

How Gastroenterologists Can Use Internet Marketing to Promote GERD Awareness

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GERD is one of those health problems that people tend to ignore. It's just heartburn, it will pass, they say. But you as a gastroenterologist know better. When left untreated, GERD can cause a host of worse problems like serious damages to the teeth, esophagus, and more.

People need to know the facts about GERD and why they should take it seriously. If you're looking to leverage the power of the Internet to educate people about GERD, you've come to the right place. In this blog post, we're going to talk about proven digital marketing strategies that gastroenterologists can use to effectively promote GERD awareness.

Focus on search

When Google and Compete, Inc. researched how the internet influences hospital selection, they found that search engines drive three times as many visitors to hospital sites than other sources.

This is a pretty big deal considering that around 80% of web users in the USA do an online search for information on different medical problems.

Here are concrete steps you can take to leverage SEO in promoting GERD awareness:

- **Publish informational articles about GERD:** People have a lot of questions about GERD, and a good strategy would be to research what these questions are and answer them in your article. Quora.com is a great website that will help you discover what people are asking about GERD. A simple search of "GERD" shows the following list of questions.
- **Target long-tail keywords in the article:** Long-tail keywords like "what not to eat to avoid heartburn" are easier to rank for than shorter, general keywords like "diet for GERD". Use a good keyword research tool to find good long-tail keywords.
- **Don't ignore off-page SEO:** Off-page SEO involves making sure your website loads fast, has a low bounce rate, gets lots of quality inbound links, and more.
- **If your budget allows for it, hire an SEO agency:** Hiring an SEO agency is a good option for those with limited time. SEO agencies also have the expertise and resources needed to get great results.

Produce video content

More medical institutions worldwide are using videos to market their services or raise awareness about health problems. And rightfully so, considering that using videos on landing pages can boost conversions by up to 80%.

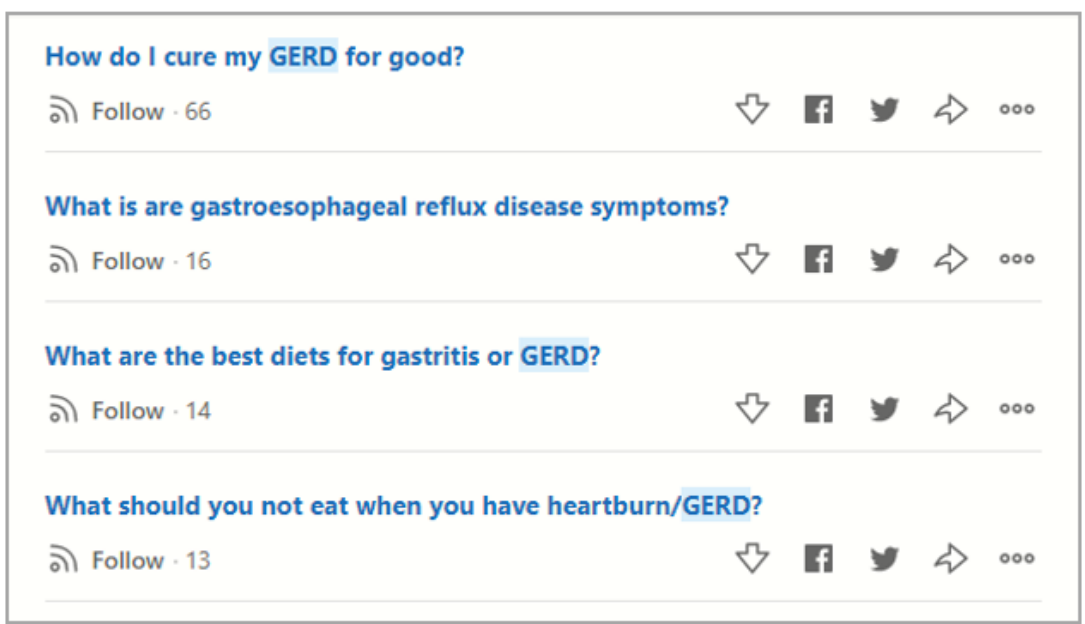


Figure 1: Publish informational articles about GERD.

YouTube videos also rank on Google results really fast. If you produce good content and use the right keywords, your YouTube videos can show up on the first page of Google in no time. For example, a quick search of “what happens in heartburn” yields the following video results.

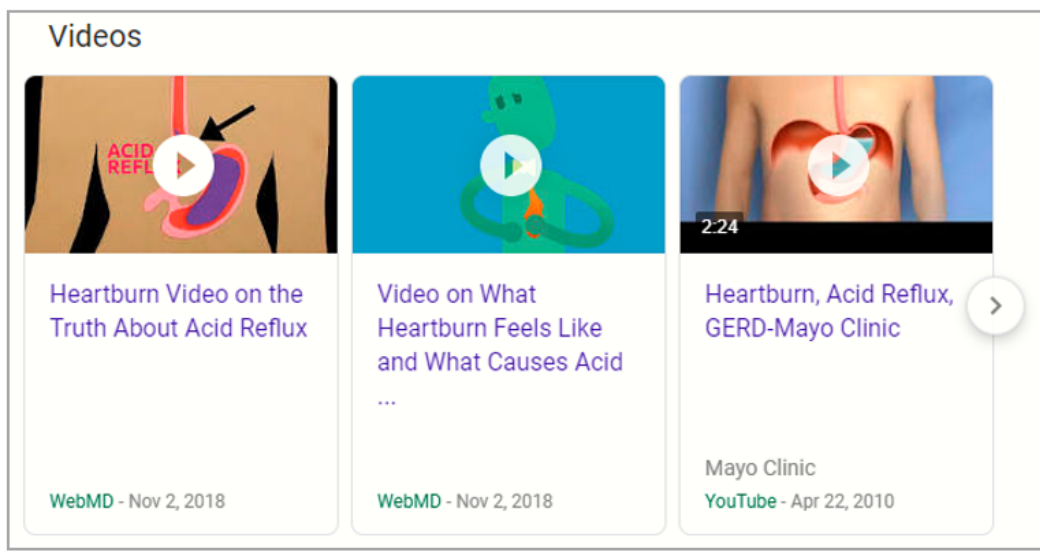


Figure 2: Produce video content.

