

# Take Your Video Marketing Strategy to the Next Level



Video is a valuable asset across the internet and even offline.

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>> Video is an important part of a successful dermatology marketing strategy. That is not news, as the popularity of video has been increasing for years. What is new is the importance of this content type in every context and on various platforms. It is no longer just a social media fad; video is a valuable asset across the internet and even offline.

## THE GROWING ROLE OF VIDEO IN MARKETING

The best content marketing strategy is diverse, covering various channels and using several types of content. More and more, video is taking a lead role. Why?

- **Improved ROI.** Video can help bring in new patients. Simply adding a video to your landing page can increase conversions by as much as 80 percent, according to a recent post from Wordstream. Including the word “video” in an email subject line can increase open rates by 19 percent, per an article from TheManifest.com.
- **Expanded audience.** The average internet user spends 16 hours every week watching videos (invideo.io). It is one of the best ways to get more eyes on your marketing message.
- **Target market reach.** It is not just kids who are watching videos online. One-third of internet users in the baby boomer generation watch videos on YouTube to learn more about a product or service, Sprout Social reports.
- **Social media success.** Video is one of the most popular types of content on social media networks. It can receive 1,200 percent more shares than text and still images (crackitt.com).
- **Keeping up with the competition.** If you are not leveraging the power of video, then you are missing out. The number of marketers who consider video an important part of their marketing strategy has increased from 78 percent in 2015 to 93 percent in 2021 (wyzowl.com).

## MAKING THE MOST OF VIDEO

Where do videos fit into your strategy? Virtually everywhere! Some of the best uses for videos include:

- **Social media.** Video content has long been a favorite on nearly every social network, and that trend is only growing.
- **Website.** Like photos and graphics, videos are an excellent adjunct to written content. You can include them on your home page, doctor bio, procedure pages, blog posts, and more.
- **Advertisements.** If you are paying for ad space, consider upgrading to a video format for greater engagement and better results.
- **Email.** Include links to new and relevant videos in your practice newsletters.
- **In office.** You can use videos to demonstrate procedure aftercare instructions or promote services on a screen in your reception area. It is also helpful to have training and educational videos available for staff members.
- **Dedicated channels.** If you enjoy creating educational video content, consider creating a YouTube channel.

## TYPES OF VIDEOS

The first step is determining what types of videos may be useful in your marketing and practice management strategy. There are more options than you might expect.

**Introductory.** Take the “about us” section of your website to the next level. First, use videos to introduce doctors and clinicians, as well as other team members. Then, offer potential patients a virtual tour of your practice, highlighting amenities, beautiful décor, high-tech devices, comfortable treatment rooms, and anything else that makes your office attractive.

**Explainer.** This is a short, simple video that provides a succinct description, usually along with visual aids, such as graphics or animations. In marketing, explainer videos are typically used to showcase products and services. For

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example, you might explain how RF or laser energy treatments work or the science behind fat reduction technologies.

**Live video.** One of the best ways to attract interest and grow your social audience, especially on Facebook, is by using live video. This is a great way to share special events, provide urgent updates, and host Q&A sessions. Be sure to keep an eye on the comments and respond to viewers, keeping your audience engaged.

**Patient education.** Think of questions that patients often ask, as well as common misconceptions. Many people are eager to learn about their skin, from the aging process and effects of sun exposure to signs of common dermatological diseases. Anything your audience wants to know about can be a good topic for an educational video.

**How-to.** This is one of the most popular types of video in any subject area, and dermatology is no exception. Written or illustrated instructions can be confusing; most people prefer to see for themselves how to do something. A how-to video can be as simple as a demonstration of proper exfoliation techniques, sunscreen application, or skin cancer self-checking. These videos can also provide an opportunity to promote services. For example, a dem-

onstration of how to wax without damaging skin could include a reminder that laser hair removal eliminates the need for waxing.

**Testimonials.** Positive reviews are one of the most valuable marketing assets for your practice. They are even more powerful when patients agree to create a video describing why they are so happy with your service and possibly showing off the results of your work. If you can acquire video testimonials, be sure that you have written permission from the patient (in accordance with HIPAA) before sharing them.

**Training.** Video isn't just for patients and leads. It can also be an incredibly useful tool for educating your team. From customer service skills to practice policies, training videos can help new employees get up to speed quickly, as well as providing a resource that can easily be re-visited when someone needs a refresher.

## FINAL THOUGHTS

If you are wondering how to go about creating videos, don't worry. It is much simpler than you might expect. This is largely thanks to advances in mobile technology. Nearly every modern smartphone is capable of recording high quality videos with little to no technical expertise. It does not have to be perfectly staged and professionally edited, especially if you are posting on social media. In fact, the spontaneous feel of raw video adds authenticity, which viewers crave. For more professional videos, you can still start with a simple recording on your phone and then hire a third-party service to perform minimal editing for a polished end result. ■

*Naren Arulrajah, President and CEO of Ekwa Marketing, has been a leader in medical marketing for more than a decade. Ekwa provides comprehensive marketing solutions for busy dermatologists, with a team of more than 180 full time professionals, providing web design, hosting, content creation, social media, reputation management, SEO, and more. If you're looking for ways to boost your marketing results, call 855-598-3320 for a free strategy session with Naren. You may also schedule a session at your convenience with the Senior Director of Marketing - Lila, by clicking <https://www.ekwa.com/msm/> or simply sending a text to 313-777-8494.*

## WATCH NOW



Apply the principles of offering a good patient experience in your practice to marketing, providing a good experience to website users. This short video from Ekwa Marketing explains the basics of UX (user experience) and how you can improve it.

**Watch Now: [PracDerm.com/UX](https://www.pracderm.com/UX)**