

# Marketing as Community Building

Presented by Dan Dunlop

# Bringing Light, Kindness, and Humanity to Marketing

March 10, 2020

# Handwashing Evangelism



March 10, 2020

# Narcissism In Our Industry

- Our marketing:
  - Inwardly focused
  - Spewing content
  - One-way conversation
- Our facilities; visiting hours
- Access to our services
- Access to medical records



## The art of surgery:

Minimally invasive procedures guided by the same surgeons who are teaching others their art.

At the University of Texas Medical Branch (UTMB Health), minimally invasive procedures are performed by the most talented and experienced surgeons using the most advanced laparoscopic and robotic technologies. These internationally recognized surgeons are the very people who you want taking care of you and your family. In fact, they are the doctors who are teaching others how to do what they do. The technology is breakthrough. The surgeons are the best. The benefits are numerous. Minimally invasive procedures are safe, and result in faster and easier recovery.

So if you are scheduling surgery for yourself or a loved one, be sure to ask if it can be done using a minimally invasive procedure at UTMB Health. The skills, the knowledge, the leadership and the confidence make the difference. It's all here in the Houston/Galveston Bay Area.

This is what happens when the most talented surgeons use the most advanced surgical applications.

Take charge of your health. Call us at 800-917-8906 or go to [utmbhealth.com](http://utmbhealth.com).



Left: Guillermo Gomez, MD  
Director of the Center for Obesity and Metabolic Surgery

Center Left: Daniel Beckles, MD, PhD, FACS, FACC, FCCP  
Director, Minimally Invasive Cardiac and Thoracic Surgery

Center Right: Kimberly Brown, MD, FACS  
Minimally Invasive Liver and Pancreatic Surgery

Right: Sami Gokhan Kiliç, MD, FACS, FRCGS  
Chief of Minimally Invasive Gynecology & Research

*The four surgeons featured here are representative of the more than thirty UTMB surgeons using state of the art minimally invasive surgical techniques across a wide variety of medical specialties.*

The University of Texas Medical Branch  
Member, Texas Medical Center



Working together to work wonders.™

# METHODIST LEADERS IN THE FIELD



Methodist Center for Sports Medicine Physicians

The Methodist Center for Sports Medicine has the expertise to get you back in the game — quickly and safely.

Home to the team physicians for the Houston Astros, Houston Texans and Houston Dynamo, the multidisciplinary center provides leading-edge care to both professional and amateur athletes. Our orthopedic surgeons, primary care sports medicine physicians, physical therapists and athletic trainers team up to develop a customized treatment plan just for you, from initial assessment to rehabilitation and recovery.

Don't let an injury keep you on the bench. Call on the team that keeps Houston's best athletes — and you — playing strong and pain free.

**Methodist** Center for  
Sports Medicine



For more information or a physician referral,  
call 713-799-1212 or visit [methodistsportsmed.com](http://methodistsportsmed.com).

Texas Medical Center • Baytown • Greenway Plaza • Pearland • Sugar Land • West Houston • Willowbrook



March 10, 2020



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# “So What?”



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# The Connected Patient

- Can't simply buy people's attention
- The consumer controls:
  - How they access information
  - What they view
  - When they view it
  - And how they view it (what screen)
- Community building helps you to meet the needs of your audience/constituents
- Helps brands connect with their audiences in a more human manner

# Marketing as Community Building



Moving from marketing “to” patients (and families) to marketing “with” patients



Making an investment in community



Deepening engagement with your brand



Must feel authentic



**Provide value via the relationship**

How do you enrich her life?

Sense of community - belonging

# What Does Value Look Like?



Information resource



Sense of belonging



Opportunity for self-expression



Opportunity to be heard; to share



Emotional connection



Entertainment



All of these should be present within a community

# The Role of Community

“As long as women feel safe in a community, they will feel free to express their personal viewpoints which adds authenticity and attracts other women ‘like them’, increasing a community’s value,”

Toby Bloomberg, Founder of the Diva Marketing Blog and recognized by Forbes as a top social media blogger.

