



Mastering Multi-Location Healthcare Marketing: **A Strategic Roadmap**

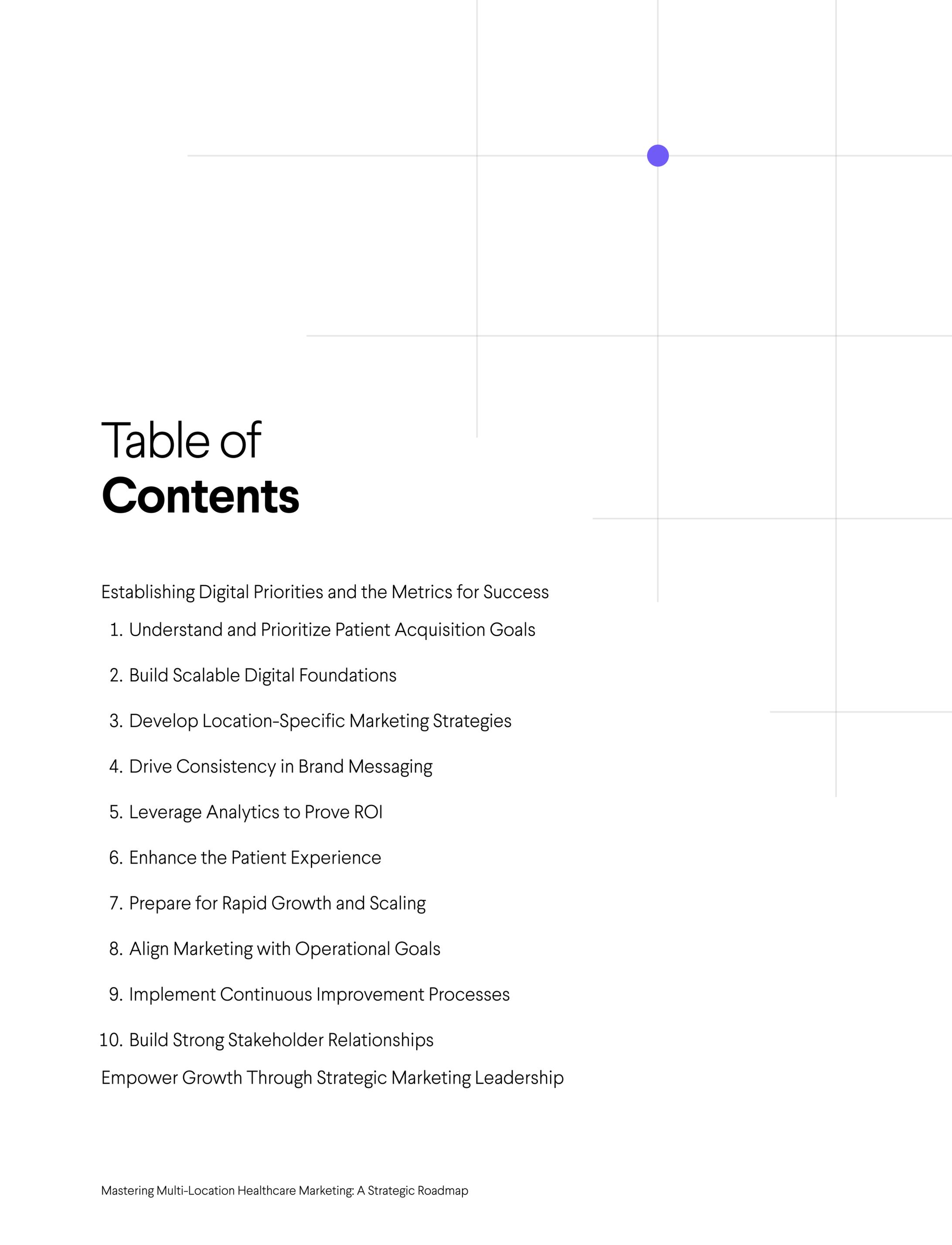
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Empower Growth Through Strategic Marketing Leadership

Taking the reins as a marketing leader for a multi-location health organization presents an array of challenges. Whether you came to the role with a health and wellness background or have overseen the marketing of a networked organization outside the industry, the intersection of both specialized roles brings together a unique set of problems.

Your marketing needs also could apply at different scales. For instance, individual brands, practices, or locations could all have distinct requirements. Some practices may use outdated technologies or other processes, which further complicates the transition to a unified system. Moreover, you need to ensure multiple teams deliver a consistent experience for patients and visitors – a challenge that can encompass multiple teams and technical requirements.

