

+ The Facebook Ads Manual for Healthcare Professionals

By the digital marketing experts at [Paton Digital](#)



CHAPTER 1: WHERE TO BEGIN

Like most professionals, experts in the healthcare niche are increasingly becoming interested in joining social media advertising. Facebook, in particular, is a popular platform for its stakeholders. And the reasons are a no-brainer. It's not only the most popular and largest social media platform on the planet but through it, they can build and promote their brands and attract potential clients and patients.

Even so, some remain ambivalent to the idea of Facebook's ad network as a channel for growth of their services. This is primarily due to the lack of information on how to get into the fray and get it right from the get-go.

Shedding Light on the Logic behind Advertising on Facebook

The reasons for the growth of healthcare advertising on Facebook are quite obvious. First, decisions regarding the dynamics of your healthcare choices are often made after careful, logical and thorough brainstorming. It is only prudent that healthcare specialists become part of the conversation during this process. Of course, it is a long stretch to immediately attract a customer scrolling through multiple pages of ads, their newsfeed, and Facebook live videos. But if you do it right, you have a chance to hook and reel them in. If not, then at least you've set the ball rolling. And that's always a good thing.



Secondly, the numbers are too alluring to overlook. According to the [Pew Research Center](#), 68% of adults in the United States are on Facebook. This demographic presents a great advertising opportunity for healthcare providers. Better still, they are the primary decision-makers on matters pertaining to health.

The Building Blocks

Like every other form of advertising you need to tackle the hard questions. Who is your target audience? What specific objectives should your ads achieve? Are you targeting caregivers, first-time moms or athletes? Do you wish to share information about the importance of testosterone boosting supplements to athletes? Or do you simply want people to sign up for your monthly paid workout videos?

Once you have answered these questions you can then set up your Facebook Ad Account and sync it with Facebook Business Manager. This will help you manage your ad account, the workforce behind it, payment options and give you access to performance-generated reports.



CHAPTER 2: CREATING AD CAMPAIGNS

How to Create Ads, Ad Sets and Campaigns

Once you have listed your objectives, the next step is to create ad-related content which includes ad sets and campaigns. Campaigns are the backbone that determines the structure of your ads through a chosen objective. Make sure not to overlook this step! We will get more into choosing the right objective below. But it is critical you choose the right one so Facebook can efficiently optimize your campaign.

Ad sets are a subset of campaigns. They allow you to create ad placements, set the daily budget and establish your target audience.

First Step: Install the Facebook Pixel

The very first thing you should do before launching any Facebook campaign involving your website is to install the Facebook pixel. This will allow you to track conversions and other events on pages throughout your website.

It is important to distinguish between different events because these actions will determine your bottom line. That is why the Facebook pixel is a requirement for optimizing on-site actions. It may take up to 24 hours



before your pixel registers, but these days it usually registers much more quickly. We would highly recommend that you test whether the pixel is working properly before launching your campaign. Otherwise, you may have to deal with incomplete or incorrect data. Chrome has a nifty add-on called '[Facebook Pixel Helper](#)' that will make sure you have your pixel installed properly.

Second Step: Choose your Marketing Objective

There are three categories of marketing objectives: Awareness, Consideration, and Conversion. Each of these may be useful to your business goals. But it's important to choose the correct one so Facebook can optimize your campaign correctly.

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	



Most likely, one of the following four objectives will be your best bet:

- 1. Brand Awareness**
- 2. Traffic**
- 3. Lead Generation**
- 4. Conversions**

In this order is how you will construct your sales funnel. The other marketing objectives are generally geared towards B2C (business-to-consumer) businesses or larger businesses with large budgets. We will get into those strategies further in a future white paper.

So let's take a look at the objectives involving our sales funnel.

1. Brand Awareness

The main purpose of this objective is to bring people into your sales funnel. Don't be surprised if you earn a few sales with the right campaign, but don't let that dissuade you from finishing the construction of your funnel. You will love the final results, we promise!

Your target audience (which we get into more in-depth below) should be broad and made up of characteristics they *might* possess.



On average, a person must come in contact with your business [five times](#) before they will proceed to work with you.

TIP: 8-10% lookalike audiences based on past or current customers work great in brand awareness campaigns.

2. Traffic

You can send potential customers to either your Facebook page or your website. It will be more useful to send traffic to your website though.

In the second part of your sales funnel, you will start to narrow down your target audience. So you will want to focus on people who match your product or service, audience demographics, or industry profiles.

Traffic campaigns are great for building up your remarketing and/or lookalike lists.

