

Mobile Marketing

Greystone Engage Touchpoint Survey

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METHODOLOGY

The Greystone Engage Mobile Marketing Survey was designed and launched in 1Q18 to collect information about the use of mobile marketing in hospitals and healthcare systems. The email invitation for the survey went out to our pool of provider participants, and there were 61 total respondents. Data was collected from 1/22/18-2/15/18.

SUMMARY OF FINDINGS

Healthcare marketers are leveraging mobile marketing to drive engagement with their brands. In fact, 80% told us they are using mobile marketing, and utilizing strategies such as mobile search advertisements, banner ads, and location-based marketing to drive clicks. Nearly half of those surveyed say they have a mobile app, but surprisingly few have embedded ads into their apps to drive engagement.

As the utilization of mobile marketing continues to evolve, a portion of overall marketing dollars are being set aside specifically to address this strategy. While the overall percentage is still relatively small for most hospitals (most say it is 10% of the overall marketing budget or less), some are spending as much as 40% on mobile marketing.

Many mobile marketers (60%) are using programmatic buying to purchase mobile advertising.

Over 60% of marketers say they are not leveraging their CRM for mobile customer insights and to plan campaigns.

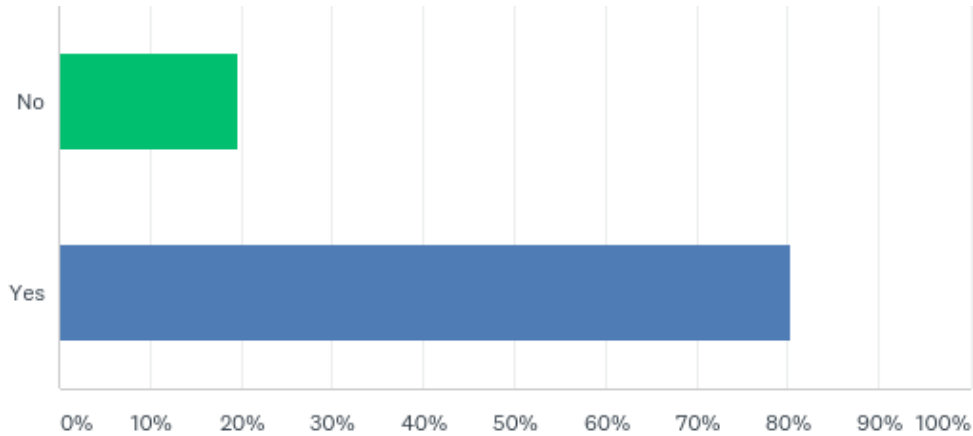
The most common mobile-social tools used by mobile marketers in healthcare are Instagram (83%) and Snapchat (15%).

Less than 10% say they are using voice search as a part of their mobile marketing strategy, but 61% say they plan to do so in the next 12 months.



ANALYSIS

Q1-3. Respondents were asked “Do you use mobile marketing strategies to promote your hospital/health system?”



- **80% said they use mobile marketing strategies.**

- **The top 5 mobile marketing strategies:**

Mobile search advertisements	82%
Mobile banners ads	75%
Ads designed specifically for mobile browsers	66%
Location based marketing	57%
A mobile app for the organization and/or clinical services	46%
Ads embedded in third-party apps or games	36%

