



Healthcare Content Marketing: Developing a Successful Strategy



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Agenda

Healthcare Content Marketing: Developing a Successful Strategy

- What is content marketing?
- Importance of content marketing
- Understanding the patient journey
- Components of a successful content marketing strategy

Content Marketing is on the rise

“ The world of marketing and branding is evolving rapidly in the healthcare space.

Nowhere is this more obvious than in how customers engage with a wide variety of content along a journey that ultimately leads to your front door — digital or otherwise. ”

- Brian Deffaa, Chief Marketing Officer, Life Bridge Health (Baltimore)



Source: TrueNorth 2020, 2022

Among Healthcare Marketers:

50% Select content as a primary focus to maximize growth in 2022

62% DON'T have a clearly defined content marketing strategy

What is Content Marketing?

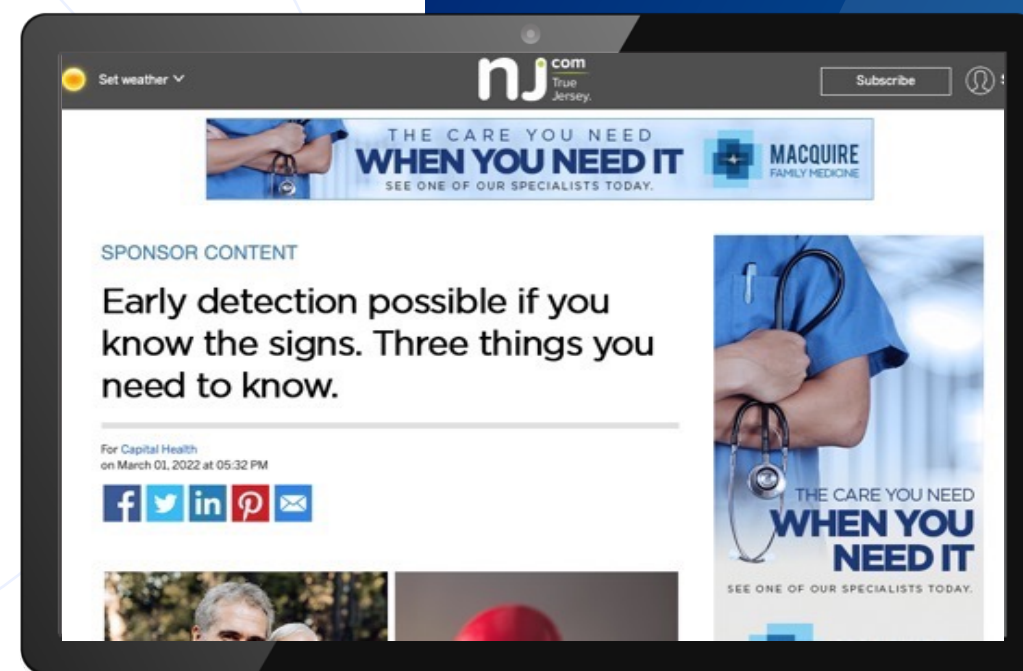
- **Process of strategically reaching a desired audience with relevant, credible, useful information.**
- The Goal:
 - Expand awareness, trust and preference for your brand
 - Influence consumer behavior
 - Establish thought leadership for your hospital, physicians or practice



Successful Content Marketing

Effective content marketing programs are often framed by:

- Understanding the consumer - knowing your patient or target audience.
- Data-driven directional insights.
- High-quality content for and about **your target audience.**
- Formats and distribution channels that ensure solid engagement.
- Ongoing optimization and refinement.



Content Marketing Formats

- A comprehensive content marketing program may require multiple formats and distribution channels
- Multiple touchpoints yield optimal results

Formats and content distribution channels may include:

- Website Blogs or Content Hubs
- Sponsored Content Articles
- Social Media
- Video
- Print Publications
- Email Newsletters
- Press Releases
- Webinars and FB Live Events
- Podcasts
- Infographics
- White Papers & Reports



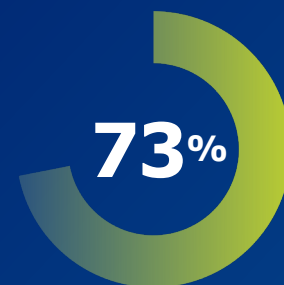
Why Content Marketing For Healthcare?

- Consumers are taking charge of their health more than ever before.
- Nearly three-quarters of Americans obtain health information from digital platforms or Social Media.
- There's a greater need for credible, relevant healthcare information.

Reach and educate a target audience while building brand awareness, patient engagement, trust and retention.



