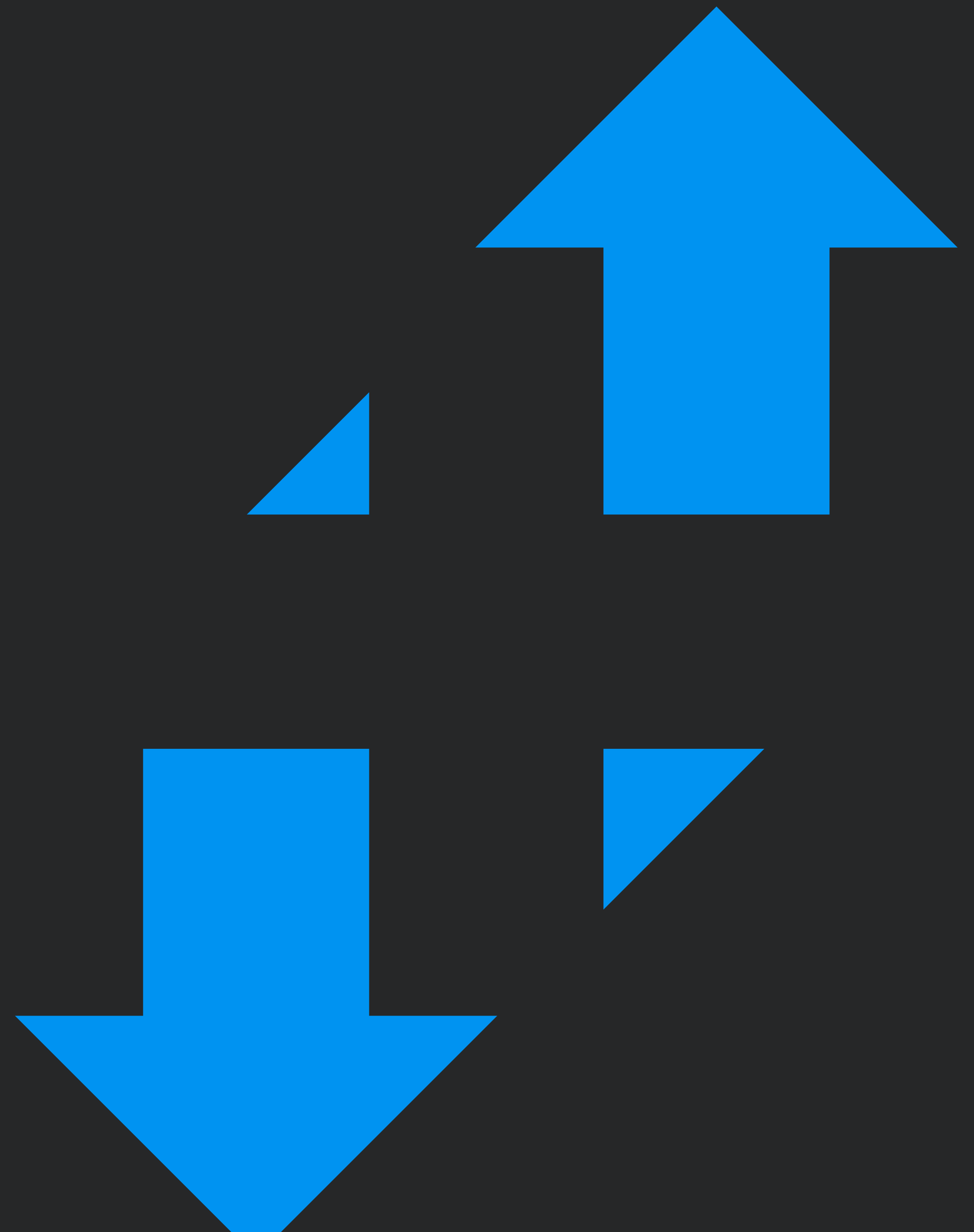


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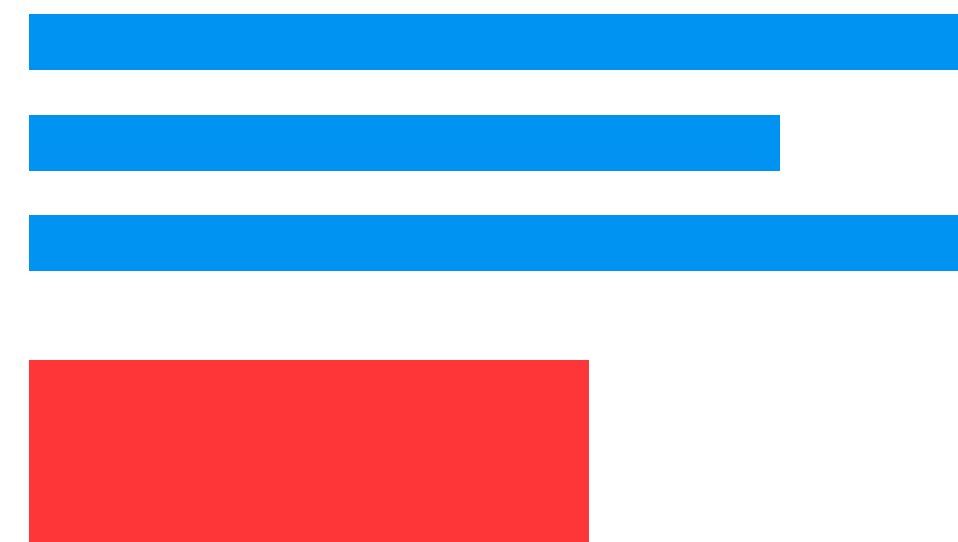
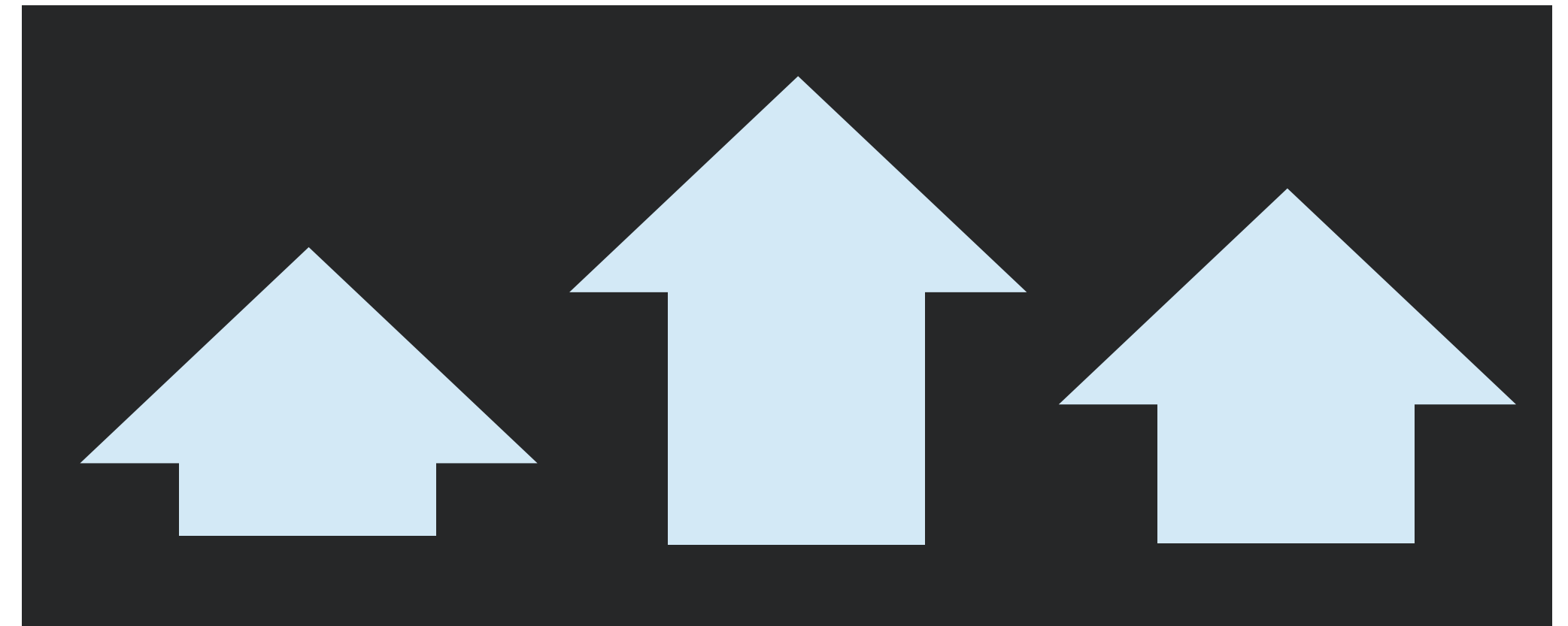
# Lead Generation & Landing Pages: Strategies for Healthcare Brands



## In the world of