# Elements of Community



Reciprocity

Shared values or interests

Commonality

Listening – We want to be heard

Valuing the opinions of others

Support – emotional and informational

Kindness/Civility

Feeling valued and appreciated

# Marketing as Community Building

- Fundamental Change:
  - From storyteller
  - to community-builder, facilitator, and content generator/curator

# Community = Brand Experience



WHAT ARE YOUR  
MAJOR BRAND  
TOUCHPOINTS?



WEBSITE



HOW YOU ANSWER  
THE PHONE



THE SHOPPING  
ENVIRONMENT



YOUR PEOPLE

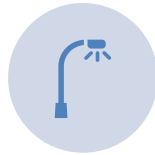


FOLLOW-UP  
COMMUNICATIONS

# Build Communities of Shared Interest



Attract people with shared interests



Provide a moment of "light"



Make them feel welcome



Encourage them to tell their stories and interact



Feed their desire for good information



Position your organization as a resource and expert



Let them become your ambassadors, telling your story

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**Ramona Hertzell, Owner  
Second to Nature Boutique  
Greensboro, North Carolina**

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# Doing So Much Right



Great Brand Positioning: Women Helping Women

Awesome Environment

Welcoming Staff

Google Adwords

Direct Mail

Social Media, Blog, and Website

Customer Reviews

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# Theme: The Content Marketing Mindset

- Share meaningful content across multiple platforms
  - Website
  - Social Media
  - Blog
  - eNewsletter
  - In-store experience

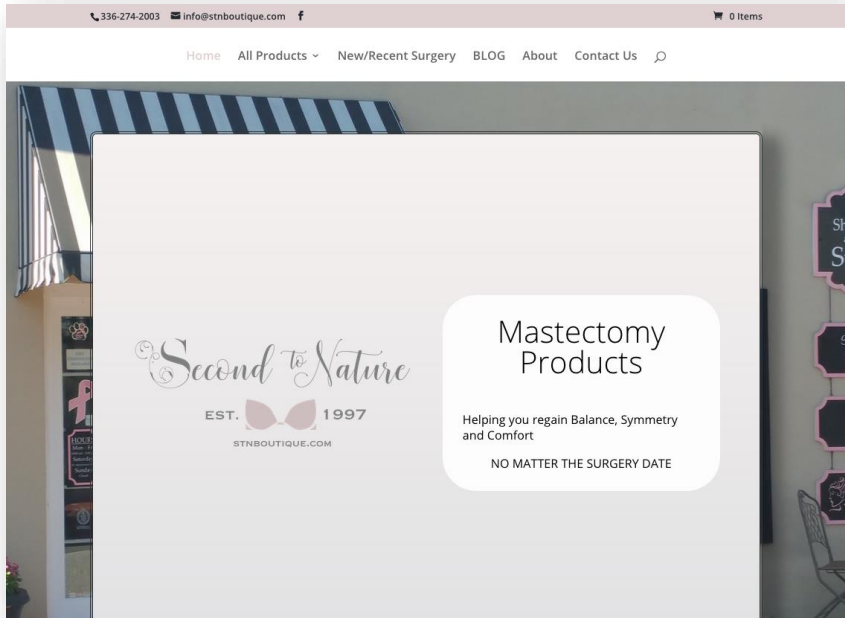
# Your Store as an Environment that Invites Community & Engagement



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# Your Website as an Environment that Invites Community & Engagement

