

*Let's talk*

# Marketing with Firespring

*Presented by Kiersten Hill  
Strategist at Firespring*

Kiersten  
Hill →





# Kiersten Hill

*Strategist & Director of Nonprofit Solutions*

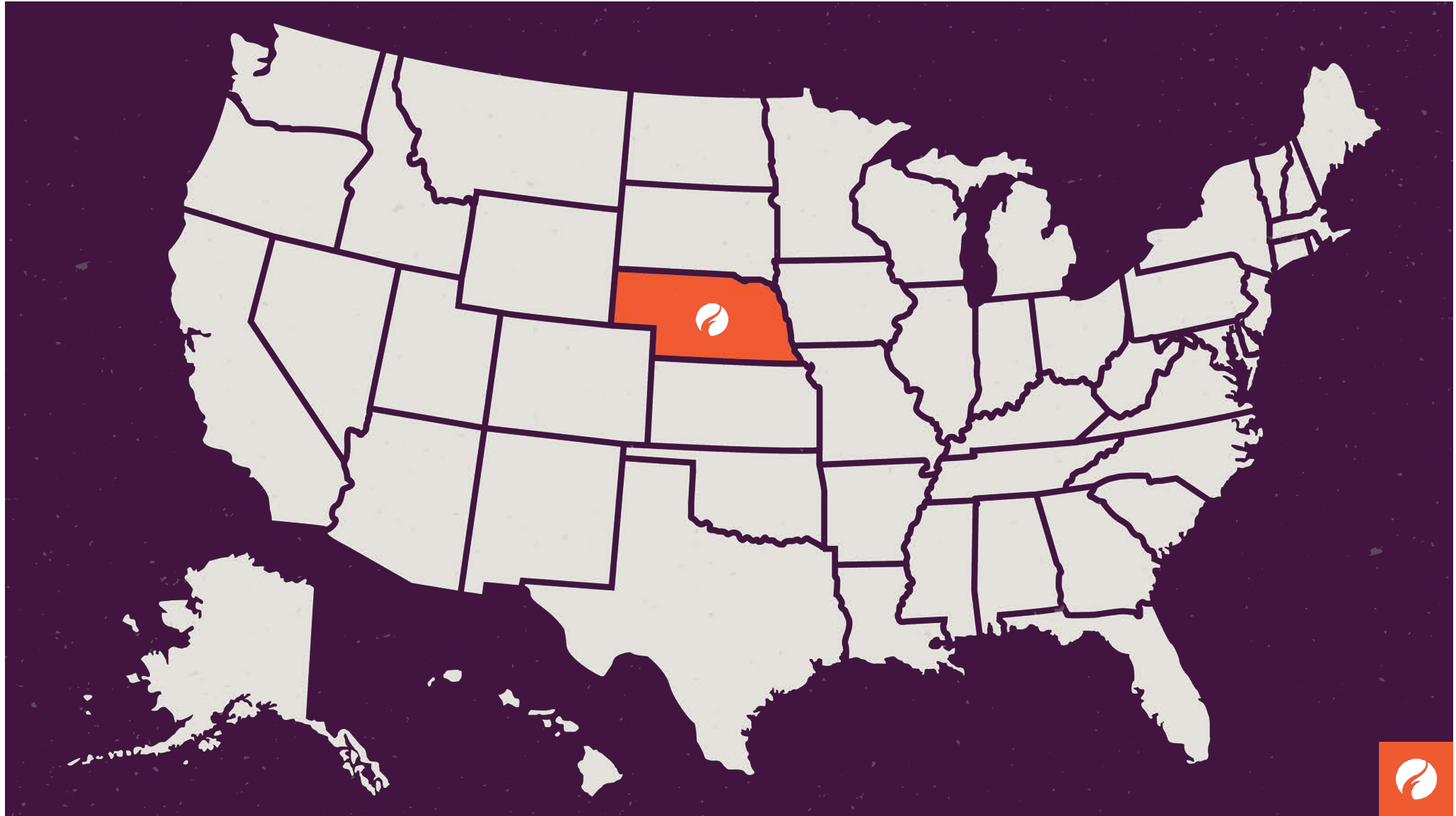
 877.447.8941

 [firespring.com/nonprofit](https://firespring.com/nonprofit)

 @firespring

 [in/hillkiersten](https://in/hillkiersten)





**Firespring provides strategic guidance activated through creative solutions in marketing, printing and technology to help businesses and nonprofits prosper.**

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Hill →



## Websites

## Marketing

## Printing

## Strategic Guidance

- Custom website design
- Search engine optimization
- Search engine marketing
- Social media posts & optimization
- Impact strategy

- Engagement campaigns
- Landing page development
- Email marketing automation
- Branding & creative services
- Strategic marketing campaigns

**Yep, all under one roof.**



WE LEVERAGE OUR

**PEOPLE,  
PRODUCTS  
& PROFIT**

→ TO DO —  
**MORE  
GOOD**

**1%** of

**our profits**

(top-line revenue  
donated to NPOs)

**2%** of

**our products**

(in-kind products  
and services)

**3%** of

**our people**

(volunteer 1 day  
per month)

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Member Benefit  
**Save 20%**

 [firespring.com/nma](https://firespring.com/nma)



Get an additional 20% off these awesome tools and services when you partner with Firespring!

