Digital Activities
5. Mobile Device User
6. Purchase Behavior

Retarget Ads – After doing digital marketing for a while, you will have a lot of users you're going to want to tap into again. This category allows you to use existing info to reach old customers or people of interest.

1. Site Visitors
2. Email Lists
3. Phone Numbers
4. Facebook User IDs
5. Video Views

Sure, to use this advertising system, you need to invest some money. We advise that you start out slow if you have to do it on your own. If you want to go big from the start, we suggest that you hire a consultant to help you out.

Creating a steady following

This process is going to be slow, but it's well worth it. You do not want to build a following for numbers alone. We know this may seem counterintuitive as numbers usually come as a sort of assurance of quality.

Getting random people who don't interact with your brand is going to make your analytics inaccurate.

Build a following from your patients, current and former, will help you determine which demographics to focus on. It

You can keep your existing audience engaged and grow new, relevant followers through several techniques. Content marketing is one of the best and most commonly practiced ones.

Still, you can also share relevant public announcements, relevant medical news, and more.

Common Mistakes

One of the most common mistakes businesses make when using Facebook is not creating a business page and creating a profile like any other user. This kind of profile will be banned by Facebook sooner or later.

Furthermore, nobody is going to add your business this way as most people know this can be a security risk.

Another common mistake is to be too pushy with your online communication. Badgering your audience online isn't going to do your business any good.

The opposite is also true. If you are unresponsive, then it defeats the purpose of having a Facebook presence in the first place.

Opening a direct channel to your staff can also be a problem if your patients abuse it. You need to make sure that your channels are open for emergencies and legit communication.

It is a fine line, but with enough practice and planning, it can be done.

Conclusion

Facebook offers a lot of advantages to medical practices that want to step up their customer service. More importantly, it does so through an interface, the patients are used to and feel comfortable using.

There is a learning curve to the use of facebook for social selling, but the benefits are many. If your goal is increasing the number of potential leads for your practice, Facebook can help you out.

Social Selling on Instagram for Healthcare Professionals



When it comes to social selling, many people don't consider Instagram their primary platform. Marketers mostly use the platform for relationships and brand awareness building. Some of the primary reasons why people avoided Instagram was because they couldn't use sponsored posts or add links.

This is not the case anymore.

The selling potential has increased a lot on Instagram in the past couple of years. Yes, even healthcare professionals can sell their services on this platform. Today, we are going to talk about ways you can do this as well. It might seem unrealistic but stick around for a while and see what we have to say.

Benefits of using Instagram for social selling of healthcare services



Instagram is a viral social platform. Users are engaged, and they are willing to interact with each other and with businesses. Around 200 million daily users visit one business profile each day, if not more. A lot of people learn about companies, their products, and services on Instagram.

Shopping on Instagram is no longer a taboo. At the same time, Instagram keeps growing as a platform. This means that there is a constant influx of new customers. Let's go through some important facts that show how beneficial selling on Instagram can be:

- Instagram is here to stay: Instagram has over a billion monthly active users. It's one of the largest social media platforms. What's even more important is the fact that the platform keeps growing. On top of that, it has an evenly distributed user base around the whole globe.
- It offers incredible engagement: For a platform to be good for social selling, it needs to provide engagement. Engagement shows how active users are on a particular platform. Social media engagement includes comments, likes, and shares that users do.
- Excellent visibility: Instagram doesn't display posts selectively to users. If a user is following a business, he or she will see all of their posts each day. Partially, this is why this network gives excellent engagement. With Facebook, for example, business pages have limited visibility, and they have to pay for sponsored posts. At the same time, Instagram posts last for a longer time. They don't disappear like tweets or get buried down among other posts like on Facebook.
- Visual platform: You probably heard of the saying "a picture is worth a thousand words." When it comes to online sales, this is even truer. Visual platforms are becoming more popular because visual content can instantly be consumed. It doesn't require any time or effort. On Instagram, users are used to visual content. They expect marketers/sellers to deliver it to them.

