
April | 2024

Patient Marketing Toolkit

02

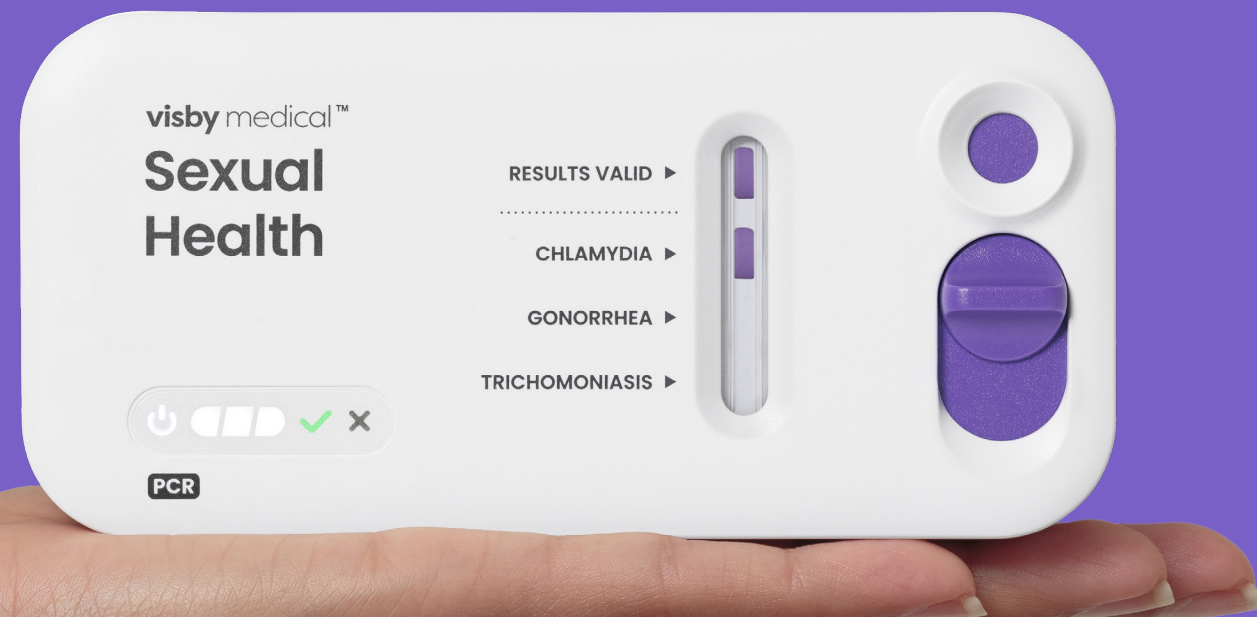
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These sections are the core of Patient Marketing Toolkit, so start here to get up and running quickly!

03

Introduction



Welcome to the Visby Medical Patient Marketing Toolkit.

This toolkit will help optimize your Google Ads campaigns to drive patient awareness and demand for the Visby Sexual Health Test at your clinics.

The Goal

The goal of these resources is to launch a communication campaign to potential patients that your clinic offers same-visit results for Chlamydia, Gonorrhea, and Trichomoniasis with the Visby Sexual Health Test.

The Scope

This document is designed to supplement existing Google Ads at your institution. We provide the content needed to populate a successful Google Ad campaign. If you are not currently running any Google Ads and need support setting up a campaign, Google provides tutorials for getting started. <https://ads.google.com/home/how-it-works/>

04

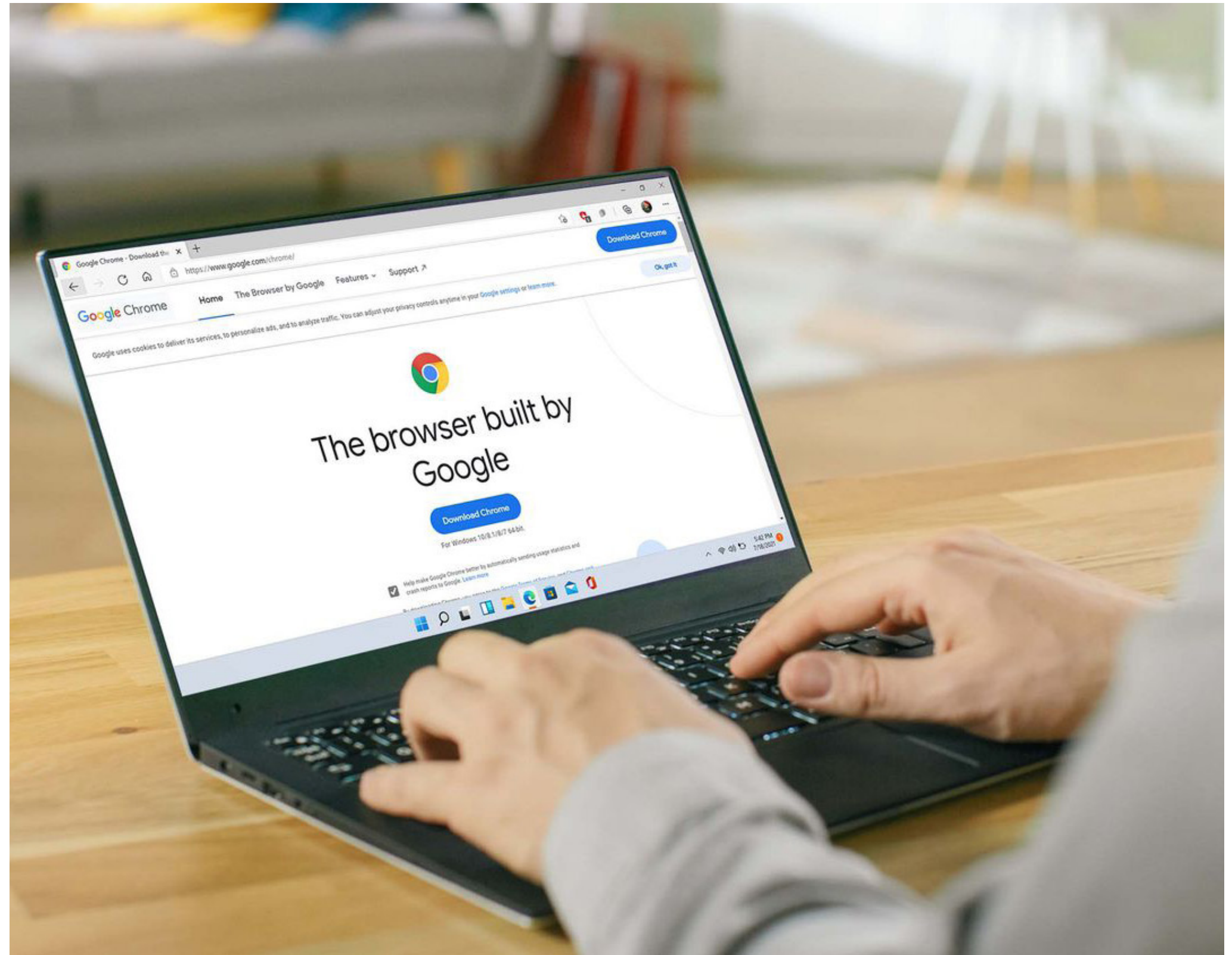
Description of marketing assets

Google ad copy

This is copy for a series of Google ads. There are several different iterations that focus on different value propositions of getting tested at your facility: Privacy/Self-Pay, Speed, and Accuracy. Google will automatically test the different headlines and copy to see what performs well with the target patient population.