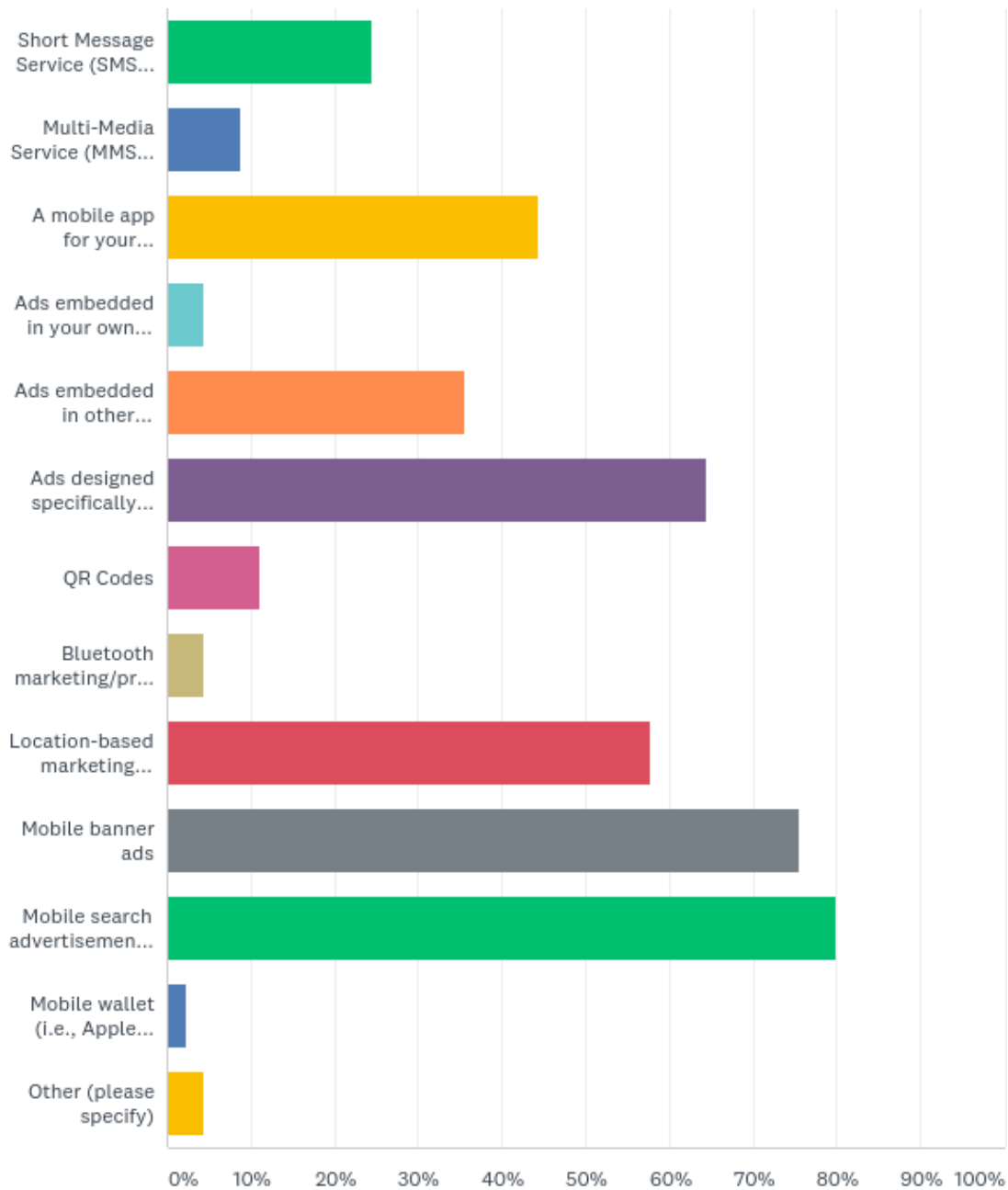
(see the entire table below)

- **We also noted the following findings:**

- Over 50% of those using mobile marketing are using location-based strategies
- Over a third are using ads embedded in third-party apps or games
- Are you missing an opportunity? While 46% say they have a mobile app, less than 5% say they have embedded ads for their services into their mobile app.
- Of those who have a mobile app, 57% say it includes mobile-specific security