- **Websites**
- **Printing**
- **Marketing**
- **Strategic Guidance**

*Yep, all under one roof.*



*Let's Talk Marketing*  
**With  
Firespring**



- **Why Do Medical Practices Struggle with Marketing?**
- **5 Biggest Marketing Mistakes Made by Medical Practices**
- **All the Firespring Tools: Printing, Creative, Website**
- **Partner Discounts**
- **Q&A**





WHY DO MEDICAL PRACTICES STRUGGLE WITH MARKETING?

**Because they're healers and  
not marketers!**

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# WHY IS MARKETING CRITICAL FOR MEDICAL PRACTICES?

## #1 Patient Retention

## #2 Patient Acquisition

97% of practices are feeling the financial sting from COVID-19.

Kiersten Hill





# The Top Five Biggest Medical Practice Marketing Mistakes

<https://www.physicianspractice.com/view/five-biggest-medical-practice-marketing-mistakes>



The Top Five Biggest Medical  
Practice Marketing Mistakes

# 1. Treating Marketing as an expense.



The Top Five Biggest Medical  
Practice Marketing Mistakes

## **2.** Promoting specialties and services without relating them to solutions.



The Top Five Biggest Medical  
Practice Marketing Mistakes

### **3. Confusing activity with results.**



The Top Five Biggest Medical  
Practice Marketing Mistakes

**4. Doing the same thing  
and expecting different  
results.**

A decorative graphic on the right side of the slide features several light-colored wooden letters and symbols, including a dollar sign, a question mark, and the number 10, scattered on a teal background.

The Top Five Biggest Medical  
Practice Marketing Mistakes

## 5. Going with your gut.





# Marketing

The action or business of promoting or selling products or services, including market research and advertising.

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# What does a medical practice need to market?

- Brand the practice
- Educational content
- New patient communications
- Certifications or new skills in the practice
- Personnel changes
- Patient recruitment
- Patient retention

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# Branding...

## Your Practice is bigger than your office!

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# Branding

When owners and employees embrace a common brand identity, it creates cohesion, concentrates focus and reinforces shared values. (Stanford Social Innovation Review)

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# Showcase Your Brand Attributes

Nearly all consumers (97%) use online media when researching services in their local area.  
(BIA Kelsey)

Kiersten Hill →



# Good branding does 3 things:

1. Illustrates your mission.
2. Demonstrates professionalism.
3. Gains confidence among existing and potential clients.

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Hill →



**Your website is your store on Main Street and many times it's the first impression potential patients have of your practice.**

Nearly all consumers (97%) use online media when researching services in their local area. (BIA Kelsey)



Prospective patients want to know they are considering a well-run, professional organization that will solve their problems and care for their needs.

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A blue tang fish is shown swimming in clear blue water. The fish is positioned diagonally across the frame, facing towards the upper left. Its body is a vibrant blue, with a prominent white stripe running along its side. The tail fin is a contrasting yellowish-orange. The background is a solid, deep blue, which makes the fish stand out.

**The average person  
has an 8-second  
attention span.**

(National Center for Biotechnology Information)



# How to Set Up a New Patient Welcome Series

HOME  
*Sweet*  
HOME

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Hill



WELCOME SERIES

# 7 ideas for a new patient (or employee) welcome kit.

1. Welcome letter
2. Handwritten note
3. Sticker or promo item
4. Org snapshot (who you are, what you do, procedures for contact & appointments)
5. Short survey
6. Print newsletter
7. Business card or magnet

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WELCOME SERIES

**In addition to an  
welcome email,  
automate a  
nurture series.**

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**Remind patients you exist and  
build on your relationship with  
them.**

**Focus on these 5 things:**

1. Solve a problem.
2. Offer value.
3. Position your brand as the guide (how your service provides a solution to a problem).
4. Remind your audience you have a solution.
5. Build trust.



WELCOME SERIES

# Effective Nurture Emails



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- Weekly announcements
- Tips to help your audience solve problems.
- Weekly or monthly notifications regarding inventory, events or offers.
- Repurposing blog articles or curated content.



# Does direct mail even work?

- ✓ **77%** of recipients sort physical mail immediately upon receiving it.
- ✓ **56%** say receiving mail is a “real pleasure.”
- ✓ **67%** feel mail is more personal than the internet.

(USPS)

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**9X** The response rate  
for direct mail is  
higher than email.

(Data & Marketing Association)

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Hill



## Surefire Way to Invigorate Your Direct Mail



## Personalize for Current or Potential Patients Using Variable Data

- Text, color, images and graphics can all change from one piece to the next without stopping or slowing down the print process
- Customize based on what you know about the recipient:
  - Date of last visit
  - Age
  - Location
  - Birthday
  - Hobbies
  - Concerns or disease state

Increase response up to **10x**

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**BENEFITS OF YMCA MEMBERSHIP:**

- Over 570 Group Exercise classes per week across our 9 locations, including family friendly classes
- FREE monthly Parent's Night Out Childcare events
  - FREE childcare while you use the Y
- A variety of fun & educational youth & family programs all year long
- Get Started Program - 2 FREE sessions with a personal trainer
- Reduced rates on camp, youth sports, swim lessons and other youth programs!
- Dedicated lap & family swim times!

**LEARN MORE ONLINE!**

**JOIN THE YMCA FAMILY TODAY!**  
Your closest YMCA is the CHARLES E LAKIN YMCA!  
You're only 2.2 miles away!

YMCA OF GREATER OMAHA • [www.metroymca.org](http://www.metroymca.org)

NONPROFIT ORG  
U.S. POSTAGE  
PAID  
OMAHA, NE  
PERMIT NO.