# Website Landing Page

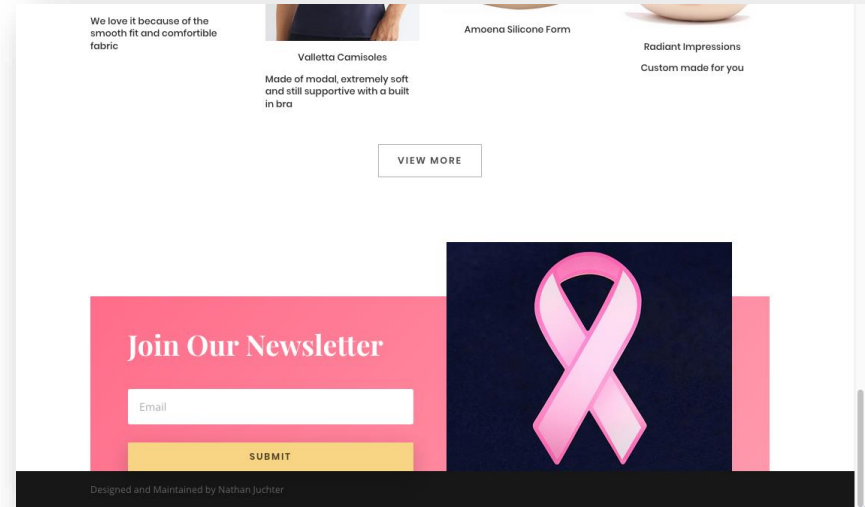


- Great phone number and email placement
- Greet the visitor
- Welcome message
- Think video
- Social Media Icons

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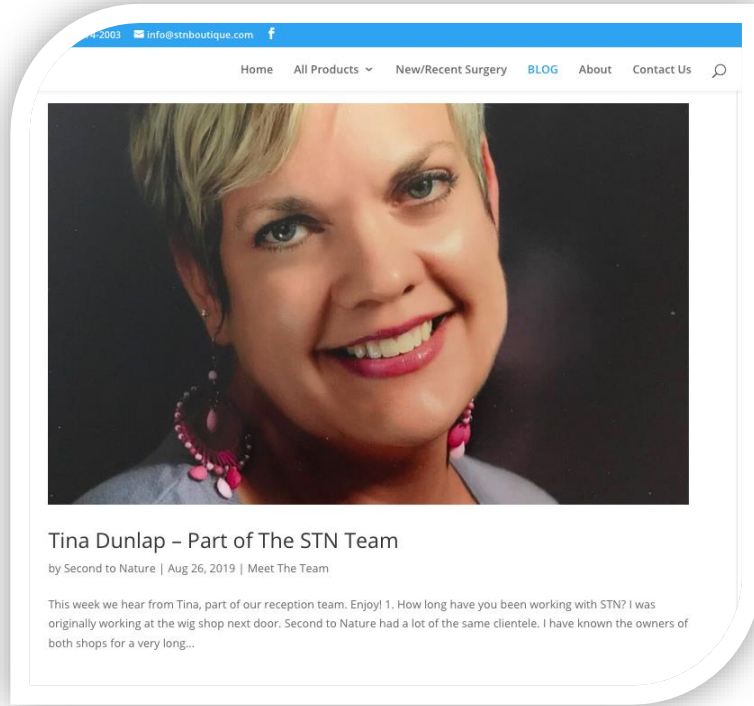
# Get the Visitor Involved

- Offer them future opportunities to engage
- Offer resources and information
- Build your database





# Tell Stories That Are Relatable

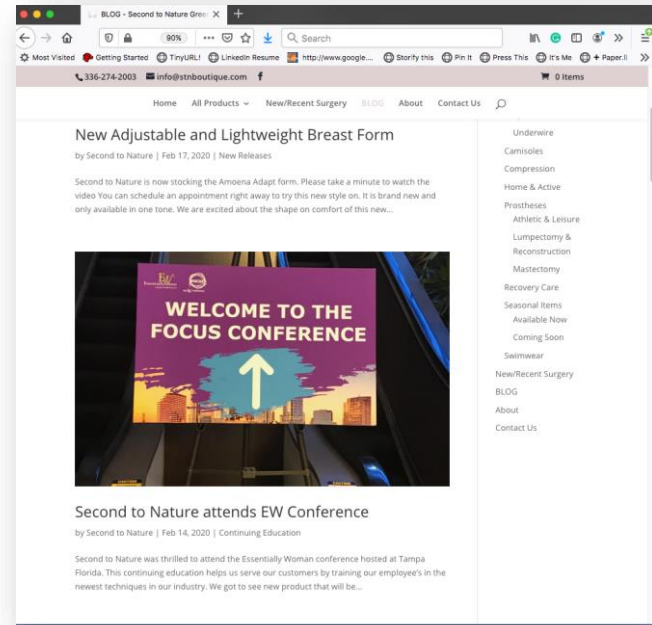


- Patient stories
- Employee stories
- Community stories
- Company origin story
- Be human