More information on ad testing can be found in the Performance Tracking section.

Download the toolkit assets from Visby University.
Contact your Visby sales representative for log in information.



05

Description of marketing assets

Landing page copy and graphics

This content is designed to convert “clicks” into patients walking into your clinic for STI testing.


Call-to-Action: the CTA is critical on this page. We have included some example CTAs in this template for example:

- **No appointment needed, come in today for testing!** This CTA is simple and will require no backend integrations with other systems. We recommend starting with this if you are new to Google ads.
- **Call us now!** With a unique campaign-specific phone number from **CallRail** or a similar service the number of phone calls generated from this campaign can be directly tracked.
- **Schedule my test.** This CTA will require the landing page to link to scheduling software so the patient can make an appointment in your system - but it will allow you to more effectively track the performance of the program.

The tracking integration is beyond the scope of this document but more information can be found here:

<https://support.google.com/google-ads/answer/12216424?hl=en>


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**Minutes.
Not days.**


Fast, Accurate STI Testing at [Clinic Name]

Welcome to [Clinic name], where your health and well-being are our top priorities. We proudly introduce our cutting-edge STI testing services with the Sexual Health PCR test from Visby Medical. We are now able to offer women rapid, same-visit results for Chlamydia, Gonorrhea, and Trichomoniasis.




[Schedule my test](#)


Why choose [Clinic Name] for your STI testing needs?




Fast Results
Experience rapid STI testing. Get your test, results, and treatment in the same visit; No more anxious multi-day wait for Chlamydia, Gonorrhea, Trichomoniasis results.



Privacy
Your privacy is of the utmost importance. Rest easy knowing that your results are confidential. Cash-pay options are available for your discretion.




Accurate
Trust in the precision of Visby Medical's PCR test. Lab-quality diagnostics are now available in our clinic. This advanced technology ensures reliable and accurate results, giving you the confidence you deserve.




Expert Care
Our experienced and compassionate healthcare professionals are here to guide you through the process, and answer any questions you have.

Please note that the Ad copy related to Cash or Self pay is not intended as a directive. Clinics maintain autonomy in establishing their payment options, and the inclusion of "self-pay" language in advertising for STI testing is at the sole discretion of each clinic.



Accurate
Trust in the precision of Visby Medical's PCR test. Lab-quality diagnostics are now available in our clinic. This advanced technology ensures reliable and accurate results, giving you the confidence you deserve.



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Our experienced and compassionate healthcare professionals are here to guide you through the process, and answer any questions you have.

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Wondering if you should get tested?

Here's what the **CDC** recommends:

- Depending on your age, sexual activity, and medical history, you should get tested annually for some STIs (like Chlamydia, Gonorrhea, and Trichomoniasis) at least once a year.
- If you have any symptoms of an STI: increased or abnormal vaginal discharge or bleeding, lower abdominal pain, blisters, painful or increased frequency of urination, painful intercourse or bleeding afterwards.
- If you don't have symptoms, there might be other reasons to get tested: A sexual partner who has been diagnosed with an STI, engaging with a new or multiple sexual partners, having unprotected sex, drug misuse, or engaging in other activities that could be considered risky.

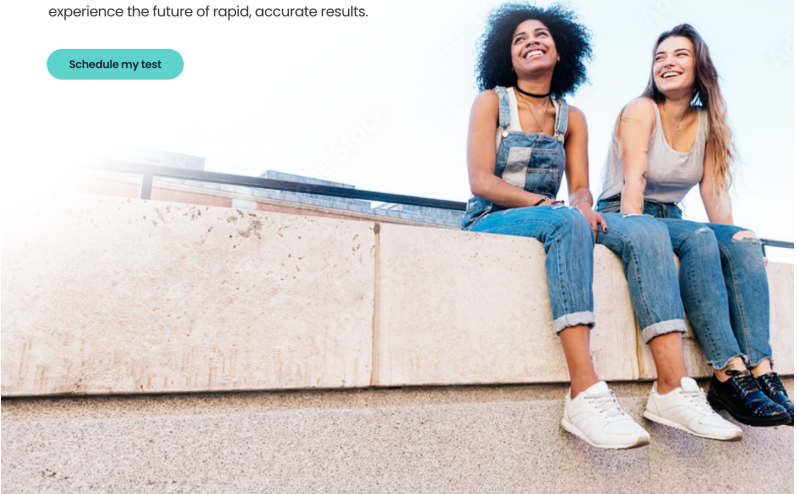
No symptoms? It may make sense to get screened anyway.
70% of females who have an STI show no symptoms.

Source: [cdc.gov/std/treatment-guidelines/screening-recommendations.htm](https://www.cdc.gov/std/treatment-guidelines/screening-recommendations.htm)

Let's do this

Your health matters, and so does your peace of mind. Don't let uncertainty linger – take control of your sexual health with [Clinic Name]. Schedule your STI testing appointment now and experience the future of rapid, accurate results.

[Schedule my test](#)



06

Description of marketing assets

Email template and copy

We recommend that you include an email announcement along with your website update and Google ad campaign. If you maintain email lists of patients we recommend sending a new testing announcement to this group. Multi-channel campaigns can amplify the impact of messaging.

Download the toolkit assets from Visby University.
Contact your Visby sales representative for log in information.

Placeholder for business logo



[Clinic Name] now offers the
Visby Medical Sexual Health Test

Up to 70% of women with an STI have no symptoms. The Visby Sexual Health test provides fast and accurate results during your visit.

Source: [cdc.gov/std/treatment-guidelines/screening-recommendations.htm](https://www.cdc.gov/std/treatment-guidelines/screening-recommendations.htm)





Fast
STI testing and results in one visit for three STIs: Chlamydia, Gonorrhea, Trichomoniasis



Accurate
Visby Sexual Health Test is a PCR test that offers lab-quality results during your visit

Schedule my appointment now

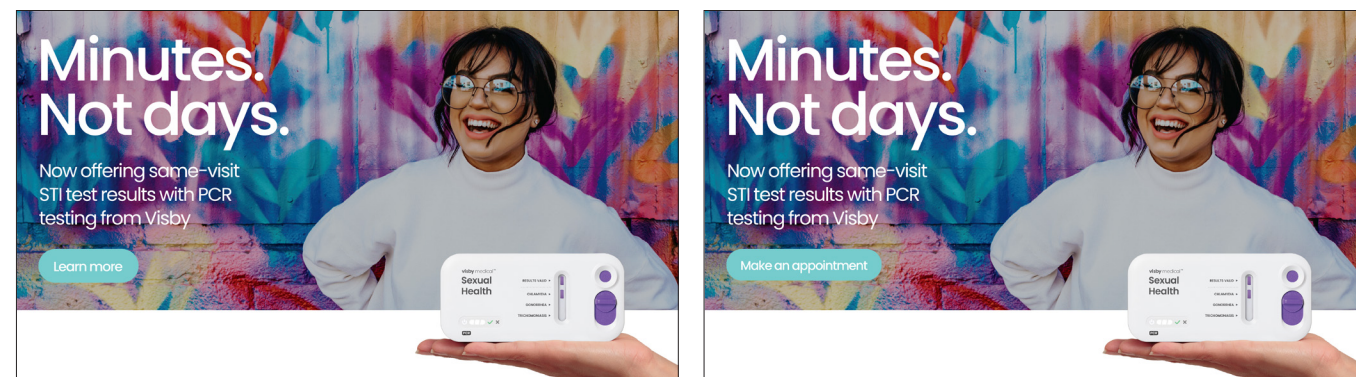
07

Description of marketing assets

Social Media posts template and copy

We recommend social media posts to announce the availability of rapid STI testing at your clinic. We have provided posts, copy and graphics designed for patient-facing announcements.