First Last  
1234 Main Street  
Anywhere, ST 00000





## Print Ideas for Your Practice



## What would I need to print?

- Brochures
- Forms
- Signage
- Patient Recruitment
- Employee/Nurse recruitment
- Physician recruitment
- Swag
- Apparel-scrubs or other branded apparel
- Newsletter/patient information

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### Come Grow with Boys Town Pediatrics

**Maple Street Clinic Now Open**  
3838 North 167<sup>th</sup> Court  
Omaha, NE 68116

**Boys Town Pediatrics**  
Monday - Thursday, 8:00 AM - 8:00 PM  
Friday, 8:00 AM - 5:00 PM  
531-355-7500

Boys Town Child & Adolescent Psychiatry services are available at this clinic. To schedule an appointment, call 531-355-1449.

**BOYS TOWN Pediatrics**  
boystownpediatrics.org

**BOYS TOWN Pediatrics**

We're moving to your neighborhood!

## Come Grow with Boys Town Pediatrics

### Boys Town Pediatrics

**We've opened a NEW CLINIC at 166<sup>th</sup> & Maple!**

When you need us, **we're right here.**

From well checks and immunizations to same-day sick appointments, you can count on the doctors at Boys Town Pediatrics. Our patients have exceptional access to care with:

- 24-hour nurse hotline
- 24-hour appointment scheduling
- Same-day sick visits
- Extended evening and Saturday hours
- Virtual visits

Plus, if your child has a complex condition that requires extra-special care, our physicians work directly with the pediatric specialty providers at Boys Town National Research Hospital.

Schedule a **FREE meet and greet** to get to know your child's new pediatrician.

Patrick Doherty, M.D.

Danielle Empson, M.D.

Caitlin Gillespie, D.O.

Schedule Your FREE Meet and Greet

### Boys Town Child & Adolescent Psychiatry

At Boys Town Pediatrics, we know that mental health is just as important as physical health. That's why **we provide behavioral health services in ALL Boys Town Pediatrics clinics!**

Boys Town Child & Adolescent Psychiatry works with each child to build a treatment plan to address their behavioral and medical needs. We make sure families know they are not alone on their journey to better mental health.

Susan E. Gripp  
DNP, APRN-NP, PMHNP-BC

Schedule an Appointment

**Schedule an appointment today!**  
Boys Town Pediatrics: 531-355-7500  
Boys Town Child & Adolescent Psychiatry: 531-355-1449



# Communicate regularly.

First Visit	Welcome Note	Thank note or letter	Report or news-letter	Testimonia/ Referrals	Follow Up Reminder	Thank note letter	Report or news-letter	Survey	Report or news-letter
Timing	48 hours	1 week	monthly	6 weeks	2.5 to 3 months	1 week	Monthly	6 weeks	Monthly ongoing
Who	Physician	Staff	Staff	Physician/ staff	Staff	Staff or Physician	Staff	Staff	Staff
Format	Call	Direct mail	Email or newsletter	Mailing or call	Email, mail or event	Direct mail	Email or newsletter	Email or direct mail	Email or newsletter



## Sample 1st Year Patient Communications Plan



# The **ABCs** of creating a killer website.

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IN REVIEW

**A**dapts to Mobile Devices

**B**randing

**C**ontent Management

**D**irect Email Communication

**E**vent Registration

**F**resh Content

**G**roup Communication Tools



THE ABCs OF A KILLER  
WEBSITE

# Adapts to Mobile Devices

Mobile and tablet devices accounted for 53% of internet usage, exceeding desktop for the first time worldwide in October 2019. (Stat Counter)



# Branding

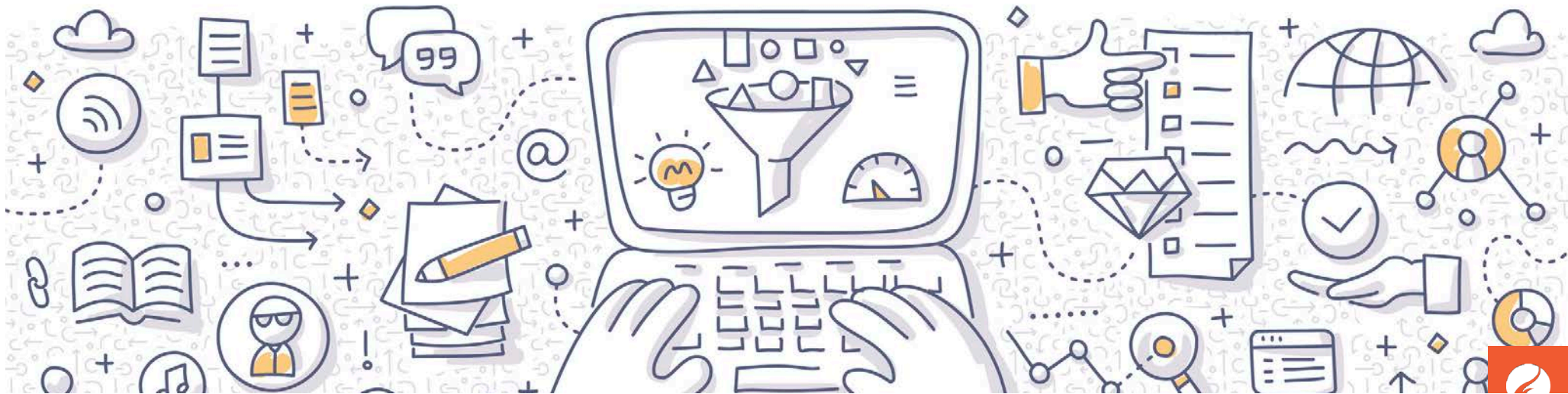
When owners and employees embrace a common brand identity, it creates cohesion, concentrates focus and reinforces shared values. (Stanford Social Innovation Review)