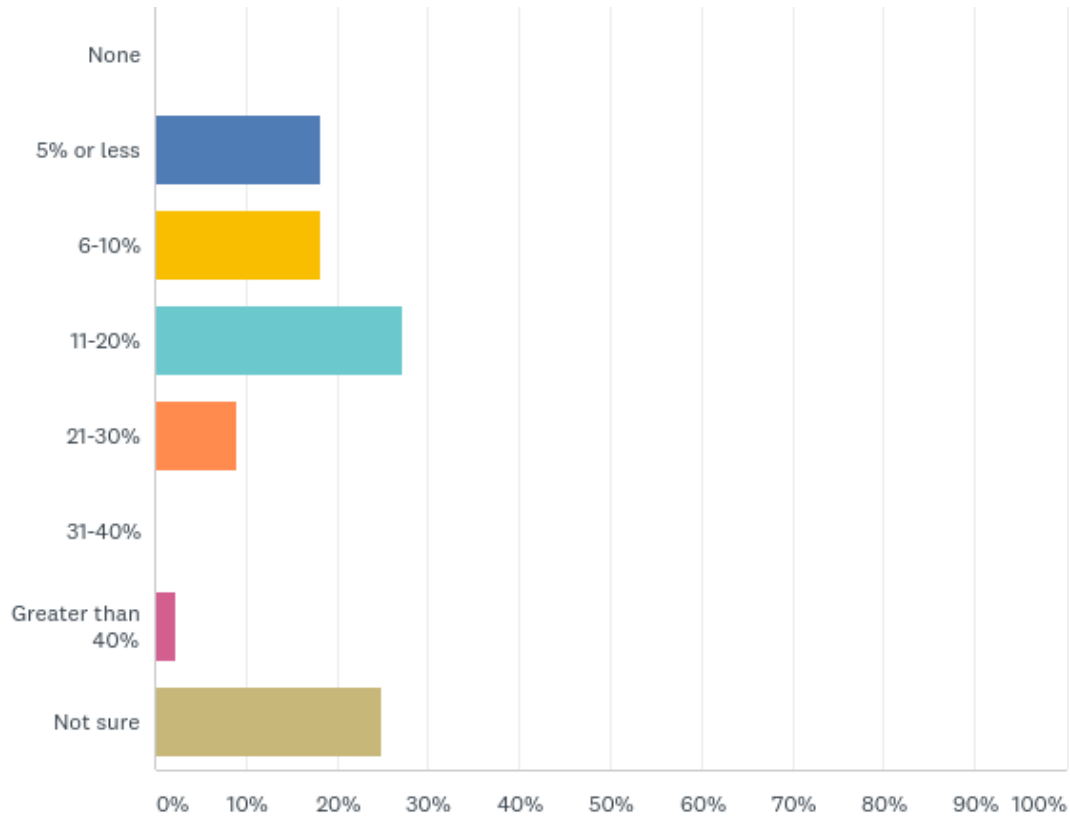
What type(s) of mobile marketing do you use? (Please check all that apply.)





Q4. What percentage of your marketing budget is allocated to mobile marketing?

On average, mobile marketing is still a relatively small percentage of the overall marketing budget, but not insignificant. More than one-fourth (28%) say that mobile marketing accounts for 11%-20% of the entire marketing budget. Over a third (38%) say it accounts for 10% or less of the marketing budget. Over one-fourth are not sure how much of the marketing budget is taken by mobile marketing.

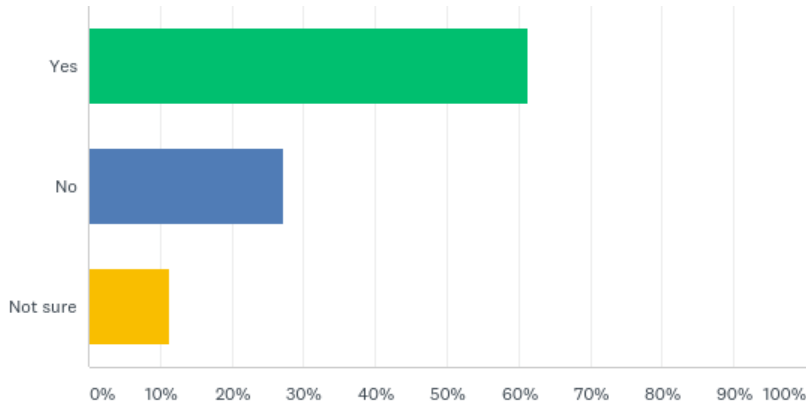




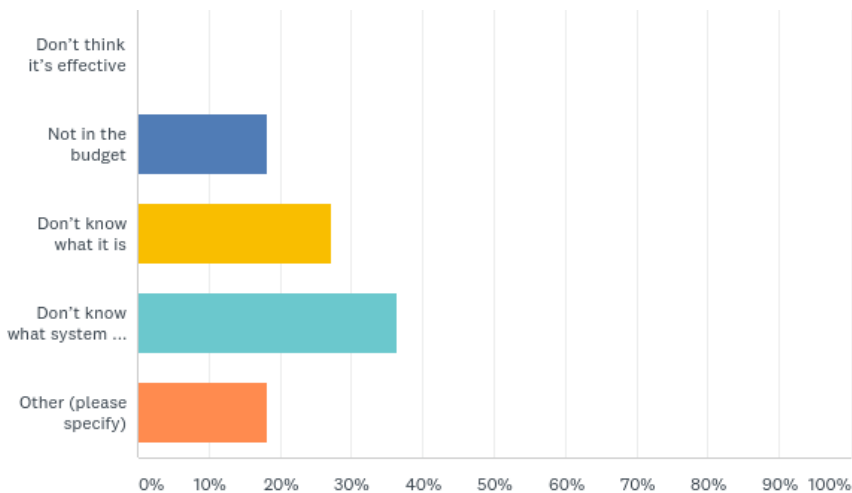
Q5-6. Do you use programmatic buying to purchase mobile advertising?

