

# MAKING PERFORMANCE MARKETING WORK IN THE HEALTHCARE SECTOR

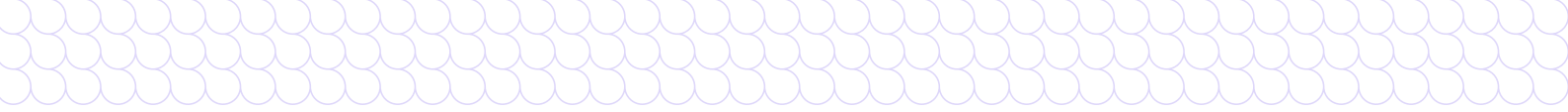
A COMPLETE GUIDE



ANYTIME AFTER **NINE**

# CONTENTS

1. Executive Summary
2. What is performance marketing?
3. How can performance marketing help companies in the healthcare sector?
4. What are the different types of performance marketing?
5. How should you approach performance marketing?
6. How can Anytime After Nine help with performance marketing?

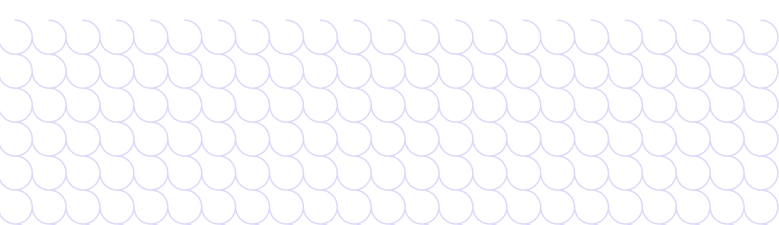


# 1. EXECUTIVE SUMMARY:

**Performance marketing** is a complex activity that requires intense planning, development and optimisation. The challenges of healthcare marketing mean many companies in this sector shy away from using performance platforms to their full potential. But with the right strategy in place, they can achieve powerful results.

In this white paper, we'll explain what performance marketing is, the different forms available and the approach you should take for the best results – highlighting how healthcare companies can make it work for them. And we'll explain how Anytime After Nine can become your performance partner to help create an effective strategy for your clients.

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## 2. WHAT IS PERFORMANCE MARKETING?

**Performance marketing does what it says on the tin: it delivers marketing that performs in a measurable way. How? By using digital platforms such as Google, Meta and LinkedIn. These channels allow for tracking and optimising of campaigns in real-time, based on data and performance metrics. It's a results-driven approach where you only pay for specific actions or measurable outcomes like clicks, leads, sales, or conversions. This ensures your marketing budget is spent efficiently on tactics that directly drive business results.**

Performance marketing can also be integrated into a company's marketing strategy alongside organic

activity, creating a holistic approach and a solid digital presence across the audience's entire customer journey.

By targeting users with a variety of different ad types through these platforms, performance marketing can be used to:

- **Generate awareness** and reach, making users more likely to search or recall the brand organically later.
- **Retarget visitors** who may not have converted initially through organic channels and activity.
- **Provide data** on high-converting audience segments and keywords to help optimise results.

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## 3. HOW CAN PERFORMANCE MARKETING HELP COMPANIES IN THE HEALTHCARE SECTOR?

**Performance marketing is proven to drive results for businesses in all kinds of sectors, but surprisingly, many companies in pharma and healthcare aren't using it to its full potential. This could be due to the industry's niche approach – you aren't advertising products or services in quite the same way as other businesses, so may be sceptical of platforms that are often used to drive sales.**

However, these platforms can be incredibly valuable for healthcare marketers in different ways. Much activity in this area is related to awareness – of different diseases, conditions or treatment options – and performance marketing is a great way to push this awareness and get the message out there. Or if you're recruiting for medical trials, highly sophisticated audience targeting allows companies to reach individuals with the unique characteristics or background you need.

Of course, there are certain challenges healthcare companies may need to look out for. The industry is highly regulated, which means there are more barriers to navigate. Healthcare consumers are often more wary of advertising than those in other sectors, so it can be difficult to reach them through traditional channels. And high costs mean marketers need to use their budgets incredibly efficiently to be successful. But that doesn't mean performance marketing is out of the question. In fact, it can be used to effectively overcome many of these challenges.

