INFLUX | MD

SALES AND MARKETING SOFTWARE

2018

GETTING STARTED WITH MARKETING AUTOMATION

The easy way to increase lead conversion 50% and decrease costs 33%

'THE REAL POWER OF INFLUX IS NOT THAT IT HELPS YOU TO SELL YOUR SERVICES; IT'S THAT IT HELPS PEOPLE TO BUY THEM.'

Introduction

Influx MD is designed to help you manage medical leads more easily and with greater efficiency. Influx is a **customer-centric** application. It is concerned with the customer or lead's experience navigating through the process of becoming your patient.

This experience is called the **buyer's journey** and spans the time from when a lead is first aware of their need for your service right through until they are a satisfied customer, ready and willing to promote your business to others.

Influx MD uses workflow and marketing automation to assist your team efficiently and easily engage with leads at significant times during their buyer's journey.

This article is the starting point for anyone wanting to automate the buyer's journey and unlock the potential of **marketing automation to increase lead conversions by as much as 50% and reduce conversion costs by 33%*.**

The Buyers Journey and the Sales Cycle

If you have experience in sales and selling, you have no doubt heard of the sales cycle. The **sales cycle** defines the tasks involved in generating more sales revenue for an organization. It is concerned with the financial goals of an organization and what must be done to achieve these goals. Having a structured sales cycle increases sales success within a medical practice.

While working with medical practices, we have found that many members of the medical team are not comfortable in a sales role. By shifting focus from selling services to helping patients buy them, Influx aligns workflow more closely with the motivation of many medical professionals which is to help patients to achieve their goals.

Influx MD Roles

Lead: The person showing interest in your services.Also referred to outside Influx as a contact, prospect, or buyer. After purchasing or signing up for a service, the lead becomes a patient. This point in the workflow is called the **conversion**.

Agent: The person most involved with guiding the lead through the buying cycle.The agent coordinates activities and works through the map with the lead to accomplish the goals of the lead. *Sales experience or training is important for this role.*

*Companies that excel at lead nurturing generate **50% more** sales ready leads at **33% lower cost**.

Source: Forrester Research

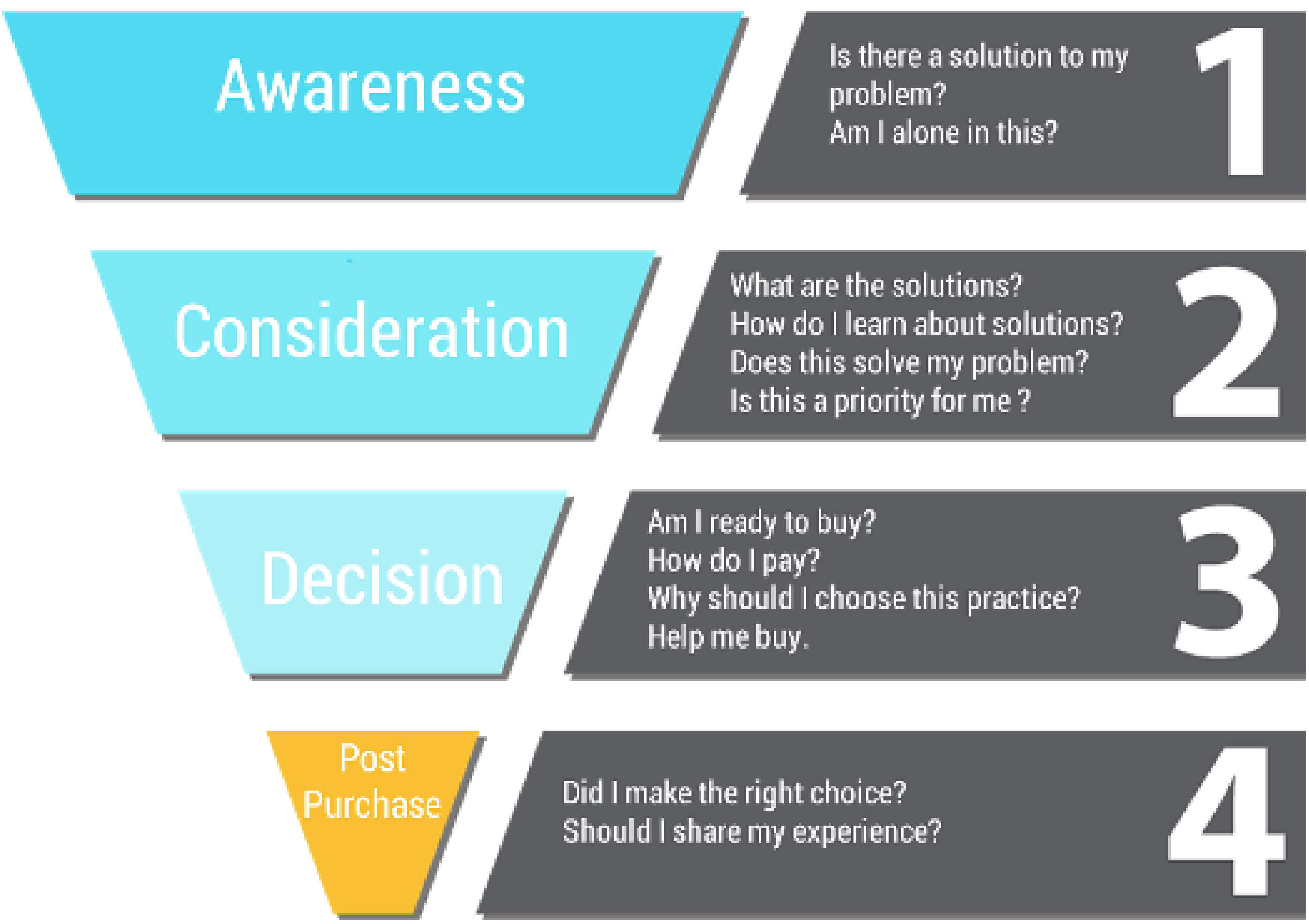
This change in focus is more than simple semantics. By concentrating on the buyer's experience, your practice cultivates a culture where making the sale is given appropriate priority without creating an uncomfortable environment for your team and clients. Influx MD works with the assumption that accomplishing the buyer's needs will automatically achieve the sales goals of the medical practice.