Healthcare is rich with personal stories that can inspire change or motivate people. You can use videos to creatively tell a story about how you helped a patient deal with GERD. Not only will this build people’s trust in your clinic, but it will also inform them that they can do something about this condition.

You can also use videos to explain medical concepts like why GERD happens, what happens during heartburn, and more. At the end of the video, you can tell people what to do next like give you a call or sign up for a free consultation.

Be social

Social media is not just for connecting with friends. There’s an increasing body of research that shows social media as a popular go-to resource for health information for both millennials and older adults.

Around 90 percent of older adults use social media to seek and share health information, underscoring why you should take advantage of this platform to raise GERD awareness.

Mark Hyman is a physician who actively uses social media to engage with patients. His Instagram feed is a combination of interview videos, informative graphics, health quotes, and some personal stories. He also uses contests to attract more engagement.

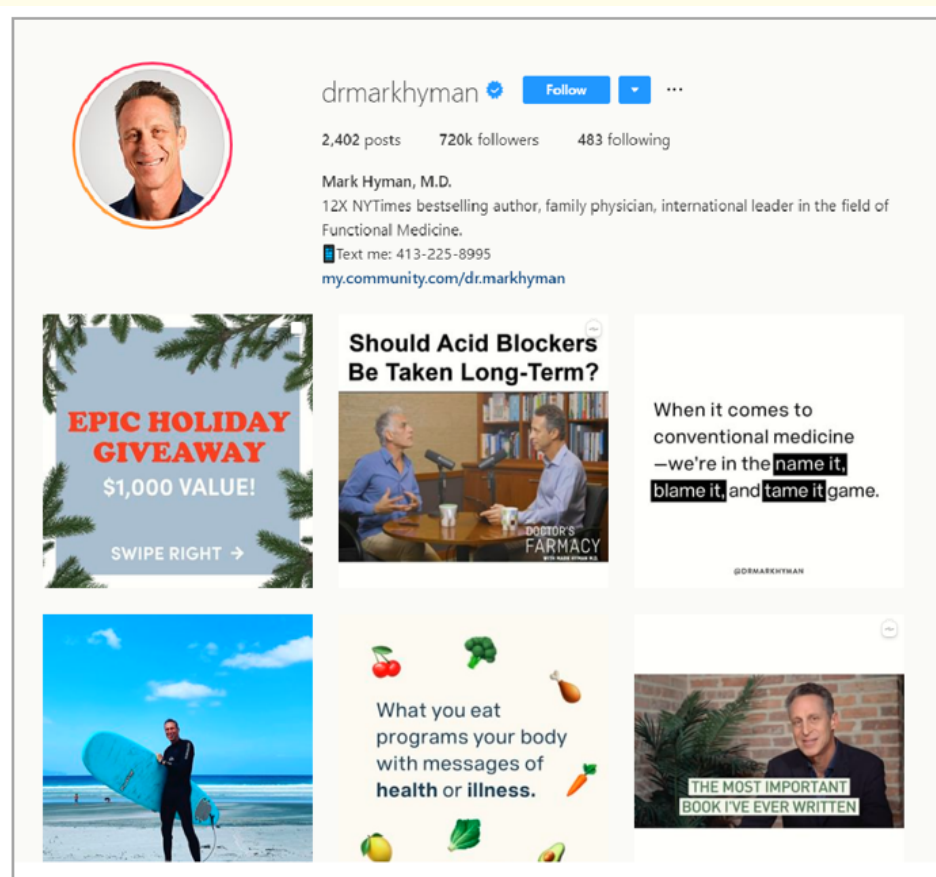


Figure 3: Be social.

It takes both creativity and strategy to succeed in social media marketing. Here are some tips to help you use social media to raise GERD awareness:

- **Two words:** quality and consistency: Publish quality content regularly by planning it ahead and using social media publishing tools like Hootsuite.
- **Actively engage with your audience:** Reply in comments, join relevant groups, answer questions, and be yourself in interacting with your audience.
- **Use paid social media ads:** If you target the right audience, have the right creative, and structure the campaign right, paid ads can be extremely effective in not only promoting GERD awareness but getting you quality leads at the same time.

Build relationships with other content creators

You know the saying, “If you want to go fast, go alone. But if you want to go far, go together”?

This applies to online marketing. If you want to reach as many people as possible, one of the best things you can do is form relationships and initiate collaborations with other content creators.

Which content creators? Anyone who shares the same audience as you AND those with a significant following. They can be:

- **Website/blog owners:** Look for websites/blogs that accept guest posts, submit your best work on GERD-related topics, and include a link back to your website.
- **Podcasters:** Search for podcasters focusing on health/gut health and see if you can join them on an expert interview.
- **YouTubers:** Maybe you can collaborate on a video about GERD and other related topics.
- **Social media influencers:** Despite the bad rap they sometimes get, influencers are highly effective in promoting brands or advocacy awareness.
- **Online newspapers/magazines:** Think Forbes, Huffington Post, and other popular authority sites.

The possibilities of using the internet to promote GERD awareness are endless. It’s really up to you to choose which strategies to focus on and execute your plans consistently.

If you’re strapped for time, you can also hire a digital marketing agency to do it for you. You’ll save time and also leverage their expertise and resources in digital marketing.

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