Download the toolkit assets from Visby University.
Contact your Visby sales representative for log in information.



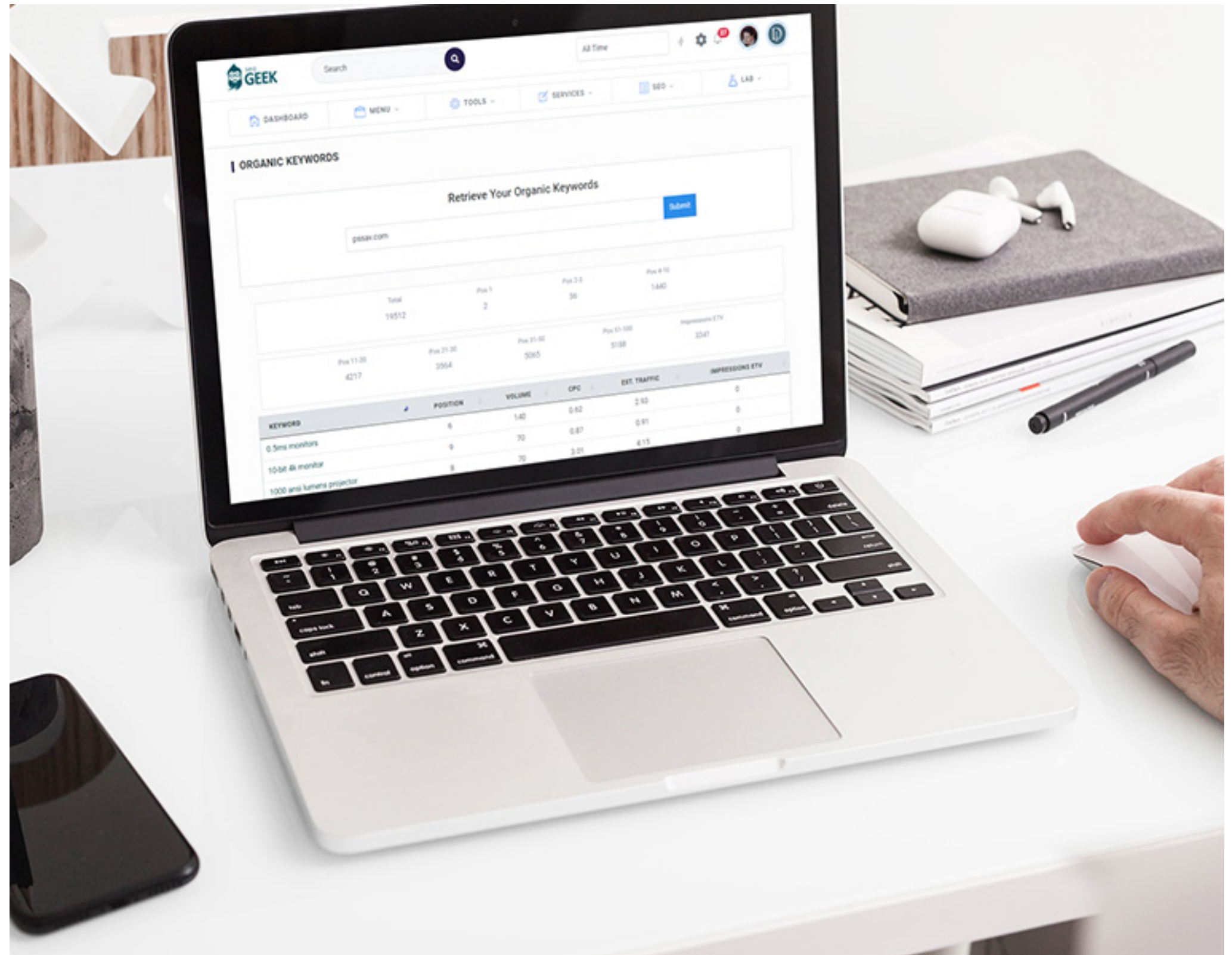
08

Description of marketing assets

Keywords

We have included a list of keywords within the marketing assets. We recommend starting with this set of keywords. Google will also recommend additional keywords based on your website, and what people are searching for. See if there are some relevant keywords that are recommended by Google and add them if they make sense.

Download the toolkit assets from Visby University.
Contact your Visby sales representative for log in information.



09

Setting up your campaign

Goals

Your campaign goals will depend on where you choose to drive traffic. For more information on how to structure the goals of your campaign, see the Marketing Assets and Performance Tracking sections.

Campaign Content

Recommended headlines and descriptions can be found in the assets we have created for you to support this campaign. In addition to the content included in the patient marketing kit .zip file we also recommend including:

Recommendation

- At least 4 site links to different locations on your website and the STI landing page. Some options could include: Contact Us, Make Appointments, Meet Our Team, About Us, Locations, Habla Espanol, open 24/7, same-day results, rapid testing, all insurance accepted.
- Display path with: /STItesting /same-visit-results

Phone number

Recommendation

- Use a campaign-specific phone number to track calls.

Follow our recommended settings to get a basic Google ad campaign up and running. Let's go! For detailed steps, dive into the next section.

Please note that the Ad copy related to Cash or Self pay is not intended as a directive. Clinics maintain autonomy in establishing their payment options, and the inclusion of "self-pay" language in advertising for STI testing is at the sole discretion of each clinic.

Keywords

Included in the marketing assets. For more information, see Keywords.

Campaign Type

For more information see Choosing Appropriate Campaign Type

Recommendation

- Google search ad campaign

Network

Recommendation

- Include search network
- Exclude display - for more detail on why see Choosing Appropriate Campaign Type

Locations

There are many ways to do this successfully. For more information see Location Targeting

Budget

Budget will be determined by the size and scope of the desired campaign. For more information, see Bid and Spend Recommendations.

Bidding and budget

Google provides recommendations for competitive bid prices. For more information, see Bid and Spend Recommendations.

Recommendation

- Bid on both existing and new customers

Ad • www.visbymedical.com/rapidstitest (801) 555-2345

Gonorrhea Testing | Same-Visit Results | Gonorrhea Treatment

Fast STI Testing - Results Today! PCR Accuracy, Cash-Pay Options. Confidential PCR STI Testing for Women - Same-Visit Results, Private & Accurate

[Learn More](#)

[Visby](#)

[Respiratory](#)

[STI Test](#)

Setting up your campaign

A deep dive into the details

- 11 Campaign creation process
- 12 Choosing the appropriate campaign type
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- 14 Demographic targeting
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- 16 Your Google Maps business profile
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- 18 Landing page recommendations
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11

Campaign creation process

1

Understanding your clinic's needs

Before kicking off the campaign, reflect on what your clinic wants to get from this campaign.

- What are your major pain points related to patient acquisition and STI testing?
- How many additional patients can you support?
- What patient mix would be beneficial to your practice?
- What is your competition offering?
- Understanding your geographic scope is important: where do your patients come from? Will this campaign be limited to one clinic, one metropolitan area, or a broad geographic area? How will they get to your clinic?