Sources: <https://nytlcensing.com/latest/trends/healthcare-marketing-stats>
<https://www.webershandwick.com/wp-content/uploads/2018/11/Healthcare-Info-Search-Report.pdf>



Of Americans obtain health-related information from the internet or social media

70,000 Health-Related searches per minute, per day

Patients rely on digital sources **2.2X more** than doctor referrals



Benefits of a Content Strategy

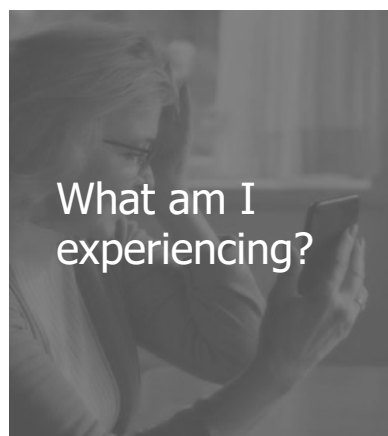
- Educate prospective patients and referral sources about the expertise of your staff, and the excellence of care you provide
- Demonstrate physician expertise and bolster thought leadership status
- Accelerate word-of-mouth exposure across online and social communities
- Cost-effectively reach more of your ideal target audience



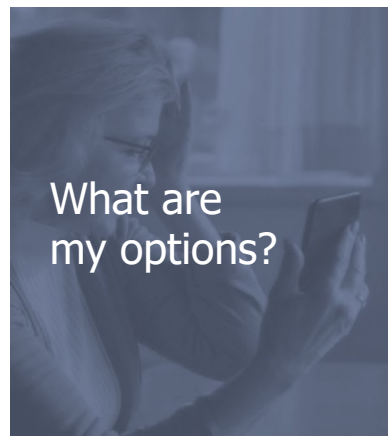
- Enhance SEO, online visibility and reputation
- Nurture leads and conversions
- Support patient retention
- Build an asset library

Content Within the Patient Journey?

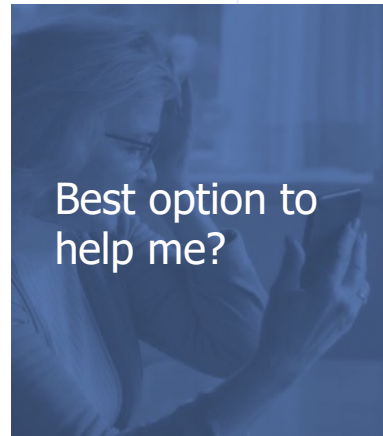
How content marketing can influence the path consumers may take when considering who to choose for care, before and after treatment.