# Tools and Tactics that Invite Community & Engagement

# Building Community with Blogs

- Post frequently
- Get customer stories
- Repurpose thank you notes
- Share comments from online reviews
- Profile your staff
- Share video and photos



# Enhance Your Brand with Video



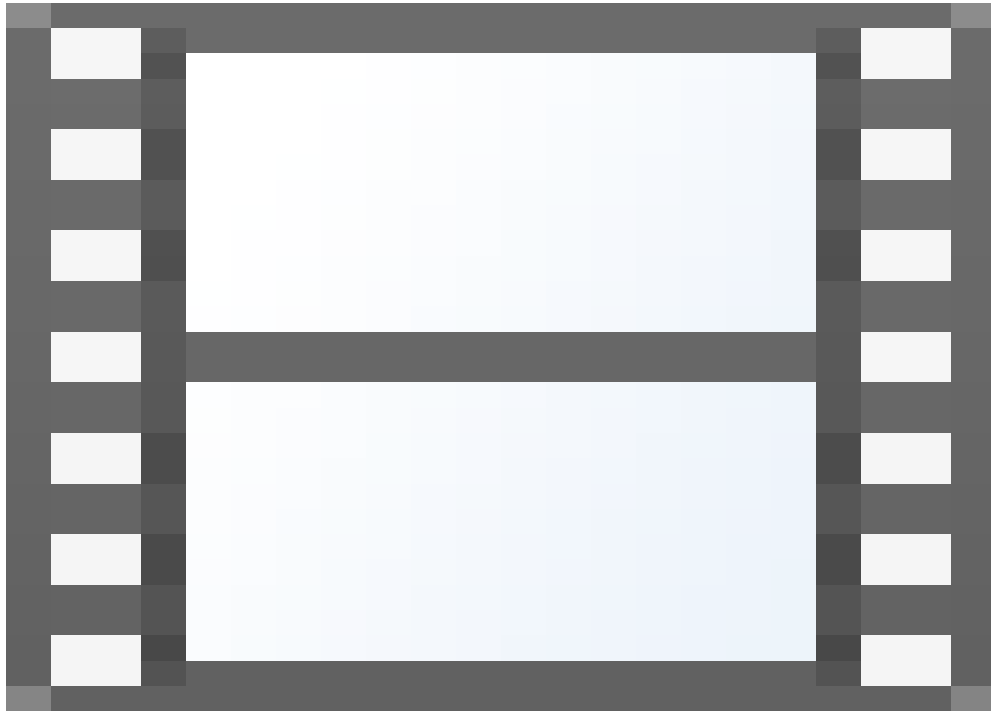
Viewers retain 95% of a video's message compared to 10% when reading text.

A human can process an image 60,000 times faster than text.