2

Goal Setting

We recommend setting some goals for this ad campaign based on the needs of your clinic. For example:

- Drive an average of 10 additional patients to each clinic site per month
- Improve payor mix or payment methods

3

Budgeting

Understanding your business and defining goals will help establish your budget. For example, if you know that on average your clinic makes \$90 per patient, spending \$30 to acquire that patient may be an option that would make sense. If you have 10 clinics and want to drive 10 patients to each clinic, a spend of ~\$3000 per month may be reasonable.

4

Run the campaign

Once your goals and budget are established, it is time to run the campaign. In these resources, Visby has provided ad copy, landing page design and copy, and a recommended list of keywords for this purpose. If your institution does not have someone familiar with setting up Google ad campaigns, there are many resources available to help. Google has an online academy to quickly get someone up and running:

https://skillshop.exceedlms.com/student/catalog/list?category_ids=53-google-ads

Setting up and managing will take resources. We recommend allocating some internal marketing resources to support this effort.

5

Measure and adjust

Google ads is not a set-it-and-forget-it activity, at least at first. You will need to look at the performance of the campaign against your market spend. You will need to adjust many of the parameters of the campaign to boost conversion and make sure you are getting the most bang for your buck. We have much more detail below, let's get started!

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Choosing the appropriate campaign type

Google Search

Google Search Ads are displayed when someone searches a keyword in Google, or Google Maps - These results are valuable because someone is searching for the exact product we are offering. It is a highly targeted ad with a better likelihood of conversion. We recommend focusing efforts on Google search ads.

Email and Social

We do not recommend paid social media or email advertisements. However, we have provided templates for you to send emails to your existing email lists. We also recommend social media posts to build awareness and amplify your paid Google ad campaigns.

Display

Display ads are generally more graphic-rich and placed within other relevant content online. The ads can be relatively inexpensive, however they are often associated with re-targeting. Re-targeting is the type of ad that follows you based on your search or web activity (that pair of shoes you clicked on once, and now you see everywhere!) STI testing is private and patients are cautious about when and where they search for the topic. We suggest avoiding display and in particular retargeting ads for this campaign.

Performance Max

Performance Max is a multi-channel integrated campaign across Google assets (YouTube, search, Gmail, maps... etc), This is an option, but many of Google's assets require video or graphic content, and are less likely to have potential patients who are currently searching for STI testing.

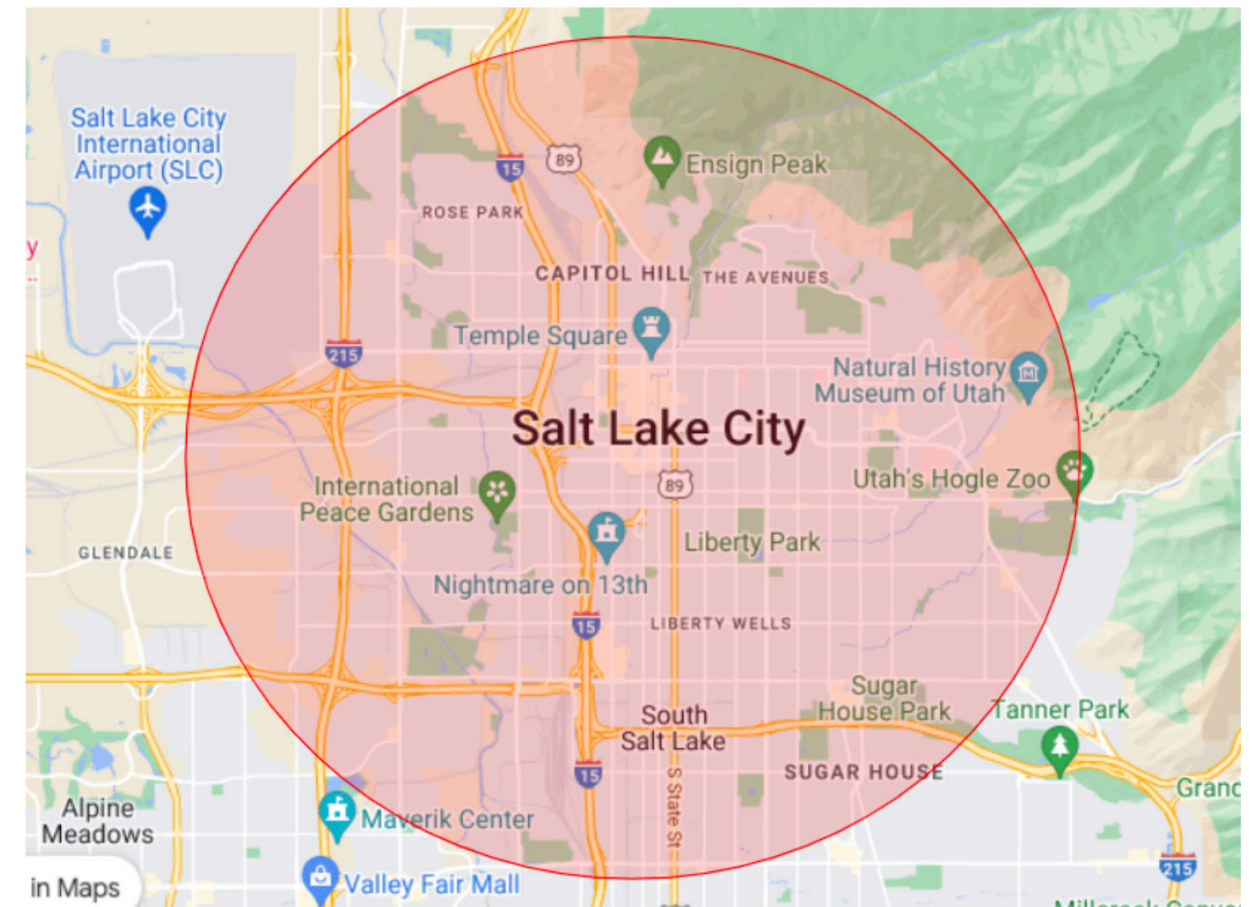
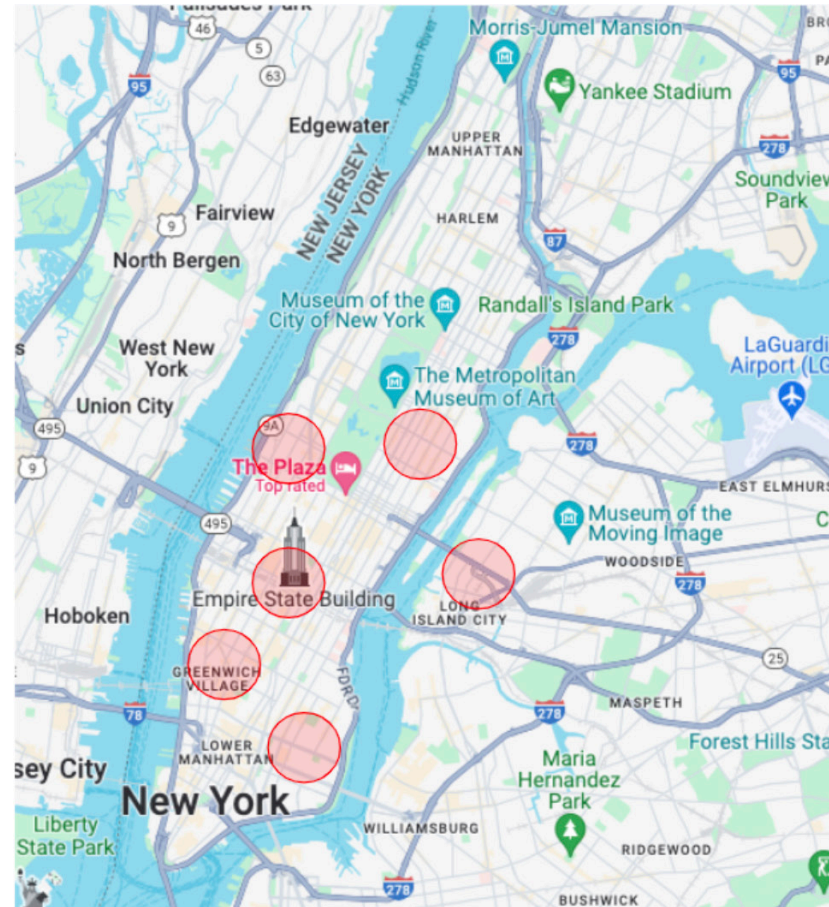
13