AWARENESS



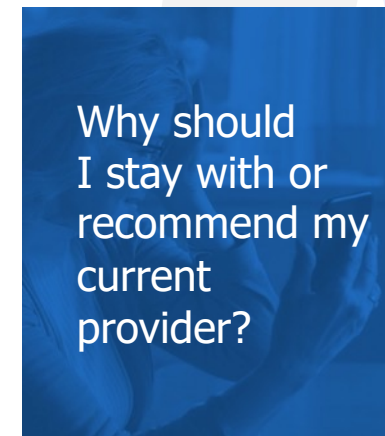
CONSIDERATION



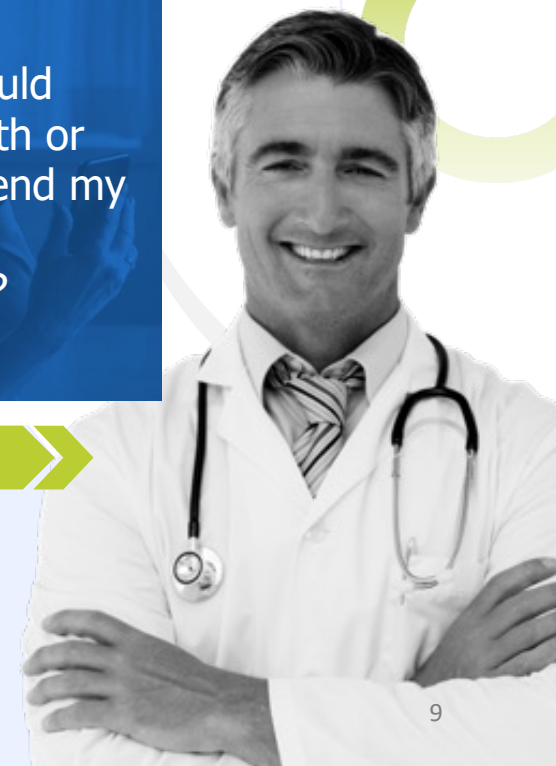
SELECTION

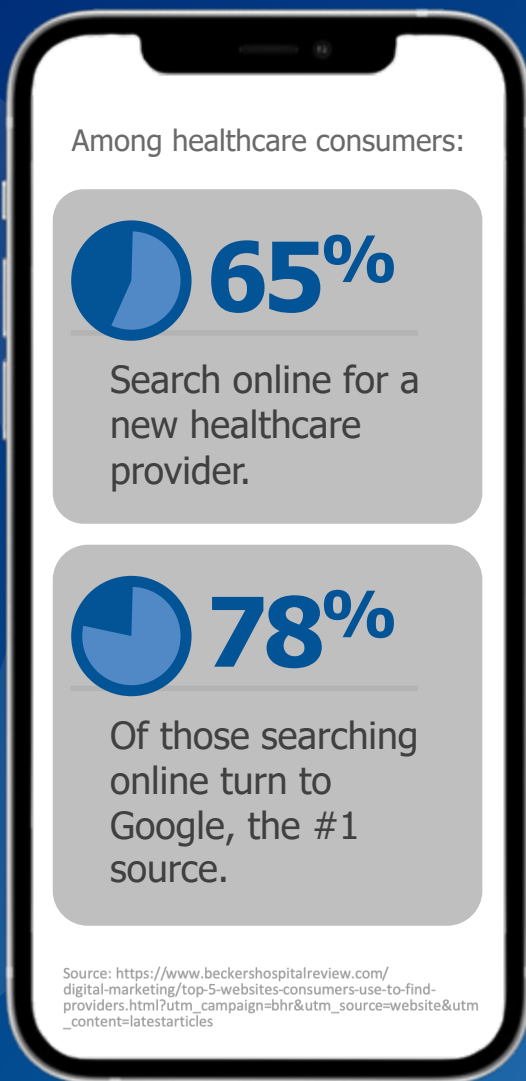


TREATMENT



LOYALTY





Factors Influencing the Patient Journey

The Rise of Healthcare Consumerism

- Commonplace usage of Wearables and Tracking apps puts more individual health info in the consumers' hands

Proliferation of viable service options

- From urgent care centers, expanded retail drugstore services and on demand virtual care portals

Higher Consumer Aptitude and Expectation

- Even before the pandemic, healthcare consumers have grown more savvy in their ability to research prospective healthcare providers
- Providers lacking online presence or relevant information will not be considered

Demand for Quality Information and Service

- Provide relevant, complete answers to consumer inquiries to be a guide and educate

Accessible and Trustworthy Reviews

- Healthcare consumers actively seek reviews and make decisions on those reviews

Four Stages to Building a Content Marketing Strategy



Your
Team



Your
Goals



Your
Audience



Your
Channels

Your content marketing strategy should be well-planned and based on a commitment to producing **high-quality content**.

Build Your Content Team

In-house staff or align with an experienced partner that provides the following resources:

- Project manager
- Knowledgeable subject matter experts
- Writers, videographers, photographers
- Data and market research analyst



Establish Goals & Key Benchmarks

What should success look like?

Engagement KPIs

- Time on content
- Click thru rate
- Content sharing
- Video completion
- Website traffic
- Specific CTA
- Increase patient volume



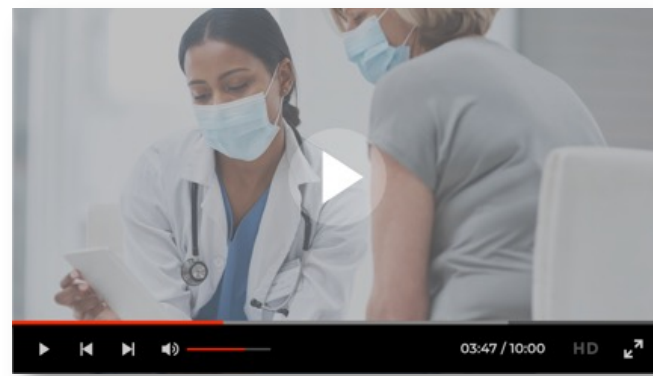
Identify Audience

Ideal Patient Profile Considerations

- Target patient population, geography, demographics
- Caregivers and other healthcare influencers
- Specific content objectives or CTA
- Past program insights
- Content channels



Distribution Channels



VIDEO ACROSS MULTIPLE CHANNELS:

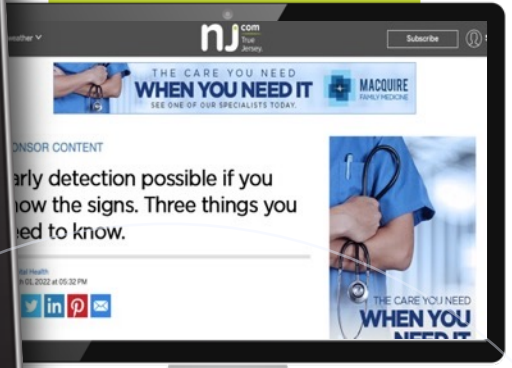
YouTube, Social Media and client website