After all, it doesn't matter whether someone is a health professional, pharmacist, carer, nurse or patient – there's one place everyone goes when they need information: **the internet**. **So why not use it to your advantage?**

# 4. WHAT ARE THE DIFFERENT TYPES OF PERFORMANCE MARKETING?

From SEO to PPC, Performance Max to paid social, there are lots of different forms performance marketing can take – so here's a look at each in more detail.

## SEO

Search Engine Optimisation – otherwise known as SEO – is the process of including relevant keywords and phrases to optimise a website or any online content.

This requires an understanding of what keywords and phrases your audience is using when searching for content, so that when they use those phrases in a search engine, your website and/or content ranks more highly in search engine results pages (aka SERPs).

The main goal of SEO is to increase organic (unpaid) traffic to a website by improving its visibility and ranking for targeted search queries.

**An effective SEO strategy includes a variety of different elements, such as:**

**Audience research:** establishing user personas, pin-pointing the target audience, performing keyword research and defining the core search intent.

**Content recommendations:** choosing the right core website content and wider content based on the target audience and their overall customer journey.

**Sitemap and user journeys:** a creation of the recommended sitemap based on SEO & UX input, outlining the core user journeys.

**SEO Migration:** outlining a trusted process with GA4 goals and set-up.

**Looker studio creation:** covering key target audiences across analytics, Search Console and other tracking tools.

## PPC

PPC stands for Pay-Per-Click which explains exactly what it is – a digital advertising model where companies only pay when an ad is clicked on. It allows users to display ads on SERPs and other websites, while targeting specific keywords and audiences to get in front of an engaged/in-market audience.

**Most commonly known as Google ads, this platform is useful for:**

**Boosting awareness:** it reaches new audiences through its targeting capabilities, using specific demographics, interests, geographical locations and more.

**Boosting conversions (sales):** directs traffic on site to take specific actions (most useful for ecommerce brands.)

**Increasing lead generation:** reaches users that may be more likely to be interested in particular products, then submits an enquiry about them. This means companies can drive them straight to lead-generation forms on their website.

**Winning back web visitors:** re-engages previous website visitors via remarketing campaigns, reminding them of the product or service and encouraging them to return.

**And it offers a host of benefits, including:**

**Targeted reach:** target specific audiences based on factors like location, demographics, interests, and search intent. This ensures ads are shown to the most relevant users to increase the chances of conversions.

**Measurable results:** it provides detailed performance metrics and conversion tracking, allowing users to measure the effectiveness of their campaigns and optimise for better ROI.

**Immediate visibility:** while SEO efforts can take time to yield results, Google Ads puts a business at the top of search results instantly to drive immediate traffic to their website.

**Diverse ad formats:** offers various ad options like text, image, video and shopping ads, catering to different marketing objectives across multiple platforms.

**Flexible budgeting:** gives complete control over an advertising budget, so it can be adjusted based on goals and performance.

## Performance Max

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Performance Max campaigns are a goal-based campaign type that allows you to access all of Google's advertising channels (Search, Display, YouTube, Gmail, Maps, etc.) from one single campaign. This allows for simplified campaign management across multiple channels, delivers automated optimisation, and creates the potential to unlock new customer segments beyond search.

### Some key features of Performance Max are:

- It can use machine learning to automatically optimise ad delivery across channels, maximising conversions or conversion value based on particular goals. Google's AI can also determine the optimal combination of creative assets like text, images and video.
- It complements existing keyword-based search campaigns by finding additional converting users.
- Its reporting provides insights on creative asset performance to support optimisation, as well as emerging trends that may impact results.

## Programmatic

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Programmatic advertising uses machine learning and AI to automate the bidding and placement of digital ads. This allows companies to target users and audiences across multiple online touchpoints whilst they're active and engaged, expanding a campaign's reach to dominate competitor spaces.