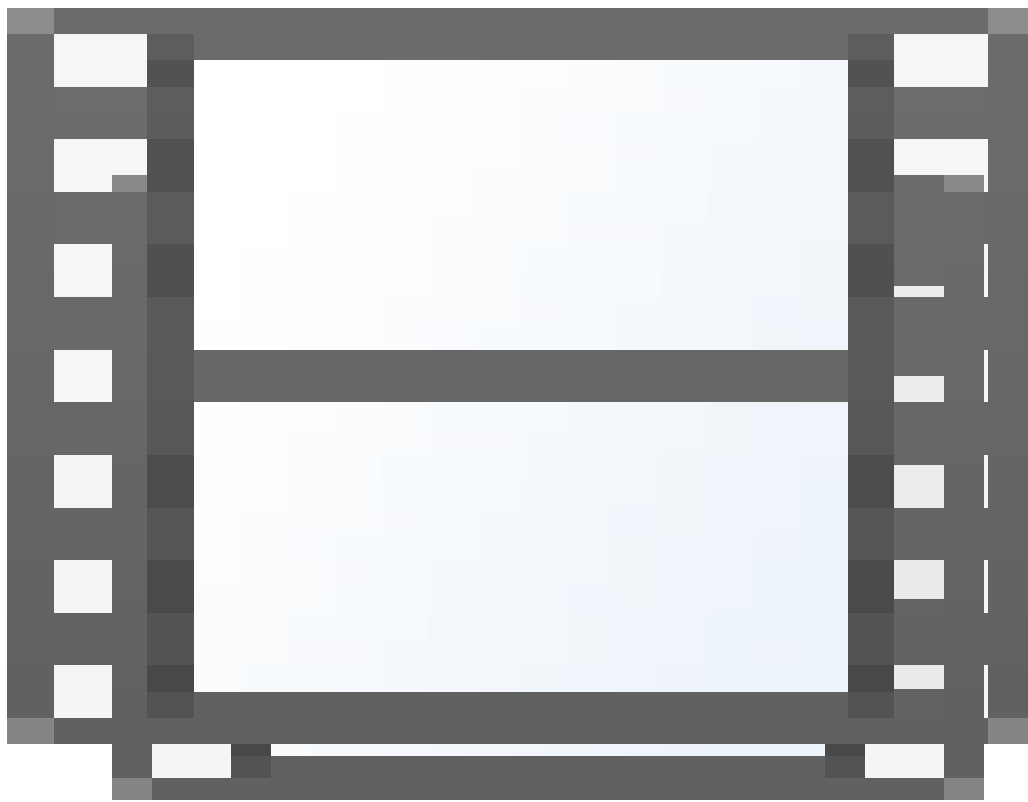
The chances of a page one listing on Google increase 53 times when you add video content to the page.

Videos in universal search have a 41% higher click-through rate than plain-text results.

Videos improve stickiness or "dwell time" of your site – improving page authority.




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# eNewsletters

SHSM Spectrum Member Newsletter: March/April 2020

 Society for Health Care Strategy and Market Development <newsletter@news1...>  
Thursday, March 5, 2020 at 10:16 AM  
Dan Dunlop  
[Show Details](#)

## FEATURED ARTICLES

### PATIENT EXPERIENCE




**The Call to be Urgently Empathetic: The Transformation to Human-Centered Care**

How do we put the human back at the center of what we do as a health system? We are trained to provide safe, reliable and affordable care, but do we take the time to focus on the individual and their needs and preferences? This requires a deliberate, human-centered approach focused on who we are serving and how they expect to be cared for as humans. The transformation to a human-centered approach is an imperative that is vital to our existence going forward.

[Read More](#)

### POPULATION HEALTH



**Health Breakthroughs Driven by DNA Analysis in Nevada**

The Healthy Nevada Project, developed by Renown Health and its innovation institute, is one of the first community-based population health studies in the United States. By combining genetic and environmental data with individual health information, researchers and physicians are gaining new insights, enabling personalized care while improving the well-being of entire communities in Nevada.

[Read More](#)

### STRATEGIC PLANNING

Abstracts of content (bite-sized)

Links back to your website

Varied content

Not all about you!

