

9 MEDICAL PRACTICE VIDEO PITFALLS

AND HOW TO AVOID THEM

Engaging videos improve search rankings, attract new business, create stronger connections with existing clients (improving return rates), and build your credibility.

Alternatively, videos that have poor quality, are too long in length, or are irrelevant to your audiences' interests can deter your online prospects from seeing you as a credible practice . When it comes to producing a video that showcases your medical practice, there are numerous ways to go wrong!

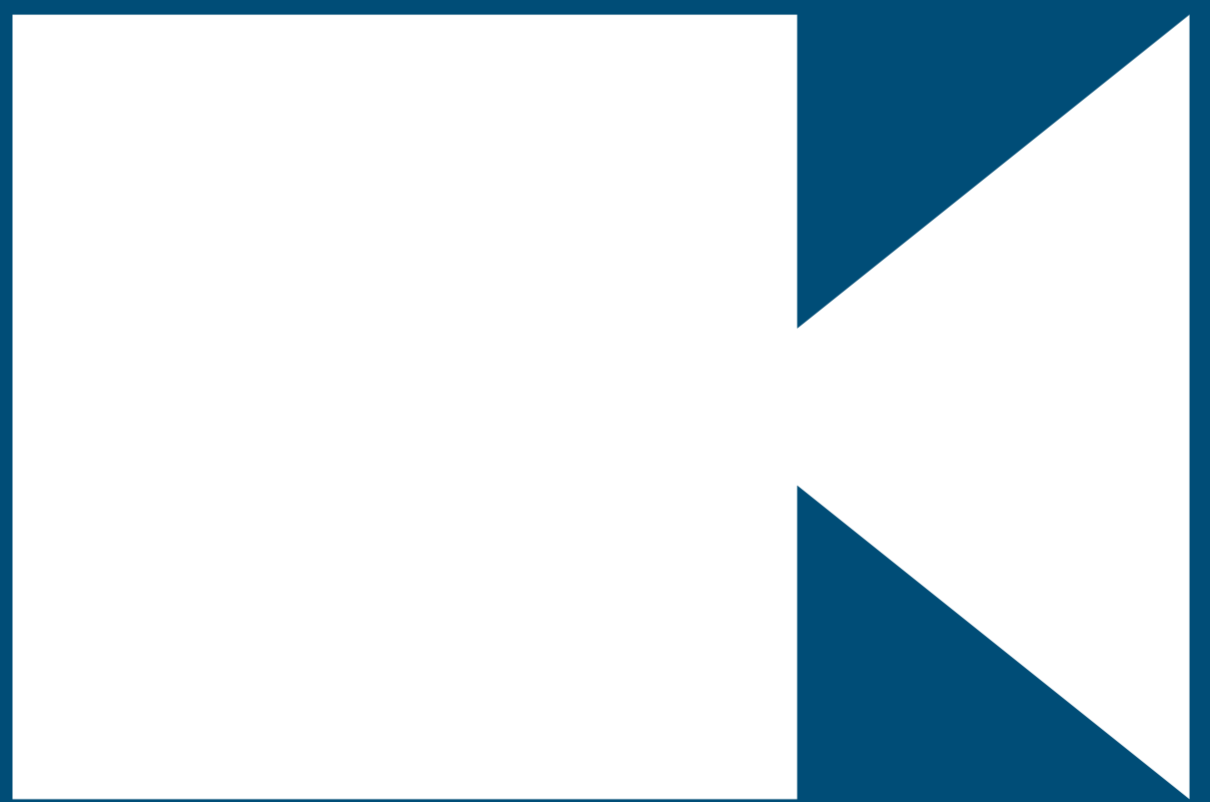
Read on to learn what constitutes as engaging video, the 9 Pitfalls to Avoid, and how to successfully create engaging video for your business and incorporate it into your online marketing strategy.

Table of Contents:

- Introduction: Why Video?.....3
- The 9 Medical Practice Video Pitfalls.....4
 - Pitfall #1: Not Understanding Your Audience.....5
 - Pitfall #2: Covering Too Many Topics.....8
 - Pitfall #3: Seeking Perfection.....11
 - Pitfall #4: Not Reaching Your Point.....13
 - Pitfall #5: Not Planning Ahead.....15
 - Pitfall #6: A Video of Great Length.....18
 - Pitfall #7: Failing to be Relevant.....20
 - Pitfall #8: too Much Modesty.....23
 - Pitfall #9: Stage Fright.....25

≡ WHY VIDEO? ≡

- Landing pages that include videos see an **86% increase in conversions.**
- Video represents **50% of all mobile traffic.**
- Optimized video content increases the chance of showing up on the **first page of Google by 53 times.**
- **60% of website visitors watch video** before reading text on a webpage.