Finding a good approach for an image-centric network

Visually dominant social networks are great for social selling. However, if there are a lot of visuals, this means that you will compete with other companies. You will have to create content that will outshine theirs. When talking about Instagram, images are the most dominant type of content.

People take photos and selfies, and they share them every day. On top of that, they are used to looking at other people's photos and reacting to them. As a healthcare professional, you need to present the effects of your services or products. Show the results that they've given and shared your patient's stories.

For example, if you are a cosmetic surgeon, you can show how your clients looked before and after. Show how you do your procedures and how they've changed the life of your patients. Still, avoid displaying images that might scare someone away. Here are some ideas for photos:

- Stock images
- Original photos
- Before and after images
- Patient testimonials
- Behind the scenes photos
- Service or product photos
- Patient quotes images

Warning: Don't be tacky or compromise patient privacy

When you are sharing photos and posts with your patients in them, always make sure to ask for their permission. Some people don't want others to know what kind of medical procedures they've had. After all, these are very personal things.

If we take cosmetic surgery as an example, most patients don't want others to know they've had this kind of procedure. No matter what type of information you wish to share about people, make sure to ask them for their permission.

On the other hand, if they don't want you to share images about them, you can blur their faces. This way, you will be able to show the before and after pictures without revealing their identity. Still, make sure to ask permission even for this kind of image.

Essential tips to keep you on track:

1. Hashtags are crucial



Hashtags can help you recognize sales opportunities. They are used both for finding buyers and promoting your content. Hashtags are # symbols that are placed before a keyword. Through them, users can search Instagram for products or services they need..

For example, if you post a before and after photo of #teethwhitening, someone could search for this term and find your picture. Subsequently, they might look at your business profile and become a patient. Additionally, hashtags are essential as they drive engagement.

Look for the keywords relevant to your customers and industry. However, also look to establish a branded hashtag through which people will recognize you.

2. Respond and engage

No matter what kind of network we're talking about, it's essential to be active. The same thing applies to Instagram. You need to follow relevant people and businesses and engage with them. Make sure to post at least once per day, or you won't get the results you need.

Furthermore, if you like and regularly comment on other people's posts, they will engage in a conversation with you. This is how you open up an opportunity to showcase your knowledge and, ultimately, your products or services.

3. Promote events regularly

There are a lot of healthcare conferences and events you can attend. You can even organize your own. No matter what you do, always make sure to promote those events on Instagram. Show that you are an active member of the industry and keeping updated with the latest practices.

This is how you can find new potential customers. By doing this, you will let the attendees know that you will be a part of an event. This could lead to networking and meeting potential clients. On the other hand, posting about events on Instagram will also make online users take you more seriously.

4. Keep your post educational and informative

Apart from trying to showcase your personality and approach, your posts are a great tool for showing expertise. You need to show value to potential customers. Talk about the most common issues they might be having, how to deal with them on their own, or how you can help them.

One of the best ways to do this is through videos. Instagram captions need to be snappy and short. With videos and stories, you can convey more information in a shorter period. At the same time, you can add exciting visuals that will keep the viewer's attention.

Content ideas to keep you feed interesting



Present your team (yourself)

A group photo of your whole team is always a good idea. It allows you to present yourselves and drive more interest. Clients still want to see the people behind a business and learn more about them.

Answer frequent questions relevant to the industry

This type of content can be published daily. It’s an excellent opportunity to drive engagement while also being helpful to customers.

Answer the FAQs you’ve received but also general questions that are commonly asked in the industry. This shows you are accessible, and a lot of people will send you a direct message if they see that you might be able to help.

Share the same post multiple times

If you had a successful post in the past, don’t be afraid to share it again. However, make sure that you let enough time pass between re-sharing. Add more relevance to the post and perspective by writing a caption.

Talk about your patients/customers

Sharing photos or videos with your customers in them can be compelling. Talk about the issues they’ve had, what they went through, and how you were able to help them. Make sure to follow your customers on Instagram as well and tag them in your posts so that they can engage as well.