Location targeting

Google Ads location targeting allows your ads to appear in the geographic locations that you select. Location targeting helps you focus your advertising to help find the right customer. You have to consider how many locations you are advertising for as well as how far your customers are willing to commute to arrive at your location(s).

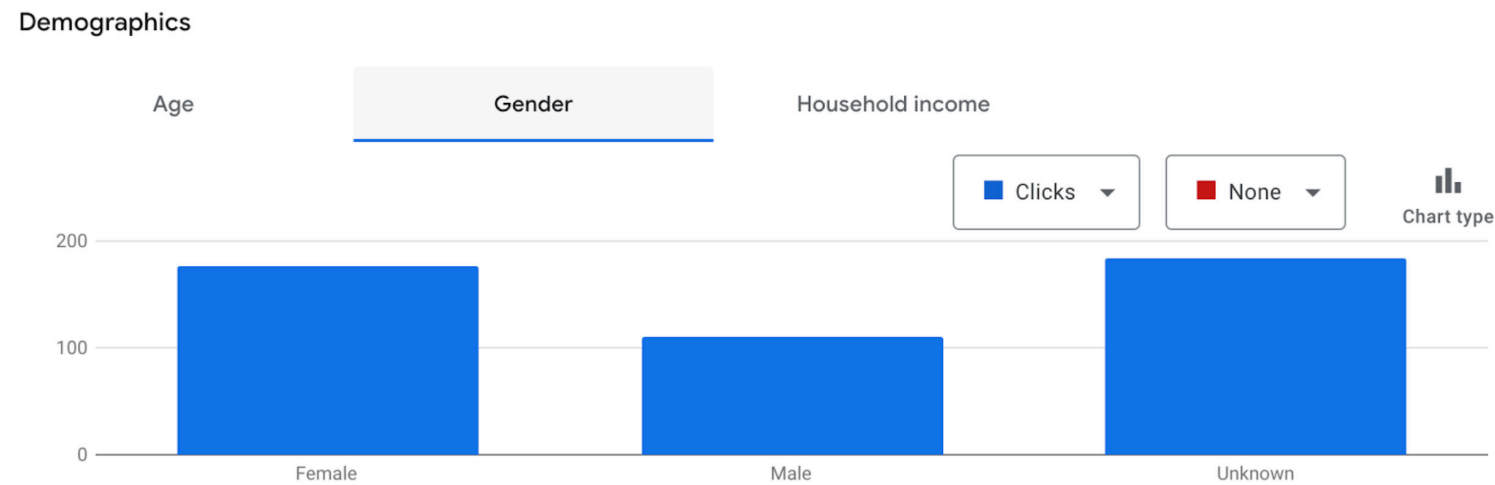
For example, if you have several clinics in a driveable western city (Phoenix, Salt Lake City, St. Louis) a broad radius of 40 miles around the city center could work. If you have fewer clinics or are in a denser urban setting (New York City, Washington, D.C.) where most patients will walk or take public transit you could put a 1-3 miles radius around each clinic. Also if there are important landmarks (e.g. a college campus) that you want to include (or exclude) this can be done with Google ads location targeting features. These choices will depend on your ideal patient profile, where they are, and how they are likely going to get to your clinic.

Any prior data you have on where patients live to come to your facility can be useful. Take a look at some of the historical data to get a sense of whether the average patient is driving from 10 miles away or walking from down the block.



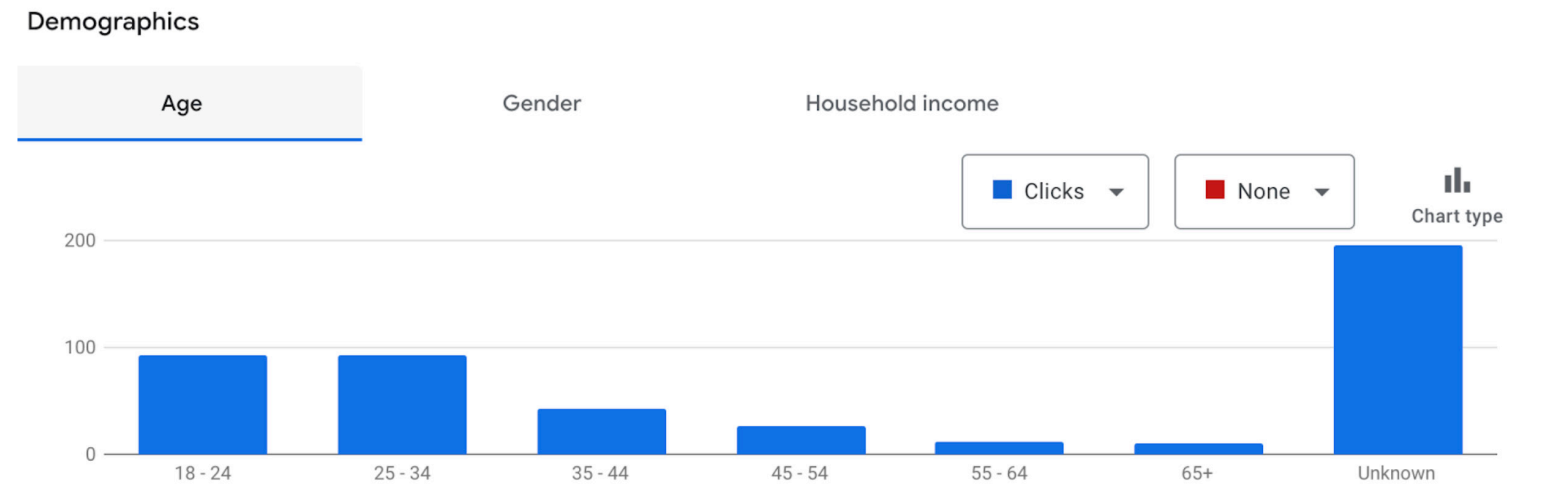
14

Demographic targeting



With demographic targeting in Google Ads, you can reach a specific set of potential customers who are likely to be within a particular age range, gender, parental status, or household income. For instance, the Visby Sexual Health test is FDA 510k cleared for women, demographic targeting can help you avoid showing your ads to men.

