



Advanced Strategies for Healthcare Marketers

The opportunity is now.

Healthcare has and will remain of crucial importance to our global community, with people increasingly seeking health-related content from trusted experts in the industry. Now is the time for healthcare marketers to amplify their purpose and use their specialized understanding of healthcare to prioritize efforts that will meet the needs of the community.

The mission of LinkedIn is simple: connect the world's professionals to make them more productive. This is also the primary goal of the healthcare industry.

Our deep understanding of the healthcare space is backed by first-party data and tools that advance healthcare marketers' strategies and provide a trusted platform to engage relevant audiences in meaningful ways.

This playbook will provide healthcare marketing professionals — from social media marketers to healthcare executives — the insights and ideas needed to build advanced healthcare marketing strategies.

What you will find in the playbook:

1. An overview of the evolving healthcare marketing industry
2. The importance of trust in healthcare
3. How LinkedIn is essential to advancing healthcare marketing strategies



The evolving healthcare marketing industry.

Specificity is more important than ever before.

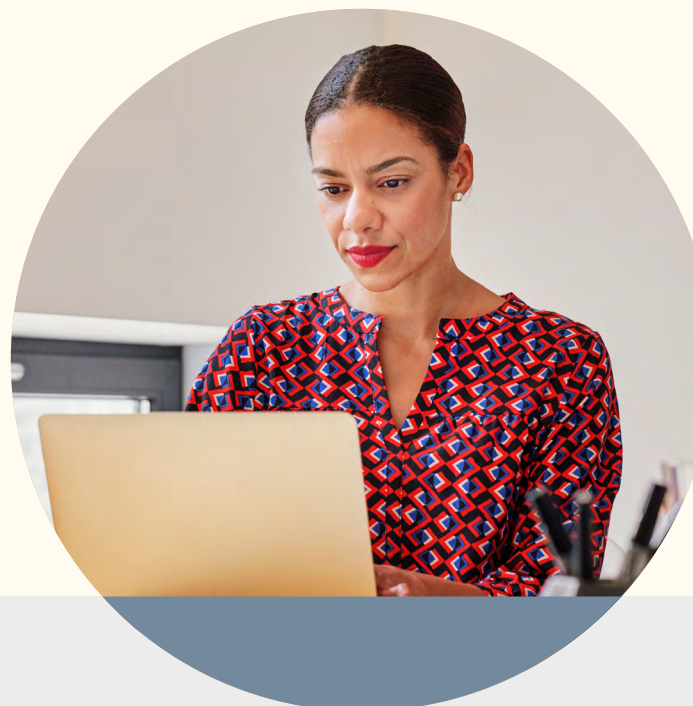
Healthcare marketers know the importance of defining and engaging not just target healthcare audiences, but also specific, focused areas of expertise within healthcare; from anesthesiologists to chiropractors and beyond, pinpointing a range of industry figures from key influencers to investors, reporters to PR managers, legislators to business leaders, and so on. It's important to not only target, but also define and engage.

You can foster deeper relationships by building well-defined audiences and creating specific, curated content.

Today, it's most likely you're being asked to do more with less, within parameters that sometimes shift by the hour. Efficiency, therefore, requires you to be more selective in order to be effective. Prioritizing a "quality over quantity" approach will ensure specific messaging meets specific audience needs.

Healthcare marketing audiences seek brands that offer more meaningful content and value opportunities for deeper levels of engagement.

Behavioral shifts among healthcare professionals has them seeking robust thought leadership content containing insights and new information. We've seen this reflected on LinkedIn, with 25-30% of content produced by individuals and brands now focused on knowledge sharing, editorial, and thought leadership.



The importance of trust in healthcare.

Trust and healthcare are deeply connected.



“ The trusted organization is the one that people turn to when they are in need. In healthcare, almost by definition, the customers are people who are in need. ”

— David A. Shore, PhD

founding director of the Trust Initiative at the Harvard School of Public Health

The recent Edelman Trust Barometer Special Report has revealed that **trust in healthcare is at record-level highs**, even within the last year.