Conclusion

With a bit of time and effort put in, you can establish a compelling Instagram account for your business. Our primary focus should be the content you deliver to potential patients. Always make sure to give them value and look to inspire them if possible. Bear in mind that it will take time for you to build a right presence with a lot of followers.

30 Customers in 30 Days: Generating Online Leads as Healthcare Professionals



1. Geo-Targeting

Geo-targeting means delivering content to a website visitor based on their geographic location. Geo-targeting is an effective technique for increasing lead generation and conversion rates. Especially in the healthcare business, you need the most accurate, highest-quality, relevant content.

Geo-targeting allows you to go one step further and deliver different content or advertisements specific to each prospect's location.

2. Contests

Contests excel at improving lead generation:

- Provide real value through the prize you're offering, like an extended trial of a service or product
- Everyone's a winner – offer a sale exclusive or a discount
- Use social media – make your contests go viral and then use a call to action to seal the deal

3. Quizzes

Quizzes help:

- Inspire potential prospects to engage with your brand
- Provide informative content to gather contact information your business can use for further engagement
- Bring in brand awareness through various brand-related events and in-person experiences
- Use past successes to aspire brand trust
- Personalize your value proposition to grab the attention of prospects

4. Educational content



In healthcare, educational content is the key to generating leads. Your visitors will visit your website to look for answers.

Aim to provide personalized educational content with clear call-to-action invites. Your chances of increasing lead generation will look much better. Content is king in a world of the internet.

5. Social media listening

This lead generation technique helps you:

- Reach your target audience by conveying your message in a relevant way
- Create an ongoing listening campaign to increase the prospect engagement
- Provide personalized customer service to improve customer experience
- Engage with influencers to expand to new markets
- Boost brand exposure by remaining relevant in your industry

6. Gated content

Gated content is content your potential customers can only access after providing their information. This is an essential step in creating an effective lead generation strategy. You need to attract top leads to convert them into customers.

The best way to do this is by providing informative content. Use podcasts, demos, case studies, white papers, guides, and videos to cover every step of the customer journey.

7. Establishing a community

Social networks like Facebook can be helpful for generating leads as a healthcare professional.

You can beat the competition by paying to advertise your brand. Establish a community to build brand awareness, enhance engagement, and reach a wider audience. Use your community to target people by posting engaging content.

8. Live streams

This lead generation technique helps build buzz around your brand. Live stream events relevant to your industry to personalize your brand and provide answers to questions.

This is a great way to connect to your customers and explain how your products/services can help them solve real-life problems.

9. Chatbots powered by AI

AI-powered chatbots are among the biggest trends in online business. They allow you to take a customer-centric approach when creating a marketing strategy.

