



7 Video Marketing Tips for Healthcare Professionals

This is an extra resource to go along with the original article:
[Here's why you should include video in your marketing strategy](#)

If you're new to video marketing for healthcare, here are a few things to keep in mind to produce the highest quality and most effective videos.

1. Focus on education

While engagement is an important factor to video marketing, healthcare is a different field than retail, for example. You're not unpacking and reviewing products, you're providing potential patients with important information about their health and wellbeing. Keep the focus on education first and foremost, and your patients will thank you.

2. Keep videos short and to the point

Shorter videos tend to get better engagement rates, but that doesn't mean you can't create something of substance. If possible, stick to videos that are between 2-4 minutes long, and if you need more time, create a series of videos. Consumers are more likely to watch a string of related videos than one long video.

3. Make the first 10 seconds "pop"

Medical content is not always the most compelling, but studies show that if you can grab your audience's attention in the first 10 seconds of the video, they're more likely to watch the rest of it. Start with your most compelling information or something that grabs attention right out of the gate.

4. Stay HIPAA Compliant

Medical advice and health-related tips make for great videos, but you want to make sure that you're not giving out patient information or offering unsubstantiated advice that could cause trouble for your patients. Make sure to include any legal or professional disclaimers on your videos wherever necessary.

5. Tap into experts outside your clinic

Your videos don't always have to include doctors or staff from your clinics. Consider reaching out to (or scheduling an interview with) influencers in the field who may be able to provide expert content for your videos.



6. Always provide an HTML link

Your video should always point back to your website, even if it's posted on your website. When you post on YouTube, you have the option to write a short description of your video. Always start with the link you want to drive your viewers back to your site, or if it's posted on your site, to a landing page that allows them to contact or schedule with you.

7. Don't settle for just YouTube

While most people post their videos on YouTube (and you'll probably want to do that regardless), you don't have to limit yourself to a single platform. You can embed videos on your website, in your social media profiles, or send them in email newsletters. You also have the option of using other video channels like Vimeo, or even live streaming via Instagram, Snapchat or Facebook.