You need a strategic approach to begin tackling these multifaceted issues. **Below, we outline a guide to your first 12 months as a marketing leader along with a 10-step roadmap.** By following the priorities outlined here, you'll know essential steps to driving growth, streamlining operations, and meeting your organization's goals.

Establishing Digital Priorities and the **Metrics for Success**

Fundamentally, you've been brought in to fix something in your organization's marketing. Often, one of your first priorities is to improve its digital capabilities.

Knowing where something is hosted and what tech stacks each of your digital properties use is an early step toward setting priorities. Some practices may need a new website, or you may need to design and implement consistent themes so each website provides an experience that satisfies customer expectations and is aligned with your larger brand.

Along with bringing (and keeping) all these separate practices under the larger umbrella of your organization, you need to establish the right metrics for success. By focusing on these metrics, you'll gain invaluable insights into the effectiveness of each location.

- Implement robust tracking systems to measure patient acquisition costs by brand, practice, and location.
- Analyze conversion rates from digital campaigns, including ads, website, and email.
- Establish brand consistency scores for each location to ensure you're providing uniform patient experiences.
- Monitor patient satisfaction and Net Promoter Scores (NPS) for each location.

While this data-driven approach refines your organization's strategies, it also provides concrete evidence of your efforts' ROI to stakeholders.

1. Understand and Prioritize Patient Acquisition Goals

Patient acquisition is the lifeblood of your organization's growth. Without a cohesive strategy, location-level inconsistencies can dilute the ROI from your marketing efforts.

To drive growth across your multi-location organization, it's crucial to take a systematic approach to understanding and prioritizing patient acquisition goals. Begin by conducting a thorough audit of current patient acquisition funnels for each location. This process will reveal the unique strengths and weaknesses of individual locations, allowing you to tailor your strategies accordingly.



Pay close attention to gaps in scheduling, online booking, or intake processes as you dive into this analysis. These pain points often represent low-hanging fruit for immediate improvement.

With a clear picture of your current landscape, the next step is to develop strategies for each location. High-performing locations may benefit from an amplification of successful tactics, while underperforming sites might require more fundamental changes. Remember, what works in one community may not translate to another.

2. Build Scalable Digital Foundations

As your healthcare organization expands, your digital infrastructure must also evolve to keep pace. Your organization needs a robust digital foundation to manage multi-location operations efficiently and deliver a seamless patient experience across all touchpoints.

Start by optimizing your website(s) for multi-location SEO and patient engagement. However, simply adding separate pages for each location isn't enough. You need to create a cohesive presence that reflects your brand and also responds to local needs. The right CMS will enable you to implement easy updates of localized content to ensure each location maintains a unique voice within the broader organization.

Integration is key to optimizing your digital ecosystem. Connect your call centers, call tracking systems, patient portals, and EMR/EHR systems to create a unified data flow to streamline operations at each location. You also have the ability to integrate your online booking flows, paid advertising, payment processing, and review management within these systems.



Navigating HIPAA Compliance in Digital Marketing

HIPAA compliance adds a layer of complexity to your marketing initiatives. For instance, tools such as Google Ads include a host of features that healthcare clients cannot use because of patient privacy protections.

Remarketing website visitors with targeted Google Ads is prohibited. Plus, as you're measuring ROI, it's difficult to access data about when patients book and how much that might be worth. You have to get creative with your approach to marketing with paid ads.

Implementing HIPAA-compliant tools for online forms and communications will protect patient information while still facilitating easy interactions. Remember that the balance between accessibility and privacy is crucial for building trust and satisfying regulatory requirements.

Your goal is to create a digital infrastructure that not only meets current needs but can also scale with future growth. Focusing on these foundational elements will keep you well-positioned to adapt to future challenges in the ever-evolving healthcare landscape.

3. Develop Location-Specific Marketing Strategies

A one-size-fits-all approach to marketing for a multi-location organization will inevitably fall short. Each location serves a unique community with distinct needs and preferences. So, it's crucial to recognize these differences and craft targeted marketing strategies that will resonate with each local audience.