Global trust in healthcare in 2020¹

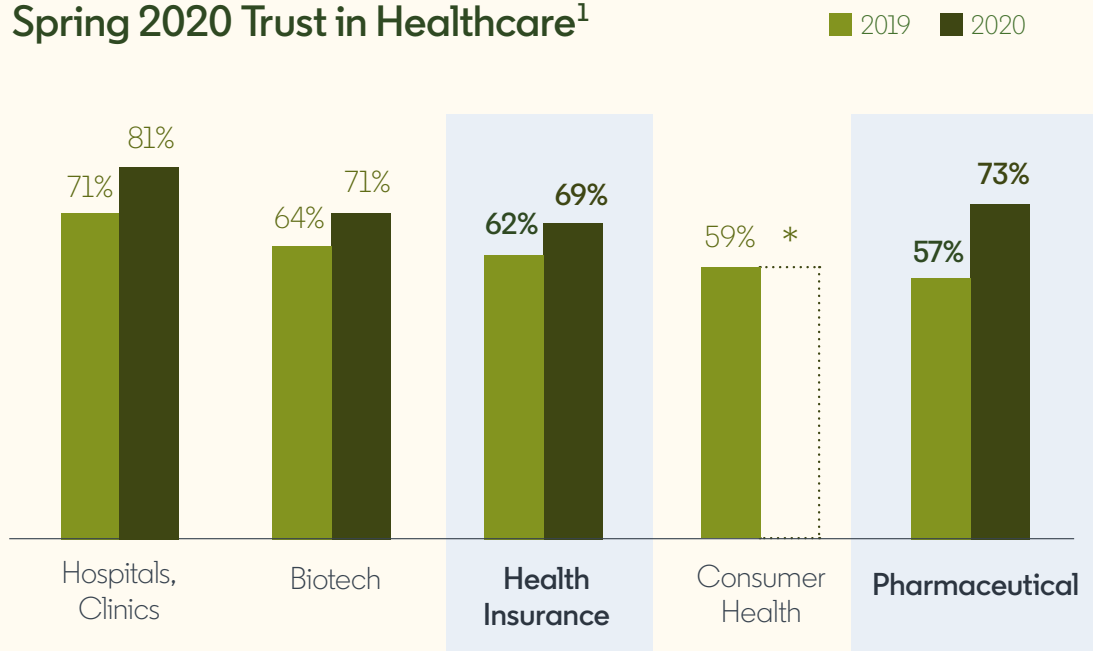


There's a growing opportunity for healthcare brands to increase awareness and deepen their relationships with consumer and professional audiences by building trust.

Focusing on trust may benefit pharma and insurance in their marketing efforts.

While trust is gaining momentum across healthcare, trust in insurance and pharmaceutical sub-sectors has historically lagged. Recent increases in trust show that prioritizing innovation and executive voices as marketing strategies are an opportunity for these sub-sectors.

Spring 2020 Trust in Healthcare¹



* 2020 update not available

2020 update:
Trust is gaining momentum in pharma

Trust in pharma increased 22% in the last year according to Edelman Healthcare Trust reports.

This represents a crucial inflection point for marketers as they adjust their corporate reputation strategy to sustain momentum.

Trust must be delivered with clarity and credibility.

According to Edelman's 2020 Trust Barometer and The Big Idea: The Trust Crisis from Harvard Business Review, there are two key components in building brand trust via competence and ethics, which raise the following questions:

Competence

1. Technically, can you deliver and innovate?
2. Socially, do you understand your business environment, and can you respond to change?

Ethics

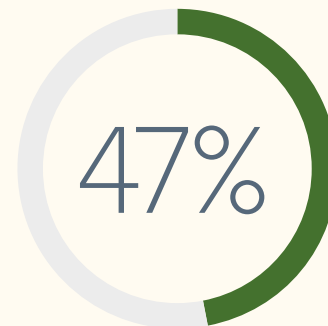
- Is your company motivated to serve others' interests as well as its own?
- Does your company use fair means to achieve its goals?
- Does your company take responsibility for all its impact?

When it comes to defining your trust narrative, **ethics drive deeper engagements** over competence.

