

HEALTHCARE MARKETING

Healthcare Marketing & Communication Strategy

Does your organization struggle to communicate the value of your products and services in a clear and consistent way? When someone asks, “What do you do?”, do you have an elevator speech established that your entire team can clearly articulate? What about your audience? Do you know what it is they want, how they want to be talked to (not at), and what message will best resonate with them?

If you answered no to these questions, you’re in the right place. Even if you responded maybe, you should still stick around! At UNANIMOUS, we’ve been crafting compelling brand stories and communication strategies for our clients for nearly 40 years. If you are in search of a marketing agency to help develop a strategic communication platform for your brand, we’ve got your back.

I'M READY TO BUILD MY STORY

Clear & Focused Healthcare Marketing

We consider your organization’s communication strategy to be your blueprint for reaching and connecting with your target audiences. It’s the go-to tool that everyone uses in your organization to communicate. Having cohesive messaging that is ground in research and strategy helps you consistently build brand awareness. No more unclear messages without a distinct explanation of the benefits that the customers will receive. The goal is to bring clarity to your messaging, so your audience knows immediately why you are the better choice among many competitors and alternatives.

Healthcare Messaging for Meaningful Connection

At UNANIMOUS, a communication strategy is not a cookie cutter approach to messaging. We take into consideration several key factors that create a unique personality for your brand. Every organization can brag about great service and experience, but what is it about your organization that makes customers pick you out of all other choices? What it comes down to is creating a humanized approach to communications that your audience can relate to. After all, people connect with people; not

products and services. The messaging, personality, and positioning created specifically for your brand paints a picture people can resonate with. Each element of your communication strategy is intentional, building on the unique story that your business has to offer.

A Comprehensive Healthcare Marketing Approach

At UNANIMOUS, we create a multi-faceted approach to your overall marketing strategy, where the foundation is your communication strategy. We start by developing key messages that differentiate your organization and focus on the unique offering you provide your customers. Our messaging is audience focused, meaning the language is centered around your customer rather than your organization. Your goal is to inform your audience what you can do for them, and we deliver that message with clarity and consistency.

Consistent Healthcare Marketing Interactions

We don't stop with messaging. We include several other key elements that allow you to keep a consistent tone across all of your marketing campaigns, plans, and platforms. Your communication strategy isn't isolated to just your website or marketing collateral, it fuels all interactions with your customers. From phone conversations, in-store experiences, social media, digital marketing, and more, these elements are the key drivers to any marketing plan.

Our Healthcare Marketing Process

We begin every marketing and communication strategy with an in-depth discovery meeting with our clients. Using our JUMPSTART approach, we learn the ins and outs of your company. We dig deep and do our research to truly understand your audience and their behaviors. This meeting is a customized workshop with your team and ours, where we take time to ask thought-provoking questions and uncover the best way to position your organization. This process allows us to build a compelling strategy poised to deliver outstanding results.

HEALTHCARE BRANDING

ARE YOU READY?

LET'S TALK