healthcare, landing pages can play a huge role in the success of a brand's marketing efforts.

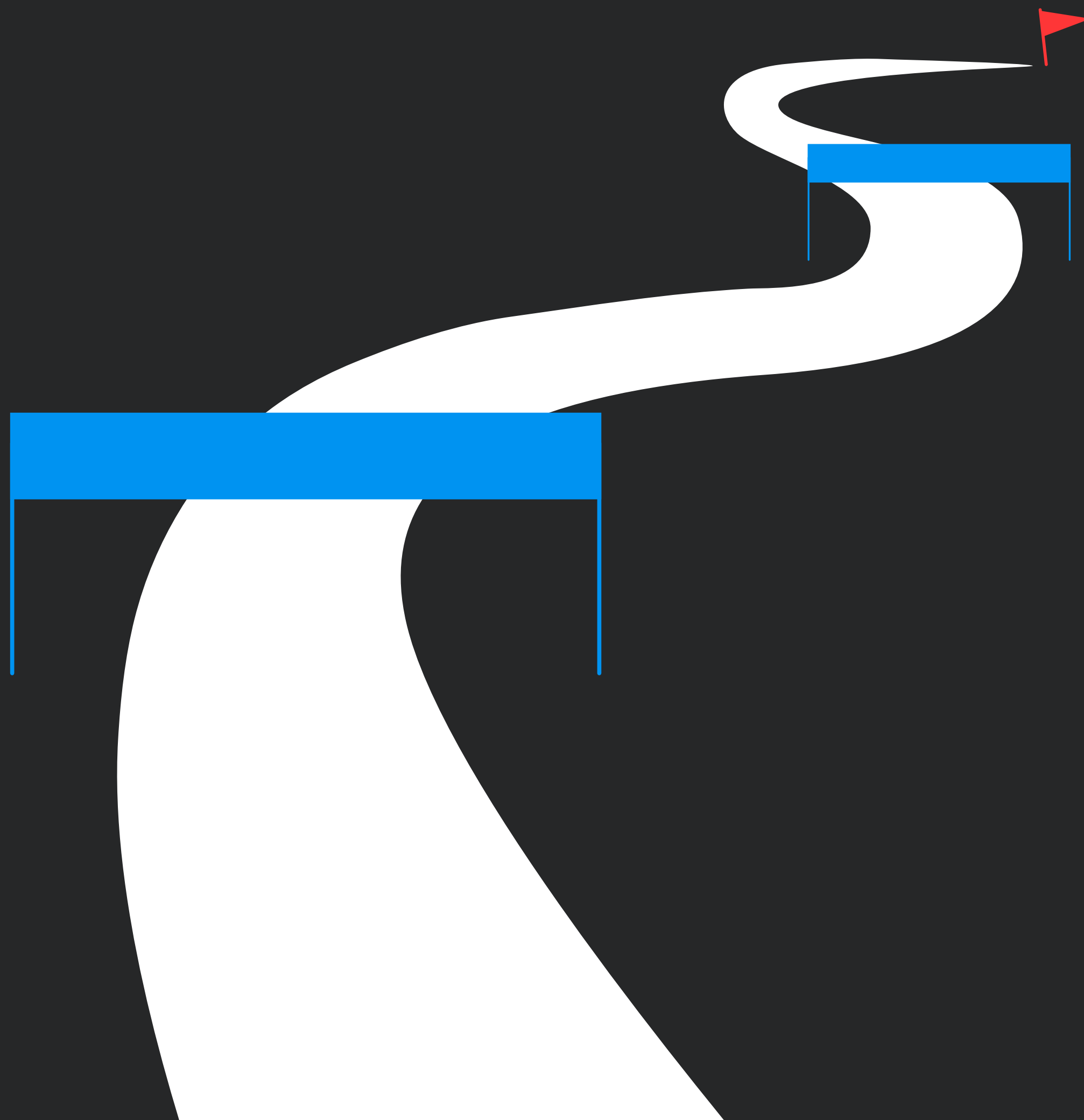
This guide will help healthcare marketers looking to increase both the quantity and quality of their traffic with winning landing pages.