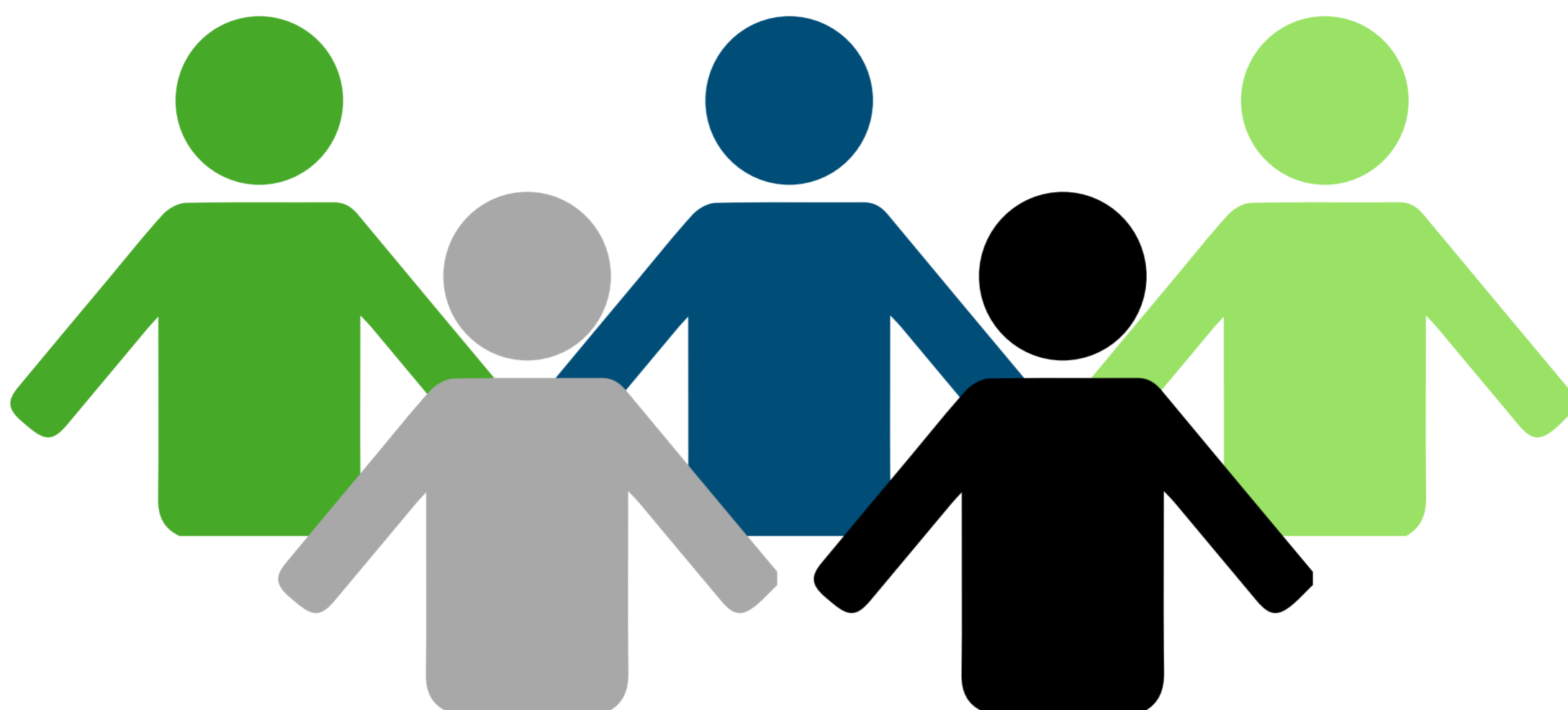


**THE 9
MEDICAL
PRACTICE
VIDEO
PITFALLS**



**PITFALL #1: NOT
UNDERSTANDING
YOUR AUDIENCE**

Before you can create engaging video, you need to determine who you are trying to reach with your video.



DEFINE YOUR AUDIENCE

Begin by defining your audience before even starting to brainstorm a video topic. For example, a local optometrist is trying to reach and engage potential patients. An optometrist located in a busy business district will often target professionals and local workers who can stop in to the optometry office during a time that is concurrent with their own work schedule. Further defining factors might include things like age range, a targeted type of condition (like cataracts), or even families.