### It works by using:

- **Forensic targeting:** enabling the use of various tactics to focus on key B2B audiences using Cost-Per-Mille (CPM).
- **A multi-channel approach:** including Connected TV, programmatic and digital audio.
- **Conversion re-engagement:** reinforcing the brand with a high click-through rate and low cost per action.

### The different types of targeting include:

**Domain and browsing:** target business pages and publisher first party data to ensure ads are reaching the right audience.

**Contextual and keywords:** target contextually on specific URLs against relevant keywords that match the URL string and on-page semantics.

**Data:** utilising data from 3rd party data partners to reach a B2B audience.

**Lookalike audiences:** building lookalikes from pixel data or CRM first party data to find users exhibiting the same characteristics as the client base.

**Geo Radius:** targeting and retargeting users within specific locations globally – e.g., at B2B exhibitions and conferences.

**Dynamic retargeting:** retargeting highly engaged users towards conversion.

## Paid social

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This involves running paid advertising campaigns on social media platforms such as Meta, X, TikTok and Pinterest. Sponsored posts, ads or promotional content are displayed to targeted audiences based on specific demographics, interests, behaviours, or any other specific criteria unique to a campaign. This form of performance marketing is highly effective at delivering a variety of different campaign goals, from brand awareness through to conversion.

## The main benefits are:

**Amplified reach and visibility:** paid ads ensure content reaches a broad audience across different channels.

**Targeting capabilities:** it collects extensive user data such as demographics, interests, and behaviours to show the right ads to the most relevant audiences.

**A variety of ad formats and platforms:** diverse platforms offer various formats to appeal to different audiences, such as videos, images, stories, carousels and more.

**Measurable with clear ROI:** it can deliver fast results which are measurable right through to ROI tracking. This allows for continuous optimisation and scaling up on best results.

Within paid social, there are different types of campaigns that can be deployed to help achieve different objectives. These are:

**Brand awareness:** impression-based campaigns best for top-of-funnel brand building and visibility.

**Consideration** – this can take three forms:

**Website visits:** geared toward generating link clicks to get more users onto your website.

**Engagement:** focussed on getting customers to interact with your posts through metrics such as clicks, links, comments, shares, and follows.

**Video Views:** provides the option to bid based on cost per view, by choosing video views as the main objective.

**Conversion** – there are two main forms of conversion:

**Lead Generation:** geared toward generating link clicks to get more users onto your website.

**Website Conversions:** designed to generate conversions on site by promoting downloads, form fills or sales.

Choosing the right objectives can be done using a SMART framework to pin-point clear, actionable goals that align with the wider brand objective. They're best informed by competitor and market analysis and can vary dependent on the stage the customer is at in their journey.

Whatever the objective, audience targeting is an essential aspect of the performance marketing process. This ensures the content and ads created are delivered to the right people to maximise results – and paid social platforms allow for increasingly sophisticated targeting. An effective approach will include:

- Pinpointing particular audience groups to focus on at different stages of the customer journey.
- Carrying out key audience research to identify relevant job titles, interests or other features.
- Using lookalikes and custom audiences to improve targeting.
- Identifying which channels best match a potential audience.
- Continually optimising, reviewing and adjusting audiences in line with overall objectives, as well as consumer trends and market changes.

## 5. HOW SHOULD YOU APPROACH PERFORMANCE MARKETING?

With so many platforms, formats and creative options available, the first step in any performance marketing strategy should be thorough planning and strategy. This essential phase ensures there's a clear framework, built out with aligned objectives, KPIs and audience insights – and leads you to the right combination of channels.

The three main steps of strategy development are:

- 1. Initial campaign research:** examining market insights, emerging trends, contextual data from past reports and more to gain an overarching picture of who a company wants to target, why they want to target them and what they want their audience to do.
- 2. Audience insight gathering:** a deep dive into the data to gain a deeper understanding of the

target audience, including their demographics, characteristics, behaviours and more. This creates a picture of the audience so ads can be tailored directly to them.

- 3. Defining the channel mix:** steps 1 and 2 allows performance marketers to select the best channels for the best possible results. Certain demographics are more likely to use particular channels, so budget is best used to target these channels instead of others which are less likely to be successful.