Because the **buyer's journey** is central to Influx's workflow, let's begin with an overview of typical buyer's journey stages and gain an understanding of the expectations a buyer may have at each stage.

The ability to meet the expectations of the lead during these stages determines the success of your sales strategy.

'YOUR ABILITY TO MEET THE EXPECTATIONS OF BUYERS DURING EACH STAGE IN THEIR JOURNEY, DETERMINES THE SUCCESS OF YOUR SALES STRATEGY'

The Buyers Journey



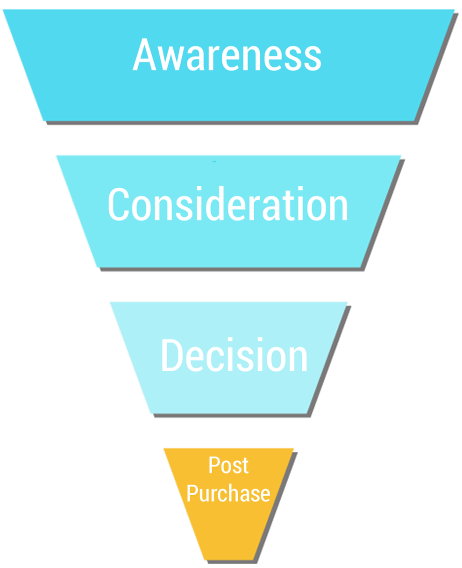
At each stage in the buyer's journey, the lead is seeking answers to specific questions.

Awareness

Lead Focus: Is there a solution to my problem? Am I alone in this?

Agent Focus: Answering questions with short, focused answers that defines the extent of the issue and why it is a problem for the lead. Ensure the lead realizes that while they are unique, their problem is not. Many other people have successfully overcome the same challenges.

Content Marketing Focus: Use Influx's automations and email chains to promote short content such as tips, infographics, and short blog posts. The purpose of content during the awareness phase is information and education without detail. There should be no sales copy included in this content. Showcase medical expertise through multiple easy to digest pieces.



The buyer's Journey

Notes: Awareness stage leads require nurturing. They are the least valuable of your leads so minimizing exposure to them beyond an initial phone call is important. Rely heavily on automation and nurturing during the awareness stage.

Consideration

Lead Focus: What are the solutions? What are the pros and cons of each solution? How do I learn more about solutions? Does this solve my problem? Is the benefit worth the cost? Is this a priority for me right now?

Agent Focus: It is time to help the lead make an appropriate choice based on the information provided. If there are several choices, review pros and cons for each. Concentrate on sharing the details about solutions with leads through group seminars and in person one on one information sessions. It is important to remain focused on sharing information and not selling a program.