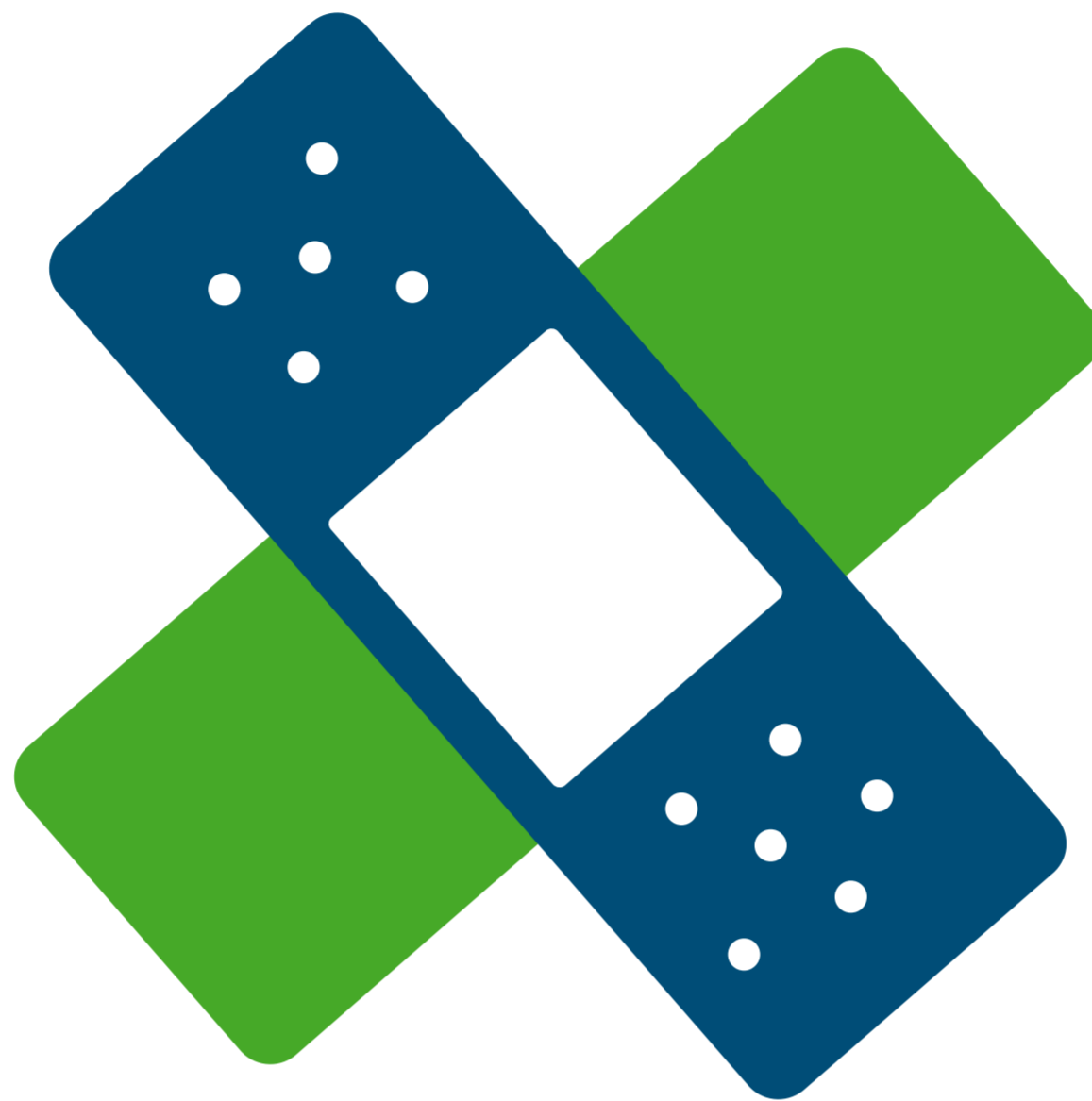
Create a diagram of the audience you are trying to reach:

What Are Their Interests?

Now that you have determined who your audience consists of, you need to determine what types of things they like. For example, a sports chiropractor may target athletes or athletic individuals. In addition to playing sports, this audience is likely highly active, focused on nutrition, interested in outdoor activities, and the latest news on workout equipment.



Make a list of activities, services, interests, or hobbies that your ideal audience would be interested in. Do research using online publications or by checking popular brands (for a sports chiropractor, he or she might check out the Nike blog or look at the NHL website).



Determine Pain Points

A pain point is what really matters to your audience. Is cost a major issue? Is proximity to work or home the major factor? Maybe the experience or history of the doctor is the most relevant. For example, a veterinarian looking to attract more cat owners may focus on showcasing a calm, relaxing environment and special training with feline patients.

List pain points for your audience and narrow down the list to the major factors. Don't include anything that isn't relevant to your audience. In this example, a cat owner won't care about dog boarding. If you aren't sure, try to be universal. If you target both, try not to mention one without the other.

After you have organized who your audience is, what they are interested in, and what really matters to them; you can create a video that caters to their character.