With such sophisticated audiences and extra challenges within the marketing landscape, this channel planning stage is even more important for companies in the healthcare sector – so no activity can progress without these three core stages of development.

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## 6. HOW CAN ANYTIME AFTER NINE HELP WITH PERFORMANCE MARKETING?

As a trusted creative collaborator for healthcare communications experts, we work exclusively with agencies and PR specialists. Our work is creative, compliant, and commercially sharp – and we draw on over 20 years of invaluable sector experience to provide a streamlined service and expert guidance.

**You work with the healthcare brands.**  
*We only work with you.*

**You spot the opportunities.**  
*We help you secure them.*

**You bring the ideas.**  
*We bring the execution.*

Our services include creative and digital production, branding, campaigns, events, video, communications, and alongside all of this, a complete range of performance marketing services:

- Channel planning and strategy
- Access to channel specialists in SEO, Paid Search, Display and Paid Social
- Channel agnostic
- Developing optimal creative for digital
- Campaign set up and tracking
- Campaign monitoring, optimisation and reporting
- Transparent, real-time reporting dashboard



## The Connections Blueprint

Our performance marketing offering also includes the creation of a unique Connections Blueprint. As our centralised planning tool, this simplifies the customer journey into four key stages:

**Reach:** initial introduction to the campaign

**Act:** audience interaction

**Convert:** producing the conversion

**Engage:** keeping them engaged post conversation

Otherwise known as the RACE framework, this allows us to map all campaign touchpoints, messages and ad formats against the customer journey as a whole, making sure the strategy is always perfectly aligned.

We understand the minute attention to detail the healthcare sector demands – and we take compliance very seriously. That’s why we’re proven to deliver time and again, so much so that more than half of our clients have been working with us for over a decade.

## 7. PERFORMANCE MARKETING IN ACTION FOR HEALTHCARE: EPADERM CASE STUDY

**Epaderm’s clinically proven range of emollients has been treating dry skin conditions like eczema and psoriasis for more than 50 years. While renowned among doctors as a prescription brand, they were relatively unknown among consumers. So in 2023, AA9 and STM AGENCY partnered with Epaderm to develop and launch a multichannel campaign. The aim was to reposition them as a brand who embraces what real skin looks like and supports people in finding the right skincare products for them.**

### Solution:

To do this, we developed an omni-channel performance strategy designed to engage a range of audiences, with a core objective of raising awareness beyond people who had been prescribed Epaderm in the past. This aim would then evolve across various channels and implementation stages to reach segmented audiences, eventually converting awareness into web traffic and conversions.

Our campaign ran across multiple platforms to target people at different stages of the customer journey:

- **Paid Search:** targeting users searching for creams and ointments to treat eczema and psoriasis, as well as specifically for the brand.
- **Performance Max:** using audience targeting to re-engage previous website users and those with an interest in skincare products.

- **Paid Social:** defining our audience to develop tailored messaging for audience groups, including millennials and Gen Z, broad skincare users and mothers. By delving into their interests and behaviours, we developed campaign activity at prospecting, consideration and conversion stages of their specific customer journeys.

### Results:

Altogether, we created more than 1,000 assets – which started going live in September 2023 to coincide with National Eczema Week. The campaign continues to run with weekly optimisations and improvements and new target audiences, with the results exceeding expectations in every area:

#### Paid Social and Google Ads:

- **6 million** impressions
- **120,000** clicks
- **Over 30,000** new website users
- **Almost 5,000** conversions

#### Measurable growth:

- The online community has **grown by over 969%**
- **Double digit growth** since 2022
- An uplift in sales of **over 31%** between October and December 2023, based on the same period in 2022.
- **Now the #1 emollient range** sold at Boots



## 8. READY TO MAKE PERFORMANCE MARKETING WORK FOR YOUR CLIENTS?

Get in touch with the team at ANYTIME **AFTER NINE** to tell us more about your upcoming projects. We'll tell you more about all the ways performance marketing can drive results for your clients.

*Chat to our Business Director*  
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