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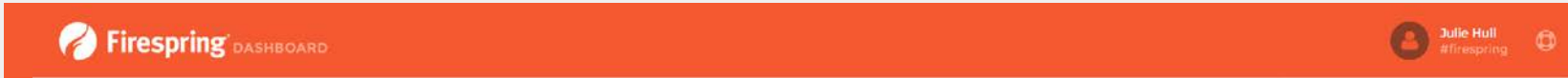


THE ABCs OF A KILLER  
WEBSITE

# Content Management System



# Content Management System



nonprofitwebsite.org

### Ready, Set, Go!

- Website Management
- Calendar Events
- Event Registrations
- Member Management
- Blogging
- Messages



### Timeline

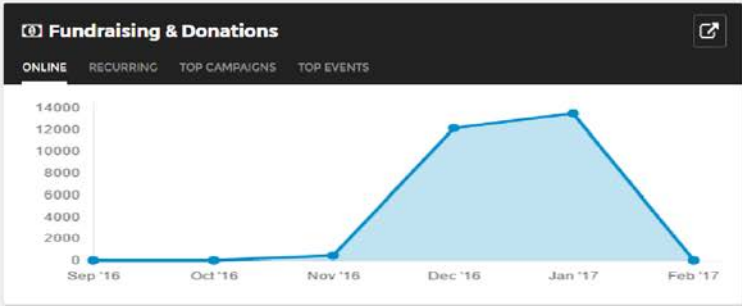
FEBRUARY 18, 2017  
**SATURDAY**

- 6:00p Fundraising Banquet Awards 190
- 6:00p Walk Committee

### Facebook

MENTIONS COMMENTS SETTINGS

- FEBRUARY 12, 10:32PM - The Nebraska Civic Engagement Table is proud to announce that we now have an official Google search result! You can test it out, or you can take our word for it and go straight to the website at www.n... Read More
- FEBRUARY 9, 11:51AM - Thanks to Lisa Cederlind Teet, our AIGA SCC Student Group toured Firespring yesterday afternoon. We'd like to give a big thank you to everyone who was willing to stop and chat with our students and an... Read More
- FEBRUARY 9, 11:42AM - Thank you, Firespring and Lisa Cederlind Teet for giving our AIGA SCC Student Group a tour of your facilities! We greatly appreciate... Read More



MARCH 2, 2017  
**THURSDAY**

- 5:00p Walk-for-Love 0
- 5:00p Board Meeting

### Email Campaigns

SUBSCRIBERS MAIL SENT OPEN RATE LINKS CLICKED OPTED OUT



THE ABCs OF A KILLER  
WEBSITE

# Direct email Communication tools





# Direct email Communication tools

The screenshot displays the Firespring 'Groups' management interface. The navigation menu on the left includes CONTACTS, GROUPS (highlighted), SEGMENTS, CONTACT FIELDS, FORMS, and IMPORTS. The main content area shows a table of contact groups with the following data:

Group name	Active contacts	Opt-out contacts	Error contacts
<input type="checkbox"/> 000-Test-Brand	3	0	1
<input type="checkbox"/> Omaha Open House Reminder	80	1	1
<input type="checkbox"/> 2013 08.27 Lincoln Seminar	618	33	203

A 'CREATE A GROUP' button is located in the top right corner of the table area.

\*Personalized emails deliver 6x higher transaction rates. (Experian)



# Direct email Communication tools

The screenshot displays the Firespring 'New workflow' interface. The main window shows a workflow configuration for 'Webinar invite follow up'. The workflow steps are:

- Workflow name: Webinar invite follow up
- Audience: Any contact in my audience
- Trigger event: Clicks a link in a sent or scheduled mailing
- Workflow steps:
  - Wait 1 days
  - Send mailing Responsive Followup

The interface includes an 'Inactive' toggle and a 'SAVE WORKFLOW' button. A modal window on the right titled 'Choose a trigger type' lists several options:

- Email signup
- Date-based
- Field change
- Link click on a specific mailing
- Link click on any mailing
- Custom API event

The modal also features 'Cancel' and 'Next' buttons.