SOCIAL MEDIA:

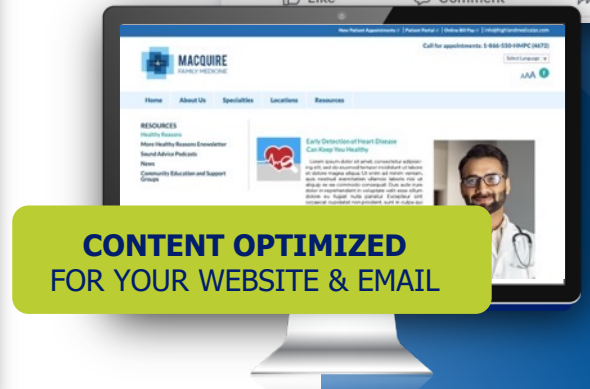
Facebook, LinkedIn, Instagram



PREMIUM PUBLISHER SITES



PRINT DISTRIBUTION IN TARGET GEOGRAPHIES



CONTENT OPTIMIZED FOR YOUR WEBSITE & EMAIL



Content Plan Roadmap

Human Dimension

- Humanize your marketing message
- Present your medical team and your brand as:
 - Caring
 - Compassionate
 - Connected

Patient Stories

- Opportunity for engaging storytelling and emotional connections.
- Valuable 'short-cut' to local relevance and community connections.

Physician Thought Leadership

- Position your team as regional authorities on your area of specialization
- Focus on:
 - Advances in treatment options
 - Regional healthcare statistics or medical breakthroughs
 - Procedure prep/post-surgery recovery

Content Plan Roadmap

Differentiation

- Accentuate your competitive advantages. What sets you apart?
- Understand the competitive environment.
- Own your distinctions and amplify to your targeted audiences.

Online Reputation & Physician Profiles

- Review and update bios, services offered, photos, patient reviews, etc.
- Consider reference directory websites such as Healthgrades, Vitals and even Google My Business.

Referral Sources

- Provide physicians in key referring specialties with useful information.
- Strengthen ties with current referrers.
- Establish rapport with potential referrers.

Content Plan Roadmap

SAMPLE CONTENT TOPIC	PATIENT JOURNEY	FOCUS
Somerset County pediatrician surprises moms with pre-Mother's Day gifts	<ul style="list-style-type: none"> • CONSIDERATION • LOYALTY 	<ul style="list-style-type: none"> • HUMAN DIMENSION
Mercer County breast cancer survivor shares her story: Inspiring video explains how support, determination and a sense of humor can make a big difference	<ul style="list-style-type: none"> • AWARENESS • CONSIDERATION 	<ul style="list-style-type: none"> • HUMAN DIMENSION • PATIENT STORIES
100 former Middlesex County high school attendees diagnosed with rare cancers or tumors: NJ radiation oncologist provides insights	<ul style="list-style-type: none"> • AWARENESS • CONSIDERATION 	<ul style="list-style-type: none"> • THOUGHT LEADERSHIP
Why does this Bergen County hospital system have 100 doctors featured in this year's Castle Connolly Top NJ Doctors rankings?	<ul style="list-style-type: none"> • CONSIDERATION • SELECTION 	<ul style="list-style-type: none"> • PHYSICIAN PROFILES • DIFFERENTIATION • REFERRAL SOURCES
Don't let snoring disrupt your sleep and your life: Dr. Allen of Acme ENT explains common causes and latest treatment options	<ul style="list-style-type: none"> • AWARENESS • CONSIDERATION 	<ul style="list-style-type: none"> • THOUGHT LEADERSHIP • HUMAN DIMENSION • PHYSICIAN PROFILES



Summary

Content marketing is an essential component of any healthcare marketing strategy

- Consumers are searching for credible, relevant health information
- Providing credible content from a trusted local source is an opportunity for your hospital, system or practice

Content marketing is an efficient way to:

- Increase awareness, trust and brand preference
- Influence consumer behavior

Effective content marketing programs require:

- Knowing your patient or target audience
- A commitment to providing quality content across multiple channels
- Ongoing optimization and refinement



What's your story?

Every healthcare provider has a unique and important story to tell.

Our Healthcare Marketing Team offers complimentary content marketing consultation that includes:

- Review of your current strategy and needs
- Sample content plan
- Sample content distribution plan



**Click here to
Schedule your**

**Complimentary
Content Marketing
Consultation**

Or call 973-829-5122