Ethical drivers are

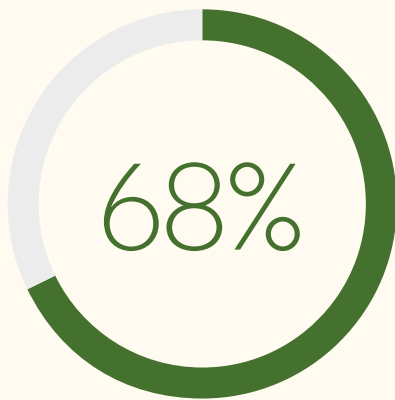
3X

more important
to company trust
than competence.



Less than 50% of consumers believe that businesses are doing well or very well at ensuring that the most in-demand products and services are available and easily accessible.

Executive voices are the epicenter of trust.



of healthcare sector
employees trust
their CEO when
speaking about
the pandemic.¹



believe their CEO is
meeting the needs
of the public during
this time.¹

Get started with executive voices:

1. Involve existing, active voices in brand marketing messages.
2. Start conversations with internal experts.
3. Read [Trust in a Time of Uncertainty](#) for examples of how executives are using LinkedIn to amplify their voices.



Drive engagement with receptive audiences.

Now is the time for healthcare brands to build on existing trust, strengthen relationships with key audiences (e.g. providers, influencers, brokers, and consumers) through digital advertising to expand reach and achieve efficiencies.

Trust is fleeting, so engage with your target audiences in the right environment today.

Large trust increases are followed by large trust falls.

— Edelman Trust Barometer:
2020 Spring Update

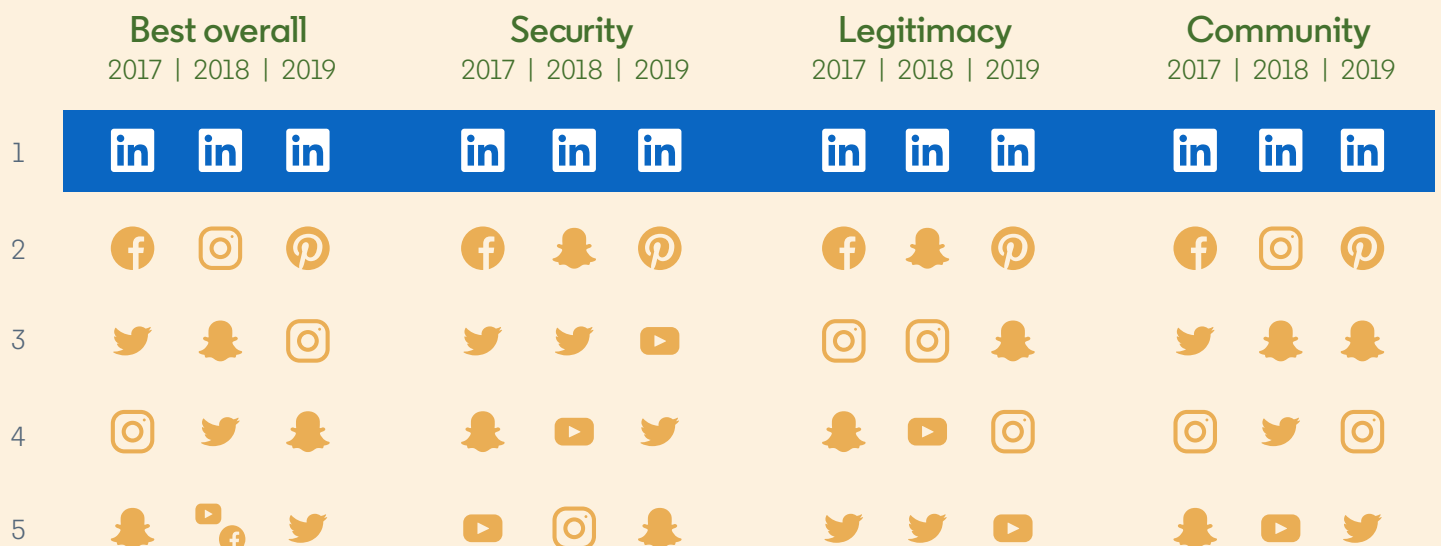


LinkedIn is essential to an advanced healthcare marketing strategy.

People need to feel like they are in a trusted environment when they engage, and **LinkedIn is the most trusted platform.**²

One of the challenges and opportunities of social media marketing is facilitating conversations between consumers and brands. Because members and brands consider LinkedIn to be a secure and trustworthy platform, a higher-quality dialogue is possible than what's often found on other platforms.