**PITFALL #2:
COVERING TOO
MANY TOPICS**

When brainstorming a video topic to cover, whatever you choose must be relevant to your audience. **DO YOUR RESEARCH!** (*TIP: Look through your social media pages to see what your audience reacts to.*)



Here are a few topic ideas for inspiration:

Q&A

In a Q & A session, pose and answer commonly asked questions about you, your office or your services. Keep the answers direct and clear. Don't get technical—viewers will disengage quickly and think you can't communicate with your clients or patients.

GIVE A TOUR

Giving an office tour is a great way to attract new clients. You don't need to show every room in your office (never show the bathroom!), but you should include areas that are useful for clients to see or learn about.

DEMO A SERVICE

Perform a service or an exam. This gives your audience a great idea of what to expect and the benefits of your services. The additional benefit is that it prepares a new client for what to expect and builds a level of comfort.



DISCUSS A PRODUCT

If you offer a line of products for sale in your office, shoot a quick video that discusses what to use the product for and how to use it. For example, a veterinarian can discuss a particular flea treatment and best methods for applying the medication.

GIVE AN INTERVIEW

Get an employee, coworker, partner, or a friend posing as an interviewer to ask you questions. Again, focus on FAQ questions or questions that reveal what sets you apart or makes your business the best.

SHOW A DAY IN THE LIFE

Video editing is more involved for this type of video, but it's great for attracting new business and engaging with your existing audience. Schedule a few days where you can shoot various things that happen during a typical day at the office. An optometrist might want to shoot first appointment paperwork completion, an eye exam, a glasses fitting, and the front office staff making phone calls. All of these shots would be edited together to show a "typical day at the office."

CHECK OUT YOUR COMPETITION

See what your competition is doing for their videos. Consider also checking out industry videos that have a high number of views. When in doubt, use a competitor's idea as inspiration, but don't copy.



**PITFALL #3:
SEEKING
PERFECTION**

Don't feel compelled to be an image of "perfect professionalism" in video. Seeing hints of your personality makes you audience the more likely to be engaged.



SHOW YOUR PERSONALITY

If you make a lot of jokes in the office, do that in your video! Do what comes naturally and show why your patients and coworkers chose you.

SMILE

Smiling has the amazing ability to brighten up your face. Genuinely smile during your video to connect with your viewers on an emotional level.

BLOOPER REEL

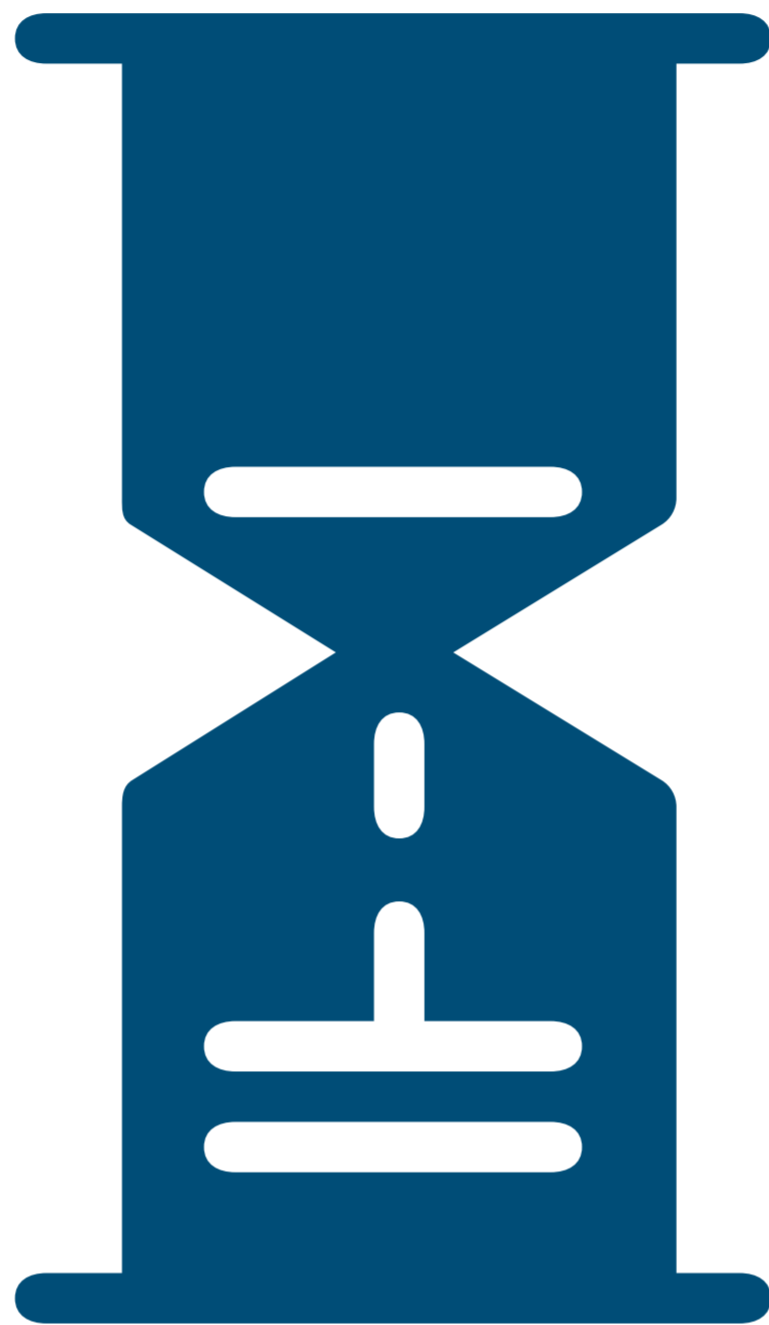
Incorporate bloopers at the end of your videos on occasion. Bloopers show that nobody is perfect, not even you. Viewers love bloopers; and watching how you react when things don't go as planned.

