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 **Amplified Digital**

Digital Patient Acquisition: **Proven Advertising Strategies for** **Healthcare Companies**

2025

Introduction

The healthcare industry has experienced a dramatic shift in how patients find, evaluate, and choose providers. Today's patients are informed consumers — researching online, comparing options, and expecting seamless digital experiences. This evolution has forced healthcare organizations to rethink their marketing strategies and embrace a digital-first approach.

But not all digital marketing tactics are created equal. Some consistently deliver new patient growth and measurable return on investment, while others waste resources or fail to connect with the right audience. This white paper examines what works — and what doesn't — in digital patient acquisition, providing actionable insights for healthcare leaders looking to improve outreach, build trust, and grow their patient base.

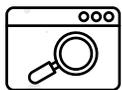
The Modern Patient Journey

Modern patients follow a multi-stage journey, interacting with brands across several touchpoints before scheduling care. Understanding this journey is essential to designing campaigns that move patients smoothly from awareness to action — and eventually, loyalty.

Patients rarely convert on their first encounter with a healthcare brand. It often takes multiple touchpoints to build trust, reduce anxiety, and inspire action. Successful patient acquisition strategies engage at every stage, not just the final step.

What Works: Proven Patient Acquisition Strategies

Certain digital strategies consistently rise to the top when it comes to successfully acquiring new patients. While every healthcare organization is unique — from hospitals and specialty clinics to urgent care centers and private practices — the most effective patient acquisition strategies share several common traits: they are data-driven, highly targeted, and patient-focused.



Paid Search (PPC)

Captures patients at the exact moment they are actively searching for care, using terms like “urgent care near me” or “pediatrician in [city].” PPC ensures your healthcare organization appears at the top of search results when intent is highest, making it one of the most direct and measurable ways to drive appointments. Campaigns can be precisely targeted by location, service, and device, while budgets can be adjusted to focus on the most profitable specialties or high-demand services.



Streaming Video

Engages potential patients through compelling video storytelling delivered on streaming platforms where they are already consuming content. Platforms like Connected TV and OTT build trust by showcasing real patient success stories, highlighting facilities, or introducing care teams in a personal, relatable way.



Premium Local Display

Keeps your organization top-of-mind by placing ads on trusted local news sites and community platforms. By appearing alongside credible, well-known sources, these ads help build reputation and brand recognition within your market. Local display is especially effective for broad awareness campaigns, reminding potential patients of your services so that when they need care, your name is the first they remember



Targeted Social Media Advertising

Reaches patients where they spend their time — on platforms like Facebook and Instagram — with highly relevant and personalized content. Social ads allow you to focus on specific audiences based on demographics, interests, and health needs. They are especially effective for sharing patient stories, educational tips, and community involvement, creating a sense of connection and trust. Retargeting capabilities also bring back individuals who have already shown interest in your services, increasing the likelihood of conversion.



Branded Content & Patient Education

Positions your organization as a trusted authority by educating patients through articles, videos, and other content formats. This approach helps demystify complex healthcare decisions while building trust and credibility. For example, a clinic might share tips for managing seasonal allergies or preparing for surgery, providing value while guiding patients toward booking care. Educational content supports long-term growth by improving search visibility and deepening relationships with current and potential patients.

When integrated thoughtfully, these strategies work together to engage patients at every stage of their journey. When combined, these solutions form a comprehensive approach to digital patient acquisition — one that prioritizes both measurable results and meaningful patient relationships.

What Doesn't Work: Common Pitfalls to Avoid

While many digital marketing strategies can successfully drive patient growth, some approaches consistently underperform or result in wasted resources. Understanding what doesn't work is just as important as knowing what does. These common pitfalls can prevent healthcare organizations from maximizing their digital marketing investment and should be carefully avoided.

One of the most frequent mistakes is **launching generic, untargeted campaigns**. In an era where personalization is expected, broad messaging that isn't tailored to a specific audience often fails to resonate. Casting a wide net without using data to refine audience segments

means ads are served to individuals who may have no interest or immediate need for care. This not only leads to wasted spend but also dilutes the overall impact of the campaign. Successful strategies require precise targeting based on location, demographics, and patient behaviors to ensure that messages reach those most likely to act.

Another pitfall is an **over-reliance on traditional media alone**. While television, radio, and print advertising still have value, patients today rely heavily on digital channels to research providers, read reviews, and book appointments. When healthcare organizations focus only on traditional methods, they miss key opportunities to engage patients in the spaces where they spend the most time. A modern approach integrates both traditional and digital tactics, ensuring a cohesive experience across all touchpoints.

Neglecting retention efforts is another critical misstep. Many healthcare organizations invest heavily in acquiring new patients but fail to maintain relationships with those they've already served. Acquiring a new patient costs significantly more than retaining an existing one, making retention an essential part of any growth strategy. Without regular communication through tools like email, social engagement, and retargeting ads, even satisfied patients may drift away or turn to competitors for future needs. Building loyalty requires ongoing outreach that keeps your organization top-of-mind and encourages repeat visits and referrals.

- Finally, a **lack of measurement and tracking** is a common barrier to success. Without clear data, it's impossible to determine which strategies are delivering value and which need improvement. Campaigns that run without defined goals or key performance indicators (KPIs) are little more than guesswork. This often results in missed opportunities and ineffective use of marketing dollars. Establishing a strong measurement framework from the start ensures that every effort is tied to meaningful outcomes, such as booked appointments or improved patient satisfaction.

Avoiding these pitfalls creates a strong foundation for sustainable growth. By targeting the right audiences, blending traditional and digital tactics, nurturing relationships with existing patients, and tracking results, healthcare organizations can maximize the return on their marketing investments.

Conclusion: Driving Growth Through Digital Strategy

Digital patient acquisition is essential for healthcare growth in today's online-first world. By leveraging proven strategies like search advertising, streaming video, local display, social media, and educational content, providers can engage patients at every stage of their journey — building awareness, trust, and lasting relationships. Avoiding common missteps, such as untargeted campaigns or relying solely on traditional media, ensures resources are used effectively. Success comes from creating a seamless digital experience that meets patients' needs while driving sustainable growth.

Why Amplified Digital Agency Is the Right Partner for Healthcare Companies

The Amplified Digital Agency understand the unique challenges healthcare organizations face — from navigating strict compliance standards to building trust with patients in an increasingly competitive market. Our approach is designed to help healthcare providers succeed by focusing on three critical areas outlined in this white paper: leveraging high-performing marketing platforms, reaching the right audiences through precise targeting, and creating strategies that drive measurable patient acquisition and retention.

Our team specializes in developing tailored digital campaigns that integrate search advertising, streaming video, local display, and social media to connect with patients at every stage of their journey. By combining advanced targeting methods, such as geographic and demographic segmentation, with service-specific messaging, we ensure your marketing dollars are spent efficiently — reaching those who are most likely to need your care.

Beyond visibility, we focus on strengthening your reputation and fostering patient relationships through educational content and consistent messaging. This comprehensive strategy positions your organization as a trusted, credible resource in your community, building long-term loyalty while generating sustainable growth.

With our expertise, healthcare companies gain a partner that not only understands digital marketing but also the complexities of the healthcare industry. Our strategies are built to meet your goals, enhance patient engagement, and establish your organization as a leader in delivering exceptional care.

By the Numbers



Our company has
1,418
active healthcare
clients



Our company performs
132% better
than industry average
for PPC engagement



Our local publisher
sites deliver up to
10X
higher display CTRs

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Creative Development

Social Media Management

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AI Business Productivity Tools

(Social Media, Lead Gen, CRM)



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Audience Data & Insights

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1st Party Data Tools



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