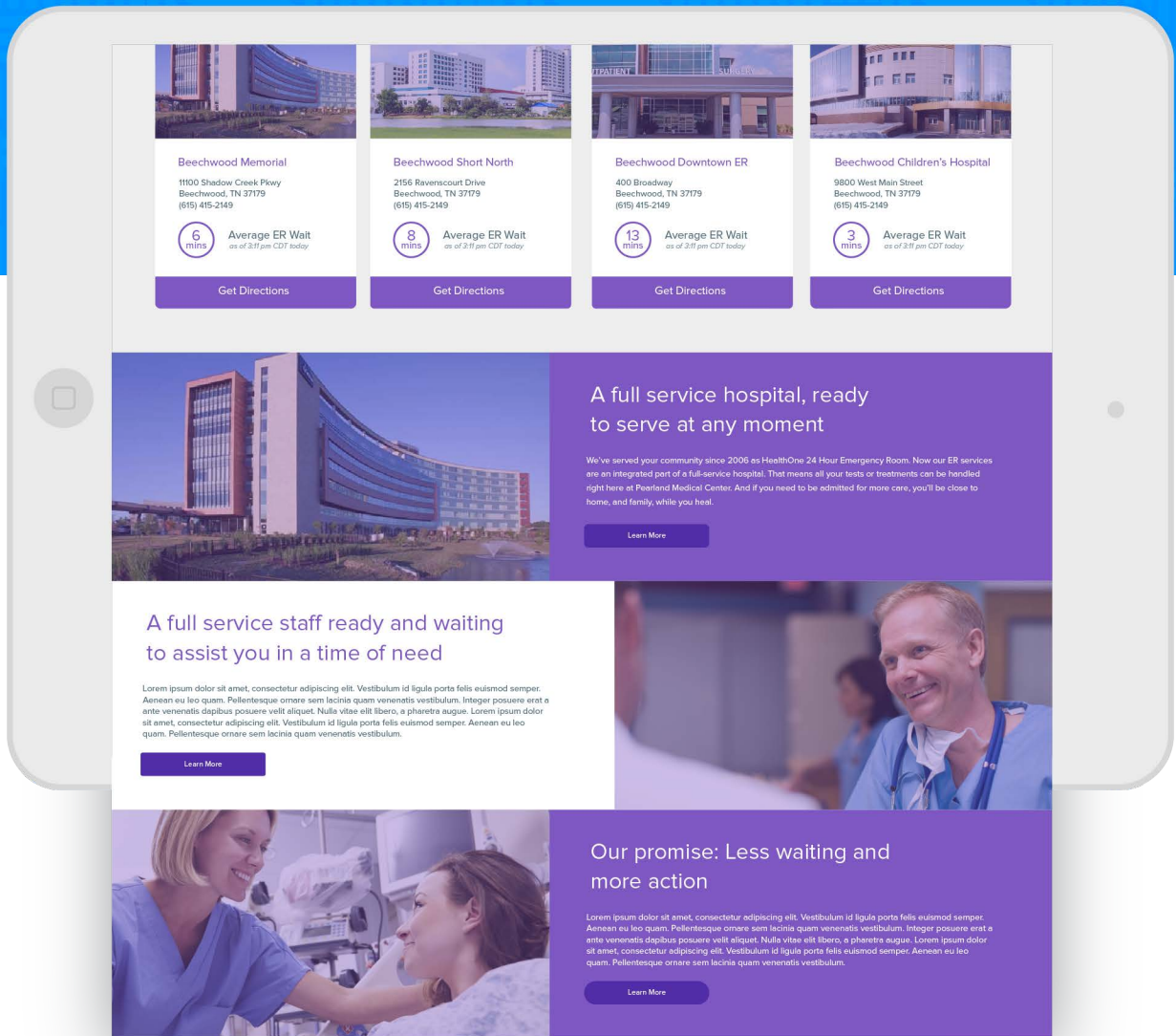


Pages that can target your audience, whenever



Creating landing pages allows you to target your audience, offer them something of value and convert online visitors into patients. You will capture information about who they are and what they're interested in. Your patients and consumers can also be connected to relevant and important information.



Features

Our Healthcare Unified Technology (HUT) framework delivers a campaign landing page tool that is robust, responsive and scalable. Give your marketing personnel the tools to achieve specific marketing goals such as:



TIMED CAMPAIGNS



LEAD CAPTURE FORMS



CAMPAIGN TRACKING



MAPS & LOCATIONS



CALL TO ACTION



CUSTOM CONTENT/IMAGES



FEATURED IMAGES



SOCIAL MEDIA

TARGET A SPECIFIC AUDIENCE

Ensure your online marketing campaigns reach the correct audience through the use of customizable features such as headings, call-to-action, content blocks and graphics.

CAPTURE VISITOR INFORMATION

Optimize your consumer conversion rates by utilizing lead-capture forms on your landing pages. Make use of built-in form flexibility that allow a custom heading, feature and background image.

DOWNLOAD MARKETING CONTENT

If you have specific content for consumers, the landing page tool allows you to make it available for consumer download. Give consumers access to content such as seminar details, health information or hospital services to enhance their online experience and drive trust and engagement.

PROMOTING SPECIFIC FACILITY SERVICES

Support specific marketing strategies by promoting facility services on your landing pages. Key features like ER wait time cards can support overarching ER campaigns.