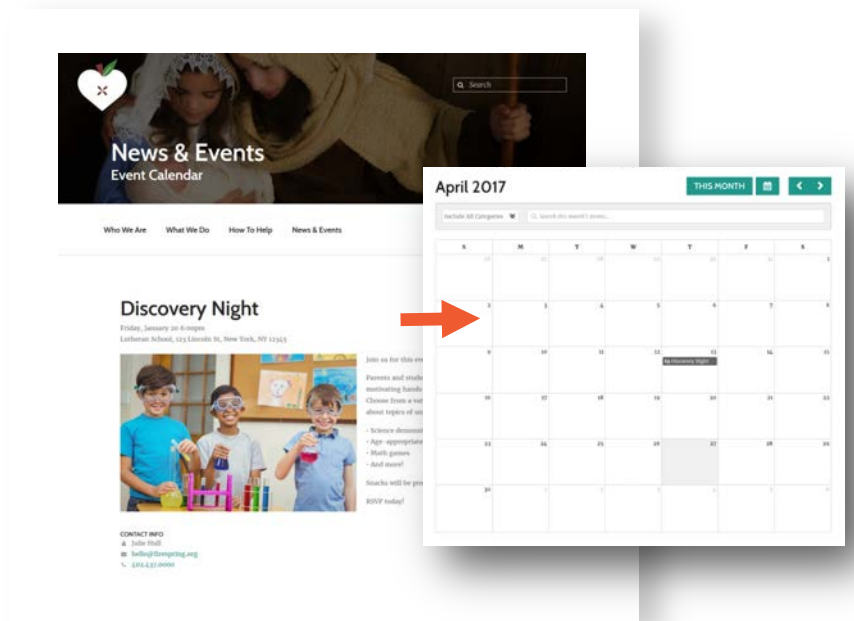


THE ABCs OF A KILLER WEBSITE

## Event Registration

- ✓ Stays open 24/7.
- ✓ Captures the critical details.
- ✓ Marketing drives visitors to your site —make engagement easy.
- ✓ Built into your CMS.
- ✓ Flexible.
- ✓ Adapts for free events.
- ✓ Captures, stores and exports all attendee information.
- ✓ Automates as much as possible.

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THE ABCs OF A KILLER WEBSITE

# Event Registration

**Export Event Registrations**

Select Event: All Events

Select Registration Date(s): Last 90 Days

Select Export Info:  Registrant Info  Tickets

Cancel Export

Event Name	Event Date	Date Submitted	Tracking #	Submission Status	Total Cost	Payment	Your Student	Your Email	Phone	Admission is free!
Discovery	04/13/201	03/26/201	58d8542e1	Approved	0	N/A	Ricky Hull	parent@g	(402) 123-	2
Discovery	04/13/201	12/08/201	5849cbac2	Approved	0	N/A	Molly Cok	molly.cok	4.02E+09	5
Discovery	04/13/201	12/08/201	5849be23f	Approved	0	N/A	Larry, Dan	support@	(877) 447-	1
Discovery	04/13/201	12/08/201	5849bbe8f	Approved	0	N/A	Michaela I	michaela	8.77E+09	1
Discovery	04/13/201	12/08/201	5849ba50f	Approved	0	N/A	Emma	test@test	8.77E+09	1
Discovery	04/13/201	12/08/201	5849b837f	Approved	0	N/A	Lynnlee T	meg.higgi	444-444-4	2
Discovery	04/13/201	12/08/201	5849af0bc	Approved	0	N/A	Sarah	support@	877-447-8	1
Discovery	04/13/201	12/08/201	5849ae90c	Approved	0	N/A	Logan, Eth	support@	8.77E+09	1
Discovery	04/13/201	12/08/201	5849ad79f	Approved	0	N/A	Buddy	Sarah.robl	402.437.0	1
Discovery	04/13/201	12/08/201	5849ad6f2	Approved	0	N/A	Charlie Sn	charlie.sn	(402) 123-	2
Discovery	04/13/201	12/08/201	5849ad4bf	Approved	0	N/A	Caleb Carj	hayleec@	4.02E+09	1
Discovery	04/13/201	12/08/201	5849ad40c	Approved	0	N/A	Brooke M	kohoutjm	217-0492	1
Discovery	04/13/201	12/08/201	5849ad0dc	Approved	0	N/A	Samantha	plylerjm@	(402) 437-	3
Discovery	04/13/201	12/08/201	5849ad4e2	Approved	0	N/A	Linus Bonl	support@	8.77E+09	3
Discovery	04/13/201	12/08/201	5849ac408	Approved	0	N/A	Sharri Gre	sharrig@	f.877.447.8	1

## Capturing Event Data

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THE ABCs OF A KILLER  
WEBSITE

# Fresh Content

Fresh content impacts your website's vitality and is essential to engaging new and existing supporters.

THE ABCs OF A KILLER WEBSITE

## Fresh Content

**Outdated content on  
your website reflects  
negatively on the  
organization.**

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THE ABCs OF A KILLER WEBSITE

# Fresh Content

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**celerion**  
Applied Translational  
Medicine

committed to service excellence

[Cardiac Safety Services Video](#) [Glucose Clamping Video](#) [Flow Mediated Dilation Video](#)

- + Home
- About Celerion
- Applied Translational Medicine
- Services
- Celerion Europe
- Celerion Asia
- The Biosimilars Alliance
- Tobacco Risk Evaluation
- Case Studies
- White Papers
- Other Resources
- News & Events
- Participate in a Study
- Careers
- Celerion Newsletters »**
- Spring 2013 Newsletter
- Fall 2012 Newsletter
- Spring 2012 Newsletter

**Celerion Builds on Respiratory Capabilities**  
With the Addition of an On-site  
Bronchoscopy Suite  
[LEARN MORE +](#)

**Celerion, a leader in early clinical research, delivers Applied Translational Medicine.**

In Applied Translational Medicine, Celerion applies our expertise and experience to translating information gained in research discoveries, to knowledge of drug action and effect in humans to support early drug development decisions and the clinical pharmacology labeling of new medicines.

The name Celerion is derived from the Latin *celeritas* meaning swiftness and speed. Our name reflects our founding principle – to help our clients get their products to the market faster.

