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## High Performing Healthcare Marketing Strategies



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**W**ith dozens of features that healthcare organizations can use on each social media platform, what are the top 5 - 10 most important activities they should be doing on social media every day to drive real business growth and branding impact? Should you prioritize videos over stories, posts over ads, Messenger marketing over friend connections? And where does email marketing fit into your digital marketing game-plan? That's what this presentation is all about. Digital marketing is vital for the healthcare industry. This presentation will add value to your event and empower your audience.

### Biography:

Michael Guberti writes for the National Institutes of Health and the Plastic and Aesthetic Nursing Journal. He is a marketing professional who has spoken at the International Society of Plastic and Aesthetic Nurses (ISPAN) Conference, the Vegas Cosmetic Surgery Conference, Microsoft, Gensler and Associates' NYC headquarters, the Society for Marketing Professional Services, and "An Evening with the Media" panel at the Westchester Magazine Headquarters in Rye, NY. He services medical aesthetics practices, doctors, orthodontists, surgeons, nurses, APRNs, and other industries.