Consumers agree, and they continually rank LinkedIn as the **#1 trusted social platform**²



“

Whereas we can reach huge audiences on other platforms outside of LinkedIn, we don't reach a quality of a certain audience. And that's why we really believe that it's the most trusted platform out there.

”

– Lauren Ruotolo, Director of Creative Partnerships at Johnson & Johnson

“LinkedIn is consistently rated the most trusted platform by consumers.”

– Business Insider Intelligence
“Digital Trust Report,” October 2019

“Marketers rate LinkedIn as the most brand-safe platform.”

– GumGum Brand Rx Study
“The New Brand Safety Crisis” 2018

Perceived brand safety

While other social media advertising partners have had brand perception challenges, **LinkedIn is consistently rated the most brand-safe platform.**³



LinkedIn members value their individual brand, allowing brands to reach relevant, high-quality audiences with confidence.

Being a platform that members use to showcase professional achievements sets LinkedIn apart. When careers are in the making and reputations are being forged, professional and personal information is updated regularly. These member updates help marketers better understand their audience and facilitate relevant conversations, enriching the healthcare industry and growing your brand within it.

Mindset matters

Healthcare professionals on LinkedIn are active knowledge seekers and leverage the platform for sharing and engaging with relevant content. They are also receptive to advertising on LinkedIn, putting them in the right mindset for brands providing useful information.

Their intent mindset may be why LinkedIn users are more receptive to healthcare content marketing.

LinkedIn members in the healthcare industry are:⁴

1.2X

more likely to enjoy
receiving health and
wellness information from
healthcare companies

1.2X

more likely to purchase
from brands that share
content that interests me (vs.
advertising their products)

“

People come to LinkedIn to achieve ambitions, not be entertained, and research shows that audiences seeking advice and to learn are 1.7X more receptive to advertising.

”

– Millward Brown Digital Study, 2017



You can reach the right audience for your targeted message on LinkedIn where there are **over 675M global active members**, including:⁴



7.2M

healthcare
professionals



2.3M

professionals with
nursing skills



850K

doctors



120K

students taking
nursing courses



188K

healthcare
companies

So, with trust at a premium and LinkedIn members demonstrating the right mindset, consider this:

54%

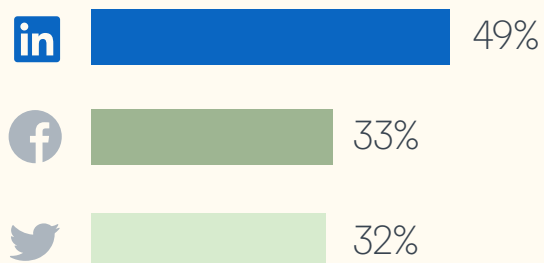
of US consumers said they actually prefer targeted healthcare advertising.

– PulsePoint Healthcare Advertising Perceptions Survey, 2017. n=1000.

Making the perfect match.

We have robust organic and paid features that enable you to reach and engage specific audiences seeking your message. But it's our members' attitude that speaks volumes and delivers more qualified engagement.

Percentage of users who like to receive **“information about companies and brands that I'm interested in”**⁵

