

Conquest Marketing

Conquest marketing is about swaying future patients who may be looking at your competitors into purchasing services from your practice. This form of marketing has been controversial in the pay-per-click world due to its ability to start bidding wars; however, competitive search campaigns can be a new source to capture brand visibility and awareness among a highly relevant audience.

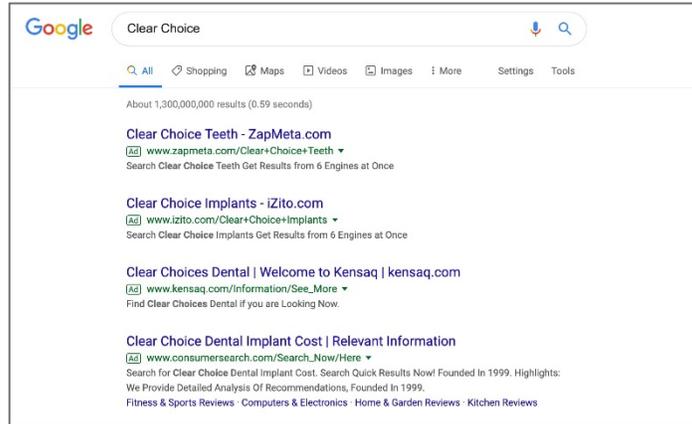
It is crucial that campaigns identify your intent behind each keyword and its potential search terms. You must recognize what your future patients may type into their online search engine. In order to achieve this, below is an intent scale that will classify four segments ranging from “researcher” to “at-risk patient.”

Researcher	At the beginning of the purchase journey, searching for relevant solutions for their problem
Prospect	Narrowed down research by interacting with companies and building a consideration set
Patient	Completed prospect journey and converted as a patient
At-risk Patient	Unhappy with their current agreement, exhibiting churn behavior

To help you visualize industry examples of the above scale, we’ve analyzed a highly competitive company, Clear Choice. Focusing on implant procedures specifically, we have laid out five different search scenarios and identified their place on the intent scale.

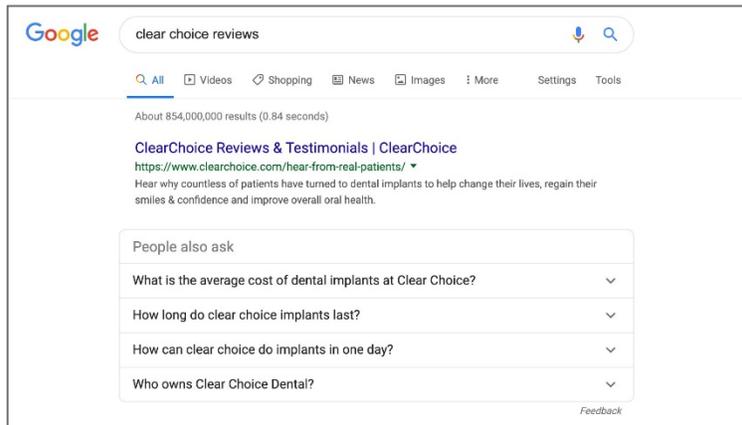
Scenario Number One: Broad Band Search

Entering “Clear Choice” into the search engine will create a broad search, and the name alone is a somewhat difficult inquiry to classify. Since limited information was entered into the search engine, the searcher (i.e., the patient) could be classified as any of the four terms on our intent scale: researcher, prospect, patient, or at-risk patient.



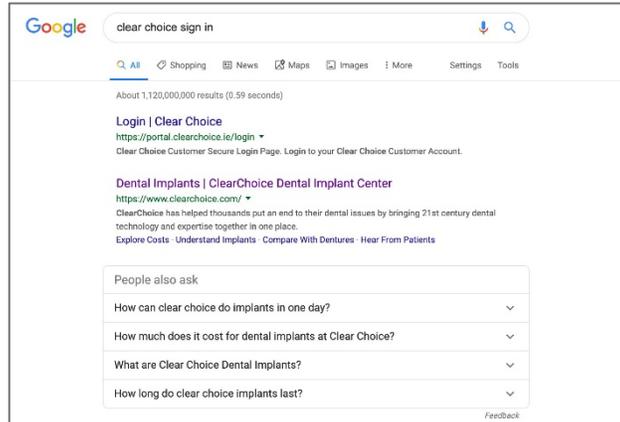
Scenario Number Two: “Consideration” Modifier

Entering “Clear Choice reviews” into the search engine is an example of a search inquiry from a potential patient who identifies themselves as a prospect in the consideration stage. With their intent to find reviews, we can safely say that this user has narrowed down their consideration set and is looking to gather further information for Clear Choice specifically. This inquiry allows us to identify the searcher (patient) as a prospect.



Scenario Number Three: Patient Inquiry

Entering “Clear Choice sign in” into the search engine is the searcher’s way of identifying themselves as a patient by searching for a login page. Since the user has an active account to sign in to, we would classify them as a patient in the intent scale.



Scenario Number Four: At-Risk Inquiries

Entering “Clear Choice alternatives” into the search engine shows that the searcher is likely a current or prior patient at Clear Choice and that they are dissatisfied with their experience and seeking alternative practices.