After all, more highly qualified traffic equals more leads, more sales and more revenue. In the following pages, we'll cover everything you need to optimize your brand's landing pages, from SEO and traffic to page design and content.



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## The Obstacles

### Healthcare marketers face unique challenges.

On top of navigating typical marketing hurdles, healthcare marketers (especially at B2B brands) often have to overcome long sales cycles, differentiate from noisy competitors and make sure they're attracting the right audiences.

The biggest question for healthcare marketers is often, *"How can we use digital tools to generate quality sales leads, and how can we do it as fast as possible?"*

More than ever, marketers are tasked with supplying fresh, qualified leads to a sales team on a regular basis. And the truth is, most marketers aren't exactly sure where those new leads will come from.

Unfortunately, large brand websites—typically the main source of sales leads—aren't easy to update fast enough to promote new products or services or to market to specific audiences.

With more digital tools for healthcare marketers to capture leads, and the world's constant attention on social media platforms, marketers are feeling more pressure than ever before to use those tools to convert leads. **But how do you get started—and where?**

**The answer is landing pages.**

## The Solution

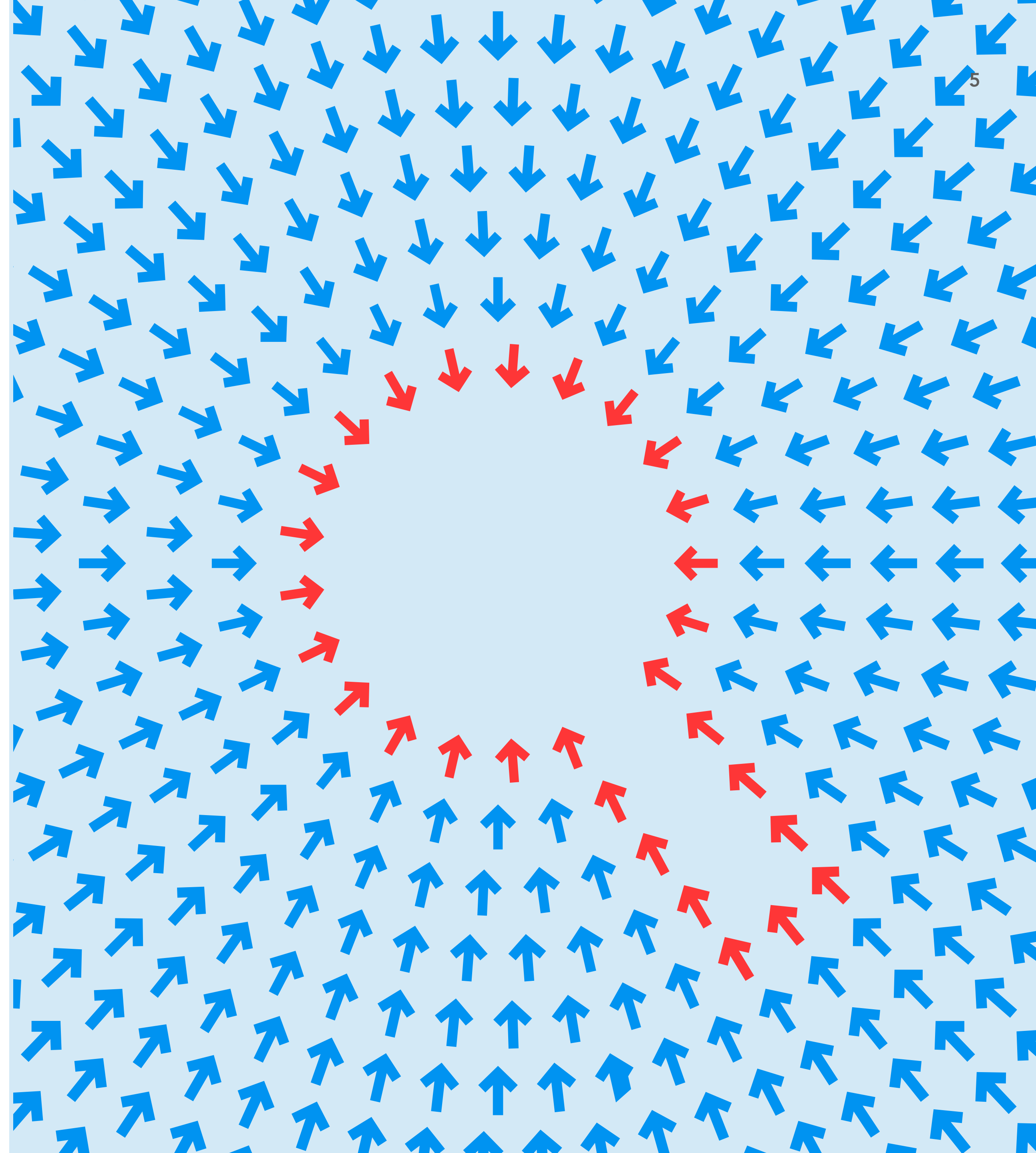
### What is a landing page?

A landing page is a stand-alone webpage with a single focus around a topic. Usually, landing pages are built around a specific service or product a brand offers, or a pain point its audience is facing.

Landing pages are part of the brand's website—but aren't part of the main navigation. They can focus on specific promotions, and a regular visitor to your website will never see them.

In addition to being optimized to perform well in search results and attract visitors, landing pages include forms to capture visitors' information and turn them into leads.