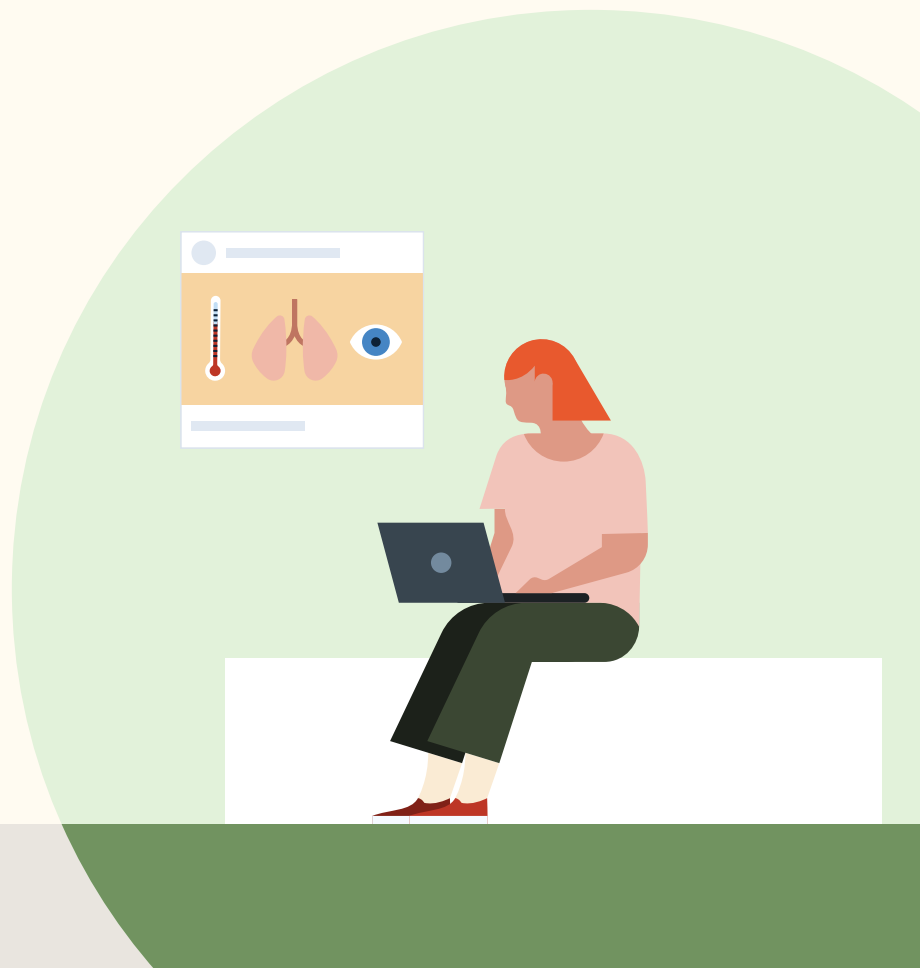


LinkedIn members are

1.2X more likely

to like receiving health and wellness information from healthcare companies.

— Interpret Digital Mindset Research, 2017



LinkedIn audience targeting capabilities

LinkedIn provides an array of turnkey tools that allow you to execute advanced marketing strategies. Through a mix of first-party data, derived data, your owned data, and custom segments, you can be sure you're reaching precisely the right audience.

1st-party data

Based on info provided by users upon profile creation

Company Name

Company Industry

Company Size

Job Title

Member Location

Degrees

Field of Study

Member Groups

Member Schools

Derived data

Data derived from 1st-party-supplied data

Job seniority*

derived from Job title

Job function*

derived from Job title

Years of experience*

Start year and current month of role

Interest targeting

Member gender*

derived from member name

Member skills*

Based on profile skills, endorsements, and keywords

Custom segments

Combination of behavioral data + 1st-party and derived data

Persona Targeting

Opinion Leaders,
Mass Affluent, High Net
Worth Individuals

Your own data

Utilize your own data from your sales team, marketing efforts

Matched Audience

Account-Based Marketing, Email
Targeting, Retargeting



Our targeting capabilities unlock key healthcare-specific audiences.

Here are the means and tools you'll have at your disposal in order to track and measure your brand.



Health insurance

- Brokers
- **Benefits decision makers** in key geographies in companies
- **Potential plan members** at specific employers during open enrollment



Corporate reputation

- Opinion leaders
- Investors
- **Activists and association leaders**
- Reporters
- **Digital influencers**
- **Legislators and staff**
- **Business leaders and C-suite**



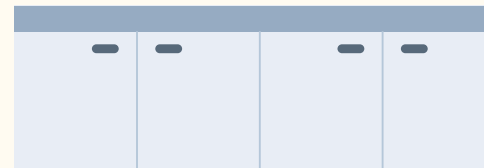
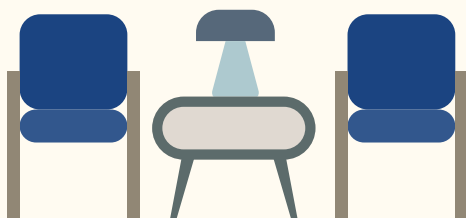
Healthcare professionals

- Key opinion leaders (KOLs)
- Physicians
- Nurses
- Pharmacists



Patients

- **Years of experience** as proxy for age
- **Gender**
- **Company name/size/location** as proxy for insurance coverage
- **Industry, for work-related ailments**



And, key audiences for brand and corporate communications — opinion leaders, investors, reporters/media, legislators and staff, business leaders/C-suite and other stakeholders — are also highly engaged on LinkedIn.

