

# How a private, non-profit hospital, used YouTube to increase brand awareness and boost patient engagement

Centro Médico ABC, a leading healthcare provider in Mexico, had the purpose of educating a wider audience on important health-related topics. Their ultimate goal was to help people in México, and beyond, live healthier lives.

They believed that YouTube was the best platform to help them achieve this goal, however they needed to update their strategy to improve reach and engagement. Their YouTube channel was more focused on sharing marketing materials rather than creating engaging content that would connect with viewers.

To improve their strategy, the Centro Médico ABC team first tapped into analytics and other best practices to fully optimize their YouTube channel. Then, they experimented with different topics and formats to see which would best resonate with viewers. Finally, they utilized YouTube's live chat and comment features to further engage audiences.

The strategy worked. Since implementing these changes they have **almost doubled their organic views from approximately 1M to 2M, with a 13% increase in viewers from Spanish-speaking countries outside of Mexico.** Follow their journey below to learn how your organization can boost its online presence.

 **2x**

increase in watch hours<sup>1</sup>

 **88%**

increase in organic views<sup>1</sup>

 **13%**

increase in viewers from other Spanish-speaking countries<sup>1,2</sup>

## Step one: Optimize for discoverability

To stand out on YouTube, Centro Médico ABC started following YouTube's best practices. First, they ensured their channel was SEO optimized by writing engaging descriptions and video titles using relevant keywords. This helped surface their videos to the appropriate YouTube searches and content shelves, and in turn, helped improve their chances of being recommended to interested viewers. The team also customized high-quality thumbnails to better communicate what their videos were about. Then, they organized their channel into themed playlists to help viewers navigate content. Now that they had

audiences' attention, they wanted to stay top-of-mind. So, their team made a habit of posting content more frequently, averaging 3.5 videos a week (instead of the previous 2 videos a week.)

Once the Centro Médico ABC team optimized their channel, they worked on expanding their reach. Promoting their content on other social media channels, in their hospital waiting rooms, and on their website became key strategies to raise awareness and bring audiences outside of YouTube to their channel. Additionally, collaborating with other health organizations and influencers helped them boost their visibility and gain new subscribers.

<sup>1</sup>Based on data from 2022-2023

<sup>2</sup>Mexico excluded

## Step two: Build a content strategy informed by analytics

As a next step, Centro Médico ABC turned to their Analytics tab to uncover topics and video formats that resonated with YouTube audiences. They discovered that content covering patient education, expert insights, and medical news and updates performed the best. So, they started creating videos that provided concise information on medical conditions, treatments, procedures, and guidance for a healthy lifestyle. By sharing patients' personal experiences and featuring live interviews with doctors, they deepened their connection with the community.

With data as their guide, they also experimented with different formats so that audiences could easily understand and digest the topics. For example, one-minute explainer videos were perfect for delivering concise medical advice, and long-form videos were best for demonstrating health-related exercises.



One to five-minute explainer videos, like [Síntomas y causas de la cirrosis](#), are ideal for providing concise and high quality health information about medical conditions.

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In mid-2022, they began experimenting with Shorts, which allowed them to play around with visuals, run FAQs, and share quick and concise snapshots of medical information. Patient testimonials proved the most impactful and inspiring to the community, and not only helped people learn more online, but actually helped improve physician-patient relationships in the hospitals. Now, almost 20% of Centro Médico ABC's organic views come from Shorts, showing that short-form video can be a powerful way to authentically connect with the community.



Shorts, like [Cómo evitar que un niño se ahogue](#), enabled Centro Médico ABC to share quick and concise snapshots of medical information.

## Step three: Engage community with live chats and comment features

Finally, Centro Médico ABC invested in resources to help them open up two-way conversations with audiences. For instance, they hosted live webinars and expert Q&As so audiences could engage directly with experts. Encouraging physicians to directly answer specific questions in the comments section helped build trust and foster personal connections. Expanding live webinars beyond COVID-related topics gave the hospital more opportunities to chat with their viewers in real time about topics important to them.



Webinar

## Sinusitis, alergias y gripe ¿cómo distinguirlas?



42:45

Live streaming, like the [Webinar: sinusitis, alergias y gripe ¿cómo distinguirlas?](#), provided opportunities to expand on topics and engage with the community in real time.

As their channel grew, the team hired a dedicated community manager to engage directly with their audience, and ensure that responses to comments were professional and timely. They also used the Community tab to share additional updates, announcements, and supporting content to keep their audience informed.

Looking to the future, Centro Médico ABC hopes to continue expanding its reach, from Mexico to even more Spanish-speaking countries. This will help ease the burden of other medical institutions by providing more resources online, help fight the spread of misinformation, and encourage communities around the globe to take charge of their own health.

## How can your hospital expand its reach and increase awareness through video

YouTube has empowered Centro Médico ABC to connect people across the globe with health information – and it can do the same for your organization. Try some of these strategies and find what works for your channel and team.

## Your strategy checklist

- ✓ **Make sure to SEO optimize** video titles, descriptions, and keywords to boost your discoverability
- ✓ **Customize high-quality thumbnails** that help convey what your videos are about
- ✓ **Post regularly** and share on Shorts and social media to increase reach
- ✓ **Experiment with topics and formats** to see what best lands with your audience – let analytics be your guide for ideas and innovation
- ✓ **Dedicate a team to engage with community** so you can build stronger relationships online and in the real world
- ✓ **Create and organize playlists** to give the audience a place to go and keep engaging with similar formats and subjects