Tell stories

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# Direct Mail

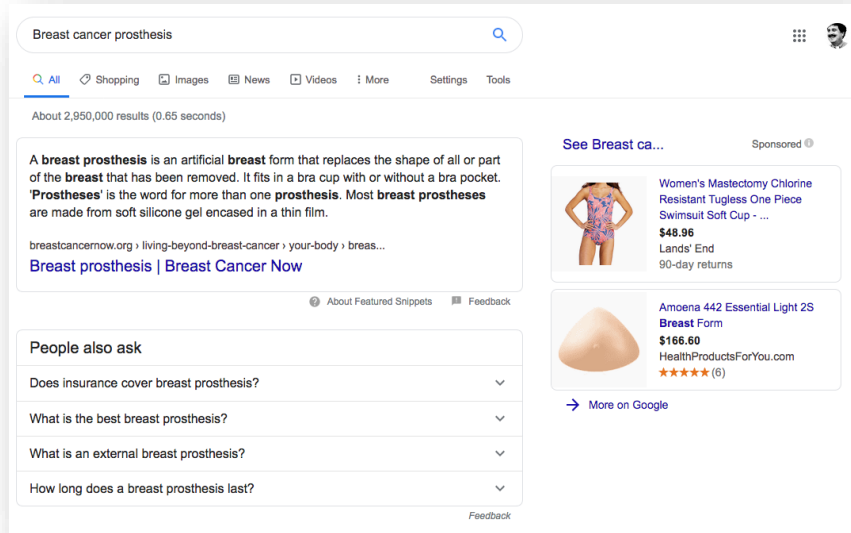


- Communicate value & relevance quickly
- Don't make the consumer work hard
- Is there a reason for the communication?
- Are you adding value?

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# Digital Advertising



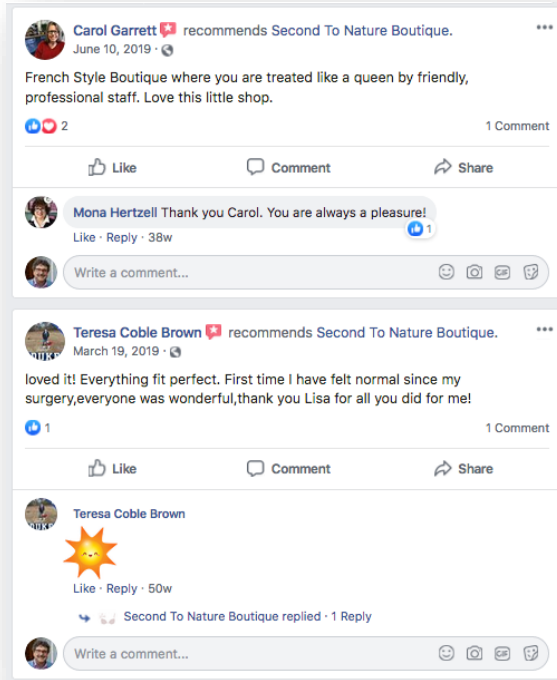
- Adwords/SEM
- Paid Social – helps your organic social
- Digital Display
- Contextual Targeting
- Geotargeting
- **The Retargeting Dilemma**
- Video

# Customer Reviews



 LIKE US ON  <b>facebook</b>		SCAN CODE OR SEARCH "STN.BOUTIQUE" ON FACEBOOK
 Follow us on <i>Instagram</i>		SCAN CODE OR SEARCH "@SECONDTONATUREBOUTIQUE" IN INSTAGRAM
Review us on 		SCAN CODE OR GO TO <u><a href="https://goo.gl/NJQUEE">GOO.GL/NJQUEE</a></u> CLICK REVIEW!
<b>THANK YOU</b>		

# Customer Reviews



**Carol Garrett** recommends Second To Nature Boutique.  
June 10, 2019 · 🌐

French Style Boutique where you are treated like a queen by friendly, professional staff. Love this little shop.

👍❤️ 2 1 Comment

Like Comment Share

**Mona Hertzell** Thank you Carol. You are always a pleasure!  
Like · Reply · 38w

Write a comment...

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**Teresa Coble Brown** recommends Second To Nature Boutique.  
March 19, 2019 · 🌐

loved it! Everything fit perfect. First time I have felt normal since my surgery, everyone was wonderful, thank you Lisa for all you did for me!