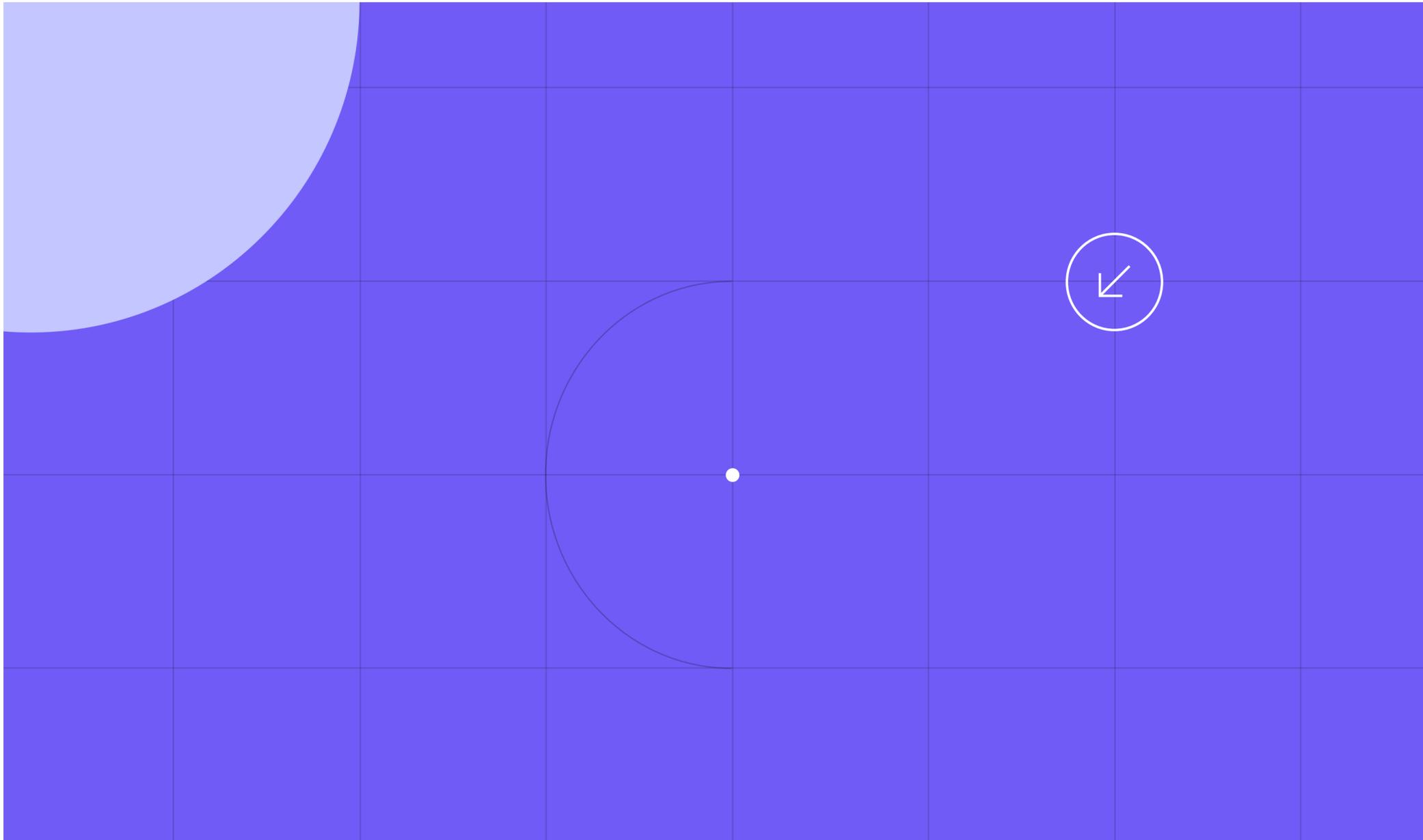
You face a similar challenge in structuring campaigns when you have multiple locations in the same city:

- If you're using the same keywords, you can't really have overlapping territory for different campaigns.
- If you split the keywords down the middle, you have to dedicate a budget to two smaller areas that prioritizes the individual performance of those locations.
- If you combine keywords, you have a bigger area for the campaign, which will likely perform better. But one location will likely get the majority of new leads.

Begin by collaborating with practice managers to identify the specific patient demographics for each location. Armed with this knowledge, you can implement geo-targeted paid search campaigns and local SEO strategies that enhance visibility where it matters most.

Develop templates for localized social media content to streamline your efforts. These templates should be flexible enough to accommodate location-specific information while also ensuring brand consistency.

Beyond digital strategies, community involvement helps boost local visibility and SEO rankings. Tailor your marketing to each location's distinct characteristics to create more meaningful connections with potential patients and drive growth across your network.