3. Lead Generation

This is where you will find the most value for your money. Here you will find quality leads that turn into customers in the near future. You are able to collect leads from directly inside Facebook. Keeping people within the platform will give you a lower CPA, because the more times you redirect someone to a different page, the less chance you have of them converting. Plus, with Facebook Lead Generation ads, contact information is pre-filled, so they only need a few clicks before they are signed up.



4. Conversion Campaign

This is your final sales pitch. And, because of this, they tend to be more expensive. Make sure you don't send prospects to your homepage, send them to an optimized landing page.

Third Step: Ad Sets

Now that you've selected the correct campaign objective it's time to create your Ad sets. This is the mechanism you will use to control your ad campaigns.

FACEBOOK AD ACCOUNT			
CAMPAIGN - PROMOTION 1 (OBJECTIVE)		CAMPAIGN - PROMOTION 2 (OBJECTIVE)	
AD SET 1 (TARGETING)	AD SET 2 (TARGETING)	AD SET 1 (TARGETING)	AD SET 2 (TARGETING)
AD 1	AD 1	AD 1	AD 1
AD 2	AD 2	AD 2	AD 2
AD 3	AD 3	AD 3	AD 3



Budgets

First, you need to decide whether you want to use a lifetime or daily budget. Lifetime budgets are great to make sure you stay within your overall weekly or monthly budget. Daily budgets are good too because they allow you to experiment with ads without your budget going crazy. However, Facebook does a pretty good job of keeping your budget in line within the timeframe you pick. You won't blow through your budget before the end of your timeline unless you selected 'accelerated' ad spend.

Scheduling

If you choose to enable ad scheduling you can serve ads to prospects at optimal times. Of course, you need to know this information first. You might also want to only run ads during normal business hours if you're looking to interact with potential customers quickly after seeing an ad.

Keeping ad scheduling open works best for something like a download or another offer that can be accepted at all hours.

Ad Locations

Facebook Feed ads are the bread and butter of ads within the platform. No doubt you have seen these ads from time to time. But Facebook has a number of different options and it's important to pick placements based on your goals and ad creative.



Also, make sure you opt out of automatic ad placements.

Placement

Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

Edit Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn more.](#)

Devices

Asset Customization ⓘ
11 / 11 placements that support asset customization

Placements

▼ Feeds	<input checked="" type="checkbox"/>
Show highly visible ads to people scrolling through feeds	
Facebook Feed	<input checked="" type="checkbox"/>
Instagram Feed	<input checked="" type="checkbox"/>

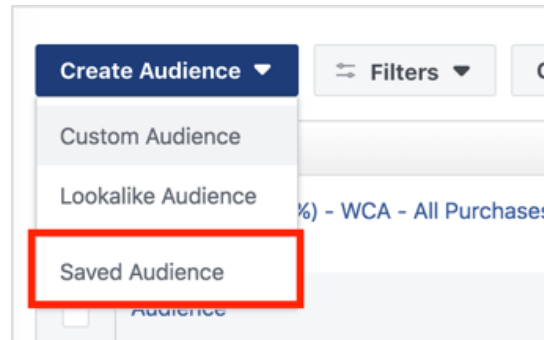
Yes, you will reach less people using this method but the quality of clicks will be much higher. Here are your options for ad placement:



- **Facebook:** News Feed, Marketplace, Suggested Videos, Right Column, Stories, Messenger Stories, In-Stream Videos, Messenger Inbox, Sponsored Messages, and Instant Articles.
- **Instagram:** This social network is owned by Facebook so you have the option to advertise on here as well. If you have strong graphics then this can be a good option. You can place ads on Newsfeeds or Stories.
- **Audience Network:** This includes a large number of websites within the Facebook network, but ads will not show up within Facebook itself.

Audiences

We dive more into choosing the right audience in the next chapter. You have the option to pick a custom audience, lookalike audience, or a saved audience.





CHAPTER 3: TARGETING THE RIGHT AUDIENCES

Types of Facebook Audiences

Think about the bulk of the customers or patients you currently have. This is an excellent place to start if you are having trouble classifying your target audience. Another step might include conducting informal interviews with clients to determine how they heard about you.

Within Facebook, types of audiences include custom and lookalike audiences.

Custom Audiences: these are primarily customers or patients who have, at one time, been in contact with your business either through Facebook or your official website. If you are focussed on attracting the latter, you'll need to install the Facebook Pixel on your page. The good thing about custom audiences is that you can reuse those you previously created or create new ones.