Be realistic. You may not say the right word the right way every time, your video may have an "um" or an "ah" as you transition from one sentence to the next; don't stress over editing all those minute mistakes out. A minor error here and there can make you more relatable to your audience.



**PITFALL #4:
NOT REACHING
YOUR POINT**

Don't waste any time getting to the point of your video. More than half of consumers will click away from a video within the first 2 minutes. For this reason, focus on making videos that are short, direct, but thorough. If you find your video going too long, ask yourself if maybe two shorter videos would work better.



30 SECONDS TO CAPTURE YOUR AUDIENCE

Strive to make your point in the first 10-30 seconds. For example, "In this video, we will cover.....(topic)." Don't bother with lengthy introductions. Don't use the same intro in every video. Create intros that are short and concise for each topic. Remember, you only have a 30 second window to capture your audience before they click away.

STICK TO THE POINT

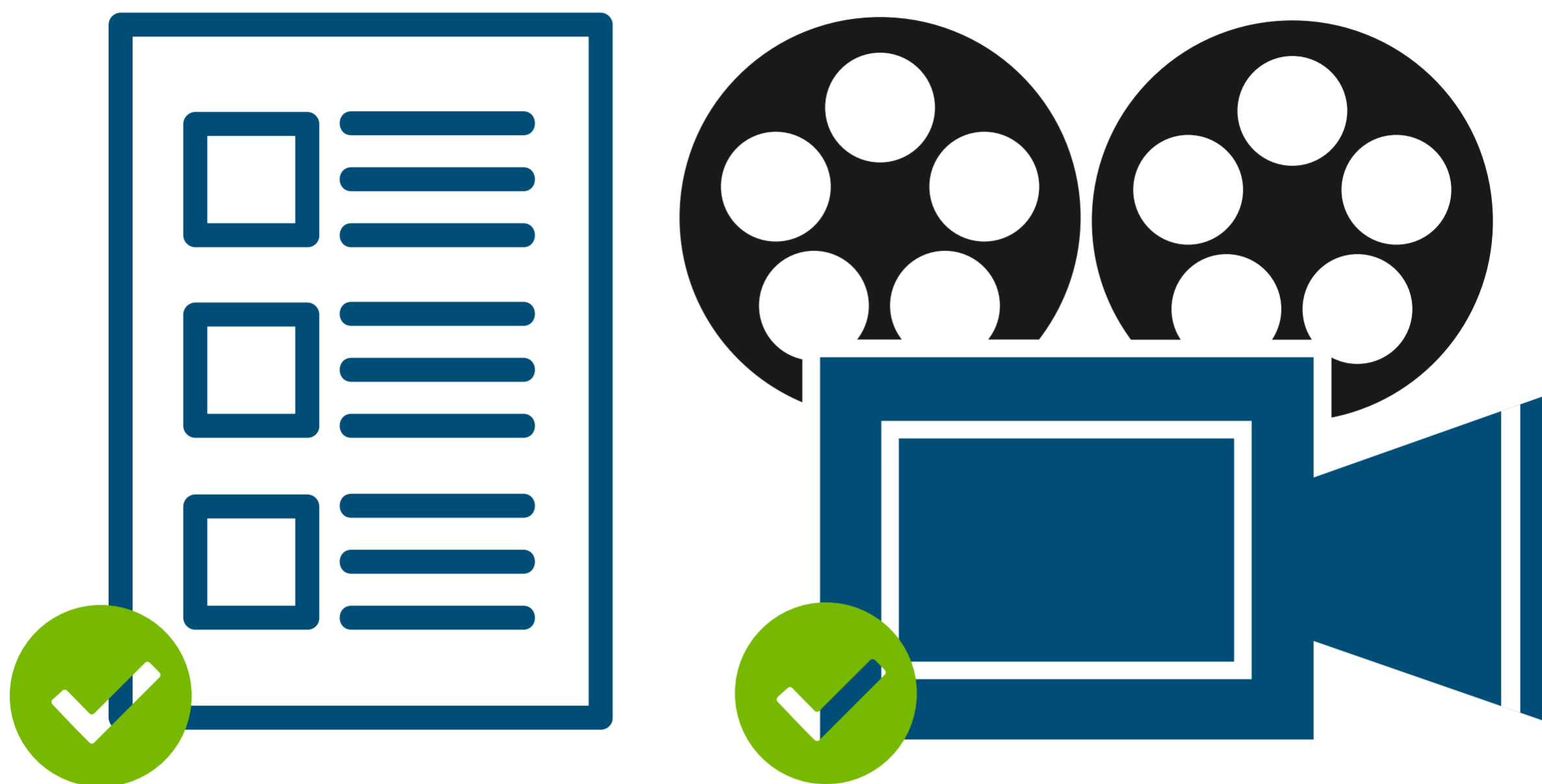
Ever have that friend who tells stories that are way longer than they need to be? While you are an expert in your industry, stick to the point. Don't go on tangents or get carried away with details.