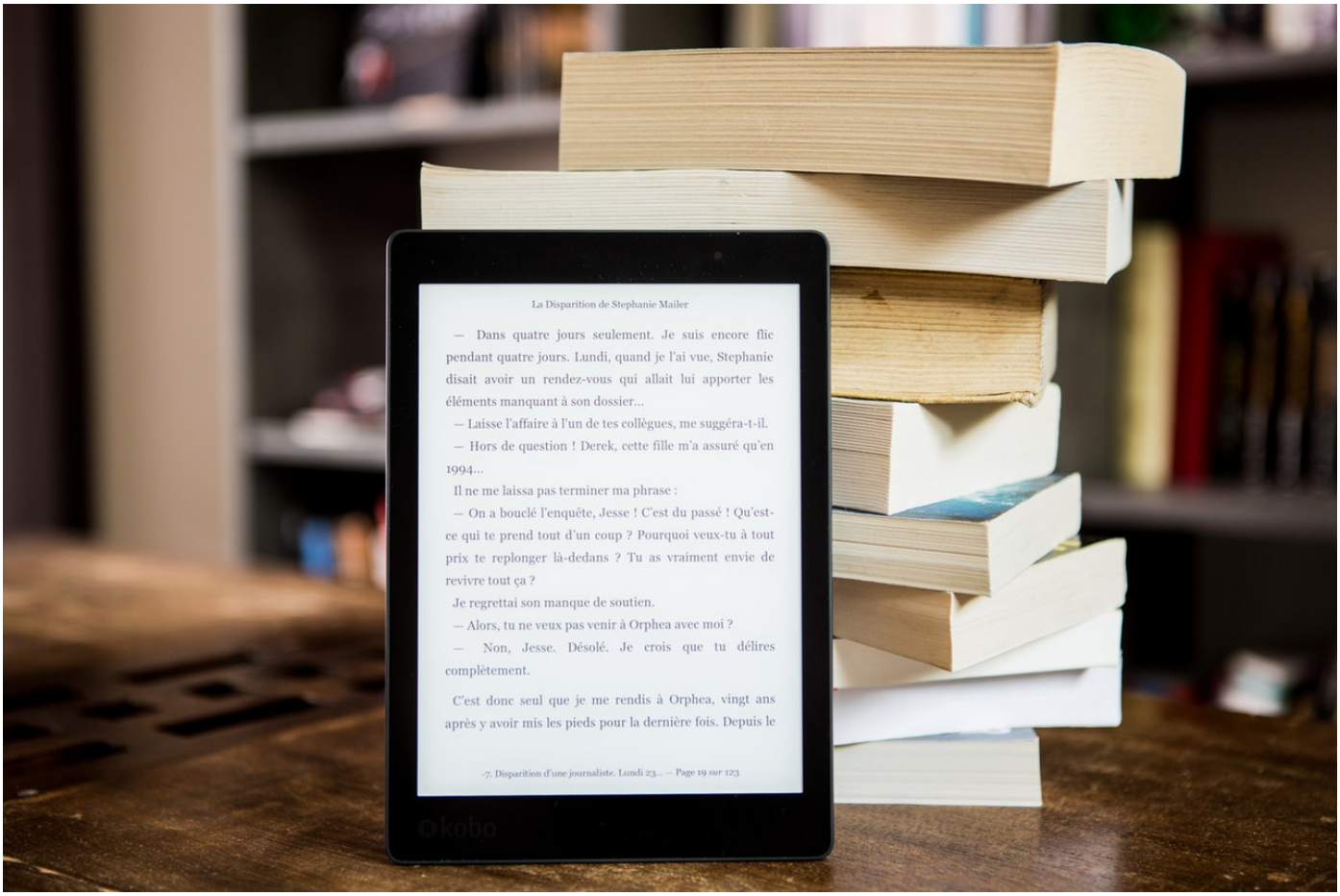
You can implement this technology on any platform or social media your customers prefer and let it work for you. It helps generate consistent leads.

10. Network with establishments that offer complementary services

Connect with establishments offering complimentary services. It will give you a chance to expand into new market and ultimately land you more leads.

This is the best way to skyrocket your healthcare business and find relevant buyer leads. These leads need your help, and they are ready to buy.

11. eBooks



eBooks help close sales, generate leads, and build credibility, trust, and expertise. They are living proof of your effectiveness and success.

They help customers become aware of your brand, take it into consideration, and make the right decision. That aside, eBooks are educational and informative, and the best way to attract leads by making your brand trustworthy.

12. Infographics

Infographics are among the most effective marketing tools. They have the power to influence potential prospects and grab their attention. This way, they provide relevant

information in an engaging way.

More than that, infographics help promote other content on social media. They increase brand visibility and drive engagement to your website.

13. Success stories

Success stories allow you to use satisfied customers to promote your brand. This gives you more credibility by providing real social proof of your services as a healthcare professional. Word of mouth is still the best way to drive more traffic and generate more leads.

14. Instagram and Facebook stories

Instagram and Facebook are the biggest online markets with incredible business potential. You can use them to engage customers in a personalized way. Generate more leads by following the latest trends. These include visual storytelling, answering customers' questions, and leaving comments.

Engaging in real-time conversation by encouraging opt-ins allows you to improve lead generation.