You have a few options when it comes to your marketing campaign, but you will probably focus on one of these three:



- **Customer file:** Use your current database to find new prospects. You can use your list of current email addresses to find and target current customers. Once you upload this you can also build a lookalike audience off of this file.
- **Website traffic:** Once you install your Facebook Pixel you will be able to segment visitors based on a few items including time spent on site, number of site visits, and people who visited a select number of pages. This is a great way to target people who have visited your landing pages but may not have converted.
- **Engagement:** You can create ads based on people who have interacted with your content. This is an important feature for remarketing. Don't overlook this one!

Create a Custom Audience ×

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

- Customer File**
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
- Website Traffic**
Create a list of people who visited your website or took specific actions using Facebook Pixel.
- App Activity**
Create a list of people who launched your app or game, or took specific actions.
- Offline Activity** UPDATED
Create a list of people who interacted with your business in-store, by phone, or through other offline channels.
- Engagement** UPDATED
Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.



Lookalike Audiences: As the name suggests, lookalikes are those audiences whose online activities resemble a well-established demographic. For example, if you created a custom audience of soccer players below 25 years, a lookalike audience could be other athletes who play contact sports within the same age bracket. This widens your net and allows you to have more reach.

Lookalike audiences are a double-edged sword. It can either play well into your advertising strategy or make you miss the mark. Changing your targets directly influences your reach. You run a risk of reaching a wide audience that has no interest in your advertisement if you set a large target. The downside to this is hidden or reported ads that are a dent to your ad performance.

Ad frequency is a handy feature that makes it possible to churn ads to different audiences, negating the need to set new audiences.

Saved Audiences:

General Targeting

Facebook's algorithm allows advertisers to target ads based on general parameters such as age, gender, language and location, among others. Parameters such as location will enable you to target audiences within a specific location or in other areas but the specified one.



It is prudent to leave out age-specific ads only until you have checked reports generated from your ads. Also, it only makes sense to set the language to which the ad was typed.

Audience

NEW AUDIENCE ▾

Custom Audiences ⓘ

[Exclude](#) | [Create New ▾](#)

Locations ⓘ

United States

✓ United States

✓ Include ▾ | | [Browse](#)

[Add Bulk Locations...](#)

Age ⓘ -

Gender ⓘ All Men Women

Languages ⓘ



Demographic, Interest, and Behavioral Targeting

In the 'About' section of Facebook profiles, users type their interests, political affiliations, job titles, and hobbies, to mention a few. Facebook allows you to target ads to different demographics based on these interests.

Herein lays the most powerful reason to use Facebook. Advertising platforms like Google rely on data that is mostly an educated guess. Facebook users voluntarily input their demographic data so there is no guesswork.



CHAPTER 4: BUILDING A GREAT HEALTHCARE AD

Creating Striking Healthcare Ads

Once you have decided on your target and audience, you need to create ads that will attract customers and make them loyal. This involves creating trust, being honest, and as clear as possible.

Create trust - Anything that portrays you less than serious about healthcare should not be included in your ads. Your goals ought to radiate trust, compassion, and reliability of disseminated information.

Honesty - This is second nature to creating trust. Promising wine and delivering water will only lead to client churn. Do not arm twist clients into working with you.

Clarity - Ads should state precisely what you seek to solve and the services you offer.

Non-negotiables in Facebook Advertisements

There are no rules to running ads on the internet, but on Facebook, there are guidelines that make advertisers toe the line. Pharmacists have to comply with guidelines from regulations. These are constantly changing so make sure whoever is in charge of creating ads is up to date.



CHAPTER 5: GREAT HEALTHCARE AD EXAMPLES

The image shows a Facebook advertisement for One Medical. At the top left is the One Medical logo, a blue cross with four dots, followed by the text "One Medical" and "about 3 years ago". To the right is a small Facebook 'f' icon. Below the header is the main text: "Our patient-centric approach to primary care includes longer visits with our world-class doctors. 20 Bay Area offices." The ad is split into two main visual sections. The left section is a photograph of a modern, clean reception desk with a white counter and a blue chair. The right section shows two smartphones, one displaying the One Medical mobile app interface. Below the images are two call-to-action boxes. The first box on the left says "Same & next day appointments" and has a "Learn More" button. The second box on the right says "24/7 Medical Support" and "With the best doctors in San Franc..." and also has a "Learn More" button. At the bottom of the ad, there are engagement metrics: 158 likes, 10 comments, and 1 share.