Content Marketing Focus: Use testimonials that highlight the experience other people had with different solutions. Consider downloadable content that shows your industry experience while providing value to the lead. With this collateral, the emphasis is providing as much value to the lead as possible. Authenticity is the catchword for all collateral you create for this stage.

Notes: Your leads are still not ready to buy. Closely monitor engagement during this stage. Highly engaged leads are closer to making a decision and are worth the investment of time. Keep in mind that some leads may transition through this stage very quickly so keep a close eye on them.

Decision

Lead Focus: Am I ready to buy? How do I pay? Why should I choose this medical practice? Help me buy.

Agent Focus: Now is the time to demonstrate why your medical practice is the best choice to solve the lead's problem. It is also the time for a face-to-face meeting. During this stage, you will ask for the sale.

Focus your attention on making the sign up process as easy as possible. Emphasize your willingness to guide the lead through any challenges and make sure you follow through.

Content Marketing Focus: Use testimonials of satisfied patients and highlight results that others have experienced. Keep a selection of your best before and after photographs and stories and use influx MD Email Marketing to share them with leads each time you contact them by email.

Notes: The decision stage lead has the highest value of any lead and warrants all the time you can spend with them.

Post Purchase

Lead Focus: Did I make the right choice? Should I share my experience? Do I have friends or family that may benefit from this?

Agent Focus: Help your lead avoid any buyer’s remorse. Maintain close contact. Your role now is to help and support your patient and deliver on every promise you made before the sale. Make your lead feel important and appreciated.

Content Marketing Focus: Once leads become patients, the most effective content is delivered through an email newsletter. Consider providing premium content accessible only to patients through the Influx patient portal (Clinic Link). Reinforce the wisdom of the selection made with continued use of testimonials.

Notes: It’s time to deliver on your promises and create a patient experience that they will want to share with others. Ensuring that your patients feel cared for after the sale is important for generating positive reviews and referrals.

Timing is Everything.

Thoroughly understanding your buyers' journey allows you to deliver the right level of agent involvement at the right time and supplement with automated content when it will do the most good. When you match the information requirements of your leads at specific points with your messaging, content, and agent interaction, you will find it easier to move more leads through the sales funnel and convert them to patients.

'RELEVANT EMAILS THROUGH MARKETING AUTOMATION DRIVE 18 TIMES MORE REVENUE THAN EMAIL BLASTS'

SOURCE: JUPITER RESEARCH

Lead Referrals

The initial lead contact enters Influx through one of several ***channels***:

- Contact forms on your website
- Contact forms on other websites
- Landing pages
- Telephone (entered by agent)
- Telephone through a call tracking API (CallRail, Call Tracking Metrics)
- Facebook forms
- Imported from other applications
- Walk-in (entered by agent)

The channel a lead selects to contact you is important as it is an indicator of readiness. In general, leads that contact by phone or in person are more motivated than those that use online forms. Social media contacts are usually shopping around and are the least likely to commit. These leads need the most nurturing.

'COMPANIES THAT INVEST IN MARKETING AUTOMATION SEE 70% FASTER SALES CYCLE TIMES'

SOURCE: BULLDOG SOLUTIONS

Referral Sources

How a lead hears about your practice is called the referral source. It is rare for a lead to have a single referral source as it often takes several touch points before a lead will contact you. For example. A lead may hear about your program from a friend and recognize the name from an ad she sees on the TV a week later. She then sees a billboard on the way to work and searches online where she finds a paid ad or a search listing for your website that provides your contact information.

Assigning credit for a referral is called attribution modeling, and it is difficult to do accurately. From our example, had the lead not found your contact information online, she may have been lost. So is the lead referral of value to you the initial friend referral or the website marketing that made your website visible online?

It is usually incorrect to assign a single source to a buyer's journey. Instead, it is helpful to view the referral as a series of connected points each contributing to the sale. Knowing the path of the referral has a lot more value to you because it tells you how likely a lead is to become a patient or **convert**.

Asking a lead how they found you is often the least useful way to find out what the referral path was.

The hidden value in referral sources

Two reasons figuring out the referral points can be more useful than knowing the original referral source are:

1. It provides a clue to where in the the buying journey the lead is
2. It indicates the effectiveness of your marketing campaigns.

Early buying journey referrals

Referral sources like social media, Facebook ads, banner ads, health fairs, or newspaper and magazine ads indicate that leads are in the early stage of the buying journey. They don't know much about your and are just learning about your services, so they take longer to convert and usually benefit from nurturing.