Landing pages often don't link to other pages on the website, preventing visitors from leaving the page without sharing their information. By being highly focused—either on a specific product, service, audience or special promotion—**landing pages give visitors the exact information they're looking for, especially for brands with a wide range of offerings.**





## The Outcomes

### Landing pages are all about action.

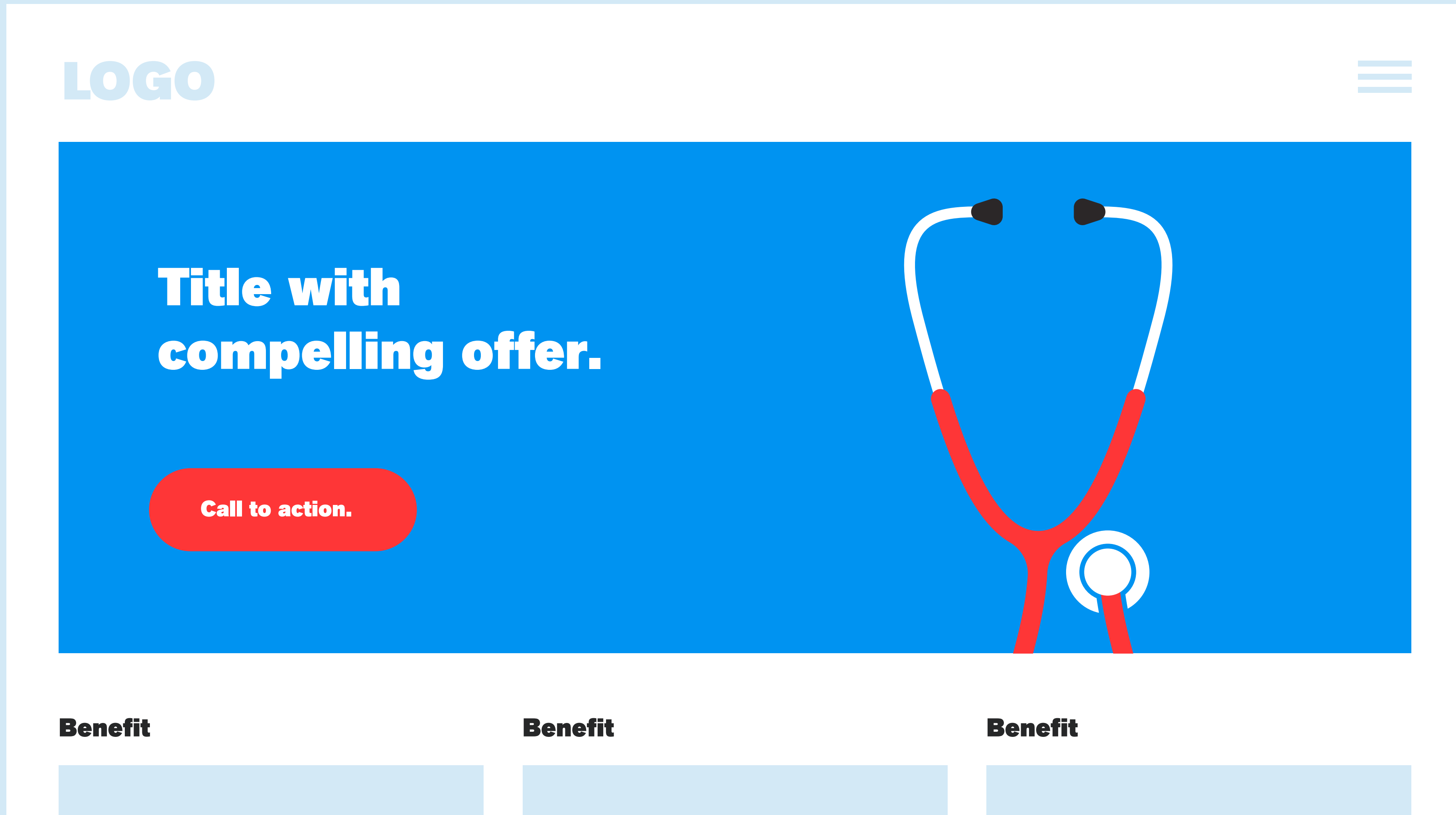
Your brand's website is great for increasing brand awareness and showcasing your products and services. **But landing pages are often what convince people to take action—converting visitors into leads and window shoppers into buyers.**

Landing pages provide brands with a way to talk about a product or service that their site isn't optimized for. For example, a healthcare company's whose site performs well in search results for keywords about their biggest seller could create a landing page that focuses on their less-popular in searches, but still important, products.

Another benefit landing pages offer is the opportunity to create focused messaging for specific audiences. A healthcare SaaS platform that's mostly used by hospitals might have a landing page that shows how their product can be used by medical schools.

Because they're only one page, landing pages can be made much more quickly than re-doing an entire website. They also allow brands to try new strategies and test the effectiveness of different creative and messaging with little time or money involved.

# The Elements of Effective Landing Pages



## The Content

### Write it for your audience.

Your content—the words and information on the landing page—is crucial to capturing the user’s attention and inspiring them to take action in a relatable and impactful way. It is the strongest influencer of landing page conversion.

The three most important pieces of copy on your page: **a compelling headline, benefits-focused copy** and **a strong call to action**.

We’ll illustrate these three pieces with an example. Imagine you’re the medical billing supervisor for a hospital, and you’re in the market for new RCM (revenue cycle management) software. You’ve eliminated all but two sellers in your research. These are the unique value propositions you find on their landing pages.

#### Scenario one

### Introducing [Product Name]

Optimizing claim management and billing efficiency for patients of multidisciplinary healthcare teams throughout each revenue cycle.

[Sign Up Today](#)

