



# Medical Content Marketing Guide

WHAT IS CONTENT MARKETING, WHAT CAN IT DO FOR YOUR PRACTICE AND HOW DOES IT WORK?

# Your Content Marketing Guide

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**Content Marketing Outcomes**

**Content Plan and Types**

**Content Channels**

**Content Development**

**Content Distribution**

**Content Marketing Results**

# What is Content Marketing?

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## **Content Marketing is like a digital handshake.**

Creating content that addresses your target audience's problems and needs, you stimulate awareness, traffic and interest in your services.

Content marketing is a strategic 'lead' marketing activity, that can reinforce your online visibility, engagement and conversion metrics.

Content is designed to either attract or retain. It must be valuable, relevant, consistent and focused to your defined audience.

Your content should be distributed to channels where your patients can find and consume it, and, ultimately drive profitable patient actions.

# Content Marketing Outcomes

While there are many possible outcomes, as a 'lead strategy', Content Marketing is typically designed to achieve defined outcomes.

Some content outcomes include:

- creating awareness
- increasing website traffic
- building a prospect database
- attracting more bookings
- achieving thought leadership

Many content forms are very versatile and can be reused or incorporated in several forms eg: blogs, emails, presentations, videos, brochures etc



# Content Plan

The first step in content marketing is to agree on a plan and your target metrics.

The content plan consists of your:














- core offer and benefits
- mission and objectives
- ideal patient's needs
- target keywords
- possible topics

	Legacy	Re Purposed	Created	Commissioned	Curated
Mth 1					
Mth 2					
Mth 3					

While these issues are being addressed, we also need to investigate your online assets and channels. Often requiring either creation or remediation.

# Content Types

There are many types of content, some are included in the table below:

	Types	Content Examples	Platforms
	Landing Page	subscribe, download	url page
	Blogs	news, tips, eBook links, announcements	url blog
	eNewsletters	emails, blog compilations, exercise plans	mail list
	Guides	quick tips, cheat sheets, how to ..., checklists, product specs,	url page, blog, email, social, slideshare
	eBook	more detailed guides, lists, manuals, brochures	url page, blog, email, social, slideshare
	Case Study	before/after, reviews, surveys, success stories, critiques,	url page, blog, email, social, slideshare
	Images	pics, infographics, memes, diagrams, process maps	url page, blog, email, social, slideshare
	Webinar	slideshows, handouts	url page, blog, email, social, slideshare, events
	Research	white paper, survey results, compilations,	url page, blog, email, social, slideshare
	Gift	Christmas, birthday, anniversary, offers	url page, blog, email, social, slideshare
	Video	seminar, event, summary, interviews, animations, gifs,	YouTube, Vimeo, Vine
	Articles	PR releases, stories, research reviews	url page, blog, email, social, slideshare
	Mobile App		
	Social Comment	posting comment on blogs, twitter, facebook, linkedIn, others	selected social media channels

# Types of Content for Doctors

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- 1 | Blog and Social Posts
- 2 | Case Studies
- 3 | Infographics
- 4 | How to Guides
- 5 | Explainer Videos
- 6 | Client News or Events
- 7 | Checklists & Charts

# 1 | Blog and Social Posts

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Blogs and social posts are effective at targeting niche or longer keywords.

They can be designed to both isolate and answer common questions.

Posts can also target searchers at various stages in their journey such as consideration or decision stages.

Content can be enhanced using Calls to Action and linking strategies.



**Bleeding in Pregnancy  
- When to Worry?**

**I'VE BEEN HAVING CRAMPS AND NOW THERE'S BLOOD, TOO...MY DUE DATE IS TWO WEEKS FROM NOW, IS THIS NORMAL?**

**SPOTTING VS BLEEDING**

The occasional spotting can be caused by a number of things and while it's probably nothing to worry about you should always err on the side of caution, if you are pregnant. Bleeding in the third trimester is never normal. Light to heavy blood loss is usually a sign of something more serious and should be treated urgently.