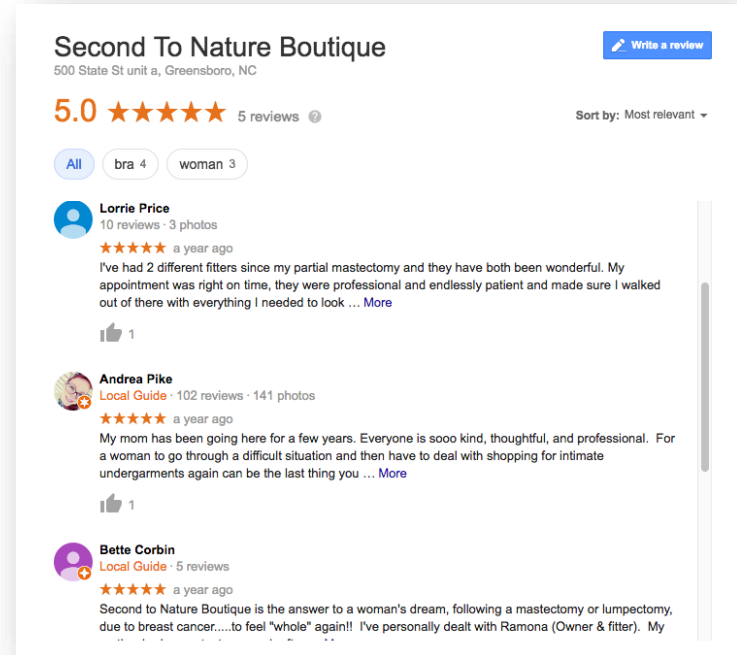
👍 1 1 Comment

Like Comment Share

**Teresa Coble Brown**  
🌟  
Like · Reply · 50w

Second To Nature Boutique replied · 1 Reply

Write a comment...



## Second To Nature Boutique

500 State St unit a, Greensboro, NC

[Write a review](#)

**5.0** ★★★★★ 5 reviews

Sort by: Most relevant

All bra 4 woman 3

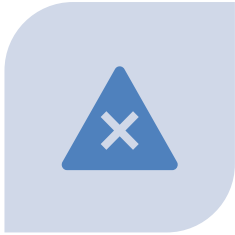
**Lorrie Price**  
10 reviews · 3 photos  
★★★★★ a year ago  
I've had 2 different fitters since my partial mastectomy and they have both been wonderful. My appointment was right on time, they were professional and endlessly patient and made sure I walked out of there with everything I needed to look ... [More](#)  
👍 1

**Andrea Pike**  
Local Guide · 102 reviews · 141 photos  
★★★★★ a year ago  
My mom has been going here for a few years. Everyone is sooo kind, thoughtful, and professional. For a woman to go through a difficult situation and then have to deal with shopping for intimate undergarments again can be the last thing you ... [More](#)  
👍 1

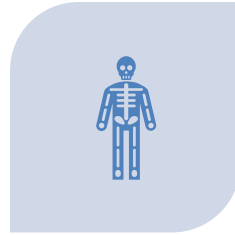
**Bette Corbin**  
Local Guide · 5 reviews  
★★★★★ a year ago  
Second to Nature Boutique is the answer to a woman's dream, following a mastectomy or lumpectomy, due to breast cancer.....to feel "whole" again!! I've personally dealt with Ramona (Owner & fitter). My

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# Communication with Referrers



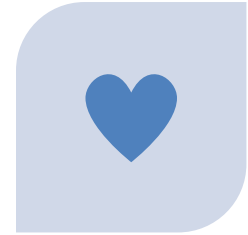
DON'T BE AN INTERRUPTION!



REMEMBER THAT  
GATEKEEPERS ARE OFTEN THE  
REFERRERS IN A PRACTICE.



FOOD AND INFORMATION GO  
WELL TOGETHER.



SHARE SUCCESS STORIES!  
PHYSICIANS LOVE SATISFIED  
PATIENTS.

# In Closing



Go to work planning to build community every day.



Be helpful. Add value. Be a resource.



Nurture your community in person, on the phone, through your newsletter, and via social media.



Put yourself in the shoes of your customers.

# Contact Information

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Jennings

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