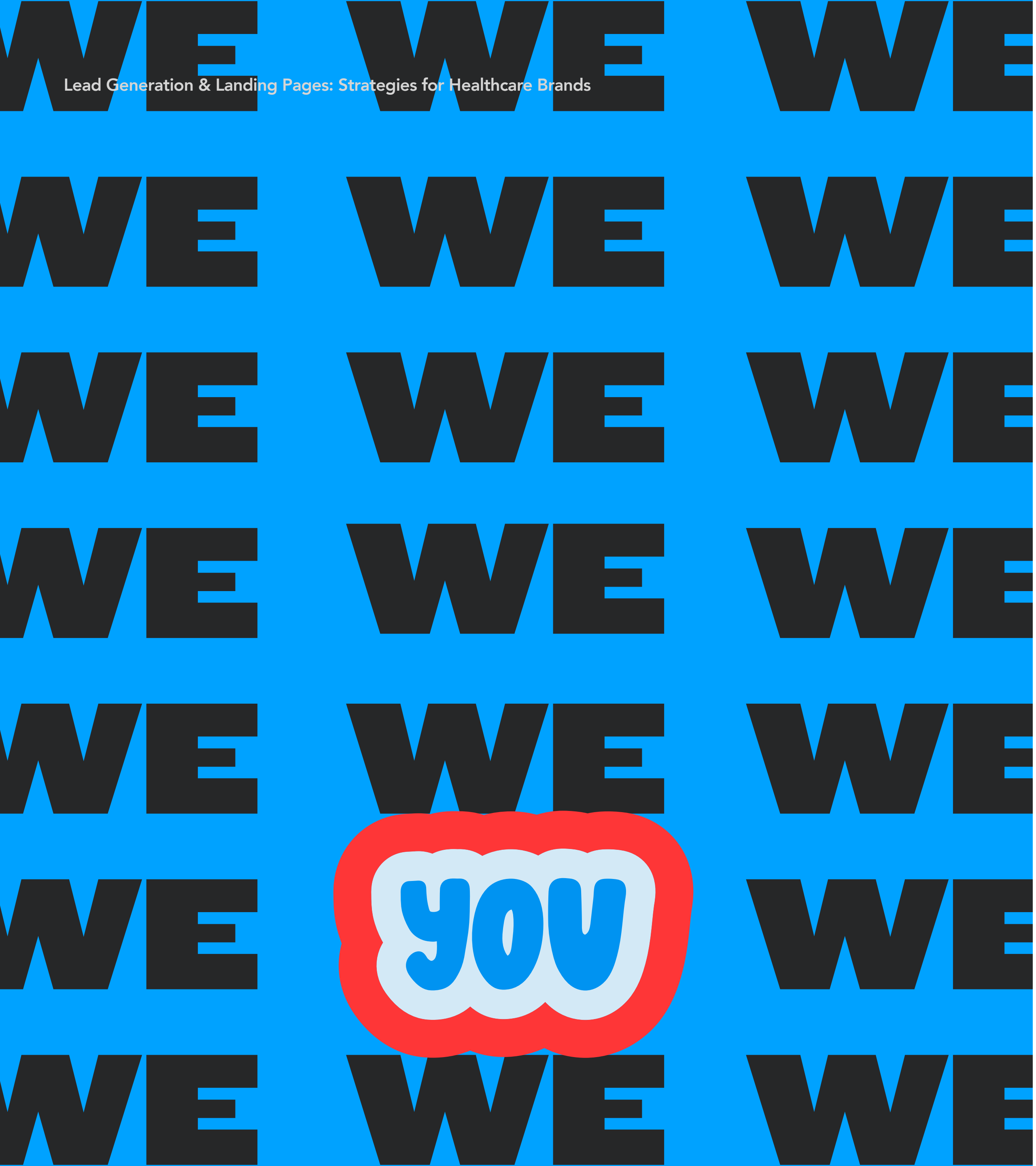
### Access Everything in Half the Time

Thanks to [Product Name]’s all-in-one patient scheduling, documentation and billing functions, you’ll never have to shuffle from chart to computer again. Ready to save an hour or more a day?

[Yes, I’m Ready](#)

#### Scenario two





## The Tone

### It's not about you. It's about them.

**Scenario one** represents an all-too-common mistake made by landing-page creators (and marketers everywhere).

In an attempt to impress page visitors with professional jargon, it sounds stilted and vague – even to the medical billing manager.

This example is about you, not them. And for landing pages to be effective, it has to be about them.

**Scenario two** speaks directly to the billing manager. The pain point (shuffling from chart to computer) is highly vivid and essential to their experience, so the value seems monumentally higher than the first example.

In addition to being clear and relevant, scenario two provides tangible, mouth-watering benefits in the currency of time saved, which equals money saved for any business—and also makes life better for the billing manager.

## The Ask

### Landing pages need to ask the visitor to do something.

Most of the time this is filling out a contact form or offering a phone number to call. But in our experience, a contact form gets the best results—and the shorter the better.

Your call to action (CTA) shouldn't feel like a blunt disconnect from the rest of the copy. It should feel like a low level of commitment, a continuation of the conversation—the next step toward solving the visitor's problem.

Use benefit-driven language like "Yes, I would love to save more time," or "Start saving today," vs. harsher (and less creative) language like "Contact Us" or "Talk to our sales team."

A good test is to ask yourself, "Would I actually fill out this form?" If not, rethink your approach until you would.

One more thing—the copy on your landing page needs to be unique, and not taken from elsewhere on your site. Duplicate content can negatively impact search engine rankings, so make sure the language on your landing page is original.



# The Impact of Page Design

Think of your landing page's design as a translation of your written content. It presents the same exact meaning in a different language.

Landing page design should be simple and compelling. Even though these pages live outside of the main website, in most cases, they should still be on-brand for the business.

In addition to being simple and benefit-focused, the design should leave the visitor wanting to know more.

The design should convey authority, relevance, value, and have a clear CTA. Here are some elements to make that happen.