Over 60% of mobile marketing users say they are using programmatic buying to purchase mobile advertising. For those not using programmatic buying, 36% said it is because they don't know what system to use, and 27% do not know what programmatic buying is. We saw that programmatic buying tends to be correlated to size of organization – the larger the organization, the more likely they are to use programmatic buying. Nearly 80% of organizations with more than 1000 beds uses this tool.

Do you use programmatic buying to purchase mobile advertising?



If no, why don't you use programmatic buying?

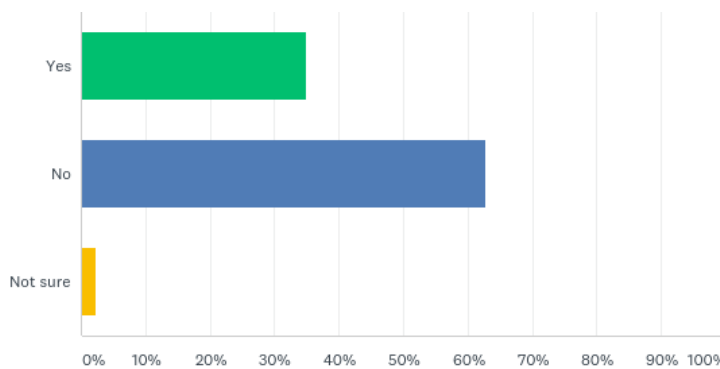




Q7-8. Do you use a customer relationship management (CRM) system to gather mobile customer insights and plan campaigns?

Surprisingly, over 60% of respondents say they are not using a CRM to gather mobile customer insights and plan campaigns. Although, for those who are not leveraging CRM now, 38% say they are planning on it and 34% do not have a CRM system to use.

Do you use a customer relationship management (CRM) system to gather mobile customer insights and plan campaigns?



Q9. (Which tactics do you use) in your current mobile campaigns?

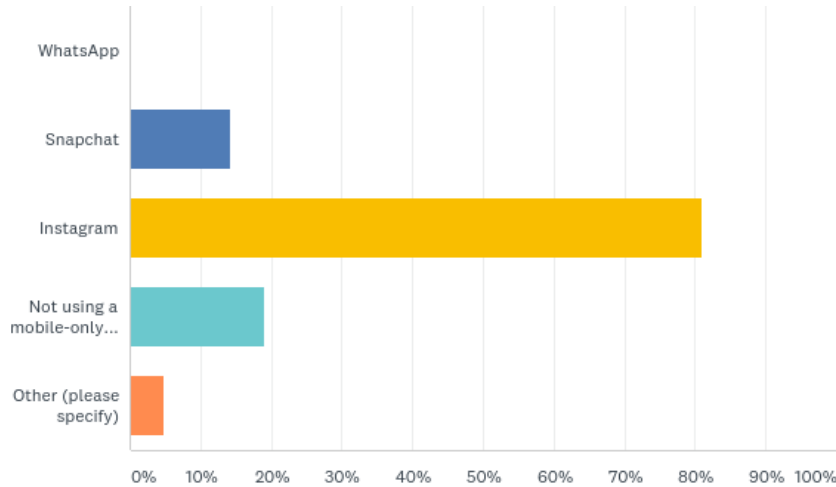
Looking at the tactics that could be used in mobile marketing, 78% say they currently use video and 42% say they use audio. Only 15% currently leverage a 360-video experience, but 56% say they are planning on it in the next 12 months. Nearly a third are using live video streaming, and another third say they plan to in the next 12 months.

Q10. (Which) mobile-only social media messaging platforms is your healthcare organization is currently active on.

The most common mobile only social media tools leveraged by healthcare organizations are Instagram (83%) and Snapchat (15%).



Please choose all the mobile-only social media messaging platforms that your healthcare organization is currently active on.



Q11. Is the use of voice search included in your hospital's mobile marketing strategy?

Less than 10% say they are currently using voice search as a part of their mobile strategy today, however 61% say they plan on doing it in the next 12 months.

Is the use of voice search included in your hospital's mobile marketing strategy?