**WHAT COULD BE THE CAUSE?**

An 'implantation bleed' can happen as the embryo invades the lining of the womb. This happens before a pregnancy test is even positive and can often be confused for a period. Other causes of first trimester bleeding include miscarriage or ectopic pregnancy. Miscarriage can occur in the second trimester as well and can often be due to problems with the cervix holding the pregnancy or even infection. Later in pregnancy bleeding can happen with threatened preterm labour or low lying placenta.



## 2 | Case Studies

Case Studies are a powerful 'slice of life' that use either first person or third person story telling techniques.

Designed to reinforce belief and target Outcomes. Case studies can improve:

- New visitor engagement
- Increasing transparency and trust
- Improve conversion

Ask us for the “**Case Study Guide**”

### **you feel before weight loss?**

motivated,  
d and  
e from carrying my extra weight.

### **ich and how quick did I lose?**

kilos in 3 months (incl: pre-op weight loss)  
kilos in total in just over 12 months]

### **the problem affect your life?**

e far more self conscious and reserved than I  
e been at my age. I didn't like that I was less  
involved with my kids and I feel neither did they.

### **ove you to take action?**

er friends and active mums really enjoying life, it  
I also has increasing bad cholesterol showing in  
ests. My family history made me realise I had to  
ing sooner rather than later.

### **are my concerns before?**

around  
it will eating be like?



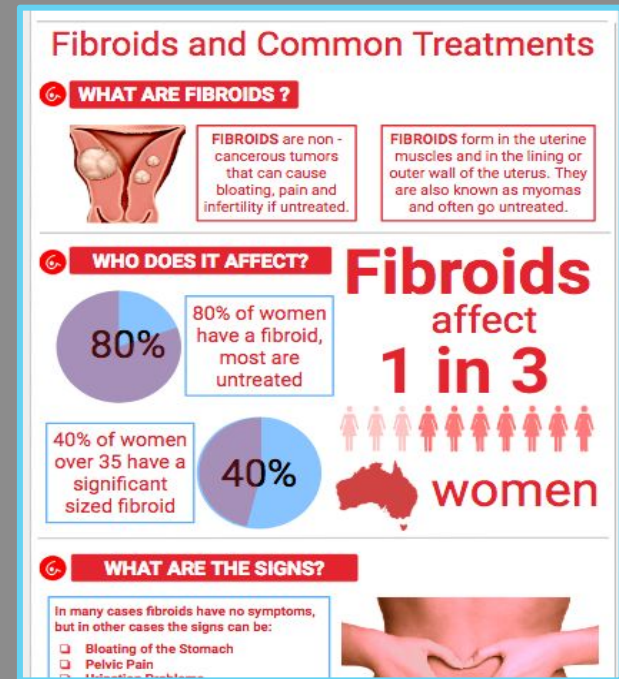
## 3 | Infographics

Infographics are a visually engaging and easy consumed tool for sharing useful information about your specialty.

Infographics can show causes, series, relationships and processes in one image.

Infographics can educate, celebrate, elaborate or call a patient to action

Infographics can be used on your website, In your emails and be placed on many online channels.



## 4 | How to Guides

Guides can be produced or reproduced in many formats. Depending on your audience and distribution platform.

A popular blog post can give rise to emails, An eBook, GIF, brochures, infographic, more.

How to guides are great for educating motivated patients. They can add much more detail to common questions or topics, especially if you offer a range of variations.

‘How to Guides’ can also be created as a series and differentiate your service.