Compared to the average LinkedIn member, **your key audiences are more active, with:**⁴

2.9X
more shares



2.8X
more members
are sharing



1.9X
more Company
Page views



1.7X
more members are
visiting groups



LinkedIn Marketing Solutions

Healthcare brands are achieving measurable success on LinkedIn. Enable our specialized turnkey solutions and you'll be best placed to develop and promote your brand activities to a more receptive audience.



Here's what
we provide:

Products:

[Sponsored Content](#)

[Sponsored Messaging](#)

[Conversation Ads](#)

[Message Ads](#)

[Video Ads](#)

[Text Ads](#)

[Dynamic Ads](#)

[Carousel Ads](#)

[Elevate](#)

Features:

[Conversation Tracking](#)

[Contact Targeting](#)

[Retargeting](#)

[LinkedIn Insight Tag](#)

[Lead Generation](#)

[Lead Gen Forms](#)

[Website Demographics](#)

[Account-Based Marketing](#)

[Audience Network](#)

Our custom measurement offerings will speak volumes for your brand and boost your ability to report successfully. To deliver results you can rely on, we've teamed up with the following trusted and talented partners:

Our measurement partners:

- Acxiom Sales Lift
- Analytics Partners
- Google DCM
- MOAT
- Nielsen BrandEffects



In a global survey of 4,000+ digital marketers, we've uncovered how measuring ROI over the length of the sales cycle can lead to more accurate reporting and greater marketer confidence.

Download "[The Long and Short of ROI](#)" [here](#).

Engaging a global healthcare audience

Johnson & Johnson streams first-ever LIVE weekly COVID-19 news series “The Road to a Vaccine,” driving massive engagement on LinkedIn Live, through targeting a global healthcare audience.

Utilizing sponsored content, message ads, and video content, Johnson & Johnson activated the series through LinkedIn and LinkedIn’s Audience Network (LAN) to expand reach. This campaign was successful at keeping audiences informed as well as engaged and proved to be effective:

“Road to Vaccine” News Series Engagement

1M+

total views on LinkedIn

20K

weekly minutes viewed

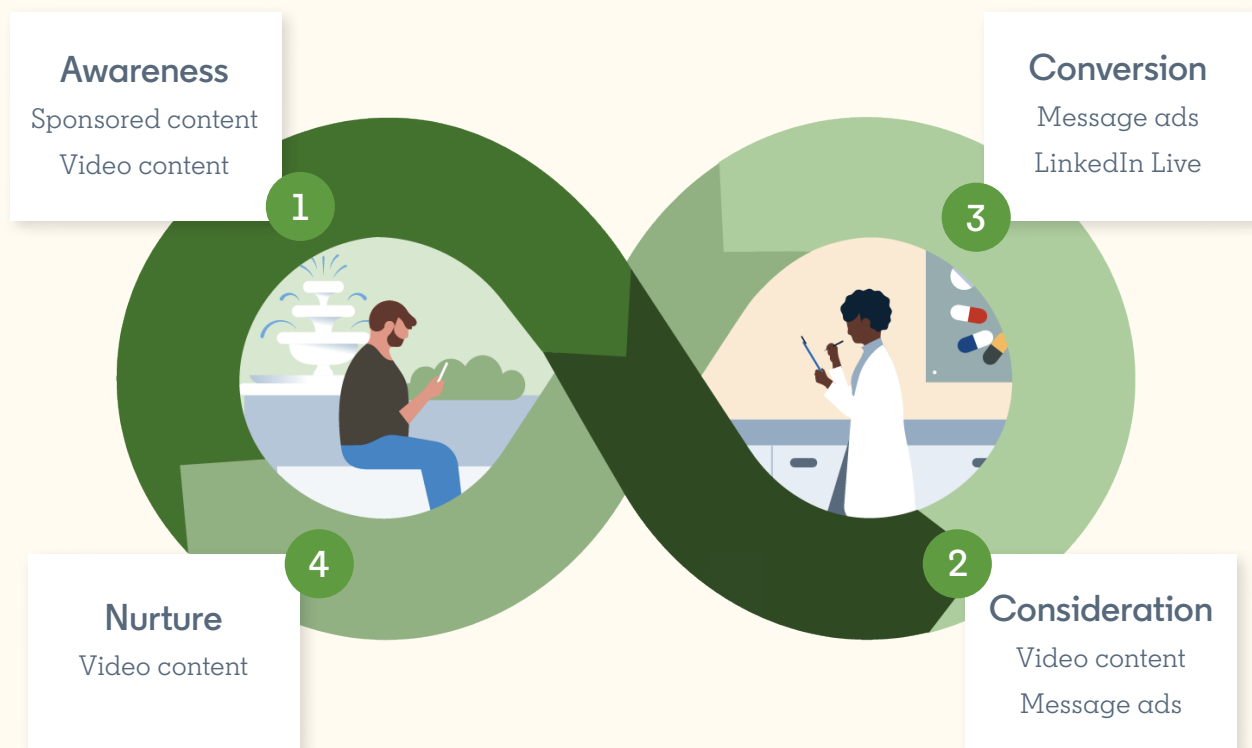
LAN success metrics

-64% CPM

+25% CTR

+23% video completion rate

Engagement through the customer journey



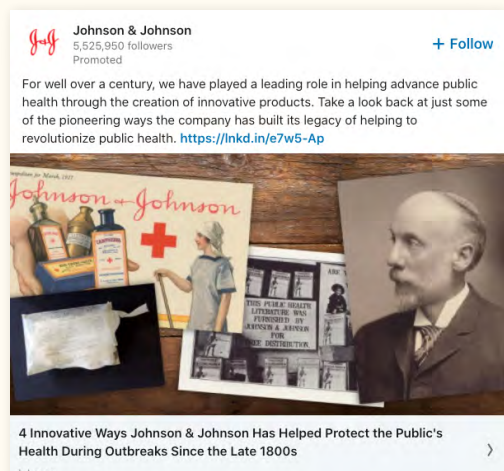
Best-in-class examples

Awareness

Bristol Myers Squibb demonstrated their support for the Black community by showcasing the voice of their Black Organization for Leadership and Development (BOLD) leader, Shamika Williams, on the current challenges facing the Black community and the efforts being taken towards diversity and inclusion.

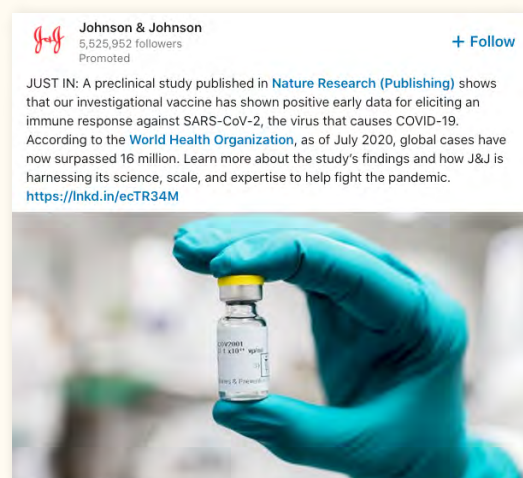


Johnson & Johnson drives awareness by highlighting their history of innovation.



Consideration

Johnson & Johnson drives consideration by highlighting the innovation their brand is driving through sponsoring corporate announcements.



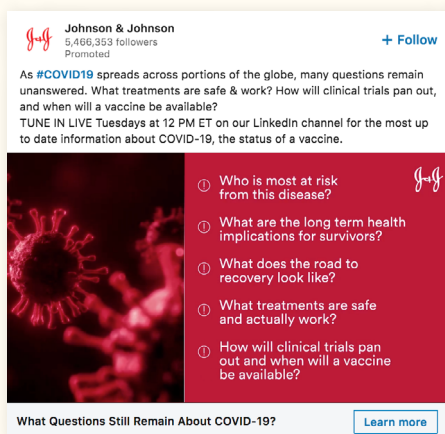
Purigen Biosystems increases followers with engaging video content and compelling copy.