15. Paid social media ads

Social media ads allow you to personalize and customize your brand message. And that’s a great way to encourage potential prospects to engage with your brand and increase lead generation.

Tailor your brand message according to the preferences of each prospect to gain their trust and aspire brand loyalty.

16. Combine social with real events

Social media networks like Facebook allow you to create events, which is a creative way to generate leads.

This is an excellent way to get the most out of your social media marketing campaign. It also encourages your prospects to take action and engage with your brand.

17. Create a loyalty program

It's much easier and more affordable to turn your current customers into loyal consumers than to get new ones.

You can easily create a loyalty program by setting up a basic point system and rewarding your customers based on their participation. Or you could stage a competition - offer customers a chance for a free consultation when correctly answering a question about your services or brand.

18. Rely on analytics



Rely on analytics to:

- Get more consumers

- Understand your audience and their behavior, preferences and purchasing history
- Find out what areas are generating most leads
- Know which products and services are attracting leads the most
- Increase your marketing ROI by making decisions that help maximize your marketing efforts

19. Blog posts are a must

Sharing the highest quality blog posts brings many benefits to your brand.

Blogs help engage your target audience, generate leads, and improve the brand's visibility. A blog helps inform and engage your potential prospects to inspire brand trust.

20. Podcasts and other audio content

Podcasts and other audio content help you:

- Establish brand loyalty and credibility
- Use subscriptions to generate top leads
- Widen your target audience
- Create more partnership opportunities
- Encourage engagement by providing the most informative and relevant content
- Build a connection with your consumers
- Raise brand exposure and awareness

21. A guest post to relevant publications

Guest posting can be an effective way to create great opportunities. The best thing is that it helps your brand get the necessary exposure.

Your content can reach new audiences, and you can use your services and content to highlight what it is that you do. You can also add hyperlinks to point potential prospects in the right direction and drive more traffic to your website.

22. Keep track of your analytics and adjust

Keeping track of your analytics is the safest way to ensure your business grows. Marketing trends within industries change rapidly. Only those who can adjust to these changes and ongoing trends tend to remain relevant and competitive.

There are many tools you can use to track analytics and use the data in the right way.

23. Follow up with patients

Following up with your patients is an effective strategy that allows you to nurture newly generated leads. It shows your persistence and patience and presents you as a brand that prioritizes your patients over success.

If patients see that their opinion matters to you, they are far more likely to engage with your brand.

24. SEO and organic search

Organic search includes potential prospects who are searching for a specific brand in search engines. It provides organic leads, and you can increase your organic reach by optimizing your brand for search engines.

To do this, you need to leverage social media. Add relevant content, create conversion points, and understand your audience. You need to be consistent and publish content with the right keywords.

25. Mobile optimization

Most prospects are either online or mobile today. Mobile optimization allows you to reach wider audiences. It includes:

- Ensuring your website is mobile-friendly
- A mobile-friendly email
- Geo-targeting and social media ads
- A paid mobile search campaign
- An interactive mobile content
- Powerful video content to grab attention and capture leads

26. AdWords

To use Google AdWords to generate leads, you need to:

- Determine your budget
- Choose the right keywords
- Match your ad with the landing page
- Create several Ad Groups
- Use Google AdWords to create ads
- Include Call to Action

Be relevant and avoid spamming to drive targeted traffic.

27. Recommendations and reviews

If your customers are satisfied, they will recommend your brand. They'll write positive reviews that are the best tools for reaching wider audiences.

Recommendations and reviews give you credibility. They provide the necessary social proof of your services as a healthcare professional.

28. Network at healthcare events



Invite your potential prospects to the most relevant healthcare events. Share your activities, and success with your audience. Make sure you provide only the most relevant healthcare information.

Such interactions will allow you to create a meaningful relationship with your patients.

29. Use automation to speed things up

Lead generation is a process that requires repetition. Fortunately, there are many automation solutions for healthcare professionals. These will make your lead generation strategies much more time-efficient, affordable, and purposeful. Gain a competitive advantage by understanding how social selling works.