Celerion's focus is on the implementation of innovative strategies to generate key data very early, to enable go/no-go decisions in drug development. With a large clinical capacity of more than 750 beds (24 in-hospital), efficient bioanalytical laboratories and experienced scientific staff, Celerion offers one of the most experienced clinical pharmacology research networks in the industry.

[Contact us today](#) to accelerate your drug's development program.

**LATEST NEWS**

Celerion Appoints Dr. Robert Lester as Chief Cardiologist, Global Medical Director of Cardiac Safety Services

[press release »](#)

1 2 3 4 5 6

For more information  
[Contact Us Today »](#)

[in](#) [You Tube](#)



THE ABCs OF A KILLER WEBSITE

## Fresh Content

Control and  
access are key to  
vitality.

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THE ABCs OF A KILLER  
WEBSITE

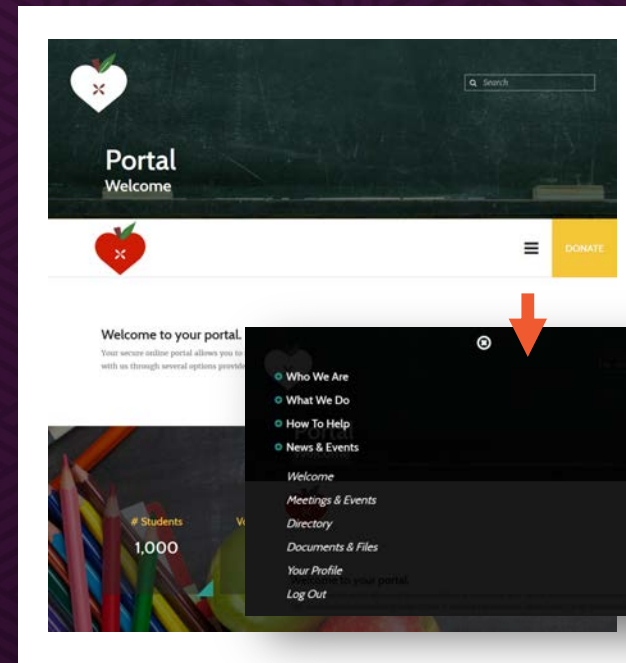
# Group Management Tools



THE ABCs OF A KILLER WEBSITE

## Group Management

Communicate with staff or patient groups with their own password-protected area within your website.



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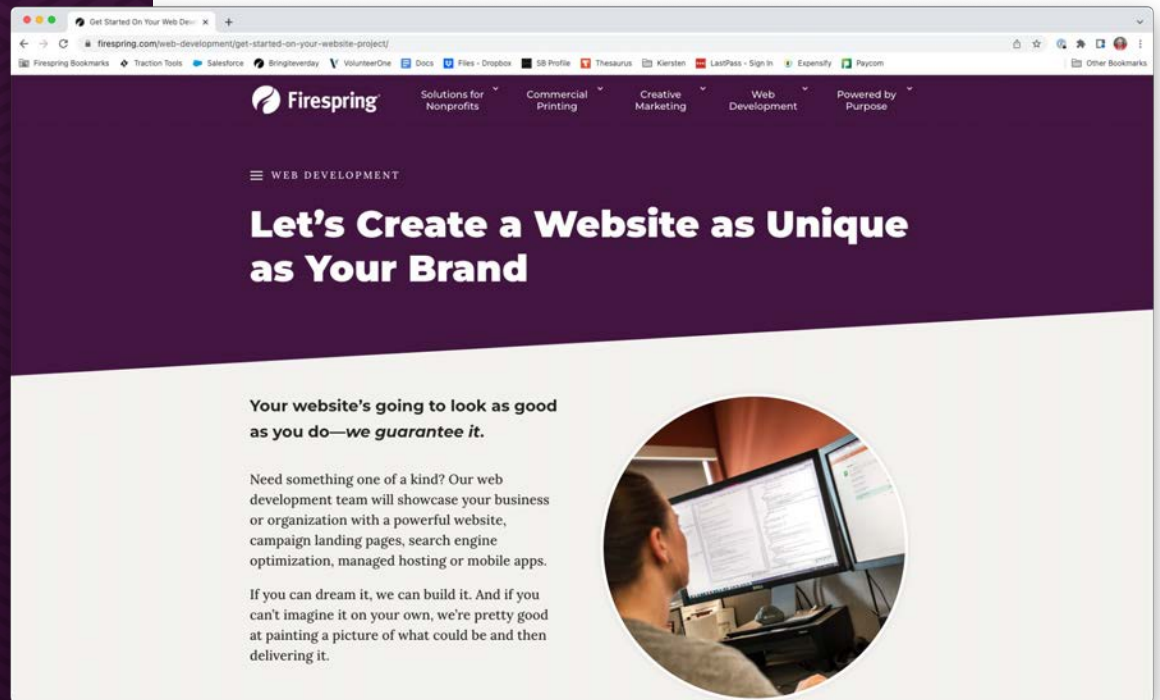


THE ABCs OF A KILLER WEBSITE

# Firespring.com

# Web Development

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THE ABCs OF A KILLER WEBSITE

# Impact Stories & Visuals

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*Show off  
your good  
work through  
storytelling.*



# How to Tell the Kind of Stories that Connect with Donors

Kiersten Hill



# What is storytelling?

*The art of sharing narratives to engage your audience, deliver messages, information and knowledge in a subtle, yet entertaining, way.*

Kiersten Hill



*Stories are easier to share and repeat, connecting your audience to your mission as the hero of your nonprofit.*





# Economic Impact of Storytelling

Storytelling is **22x** more memorable than facts. (*Forbes*)

**56%** of nonprofit followers on mobile and social networks take further action, primarily making a donation, after reading a compelling story published by a nonprofit, the same action can be expected from sharing your stories.