For many searches, google does not know the demographics profile of the searcher, see the age figure above. This is data from a similar campaign to the one you are currently setting up. The age was “unknown” for almost half of the searches.



Should you advertise to the “unknown”? Again, it depends on the goals of your advertising campaign. If you are looking to maximize the number of patients who walk through your door. Yes, advertise to the unknowns. But if you are looking to have a limited spend that is highly targeted, maybe you would decide to target searches where Google knows the age range. Even if you will likely miss some of these potential patients in the unknown group.

Options that are available to you for demographic targeting in search campaigns are:

Age: “18-24,” “25-34,” “35-44,” “45-54,” “55-64,” “65+,” and “Unknown”

Gender: “Female,” “Male,” and “Unknown”

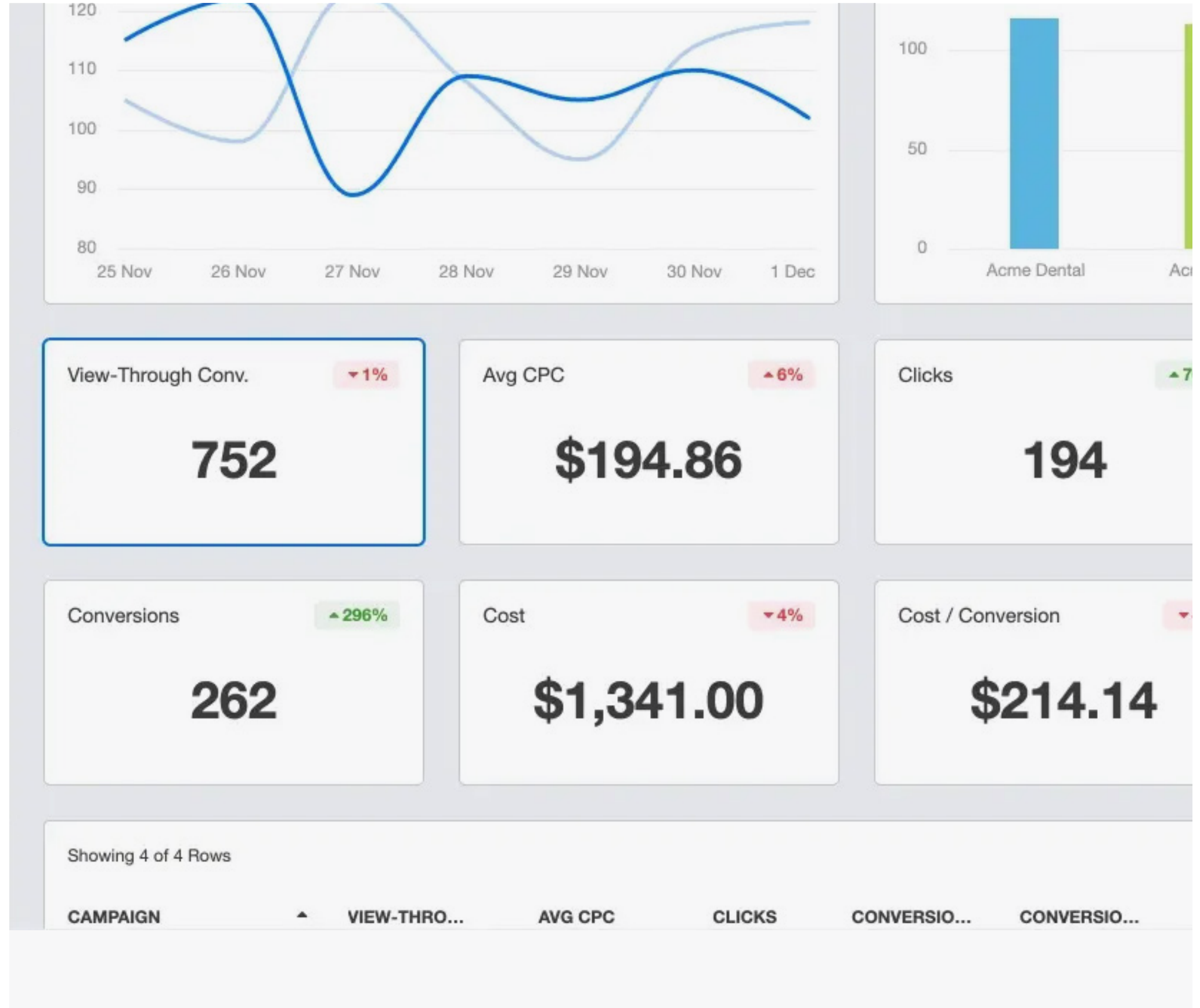
Household income: “Top 10%,” “11-20%,” “21-30%,” “31-40%,” “41-50%,” “Lower 50%,” and “Unknown”

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Spend and bid recommendations

Best practices for ad spends range from \$1000–\$8000 per month for 3 months depending on the size of your practice/institution. We recommend allowing a campaign to run for a minimum of 30 but up to 90 days to allow Google’s algorithms to work and optimize your campaign for maximum volume of impressions, clicks, and conversions.

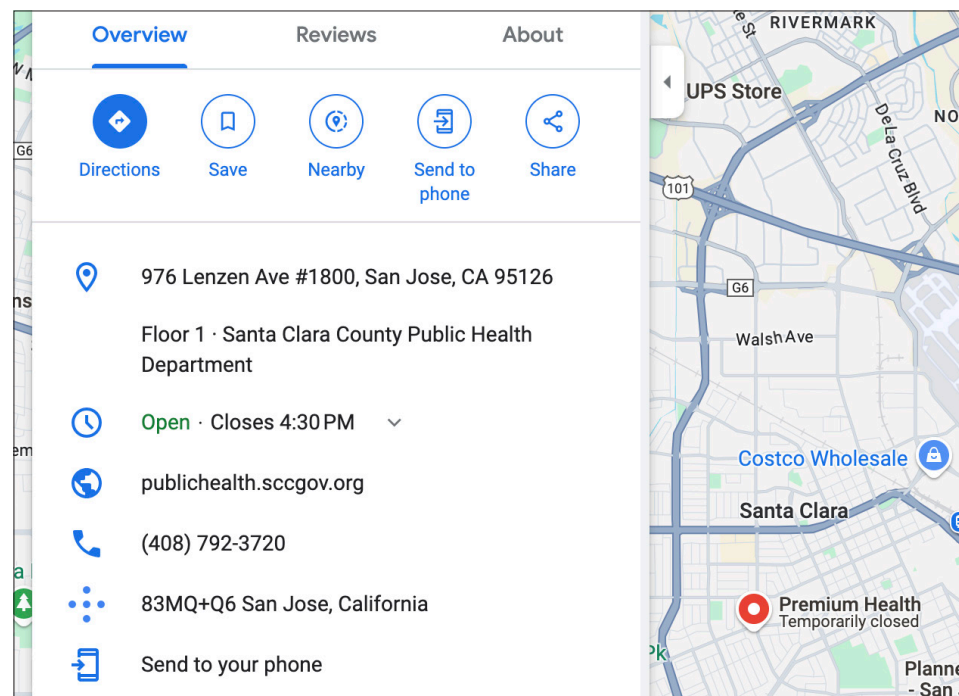
Note: this is not a set-it-and-forget-it, it is highly recommended to periodically have your digital marketer monitor, review and optimize the campaign (ie, looking at low-performing keywords, adding negative words, cost per click, cost per action, etc.). It is always important to understand the cost of bringing in a new prospect, or patient, and what monetary that adds to your business.