30. Have a regular schedule

Being consistent is the key to keeping your patients engaged with your brand. Be consistent in providing the most relevant type of content related to the healthcare industry. This will make it much easier to reach wider audiences and expand to new markets.

The Ultimate Social Media Cheat Sheet for Healthcare Professionals in 2019



In the ever-changing business landscape of today, using social media to promote your business is one of the best ways to get ahead of the competition. Most modern industries use a wide range of social channels to build their brand identity and online presence. That's how they reach a wider audience and ultimately increase their sales.

Find out what the best image sizes for social media networks are. Learn which social media management tools are the best paid advertising options to keep an eye on.

Image sizes for major social media networks

You can add or edit creative images to promote your healthcare services and attract your target audience.

a) Facebook

Facebook is one of the biggest social networks on the web, with 1.5 billion daily users. For optimal results, make sure to use the highest quality images available.

- Cover image: 820 x 312 or minimum 400 x 150
- Profile image: 180 x 180
- Shared post image: 1200 x 630
- Shared link preview image: 1200 x 628
- Event image: 1920 x 1080, in feed: 470 x 174
- Highlighted Image: 1200 x 717, on page: 843 x 504 (for better quality, go with a higher resolution at that scale)
- Square photo in feed: minimum 154 x 154
- Square photo on page: minimum 116 x 116
- Rectangular photo in feed: 470 x 246
- Rectangular photo on page: 484 x 252

- Smartphones display as 640 x 360
- Upload an RGB / JPG file less than 100 KB for the best results
- The best format for images with text or logo: PNG

b) Instagram

Instagram is the most popular platform for visual content. You need an online presence on this social media channel, and the quality of your content has to be impeccable.

Instagram gathers more than 500 million active users daily. You have to be consistent and upload and share your videos and images to your timeline and stories.

It's essential to maintain a 1:1 aspect ratio. Keep in mind that this platform is more about visuals and images than textual content.

- Profile image: 110 x 110
- Image thumbnail: 161 x 161
- Shared photos: 1080 x 1080
- Shared videos: 1080 pixels wide
- Instagram stories: 1080 x 1920 maximum, 600 x 1067 minimum, 4 GB maximum
- Videos to stories: 750 x 1334

c) LinkedIn

There's no better social channel for professional digital networking than LinkedIn. It's an excellent medium for increasing traffic and discovering new markets.

You can use this social channel to promote your business and its mission. It's also a great place for talent scouting and industry news.

- Personal background image: 1584 x 396
- Standard logo: 400 x 400 maximum 4 MB

- Profile image: 400 x 400 maximum, 200 x 200 minimum 10 MB maximum, PNG, GIF or JPG files only
- Banner image: 1584 x 396 4 MB maximum
- Profile image: 400 x 400, minimum 200 x 200 10 MB maximum
- Company cover image: 1536 x 768
- Shared image: 350 pixels wide
- Shared link preview: 180 x 110
- Company logo image: 300 x 300 4 MB maximum
- Company cover image: 1536 x 768 maximum, 1192 x 220 minimum 4 MB maximum
- Company page banner image: 646 x 200 2 MB maximum
- Square logo (company searches): 60 x 60 2MB maximum

d) Twitter

Twitter is the best social network where users of your services can talk about your profession and brand. It's where your patients and potential prospects request help, leave feedback, reviews, ask questions, and more.

Twitter is an excellent social channel for making a memorable first impression.

Your profile picture is the major recognition mark, visible to all on the Twitter stream and home page. Make sure you use images of the highest quality as they will represent your brand and you as a healthcare professional.

Post up to 4 images along with your tweets and try to maintain a 2:1 aspect ratio.

- Header image: 1500 x 500 maximum 5 MB
- Profile image: 400 x 400 maximum 2 MB
- In-stream image: 440 x 220 5MB maximum

- In-stream GIF: 3 MB maximum

e) Pinterest

Pinterest includes content comprised of external links. That's what makes this social network excellent for referral traffic. The trick is to post content that's attractive and attention-grabbing to catch the eyes of your target audience.

