

# How LinkedIn Helps Advanced Healthcare Marketing Campaigns

## The impetus for change

The global pandemic put a huge strain on the healthcare industry in the US and worldwide, but it also showed just how quickly and innovatively healthcare could pivot to meet customer need when it absolutely had to.

In this rapidly evolving industry, it's critical to reach out and connect with consumers, to embrace new ways of working and new models of healthcare, and to revitalize relationships with partners and consumers alike.



## Key challenges for healthcare marketers:



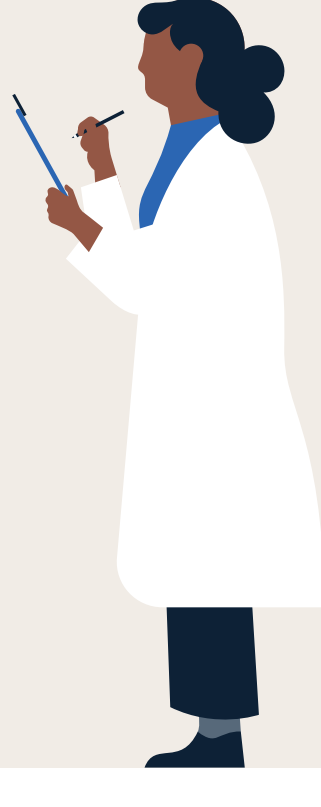
## Trust: building a customer relationship

Trust in healthcare is critical. Tackling consumer trust means first finding the right channel for communication.

“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

	2017*	2018	2019
1			
2			
3			
4			
5			
6		N/A	
7	N/A	N/A	



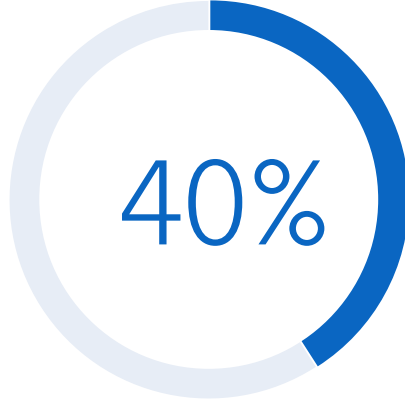
## A trusted platform

LinkedIn is consistently ranked as the most trusted social network. Business Insider's Digital Trust 2019 report found the platform is a safe place where brands can "enhance their credibility".

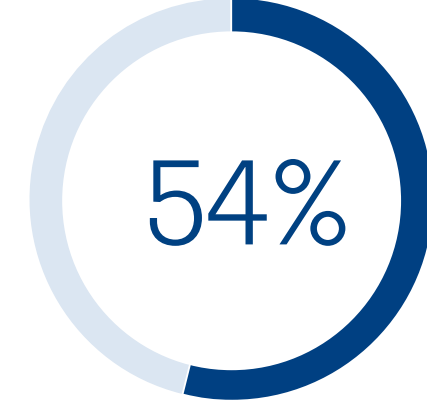
\*Ranking methodology changed for 2018 onward. Note: Our overall ranking is calculated as an average of pillar ranks. Pillars are: Security, Legitimacy, Community, User Experience, Shareability, and Relevance. Source: Business Insider Intelligence Digital Trust Report 2017, 2018, 2019

## Targeting: Finding your audience

Healthcare marketers need to effectively target ads



40% of all media spend is wasted



54% of US consumers said they actually prefer targeted healthcare advertising

Shore, Commerce Signals, meta-analysis of 60 studies, 2019  
PulsePoint Healthcare Advertising Perceptions Survey, 2017, n=1000

## LinkedIn Can Super-charge Your Targeting

### Health insurance



- Brokers
- Benefits decision-makers in key geographies and 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
- 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

Source: Advancing Healthcare Marketing, LinkedIn Marketing Solutions 2020

## Mindset: An intent to engage



Source: <sup>1</sup>Interpret, Mindset Survey, May 2018. <sup>2</sup>Millward Brown Digital Study, January 2018.

## Engagement: Communication that connects

“Results show that participants find the sponsored content more informative, more amusing, and less irritating than the banner ad.”

Journal of Marketing Communications, Effects of online advertising format and persuasion knowledge on audience reactions

Shore, Millward Brown Digital Study, January 2017