Kiersten Hill



# Emotional Impact of Storytelling

Our brains are hardwired to think in terms of story. *(Donald Miller)*

On MRI scans, different areas of the brain light up when someone is listening to a narrative—not only the networks involved in language processing, but other neural circuits, too...both brain networks that process motion and movement.

*(NPR.org Unleashing the Brain Power of Narrative, 4/11/20)*

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# Keep it Simple



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**BRANDSCRIPT SCRIPT**

At \_\_\_\_\_ we know that you want to be (a/an) \_\_\_\_\_.  
COMPANY NAME IDENTITY TRANSFORMATION

\_\_\_\_\_. In order to do that, you need \_\_\_\_\_. The  
CHARACTER WANT

problem is \_\_\_\_\_ which makes you feel \_\_\_\_\_.  
EXTERNAL PROBLEM INTERNAL PROBLEM

\_\_\_\_\_. We believe \_\_\_\_\_.  
PHILOSOPHICAL PROBLEM

We understand \_\_\_\_\_ which is why we \_\_\_\_\_.  
EMPATHY AUTHORITY

Here's how we do it: 1. \_\_\_\_\_ 2. \_\_\_\_\_  
PLAN: STEP 1 PLAN: STEP 2

3. \_\_\_\_\_  
PLAN: STEP 3

So, \_\_\_\_\_ . And in the meantime, \_\_\_\_\_.  
DIRECT CTA TRANSITIONAL CTA

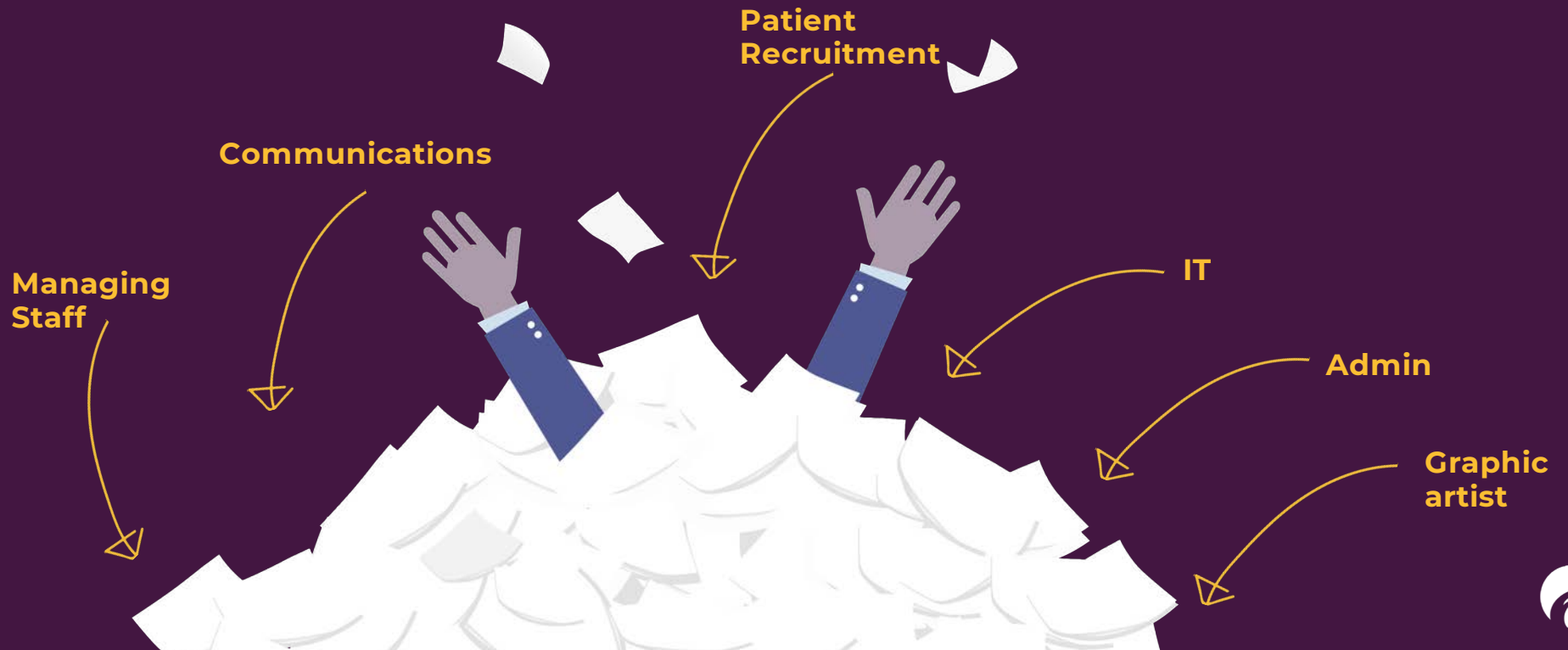
\_\_\_\_\_. So you can stop \_\_\_\_\_ and instead  
FAILURE