Later buying journey referrals

People that come to you from physician or friend referrals or search engines are often further along on their journey and decision.These leads are closer to making a decision and should take priority in your workflow as they are more likely to convert in the short-term.

Mapping the Lead Journey

Few people would consider embarking on a complex journey without a map to guide them. That's why Influx breaks down every part of the buyer's journey into a series of activities called tracks and steps. Tracks group related steps together and a map contains several tracks in sequence. **Workflow** is an alternate name for maps.

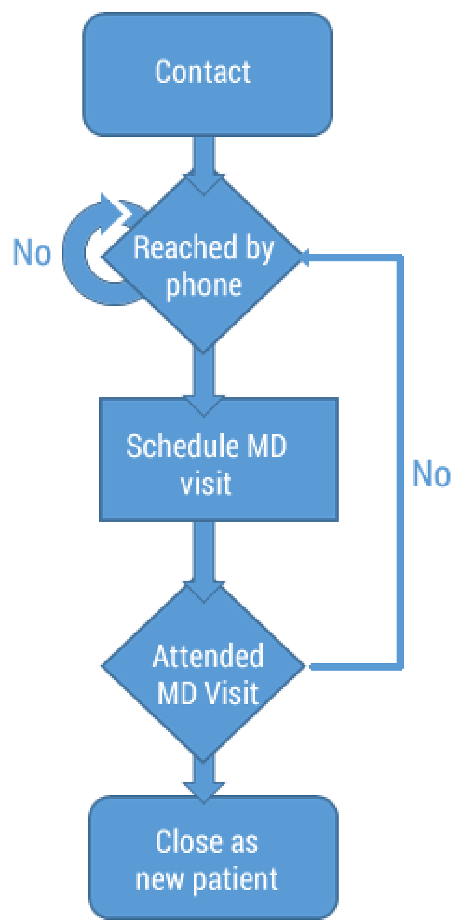
The map is designed to help team members follow the buyer's journey and intervene at appropriate points to keep the buyer traveling toward a successful completion point.

Maps are completely customizable so, to begin with; a map should closely resemble your current lead workflow. If your workflow is well developed, it will resemble an ideal buyer's journey. But it's likely that your workflow is not yet ideal.That is where Influx MD provides the most benefit to identify issues and optimize the map over time.

Mapping Workflows

All maps begin with contact from a lead through one of the marketing channels .

A simple map might look like this.