16

Your Google Maps business profile

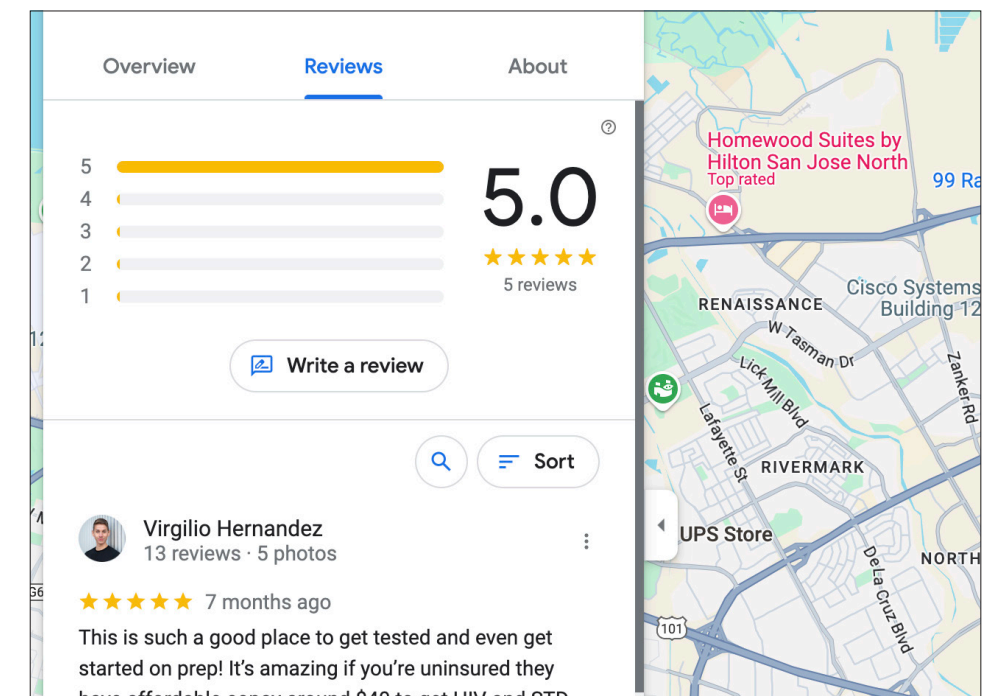
Google Maps is a critical tool for people to find your clinic. These tools are free, but having them updated and looking professional can compound the value you will receive from a paid ad campaign.



Make sure your business profile is up-to-date and accurate. Including: hours, contact information, website links, and address.



Upload photos of your clinic. Photos of clean rooms, friendly staff, comfy waiting areas, and the exterior of your clinics will help drive traffic to your facility.



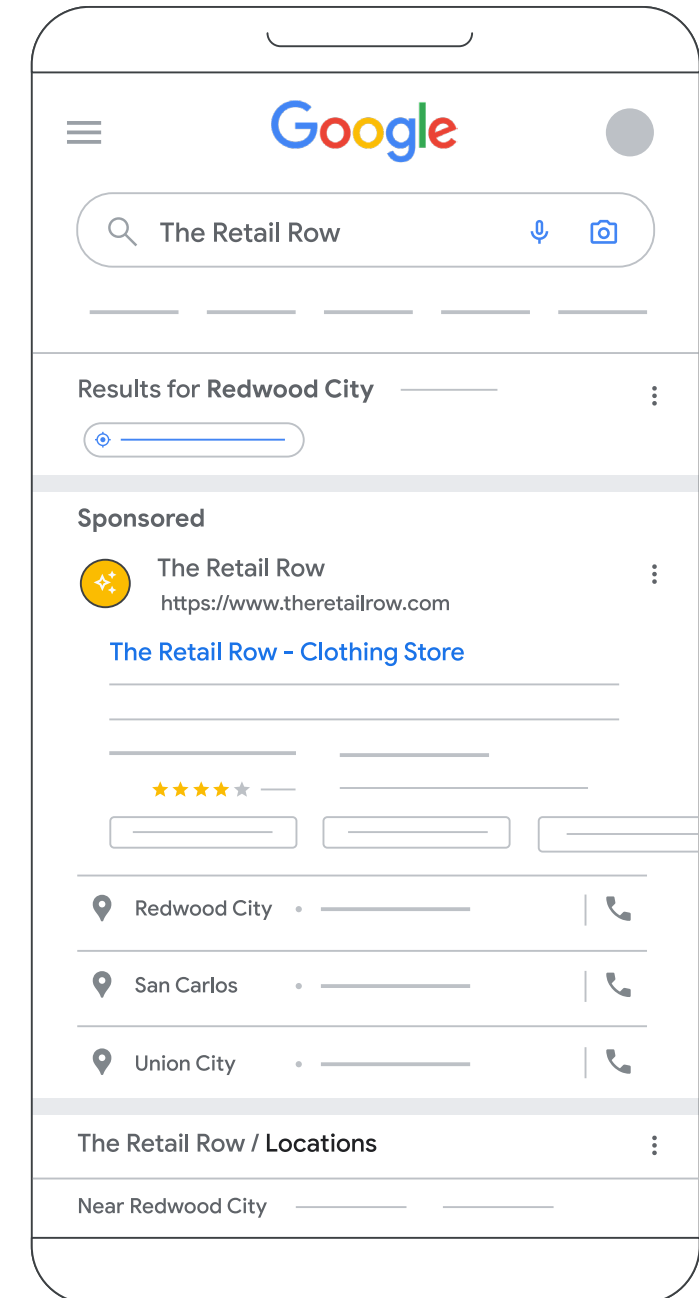
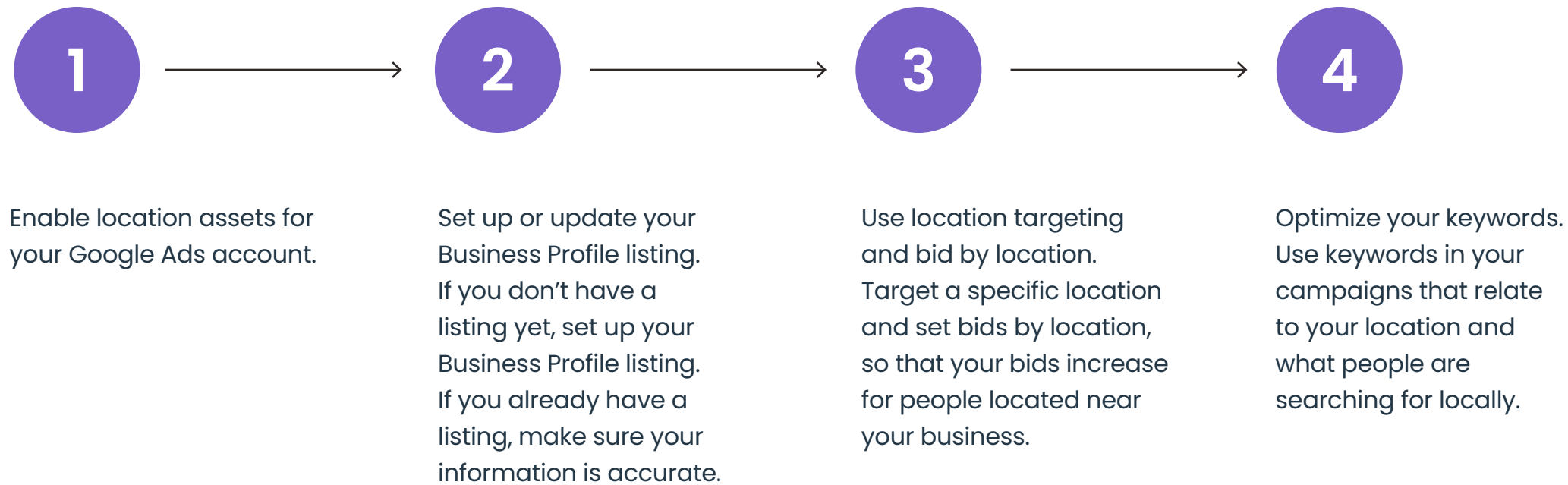
Ask for reviews from patients: ask patients if they have had a good experience, please review your clinic on Google. Asking, this in an email follow-up after a patient visit is also a great way to get more engagement.