**PITFALL #5: NOT
PLANNING AHEAD**

Planning ahead will save time in the actual filming process, especially if you plan to rent equipment. Here's a short checklist of the basic elements you should have ready to go when you begin.



SCRIPT

Start with a written script. Practice the script out loud and make edits as necessary. Ensure that you have smooth transitions and aren't being too "wordy" by enlisting a small audience (friends and family work great for this).

CAMERA QUALITY

Test your camera or smartphone for video quality. If your smartphone is older, borrow a newer one from a friend or colleague. Set up the camera, make a short film, and review the video to ensure the camera lens is clear and in focus.

SOUND

A video with poor sound is a real detractor and makes a company appear out-of-date or inexperienced. Make sure the sound on the video camera is clear and reduce all background noise (traffic, walking, honking horns, fans, etc.)

FILM SET

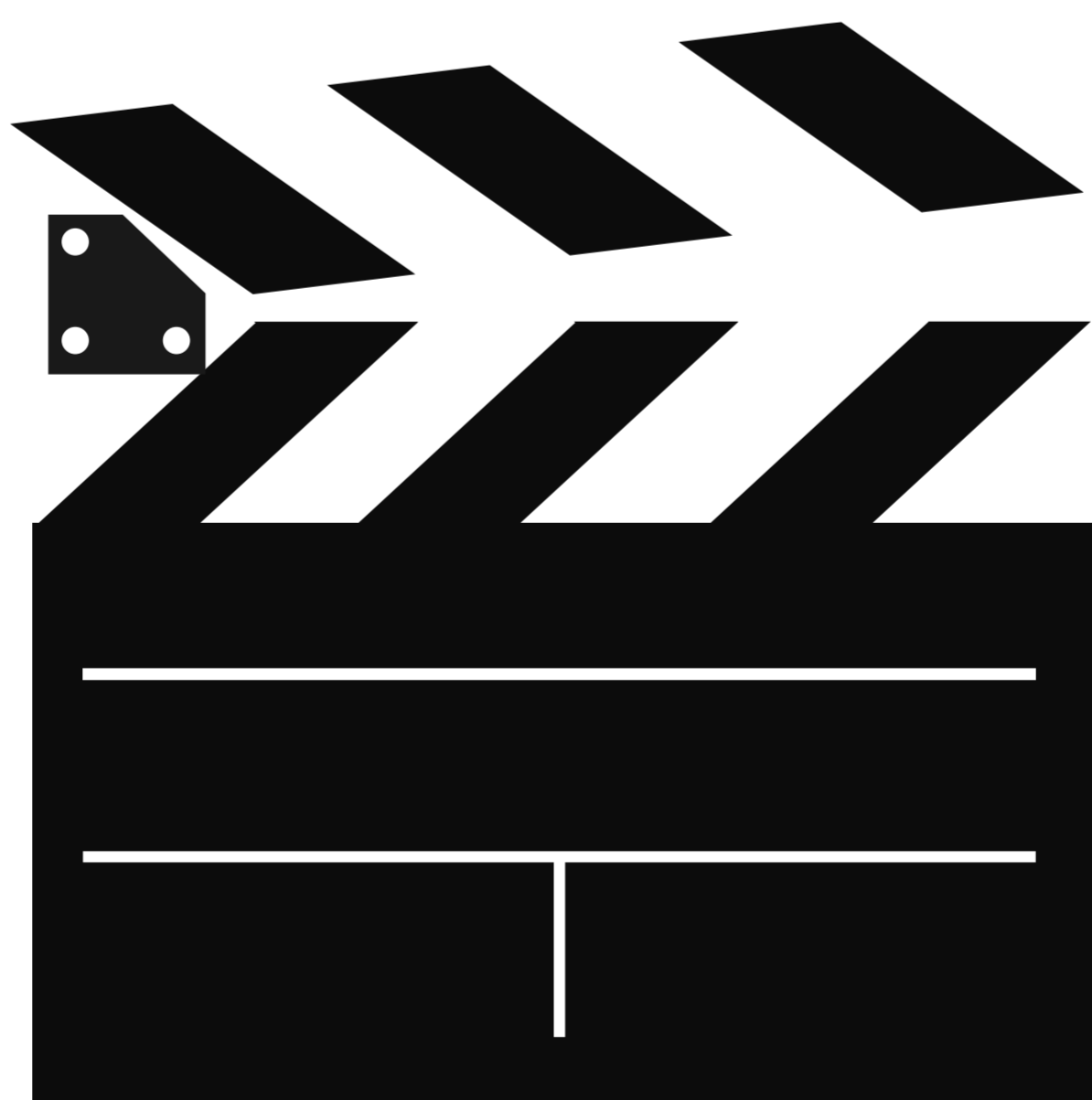
Choose a good, professional setting that appears pleasant, inviting, and is free of trash. Also, be sure there is no traffic through the area and minimize disruptions by filming when there are no clients present. An office with a solid colored wall and no decorations is a good example.