\_\_\_\_\_.  
SUCCESS

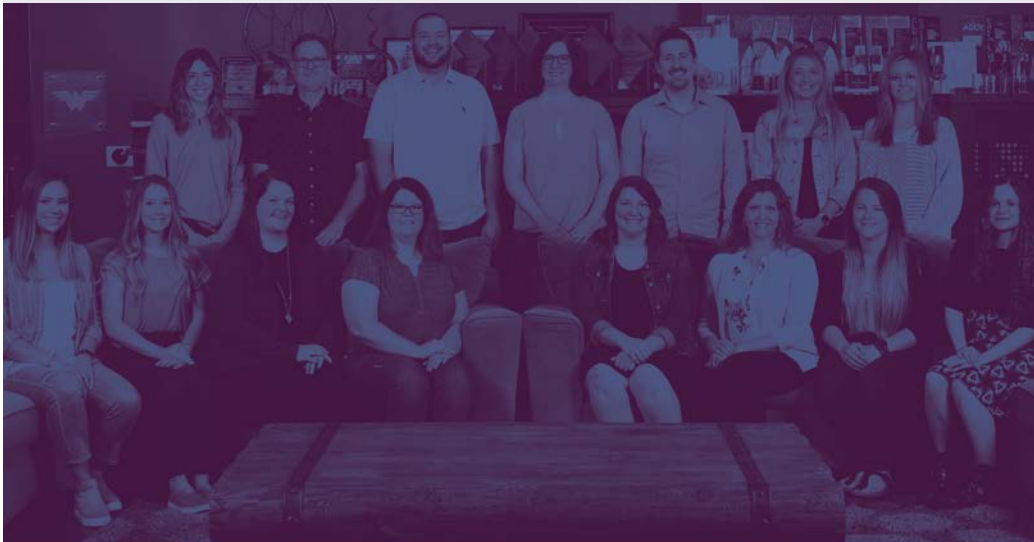


# Feeling buried?

*Let your website do the heavy lifting and dig you out.*



# Your mission management system



## THE TOOLS YOU NEED IN ONE CENTRAL PLACE

- ✓ LEGENDARY SUPPORT & TRAINING
- ✓ CONTENT MANAGEMENT SYSTEM
- ✓ MOBILE FRIENDLY WEB DESIGNS
- ✓ BLOG TOOLS & NEWSFEEDS
- ✓ TURNKEY LANDING PAGES
- ✓ STOCK PHOTOGRAPHY LIBRARY
- ✓ SEARCH ENGINE OPTIMIZATION
- ✓ EMAIL MARKETING AUTOMATION
- ✓ EVENT REGISTRATION
- ✓ ECOMMERCE
- ✓ COMMUNICATION PORTALS

(FOR YOUR STAFF OR PATIENTS)



## Websites

## Marketing

## Printing

## Strategic Guidance

- Custom website design
- Search engine optimization
- Search engine marketing
- Social media posts & optimization
- Impact strategy
- Engagement campaigns
- Landing page development
- Email marketing automation
- Branding & creative services
- Strategic marketing campaigns

**Yep, all under **one** roof.**





Member Benefit  
**Save 20%**

 [firespring.com/nma](https://firespring.com/nma)



Get an additional 20% off these awesome tools and services when you partner with Firespring!

- **Websites**
- **Printing**
- **Marketing**
- **Strategic Guidance**

*Yep, all under one roof.*



# Keep Learning with Us

Free webinar calendar • [firespring.com/webinars](https://firespring.com/webinars)

How to Captivate & Engage  
Constituents with Your  
Website



Convert Supporters with  
Powerful Landing Pages



Events in a Digital Age: How  
to Maximize Offline Events  
in an Online World



Overcoming the Overhead  
Myth: Making a Website  
Within Your Budget



Be Found: The Secrets of  
SEO for Nonprofits



5 Secrets of Email Marketing  
Geniuses



Online Fundraising Best  
Practices For Nonprofits



The Power of Blogging  
& Thought Leadership



Social Media 101 &  
Social Media 102



It's a New World: How to  
Cultivate Your Community  
Online



Storytelling for Impact on  
Your Website



Mobile Marketing Tips for  
Each Generation



How to Get the Most Out of  
Your Nonprofit Website



An Inside Look at Firespring  
Nonprofit Websites



Get Your Board to Help You  
Fundraise, Even if They  
Don't Wanna!



How to Avoid Fundraising's  
Quiet Killer: Donor Attrition



Guest Webinars Featuring  
Consultants, Influencers, and  
Fundraising Coaches in  
the Nonprofit Field



Online Tools Every Nonprofit  
Needs to Simplify Their Life



Questions?  
)



**Kiersten Hill**

*Director of  
Nonprofit Solutions*

**Get in touch.**

✉ [Chessa.clay@firespring.com](mailto:Chessa.clay@firespring.com)

☎ 877.447.8941

🔍 [firespring.com/nonprofit](https://firespring.com/nonprofit)

🐦 @firespring

🌐 [in/hillkiersten](https://in.linkedin.com/in/hillkiersten)

**Chessa Clay**

*Affiliate Relations  
Director*



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**How did we do?**








**Kiersten Hill**

*Director of  
Nonprofit Solutions*

**Get in touch.**

 [Chessa.clay@firespring.com](mailto:Chessa.clay@firespring.com)

 877.447.8941

 [firespring.com/nonprofit](https://firespring.com/nonprofit)

 @firespring

 [in/hillkiersten](https://in/hillkiersten)

*Thank you!*

**Chessa Clay**

*Affiliate Relations  
Director*



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