So, maintaining visual quality is vital to the success of your social marketing campaign.

There are three ways to grab attention on Pinterest: through your profile, on your board, and with Pinterest pins. Use pins to post larger images to grab more likes and increase engagement. Post attractive photos on the relevant Pinterest boards and build online visibility.

- Profile image: 165 x 165 10 MB maximum
- Board cover image: 222 x 150 55 x 55 minimum
- Pinned image preview: 236 pixels wide

Social media management tools



There are lots of social media marketing tasks you have to think of daily. Reporting, analytics, creating and publishing content, engaging potential prospects, to name a few.

With social media management tools, you can remain consistent and offer the most engaging content. These tools help save time by streamlining your workflow.

1. Sprout Social

Sprout Social is the best tool for maintaining a real connection with other brands and people. It provides several social media tools for reporting, monitoring, and social media scheduling.

One of the best features of Sprout Social is that it provides CRM tools for managing customer relationships. These allow you to understand your prospects' needs.

2. Hootsuite

Hootsuite will enable you to manage your social media in one place. It's more than just a tool – it's an entire platform with useful features that allow you to run social media ads, measure ROI, schedule content, and more.

Bulk-schedule your social media posts and connect all your social networks. You can also track several keywords and manage multiple accounts.

3. HubSpot

HubSpot is an inbound marketing tool that allows you to integrate your CRM, SEO, email, and social media marketing into a single platform. It makes measuring your ROI and comparing results across different social channels is much easier.

4. SalesForce

A great social media marketing platform for businesses of all kinds. Use it to align your SM sales tactics, customer service, and marketing to build a meaningful customer relationship.

5. Agora Pulse

This tool provides features for reporting, responding, and scheduling. It also offers unique features such as Facebook contest and competitor analysis apps.

6. Crowdfire

Crowdfire is an excellent tool for managing your Twitter account and scheduling content. Still, its biggest strength lies in suggesting articles for sharing. It also gives you the ability to connect online shops, YouTube channels, and blogs.

Paid advertising options



a) Facebook

Facebook offers several options to promote your healthcare business by targeting potential prospects. There are many self-service tools to create and run paid

advertising and track the performance. The options allow you to:

- Set your goal
- Target audience by behavior, demographics, age, and location
- Run your ads on specific mobile devices, Instagram, Messenger and Audience Network
- Determine the time period and budget for running ads
- Choose from six different ad formats
- Submit your order
- Track the performance

b) Instagram

Instagram allows you to create and run paid advertising. You can create ad campaigns and add them to the timeline of your ideal prospects.

Get the following you need by targeting both Instagram and Facebook demographics to build brand awareness. The options allow you to:

- Determine your objective
- Select your target audience
- Choose ad placement – select "all devices" to cover both mobile and desktop
- Select the best posting feature – stories, multi-image ads, 60-second videos or photos
- Determine your budget
- Format your ad

c) LinkedIn

LinkedIn allows you to reach your ideal audience and achieve your business goals. It allows you to:

- Target the right audience
- Create compelling and easy ads in minutes
- Control your costs and budget
- Boost your content across multiple devices to drive brand awareness
- Deliver personalized ads to improve lead generation

d) Twitter

Twitter has the right audience and diverse ad formats to amplify your brand message and reach an ideal audience. Twitter paid advertising options allow you to:

- Build brand awareness and maximize your reach
- Get more engagement
- Grow your following

- Drive more traffic to your website
- Promote your mobile app

Set your objective to target the right audience, set your budget, and make sure you consistently reach audiences daily. Don't forget to include a strong call-to-action.

Conclusion

Now you have all the necessary information you need to manage your social media and improve your marketing strategy.

The most important thing to keep in mind for success on social media is to be consistent. Follow the trends in your industry, keep up with social media changes, and you will grow your business!

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Check out our website for more social selling wisdom or call us at 408-800-5625. Let's discuss how we can help YOUR business benefit from social media!

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