4. Drive Consistency in Brand Messaging

New and returning patients expect the same level of care regardless of which of your locations they visit. A cohesive experience builds trust, reinforces your brand identity, and ultimately contributes to patient retention.

Begin by auditing brand materials across all practices, locations, and digital channels. It's not uncommon to find outdated logos, mismatched color schemes, or conflicting messaging when dealing with multiple locations that may have operated independently in the past.

Once you've identified the gaps, develop clear brand guidelines encompassing tone, imagery, and messaging for communications. These guidelines should be comprehensive, yet flexible enough to support localization as needed.

Brand consistency extends much farther than visual elements. How your staff interacts with patients also plays a vital part. Roll out training programs on patient engagement best practices for clinic-level staff. By equipping your teams with the tools they need to represent your brand, you create a unified patient experience.

Just as importantly, with mergers and acquisitions you have to find ways to integrate any practices and locations that may be retaining their brand identities in part or in full. For example, [in our work with Smile Doctors](#), we created solutions that enabled some of the acquired practices to take advantage of the marketing, operational, and technical resources of the larger organization. At the same time, these practices would be able to retain identities that were beloved in their communities — for as long as 40 years, in some cases.

GLIDE developed themes for these locations that supported their aim to retain their name recognition while also adhering to established brand guidelines. It may be beneficial to explore ways for new practices and locations to align with your brand without entirely reinventing their look.

5. Leverage Analytics to Prove ROI

Your C-Suite stakeholders prioritize metrics that demonstrate measurable growth. You need to ensure every location is set up to accurately capture and analyze patient data. This process begins with regular maintenance of your analytics tools to ensure their results are accurate and reliable.

With the right infrastructure in place, you can set up dashboards that track key performance indicators (KPIs) such as patient acquisition rates, appointment bookings, and lead conversions. These tools provide a clear, real-time picture of the impact of your marketing efforts across all locations.

Aligning location-level reporting with marketing KPIs is key to tracking which campaigns are driving results and which need to be refined. Use these insights to prioritize high-ROI tactics, whether they're paid campaigns, referral programs, or organic content strategies.



Implement SMART Goals for Success

SMART (Specific, Measurable, Achievable, Relevant, Timely) goals clarify what success looks like for each location. While it's tempting to chase constant growth, especially in paid advertising, it's crucial to set realistic targets aligned with your organization's objectives.

Consider putting your focus on increasing conversion volume, even if that comes at a higher cost per conversion. The long-term value of a new patient typically justifies the initial acquisition cost. Getting a patient through your door is the primary goal; the ROI often extends well beyond the first appointment.

By leveraging analytics effectively and setting clear, achievable goals, you position yourself as a data-driven leader who delivers measurable results. This approach both drives growth and builds trust with stakeholders, which helps you secure buy-in for future marketing initiatives.



6. Enhance the Patient Experience

From initial awareness of your brand to making and keeping an appointment, a seamless patient experience is critical to building trust and fostering retention at each location.

Begin by conducting a thorough audit of every digital touchpoint's usability. Your website navigation, appointment booking flow, and any patient portals should all go under the microscope. The goal is to create an intuitive user experience and eliminate any friction points that could deter prospective patients or frustrate your current ones.



Leverage Technology to Anticipate Patient Needs

Investing in tools that simplify the patient journey can yield significant returns. Chatbots provide a faster response than search result pages for instant query resolution, and automated reminder systems can reduce appointment no-shows.

Another feature that can impact patient experience is the ability to add appointments directly to personal calendars. This simple functionality provides an easy way for patients to keep track of upcoming visits and set reminders, potentially reducing cancellations and improving retention rates.

Optimizing the patient experience is an ongoing process. You should regularly collect patient feedback through surveys, reviews, and direct message opportunities. Use these insights to refine your services and address any pain points in your patient journey.

7. Prepare for Rapid Growth and Scaling

The challenge to manage marketing operations grows exponentially as your multi-location health organization expands. Planning for ways to support this growth is crucial to maintain efficiency across all locations. The key lies in developing scalable processes and tools that can adapt to your organization's evolving needs.

Start by crafting a scalable marketing playbook for onboarding new locations. This playbook should serve as a roadmap, detailing everything from brand guidelines and local SEO strategies to elements of a consistent patient experience. By standardizing these processes, you ensure consistency while allowing for necessary local adaptations.