17

Show local search ads on Google Maps

Advertising on Google Maps is a powerful way to attract nearby customers. If you run a local business, ads on Maps make it easy for people to get to your location.

To enable Google Maps to show your search ads:



18

Landing page recommendations

Having a compelling high-converting landing page will be important to having a successful campaign. We have provided a version that you are welcome to use in the marketing assets.

Clear and Compelling Headline

Best Practice: Craft a concise, clear, and compelling headline that grabs attention and clearly articulates the unique benefit or solution.

Focused and Relevant Content

Best Practice: Provide concise and relevant information that addresses why a patient should come to your clinic. Break content into easily scannable sections with bullet points or subheadings for improved readability.

Strategic Call-to-Action (CTA)

Best Practice: the CTA is the most important part of the landing page. Make your CTA prominent, using contrasting colors and a clear, action-oriented message. Here are three CTAs that we recommend:

1. “No appointment needed, come in today for testing!” This CTA is simple and will require no backend integrations with other systems. We recommend starting with this if you are new to Google ads.
2. Call us now! With a unique campaign-specific phone number from CallRail or a similar service the number of phone calls generated from this campaign can be directly tracked.
3. “Skip the wait! Schedule an appointment now” This CTA will require the landing page to link to scheduling software so the patient can make an appointment in your system - but it will allow you to more effectively track the performance of the program.

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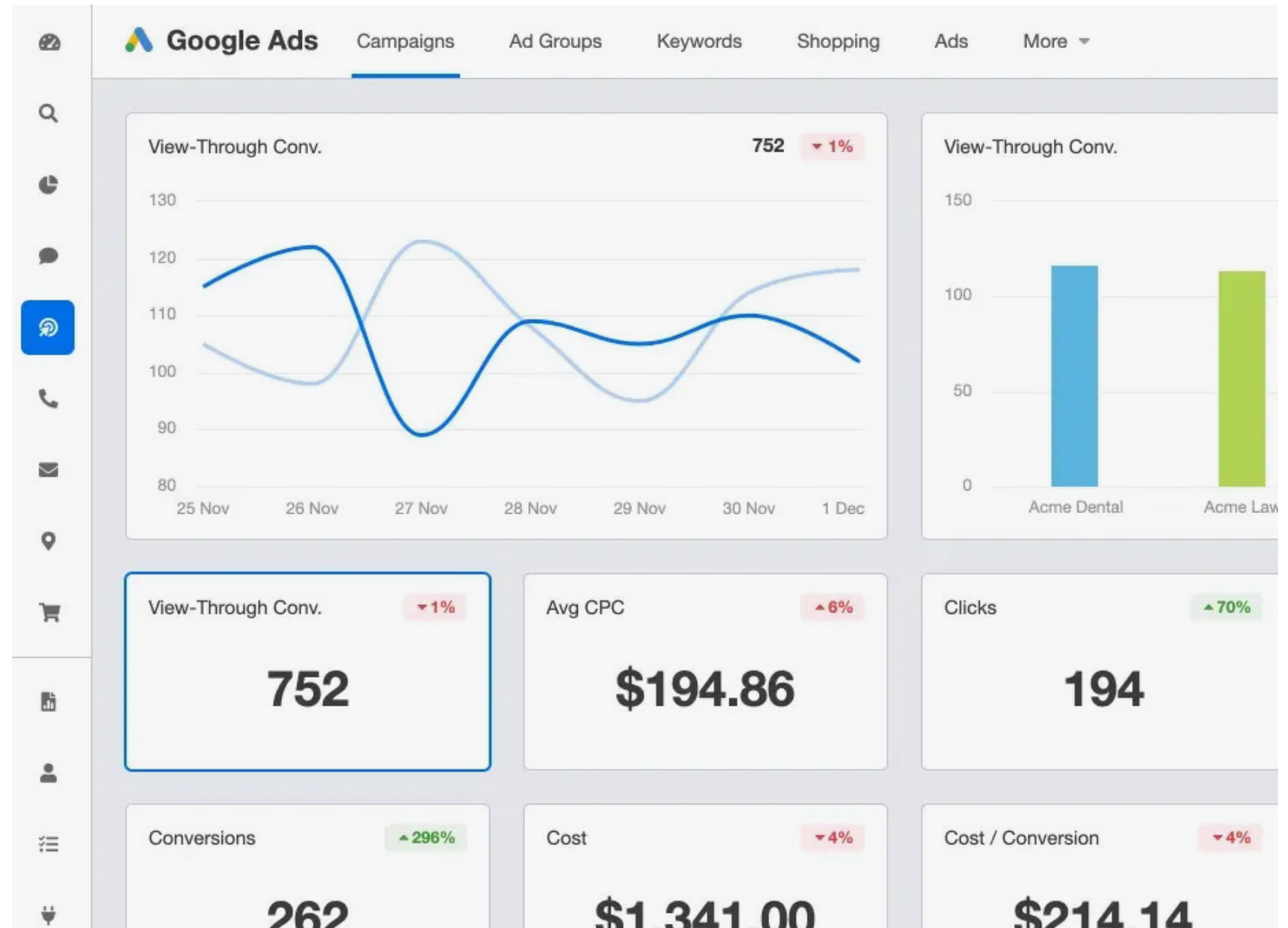
19

Performance tracking

Performance tracking is an important part of any digital marketing campaign. There are many ways to track the performance of your Google ads, but they will all require some effort on behalf of marketing or clinic staff.

1. Drive patients to the campaign website, include a CTA to come in for testing, and track new visits to your clinics - This is the simplest way to track but does not directly connect patients who clicked on ads, to ones that show up in your clinic. To track this way simply implement the Google campaign and after 3 months compare how the target patient group was reflected in your clinic visits. E.g. if you are looking to increase cash-pay STI testing, compare the number of cash-pay tests in the 3 months before the ad campaign, to the number of cash-pay visits in the 3 months after the ad campaign was implemented.
2. Track calls to a unique phone number. If you set up a campaign-specific phone number from CallRail or a similar service. You will be able to track how many calls you get directly from the Google ads that have been placed.
3. Landing Page Conversions - Appointments booked: This is a more sophisticated and direct way to track the conversions from Google ad clicks to patient visits. You will need to set For more info: <https://support.google.com/google-ads/answer/12216424?hl=en>

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visby medical™