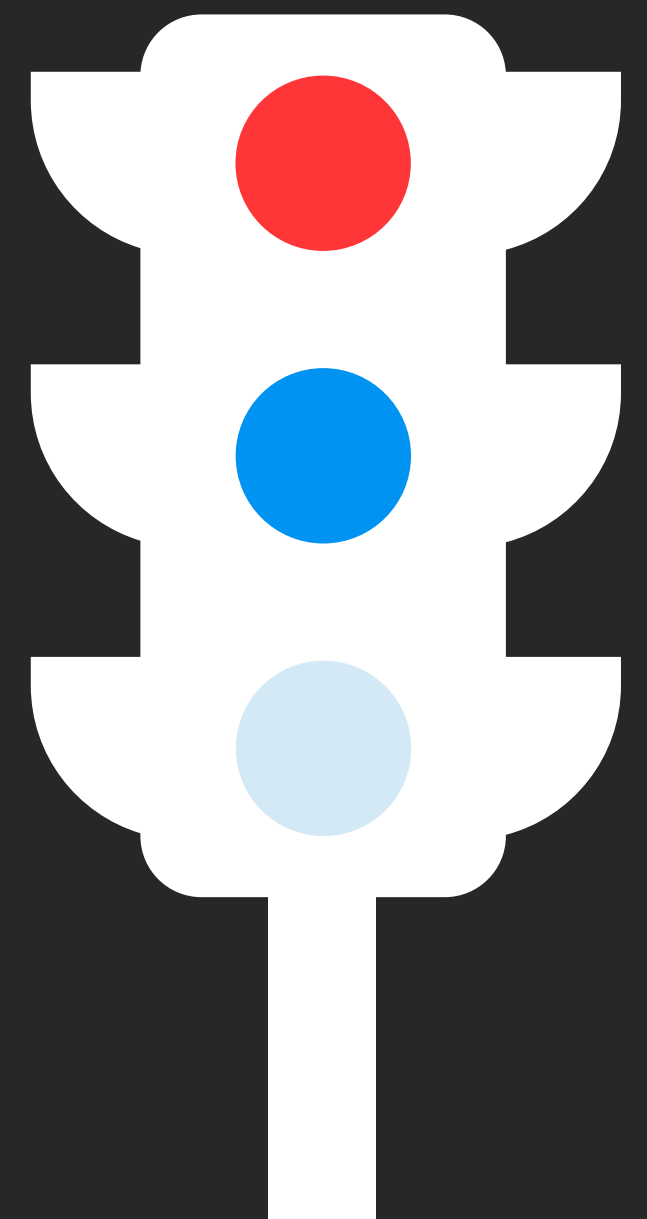
## Minimalism

Landing page design should be simple: brand colors, bold headlines and easy-to-skim copy. CTA forms should be short—just the visitor's name and email address—and attention-getting. Using a contrasting color on your CTA button will make it stand out. After all, it should be the most eye-catching element on the page.

## Visual Trust Signals

Use visual trust signals to boost your trustworthiness and prove to the visitor that you're a reputable source. Consider adding one or two trust signals like:

- Badges
- Awards
- "As featured in" carousels
- Client logos



### Social Proof

As humans, we're designed to trust the opinions of other people who have been in our situation. That's why social proof—or testimonials and reviews from satisfied customers—is so important in getting visitors to convert. Use quotes from clients you've worked with to highlight the benefits your brand provides to its audiences. (Just make sure to get permission first before using anyone's words or information on your website.)

### Images

If possible, use images to visually convey benefits. Remember: same meaning, different language. If we are going for relevant, valuable, etc., then we need an image that communicates those values. A perfect image for the earlier RCM example would be a picture of a smiling medical coder with nothing on their desk but a computer. This vividly supports the claims made by the written content (no more paper charts).

### Respect the Fold

If you have a lot of content you simply can't let go of, don't cram it all above the fold out of fear that nobody will scroll down. Research confirms that people still scroll down. Afraid they'll forget about the CTA button? Either add a second one at the bottom or make it sticky. Problem solved.

### User Experience

Do your pages load slowly? Is your landing page mobile-responsive? Test every possible outcome within your funnel to make sure the visitor doesn't get lost or left waiting.



# How to Drive Traffic to Your Landing Pages

Organic traffic visitors, or visitors who find your site through un-paid searches on sites like Google, are often the most highly qualified leads, so optimizing your landing page to perform well in search results is crucial.

SEO is both an art and a science, and it needs ongoing maintenance. But setting up your landing page with the right fundamentals can get it off to on the right foot.

**L O H W R G K G E R**  
**D P Q C Q E P X U Q**  
**H A L S S R S D J S**  
**R C M I I U X F B I**  
**H X V Y O I W I K O**  
**U W B D V T I U F V**  
**R I **K E Y W O R D S****  
**T T E K U C T B E U**  
**E O D L W S E R W W**  
**D G O R X L M P I X**

## Keywords

### Meta tags

Meta tags help search engines crawl sites and understand the content. Meta tags should include strategic keywords while still being readable and appealing to searchers. It's tempting, but avoid making every third word your keyword—that's called keyword stuffing, and it will backfire.

**Title tags** determine what headline is shown in search results. This is often ignored, but title tags are the first thing visitors see in Google results. Make the title tags keyword-rich and compelling to your audience.

The **meta description**, also called the snippet, is the description that shows up underneath the headline in search results. Think of this as a mini elevator pitch about why people should click on your page in the search results.

**Header tags** help crawlers determine the content and hierarchy of the page content, and give visual clues to readers about how to read the page.

**Alt text** provides another opportunity to include keywords but should be thoughtfully written so they're helpful for site visitors using screen readers.

The **slug**, or the part of the URL that identifies the specific page, should be descriptive enough to give readers an idea of the page content, while omitting words like "the" and "of"

## Old Fashioned Advertising

### Google Ads

Google Ads can also be a great source of leads. While this could be an entire e-book in itself, here are a couple important paid search practices as they relate to landing pages.

**Be specific.** Just like landing pages, Google Ads should be as specific as possible about a single product or service. Don't waste a ton of time crafting the perfect landing page about group insurance plans for a specific industry, and then have broad, non-specific ads point to that page. The more detailed and organized you can make your ads, the more qualified your leads will be.