This ad from One Medical is clear cut, informative, and doesn't waste space with useless information. Healthcare companies often have tons of services and their marketers want to showcase them as much as possible. This is a common mistake. You don't want to overload potential patients with too much information. They're only looking for one, maybe two types of services at a time. This ad provides a good pitch and informs the reader that they have twenty locations in their targeted area.



 **Maxim Healthcare Services**
about a year ago 

Maxim is searching for travel RNs nationwide. Experience premium pay, a variety of assignments, flexibility, and more. Apply today!



TMAXNURSING.COM
Searching for Travel Nursing Jobs?
Apply for a travel or permanent nursing jobs today

👍 34 🗨️ 1 ➦ 7

While this ad does not promote a specific service, it does a great job of asking readers if they are searching for exactly what they offer. The copy is easy to understand and they have a great call-to-action: ‘Apply today!’ The only thing that would make this ad better is if it was in carousel format with more pictures of nurses hard at work.



 **UNC Health Care** 
about 7 months ago 

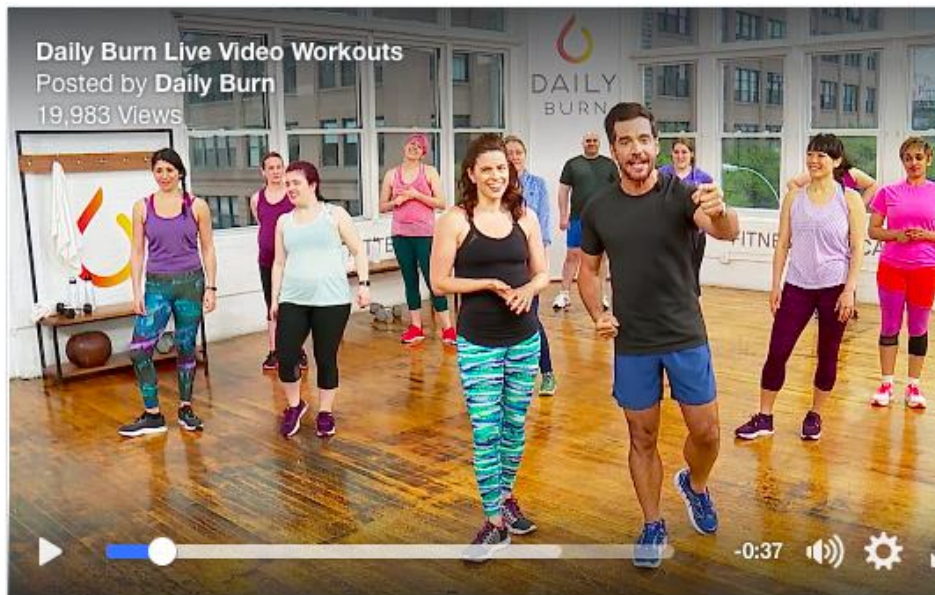
If you've ever been hesitant about getting your baby vaccinated, read this for peace of mind.



HEALTHTALK.UNCHEALTHCARE.ORG
UNC Health Talk
Pediatrician Edward Pickens, MD, talks about why baby vaccines are a must.

👍 110 🗨️ 11 ➡️ 51

A smiling and happy baby, need we say more? What a great image. Every parent wants this from their child. The child looks healthy and we imagine him with a bright future. If vaccines provide such an outcome then they can't be bad despite some of the negative press surrounding vaccines in recent years. The link is to an authoritative article on the importance and safety of vaccines from a qualified medical professional. This ad is meant to speak to parents who may be on the fence about vaccines and it does the job well.