Best-in-class examples

Conversion

Johnson & Johnson drives users to register for their upcoming event through sponsored content and re-engages them via message ads.

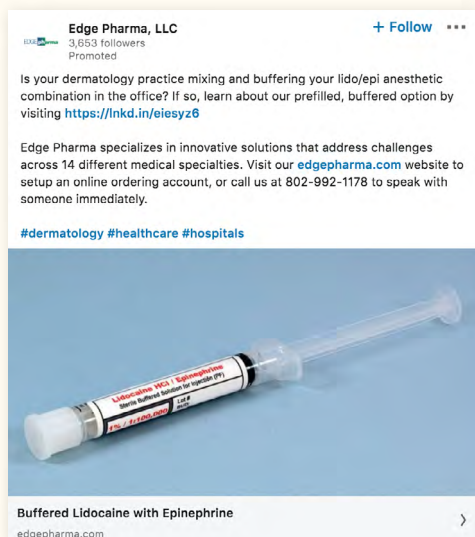


Nurture

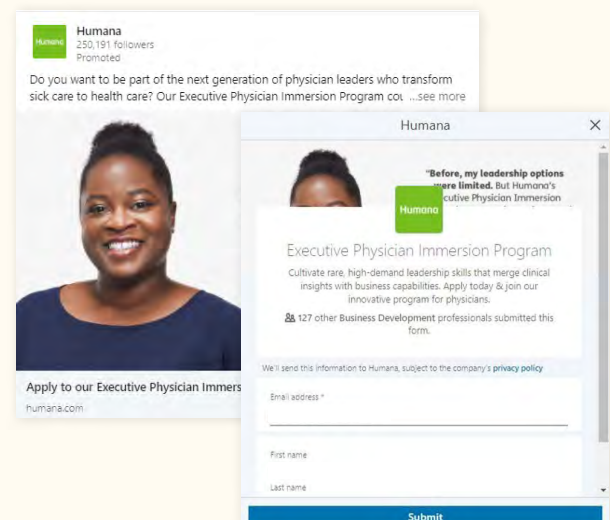
Johnson & Johnson promotes Season 2 of their successful Road to the Vaccine series with a compelling video, targeting previous audiences.



Edge Pharma drives web and phone traffic by promoting their new anesthetic with sponsored content.



Humana reaches physicians with a Lead Gen Form driving registration to a career development program.



LinkedIn gets to the heart of where business happens.



The right environment



The right audience



The right engagement

With a desire for trusted healthcare information at an all-time high and professionals seeking brand opinion on a platform they can trust, healthcare marketers should prioritize LinkedIn in advanced marketing strategies.

LinkedIn provides the ability to enhance what you do. Taking your skills as a marketing and communications professional to a new level. Making the most of interactions that are increasingly virtual and fully utilizing a network where people readily exchange information.

The marketing landscape has shifted and nowhere is this more noticeable than in healthcare. To address the needs of tomorrow, LinkedIn brands inspire, cross-reference, and innovate — forming an “ideas sharing culture” that promotes and leads to breakthroughs.

Reach out to discover how we can improve your campaigns today.

We're #InItTogether

Start building your healthcare ads on LinkedIn today!

We want to help you reach your audiences at the right time on a trusted platform.

Do Business Where Business Gets Done

LinkedIn Marketing Solutions

Additional marketing resources

See how executives are amplifying their voice with our report, [Trust in a Time of Uncertainty](#)

Discover what matters in measurement with [Long and Short of ROI](#)

Works cited

¹ Edelman, Edelman Trust Barometer 2020 Spring Update: Trust and the COVID-19 Pandemic

² Business Insider Intelligence “Digital Trust Report,” October 2019, <https://www.businessinsider.com/the-digital-trust-report-2019-enterprise-edge>

³ GumGum Brand Rx Study “The New Brand Safety Crisis” 2018, <https://gumgum.com/guides/the-new-brand-safety-crisis>

⁴ LinkedIn Audience Data, 2020

⁵ Forrester Consumer Technographics, Omnibus Recontact Q1 Survey, 2020