LIGHTING

While a campfire is a fun time, you do not want to look like you filmed a video for your business around a campfire. When selecting your setting, choose a location with a lot of natural light (but not outside--too many variables). If additional light is needed to brighten the room, bring in additional lamps.

ATTIRE

This video is a reflection of your business and your services. Be sure to wear clean, ironed (if necessary) clothing that does not have writing on it. If you are unsure about your clothing, film a quick video and review the tape to see how your clothing appears on camera.





**PITFALL #6:
A VIDEO OF
GREAT LENGTH**

Ideally, an online video should be about 1.5 to 2 minutes. There are certain exceptions, but generally you should aim towards this time frame. There are several methods you can use to keep your video short and direct.



STAY ON-TOPIC

Again we want to stress the importance to stay focused and on-topic. Tangents are easy ways to accidentally extend a video. Rather than going off topic, say that you will address an additional topic in a future video.

ELIMINATE REPETITION

Review your script and do a couple of practice run throughs before filming. If you find that you are repeating certain statements or saying the same thing in a different way, cut it down. While repetition is great for retention, it can come off as condescending or irritating if you repeat yourself excessively.

REMOVE UNNECESSARY INFO

Leave non-essential information out of a video. For example, where you went to school probably does not affect how you perform a demonstration, so there is no need to include it.

**PITFALL #7:
FAILING TO
BE RELEVANT**

This may not apply to all videos, but if you're working on creating new video content and need some fresh topics, a great way to keep your videos engaging and timely is by looking at what is "trending" or popular online. You want to make sure the popular angle you choose is relevant--not something that went "viral" five years ago or is inappropriate for your audience. The following tips will help steer you in the right direction.



CURRENT EVENTS

If there is a related current event that you can discuss, consider filming a video around that event. For example, if the World Cup is in town and a chiropractor is looking to get more athletes as patients, he or she could film a video about how to run and stop properly to protect the back.

TRENDS

If you notice a trendy type of video that you can repurpose to be relevant, do it. For example, "The Harlem Shake" was a popular video phenomenon that went viral in 2013. Many businesses were able to capitalize on the phenomenon by filming a version of the video at their office.

(TIP: Make sure to use the proper, relevant hashtags when sharing on social media.)

POPULAR SONGS

Songs are one of the trendiest mediums out there. You know a song is trendy when it's on every radio station, is playing in every store, and everyone is humming it under their breath. Many businesses have created engaging videos by taking the tune of popular songs and changing the words to exemplify a service relevant to their business. These types of videos tend to take longer to produce, but can have high engagement rates.

WARNING: Keep songs clean and PG-rated. Consider your audience the same as that of a child's cartoon. YouTube will provide a library of common songs to choose from when uploading a video.