Streamlining your processes for digital asset creation, publication, and management is another critical step. Implement systems that allow for efficient content updates and campaign execution across multiple locations. This might involve investing in digital asset management tools or developing templates that can be easily customized for each clinic.



Flexible Staffing Solutions

Your marketing needs will also expand as you scale. Building relationships with fractional teams or the right agency partner will provide specialized expertise on demand. When you work with GLIDE on a continuous support basis, you gain the flexibility to ramp up resources and maintain consistency without the added investment of full-time hires.

By focusing on building flexible foundations now, you'll be better equipped to handle the challenges and opportunities to come.

8. Align Marketing with Operational Goals

Your marketing efforts must do more than just drive patient volume. They should also enhance operational efficiency. This alignment between marketing and operations is crucial to ensuring sustainable growth and a consistent patient experience for your organization.

Start by fostering close collaboration between your marketing team and clinic operations staff. Regular meetings and open channels of communication can help identify operational challenges that marketing can address.



Adapt to Location-Level Capacity

Optimize your campaigns to address high-demand specialties or popular appointment times. This not only improves patient satisfaction by reducing wait times but also maximizes the efficiency of your clinical staff. Consider implementing dynamic content on your website and in email campaigns that highlights available slots or promotes underutilized services.

Build flexibility into your marketing campaigns to adapt to location-level capacity. This might involve creating a system that automatically adjusts online booking availability based on real-time scheduling data. Such integration ensures that your marketing efforts are always in sync with each location's ability to serve patients.



9. Implement Continuous Improvement Processes

Your long-term success hinges on your continuous ability to adapt, learn, and iterate on your marketing strategies to drive greater success. Begin by scheduling quarterly reviews of campaign performance and website analytics. These regular check-ins provide opportunities to identify trends, celebrate successes, and address underperforming areas promptly.

When you work with GLIDE, you can gain added expertise and insights into enhancing your website strategy as well as its design and development. With the right agency partner in place, you can set ongoing priorities for website performance optimization, maintenance and platform upgrades, and security updates.

Leverage patient feedback and market trends to inform these refinements, ensuring your strategies remain aligned with evolving patient needs and industry shifts. You can stay ahead of the curve by monitoring changes in the industry, particularly new compliance regulations that could impact your business or its marketing priorities.

10. Build Strong Stakeholder Relationships

As a marketing leader, you're the linchpin connecting the overarching executive vision of the organization with on-the-ground realities. Cultivating strong relationships with stakeholders is not just beneficial — it's essential for your success and the organization's growth.

Establish regular communication channels with practice managers, executives, and IT teams. These connections ensure you're always in tune with the pulse of the organization. Practice managers can provide invaluable insights into local patient needs, while executives can offer strategic direction. Your IT colleagues are crucial allies in implementing digital initiatives smoothly.

Sharing wins and contextualizing KPI performance is a powerful way to build trust and secure investment for future initiatives. When you demonstrate the tangible impact of your marketing efforts – be it increased patient acquisition or engagement – you're not just reporting numbers. You're telling a story of success that will resonate across the organization.



Leverage Partnerships to Fill Expertise Gaps

As you identify key priorities from your stakeholders, you should recognize when to leverage partnerships with agencies to fill expertise gaps. These collaborations can provide specialized knowledge in areas like advanced analytics, emerging technologies like AI chatbots, or niche marketing strategies.

By utilizing external expertise, you do more than extend your team's reach. You position yourself as a resourceful leader who knows how to maximize value to reach your organization's goals.



Empower Growth Through Strategic Marketing Leadership

Marketing leaders in multi-location health organizations are uniquely positioned to drive transformative change. By implementing the strategies in this roadmap, you can create a marketing infrastructure that not only meets current needs but scales with your organization's growth. From prioritizing patient acquisition to leveraging analytics for ROI, each step is designed to optimize your marketing efforts across all locations.

By developing scalable digital foundations and location-specific strategies, you ensure a cohesive brand experience while catering to the unique needs of the communities you serve.

By fostering a culture of data-driven decision-making and open communication, you'll be well-equipped to navigate the complexities of healthcare marketing and drive measurable growth for your organization. But you don't have to assemble and align all these moving parts and priorities on your own.

GLIDE are experts in navigating the complex challenges of multi-location health marketing. Whether you need to make a plan to revamp your existing technical infrastructure or want to begin the journey to consistent improvement of your digital platforms, **we can help.**