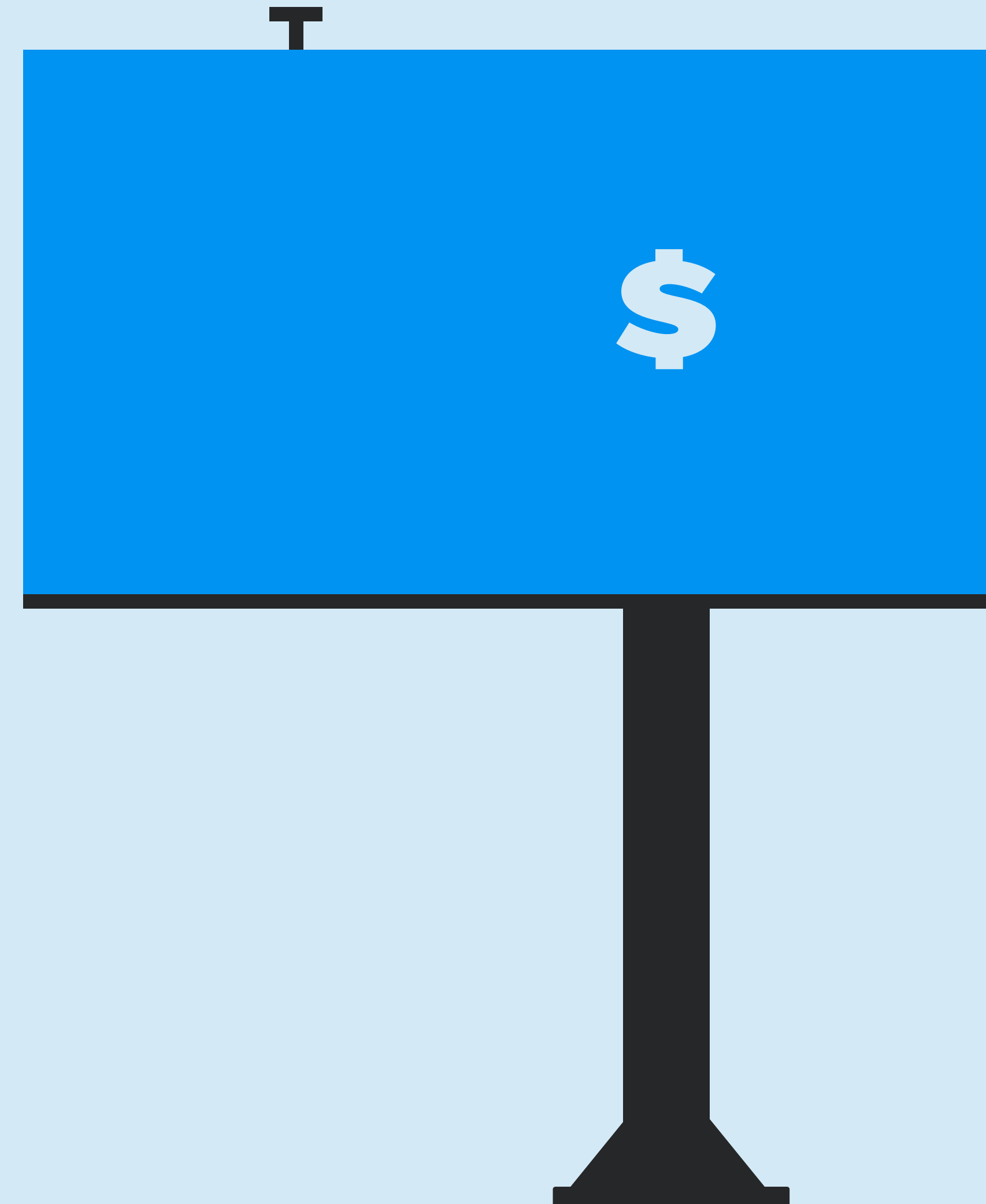
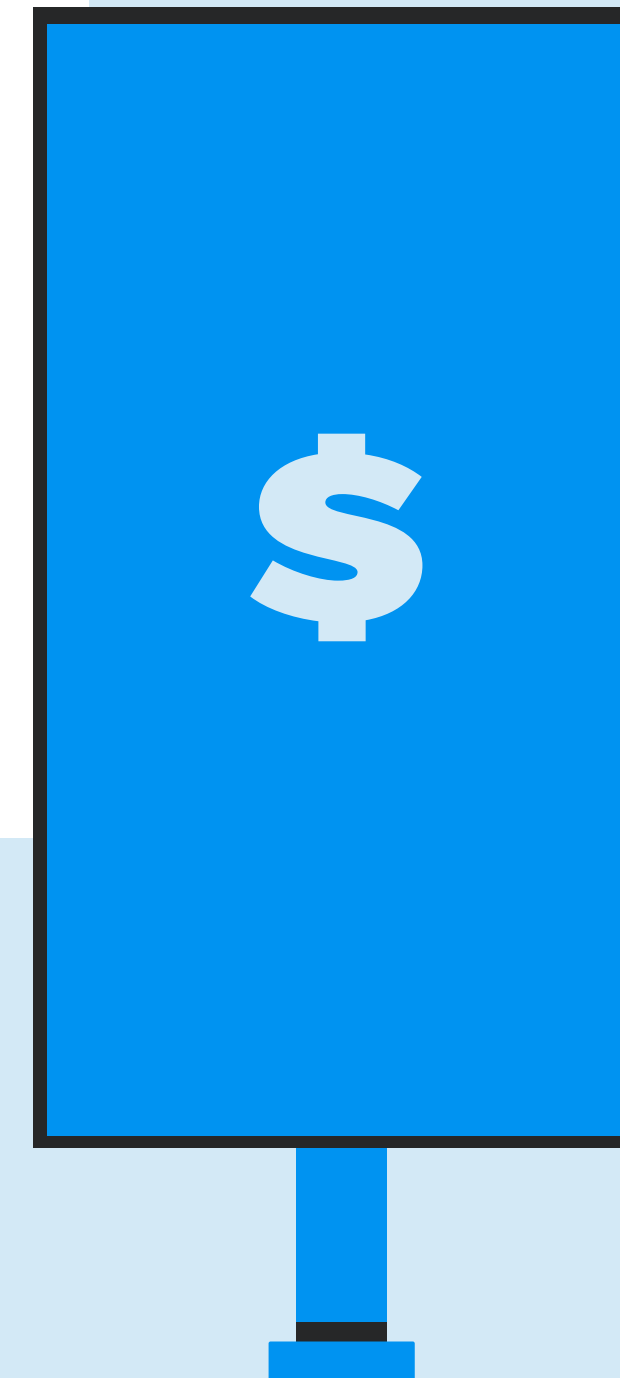
**Embrace the negative.** Filter out unqualified leads by setting up negative keyword lists. These lists tell Google what searches your ads shouldn't show up for. For example, a medical device company that sells to large healthcare organizations might exclude the word "symptoms" to prevent individuals searching for medical information from seeing and clicking on the ads.

**Make sure your messages match.** The copy on your landing page should reflect the copy on your Google Ads. In addition to providing consistency for the visitor, it can also increase the performance of your ads.



## How much should you spend on Google Ads for your landing pages?

It's different for everyone, but an easy starting budget is \$20 a day. This is enough to start seeing performance data around your ads, and allows you to see if they gain traction. You can always increase or decrease your ad spend. Atomicdust has worked with clients with very low ad spends (\$20 a day) and much larger budgets (\$10,000 a month). Your budget should really be based on the value of your brand's sale—so it's up to you to decide.





## Get Social

### Paid and Organic Social Media

Both paid and organic social media can drive traffic to landing pages.