INDUSTRY NEWS

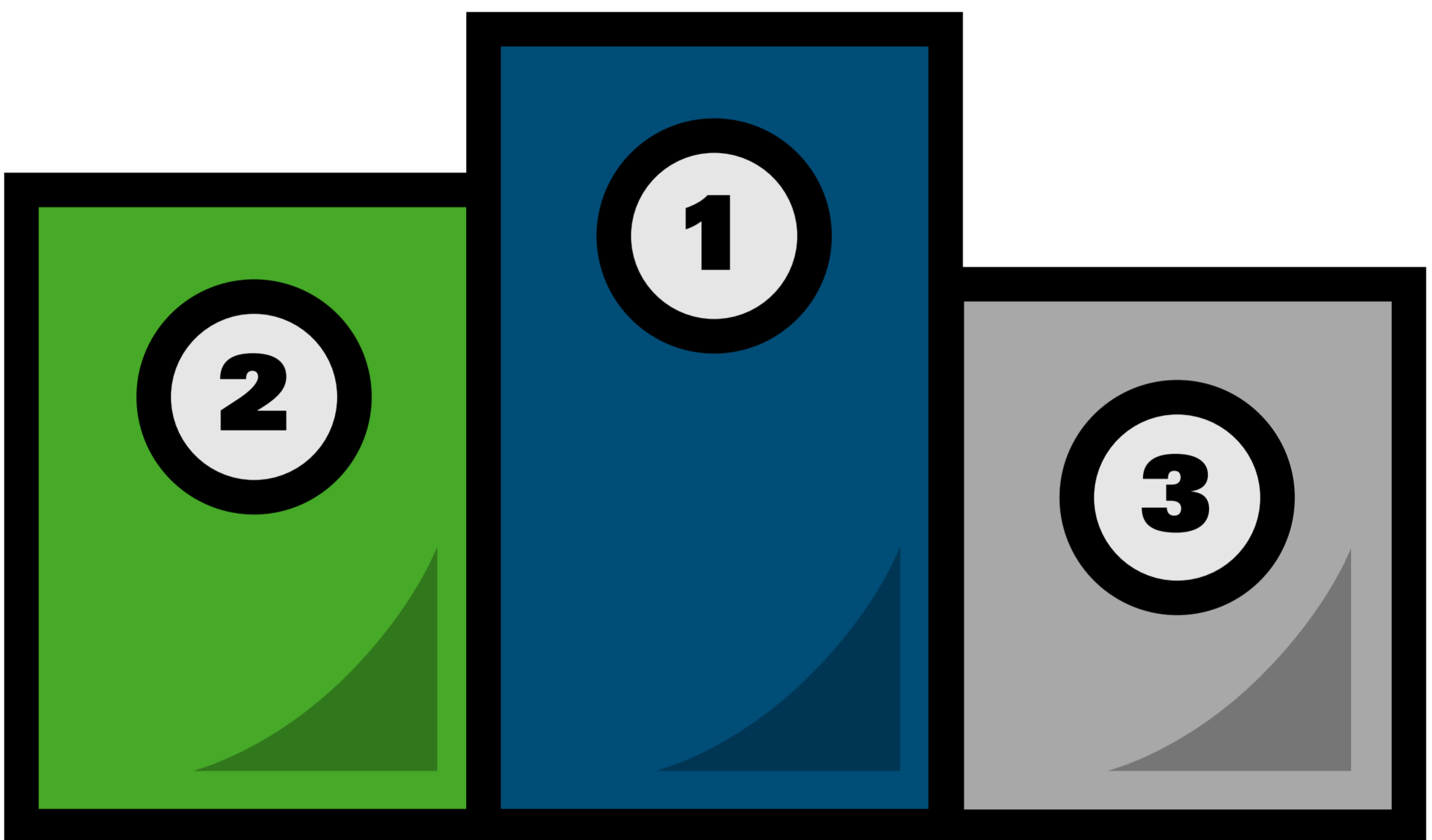
No one is more connected to your industry than you. What better way to showcase your expertise than by explaining a recent breakthrough in your field? An engaging industry news-related video shows that you are an expert, you are current in your field, and that you will take the time to explain what is happening to your clients.





**PITFALL #8: TOO
MUCH MODESTY**

Don't hesitate to mention throughout your videos what sets you apart from your competitors and what makes your business unique. It may feel a little boastful, but as long as it's not constant and fits in naturally with your message, feel free to talk about your strengths--it's your video, after all! Consumers want to know why they should choose you over a competitor and existing clients want to know why they should stick with you.



Do you have longer hours? More specialists on staff? A better range of products? A different approach that is successful? Be sure to highlight whatever it is that sets you apart and benefits the viewer.



**PITFALL #9:
STAGE FRIGHT**

If you're not one for the spotlight, you're not alone. The main objection we hear from business owners is that they don't want to be on camera. This is a very valid concern and something many professionals grapple with in their careers, but if you let it dictate your video choices, it won't put your practice in the best light. While there are several work-around options for the camera-shy, keep in mind that potential clients want to see your face and hear directly from you.



Online video does allow you to have ample time to practice while increasing your comfort level with being on camera. Keep in mind the overwhelming benefits of online video to help in counteracting any jitters you may have about putting yourself on camera.



You're Ready for Your Medical Practice Spotlight!

GET IN TOUCH!

The eDoctors Team is here to build the right digital marketing package for your needs. Let us explain the benefits and opportunities we have available for you.



1-866-748-0501



www.eDoctors.com