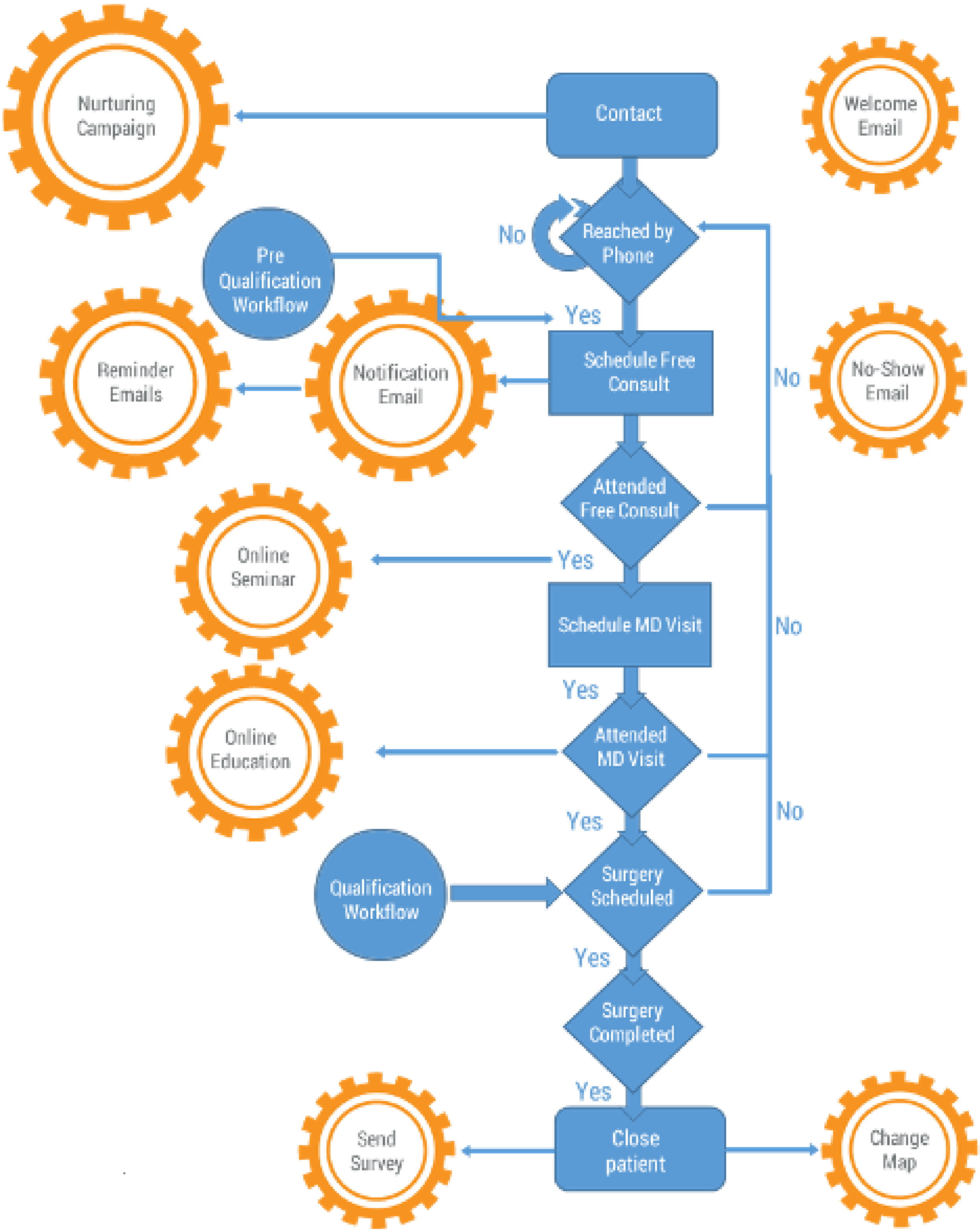


A simple intake workflow may include only three agent touch-points and still provide accurate marketing Return on Investment (ROI) data such as cost per acquisition (CPA) and cost per conversion (CPC).

'BEST-IN-CLASS COMPANIES ARE 67% MORE LIKELY TO USE MARKETING AUTOMATION.

SOURCE: ABERDEEN GROUP

A more complex map might look like this.



As more detail is added to a map, more opportunities are available for workflow automation.

Mapping Your Services

Maps contain the steps or tasks required for a lead to complete a buyers journey. Because some services have a different workflow, you may find that you need more than one map. Most medical practices use at least two or three.

The first map will be a simple support map for current patients. Although current patients contacting you through your marketing channels is not ideal, it will occur. A simple “Current Patient” is required to handle this situation.

Your second map will be a nurturing map.When a lead is not ready to commit to purchasing immediately, we place them into a workflow that maintains contact and nurtures them until they are ready.

Additional maps are workflows for services provided by your medical practice. You will not require a separate map for each service unless the workflow is significantly different for each service.

Maps have flexible tracks that modify the steps they contain to accommodate small changes in workflow. These Flex Tracks are used to customize a map for a specific service without the need for a new map.

For example.

A bariatric surgery program may offer four bariatric surgeries. The overall workflow is identical for each surgery except for some prequalification criteria differences. Managing all surgeries with a single map is preferred, using a flex track to modify prequalification criteria steps based on the surgery selected.

However, if the clinic also offers medical weight loss, the intake workflow is significantly different from the surgical intake workflow and therefore requires a separate map.

Minimal Mapping

Every service map will have the following tracks and steps.They will not necessarily share the names used below, but they will have the same function.

1. Track: Contact
    a. Step: Telephone contact
2. Track: Qualify
    a. Step: Schedule Something
3. Track: Close
    a. Step: New patient

With this minimal map, Influx MD can provide basic data on lead sources, conversion rates, conversion by source (campaigns) and financial metrics such as cost per acquisition and cost per conversion.

Although this map may be all that your practice requires, in most cases, it is advantageous to collect additional information so that you can use the full range of marketing features available in Influx.

'UP TO 50% OF LEADS AREN’T SALES READY WHEN THEY FIRST CONTACT A BUSINESS,BUT 75% OF THOSE LEADS BECOME SALES READY WITHIN 12-18 MONTHS'

SOURCE: GLEANSTER

'EMAIL IS 40 TIMES MORE EFFECTIVE AT ACQUIRING NEW CUSTOMERS THAN FACEBOOK OR TWITTER'

SOURCE: MCKINSEY

Putting Maps to Work

A map is a series of tracks and steps that guide the lead along the buyer's journey from a starting point when they first make contact with you to a defined end-point which is normally the closing of a sale. The more steps completed on the map, the greater the investment in time by both the lead and your team and, as a result, the greater the value of the lead.