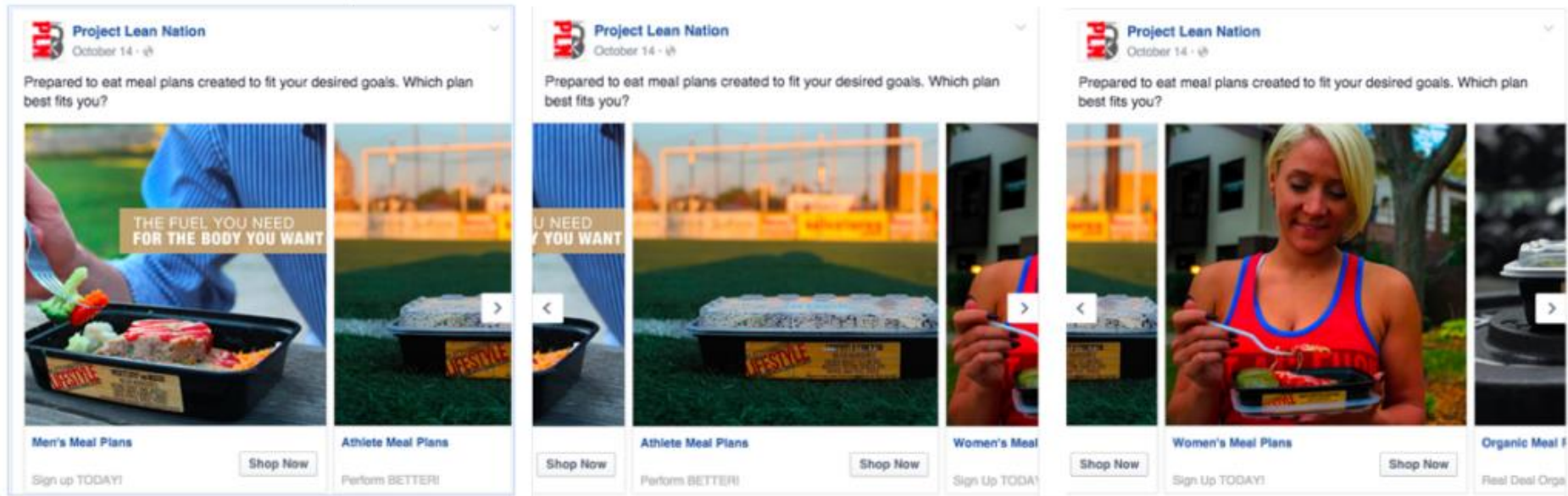


Give yourself something to celebrate with us — the gift of a full-body cardio and strength workout!

Missed our live workout on Facebook this morning? Join Daily Burn today and access workouts on-demand for a full 24 hours every day! Plus real-time chat, our workout and support for Apple TV, Roku and more.

👍 327 💬 12 ➦ 97

And now video ad! Video is one of the most efficient ways to reach your target audience on Facebook and will remain so. People are naturally visual. But of course, not all videos are created equal. You don't need to be a video expert to create a great ad though. This video is under one minute and packs a serious punch. It depicts an intense workout from smiling, happy, energetic women and a sculpted instructor. DailyBurn wants to help you meet your fitness goals and give you "something to celebrate," so they don't want you to miss out. The ad creates a need for customers to take action.



Project Lean Nation uses carousel ads in a visually stunning way. The images beckon the reader to continue to learn more. These custom shot photos lead the reader towards a “Shop Now” call-to-action. Photos depict athletes on a playing field eating one of their meals, demonstrating their products as meant for on-the-go. Project Lean Nation was so effective in their advertising that they signed a deal with a professional hockey team.



HealthCare.gov  about 3 years ago



Today is the last day to sign up for a plan that starts February 1! Don't wait until it's too late – start your application now.



Don't miss your last chance to enroll.

Get coverage starting Feb. 1st by applying today!

WWW.HEALTHCARE.GOV

 2.8K  361  290

Time-bound offers are great to create a sense of urgency. Action terms like “Don’t miss the deadline!” trigger a sense of urgency that is essential to motivating customer sign-ups. This ad received tons of engagement, which is helpful to showcase its importance. This ad probably did very well remarketed to people who may have visited healthcare.gov but did not immediately sign up. They had an interest and many probably meant to go back and choose a plan. With an urgent time-bound ad, they knew the time to act was sooner rather than later.



Kaiser Permanente Thrive  about 2 years ago

Kaiser Permanente is celebrating 70 years of providing access to quality and affordable health care to the public. Thank you to all of our members, employees and physicians for helping us make it this far! [#kpturns70](#) [k-p.li/70](#)

15K 552 929

Kaiser Permanents celebrated their 70-year anniversary by applauding their accomplishments while at the same time promising to adapt to the future. Immediately the vintage photo shows the reader that Kaiser has a long history of providing healthcare options to the public. An institution with such a stable history has bound to have made some right choices, which is reassuring to patients. This was a great brand awareness ad. Also, notice it did not contain a call-to-action, which may seem like a mistake. But not every ad needs one. This strategy is meant to introduce new patients to their brand. Later, you can follow up by targeting people who engaged with ads like this with a specific call-to-action. This Kaiser Permanente ad is a great top-of-the-funnel ad.



In Conclusion

Now that you know the basics of Facebook advertising, you can get right into the thick of things. Remember, your brand stands to gain hugely from an aggressive and efficient ad strategy.

And if you ever need any help with your digital advertising campaigns, please reach out to us at [Paton Digital!](#)



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