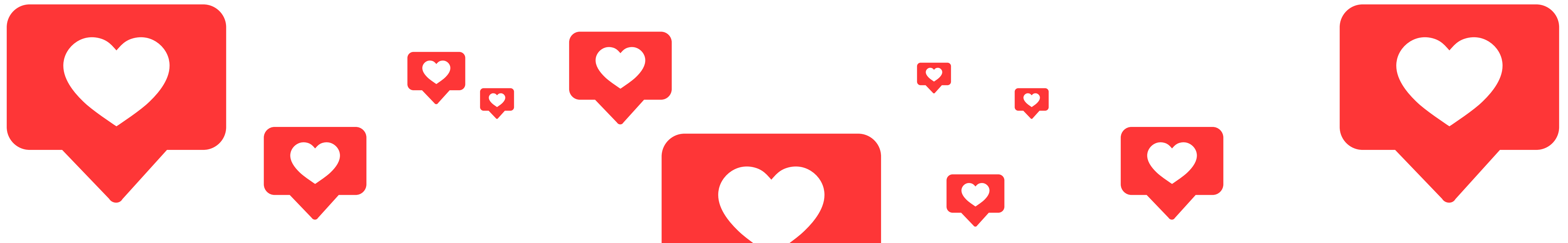
Organic social media relies on your brand's reach, and if the people on your team are willing to share promotional content. Sometimes they're not.

Paid social media is a great approach, allowing you to reach new audiences that might not have heard of your brand before using only a small budget. The trick is to know which social media platform is best suited for your brand.

Facebook and Instagram tend to be best for B2C brands, whereas LinkedIn and Twitter often dominate for B2B brands.

Make sure the landing page is appropriate for the specific audiences and their needs, and aligns with the ad or post they clicked on to get there. A few things to consider:

- If they're arriving to your landing page from a social media post, the visitors might already have a relationship with your brand. The content on your landing page should reflect that.
- What platform are visitors coming from? Twitter users might want copy that's short and sweet, while Instagram users might react more positively to landing pages that are visually appealing.
- If your social media ads or posts promise a special offer or download, make sure the landing page delivers.
- The best strategy for the paid social/landing page approach is to create both the ad and the landing page around a pain point your product or service solves.



# How to Measure Landing Page Performance

Once your landing page is built and attracting traffic, it's time to measure its performance.

Google Analytics is an important tool for measuring landing page analytics. If you don't already have Google Analytics configured for your site, set up an account as soon as possible to start measuring performance. Here's what you should be tracking:

## Page Views

How many times has your landing page been viewed?

## Conversions

How many times have visitors completed the intended goal, like filling out a form, signing up for a demo or making a purchase? Divide the number of conversions by the number of landing page views to determine the conversion rate. **A typical landing page performs at around a 2-4% conversion rate.**

## Bounce rate

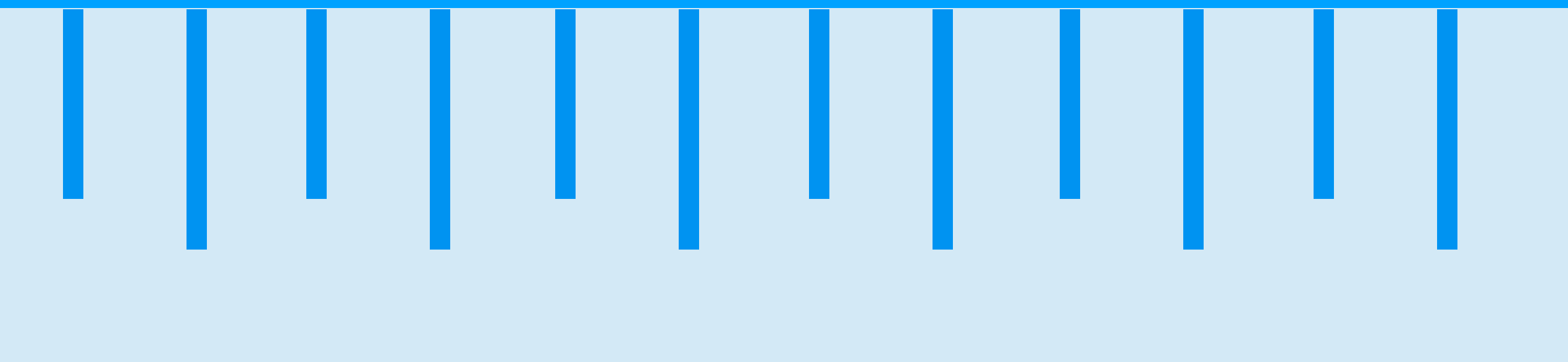
How many visitors leave the site after only seeing one page? If the answer is high, you may want to change the content, test different calls to action or look at whether the content of the landing page matches how the visitors got there.

## Users by source

How many visitors arrive at your landing page from organic search, paid social and more?

## Average time spent on page

How long do visitors usually spend on your page? This metric isn't necessarily better if it's lower or higher but can indicate that the content on your site needs to be adjusted.



## Determine Success

### Why Track These Metrics?

These KPIs help marketers understand how their landing pages are performing and what to do next. By knowing what calls to action, content and sources of traffic are successful and unsuccessful, marketers can fine-tune their tactics and determine future strategies.

### How to Improve Your Landing Page Metrics

Once you establish baseline numbers, you can start testing different components. Use A/B testing to test the effectiveness of CTAs, headlines, images, button colors, amount of content and more. Remember to only test one element at a time, or you won't be able to correctly determine what variable led to a change in performance.

### One more thing...

Don't restrict your landing pages to the most common search terms that are bringing visitors to your site.

Often, less-common longtail keywords can attract more qualified leads, and can even open up your brand to audiences it wasn't previously serving. Dig into the searches that have led to conversions and build landing pages around those to get even more conversions.



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## About Atomicdust

Atomicdust is a web design, marketing and branding agency based in St. Louis, Missouri. Since 2001, we've helped healthcare brands tell clear and compelling stories about healthcare's most intricate products and services.

Through website design, branding, workshops, content marketing and brand promotion, we offer healthcare clients:

- Deep knowledge of current healthcare trends and challenges affecting marketing strategy and sales, including new regulations, financial challenges and emerging technology
- Experience speaking to a variety of healthcare clients, including providers, patients, payers, hospital leadership, EHR vendors and more
- Post-acquisition strategy for healthcare brands, including brand architecture, naming, promotions and transition time frames

If you want help implementing landing pages to increase leads for your healthcare brand, let's talk!

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