Information requirements and expectations change as the lead reaches different points on the map. Influx recognizes these changing needs and can work with the lead to meet expectations without the intervention of team members. We call this **marketing automation**.

Automating Workflows

Influx provides two methods called triggers and automations that perform actions in the workflow automatically.

Triggers activate when specific events occur in the workflow. Events such as a map, track or step opening or closing are the most frequently used to activate triggers to perform actions.

Automations perform the same actions as triggers but activate in response to conditions being met instead of events. Automations are most useful for time-based actions. For example, sending emails at specific intervals after a map opens.

Actions

Both triggers and automations can perform the following actions when activated.

- Send emails to leads such as autoresponders or sending requested information
- Send emails to agents to notify of events as they occur in the workflow.
- Write notes in the lead record
- Set reminders
- Change the value of a system or custom field
- Perform functions such as changing a map or closing a lead.
- Manage access to videos and education
- Sending surveys

An activated trigger or automation can perform multiple actions at once. Combining actions makes marketing automation even more powerful.

Marketing Automation

While automating workflow saves you a tremendous amount of repetitive work, marketing automation increases revenue. An effective marketing automation strategy can increase conversion by up to 50% with a resulting 33% drop in the cost of conversion metric.

These figures are particularly important to medical practices implementing Influx MD with limited resources. Why? Because even with a simple map and no optimization of workflow or sales coaching for staff, you can see an improvement in bottom-line conversion metrics. And this means increased revenue.

The most basic form of marketing automation is lead nurturing. Lead nurturing uses email to create a stronger relationship with leads. It is a valuable tool at any stage of the buyer's journey and even after the sale for promoting referrals. A strong nurturing strategy takes time and resources to implement and optimize, but because of the results, the cost of outsourcing to a marketing team is still a good investment.

'RELEVANT EMAILS THROUGH MARKETING AUTOMATION DRIVE 18 TIMES MORE REVENUE THAN EMAIL BLASTS'

SOURCE: JUPITER RESEARCH

How Lead Nurturing Works

Let's revisit the three main stages of the buyer's journey. During each of these stages,your leads will consume content of some kind. Matching the content that your leads may want to specific parts of the journey is called a content strategy. The more accurately you match the content needs of your leads to their stage in the journey, the higher the potential for converting them to a patient.

Awareness Stage

The lead is experiencing a problem that he or she wishes to understand and find a way to correct

Marketing Automation: Lead nurturing using email campaigns with the tip and video libraries.

Consideration Stage

The lead has defined the problem and is evaluating methods for treatment.

Marketing Automation: Use surveys to deepen your understanding of the challenges facing the lead. With email campaigns, send targeted video and blog style testimonials to leads. Offer the lead an online seminar to provide easily digested comparisons of your services.

'77% OF ROI COMES FROM SEGMENTED, TARGETED,AND TRIGGERED CAMPAIGNS.'

SOURCE: DATA AND MARKETING ASSOCIATION

Decision Stage

The lead has decided on the method of treatment and is now seeking the right practice to perform the service.

Marketing Automation: Use email promotions to schedule face to face meetings with leads. Prequalify leads wishing to use insurance by collecting necessary information through secure forms.

Post Purchase

Marketing Automation: Email a monthly email newsletter and deliver premium content only available through Clinic Link. Use surveys to evaluate potential testimonial and referral candidates.

Content Strategy

As you can see, a nurturing strategy revolves around accurately identifying the buyer's cycle stage the lead is in and delivering the right content to nurture at that stage.

The type of content you send is critical at each stage for nurturing to be effective. The closer the lead is to converting the more detailed the questions and information requirements become. If you have content development resources available you can create custom content that will have the greatest impact on your clients. If not, outsource these tasks or use libraries to make nurturing the first strategy you implement with Influx MD.

Sources

SharpSpring "State of Marketing Automation for Agencies" (2017)

Data and Marketing Association National Client Email Report (2015)

McKinsey & Company "Why marketers should keep sending you emails" (2014)

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Lead Nurturing During the Buyer's Journey

Automated nurturing matches content resources with the stage and needs of the lead.

2018

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