

The Power of Niches in Medical Practice Marketing

By Greg Fawcett | July 30, 2016 | Blog Posts, Medical Practice Marketing

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Identifying your target market isn't always as simple as it sounds, particularly in the field of medical practice marketing where you might have a wide variety of target market segments. Segments, if you're unaware, are ways to group together your target audience. Think: gender, age, location, illness or injury. Identifying your target market makes it easier to create marketing that is more likely to resonate with your current or potential patients.



Marketing to your various niches can be a powerful new way of getting your message out to specific categories of patients. If you have the strategic marketing resources available, a highly-targeted, niche marketing approach could put your practice into a different league from your competitors.

Why? Because this approach helps to "strike a chord," so to speak, and tell a compelling story about why you're the best medical practice out there.

What is Niche Marketing?

Your patients are all different. Some are seeking preventive health care, others need management of chronic conditions, while a third group might only come to you when they are acutely ill. Some have families and others don't. Each of these groups is likely to represent a different niche market, and recognizing their differences enables you to tailor your medical practice marketing to those groups that make up the largest part of your client base. You can then target them more closely, make your messaging more relevant and become an authority to the niche.

Identify Niche Groups

First off, you need to identify the major niche groups serviced by your medical practice marketing. This may be simple if you focus on specific areas of health care, but for the average family practice, it can be a little harder. Go through your records for the past year and categorize your patients according to commonalities, ranging from age through types of illnesses, frequency of visits or profit value over a given period.

Examples of this kind of categorization could include standard groupings such as gynecology and obstetrics, oncology or pediatrics. You could also drill down a bit more to list categories such as pregnancy, skin cancer, thyroid problems or weight management.

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Compare these categories to make sure they generate enough revenue to make it worth your while making them a focal point for your medical practice marketing activities. If there are too few people in the category, spending a lot of time or money on marketing to that category may not be beneficial for your practice.

Develop a Niche Marketing Strategy

For each niche group, find out what is important to them and focus your strategy on providing that. For example:

- Young families most likely have or are expecting young children and will relate to medical practice marketing aimed at primary child care, early childhood vaccinations, nutrition and common children's illnesses.
- Women in their 40s may have an interest in health maintenance during menopause.
- Men in their 50s and older may be worrying about erectile dysfunction and prostate check-ups.

Consider the information and help you can offer that are specific to these needs, and what would be the best method of getting your message across to each group.

Design Delivery Mechanisms

Young professionals may be reached best through social media, while your older business man or woman might do better with targeted niche websites. Mothers with young children could be influenced by reading guest expert column in a local newspaper, and seniors through a pamphlet drop around the local homes for the aged.

In all cases, customize your medical practice marketing strategy to the niche you are targeting, if you want to reap the benefits of this very specific approach.

Consistent Core Messaging is Key

Just because you're aiming for very different groups there's no reason to exclude your core messaging. While niche targeting is a very powerful way of segmenting your marketing in relation to your client base, you still need to build your brand across your audience.

To do that, you should identify three to five core messaging principles that apply to all niche markets, and make sure these form the basis of all your medical practice marketing initiatives.

Your list of benefits and messages need to work at an overall brand level as well as with individual market segments. For example, if your main message is "caring for your well-being" then you need to ensure this is communicated both in the preventive medicine context as well as the reactive context, which makes it a core message.

Let our expert medical practice marketing team help you to identify your niche markets and compile a marketing strategy to reach them.

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