## 5 | Explainer Videos

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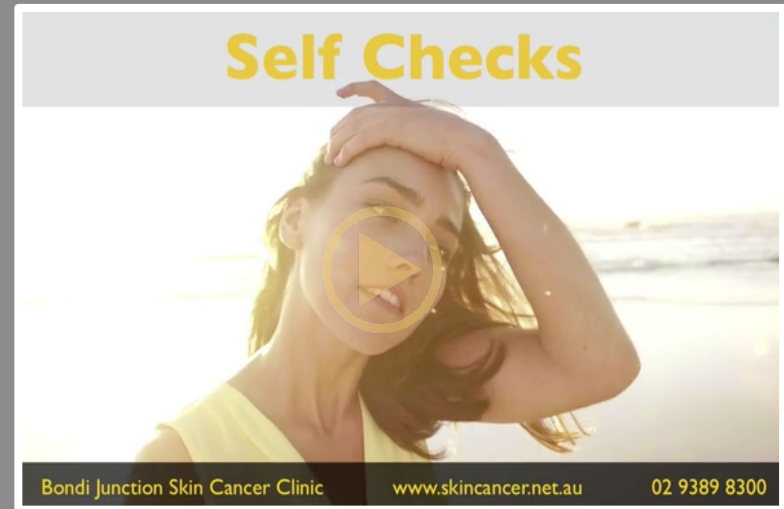
Video Marketing works because it is often the easiest medium to help achieve your objectives. Most people would rather watch than read.

Videos can communicate both simple and complex messages.

Explainer videos can:

- attract more visitors
- introduce you to prospects
- improve visitor engagement
- lower barriers to conversion

Ask us for the “**Medical Video Guide**”



## 6 | Client News or Events

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Personalising your content with targeted 'slice of life' pictures and posts can help promote your culture and build your community.

Leveraging these posts with suitable meta keyword selection and linking strategies can help optimise content.

Both timely and current posts as well as evergreen content topics can be used.

There are many news topics sub-types.



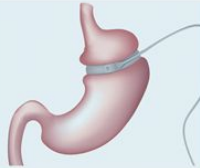


## 7 | Checklists & Charts

Often the presentation format of specific content can allow effective decision support.

Comparison tables can help patients on their journey and empower them with choice.

Similarly, checklists can act as a process 'road map'.

Great content can build a bridge and help your patients understand more.

























































































Gastric band	Sleeve gastrectomy	Gastric bypass
		
30 kg/m <sup>2</sup>	35 kg/m <sup>2</sup>	40 kg/m <sup>2</sup>
1-5 incision laparoscopic (keyhole) surgery under general anaesthetic	5 incision laparoscopic (keyhole) surgery under general anaesthetic	5 incision laparoscopic (keyhole) surgery under general anaesthetic
None. Band placed around top of stomach. No cutting of stomach or intestines	80% stomach removed but digestive system unaltered	Stomach cut to leave small pouch. Intestines rerouted to bypass digestion
50-60% excess weight loss (average 5 stone)	50-70% excess weight loss (average 7 stone)	60-70% excess weight loss (average 10 stone)
Fully reversible	Irreversible but future options preserved	Effectively irreversible
Fully adjustable to meet the		Not adjustable

# Content Development

As you have seen, there are many types of content, and their development can involve different procedures but the core process is very similar:

The stages of the process are:

- Draft Content Plan
- Target and Topic Selection
- Desired Outcomes Defined
- Content Type
- Content Development
- Scheduling / Publishing
- Measurement

Channels	Sub Channels	Content Type
Facebook	Individual, Topic Specific Pages	         
Google +	Pictures, Video, Events	         
LinkedIn	Individual, Company, Groups	         
Twitter	Posts, Trends and Photos	         
Pinterest	Photos	    
Slideshare	Presentations and eBooks	    
YouTube	Videos	   
Vimeo	Videos	   
Vine	Videos	   
Eventbrite	Events and Slideshows	 
Flickr	Images	   
Associations	Uni, Suppliers, Assoc, Colleges	   
Reviews Sites	Doctoralia, Yelp, TrueLocal etc	   
Directory Sites	many	   
Article Sites	many	   
Printed Distribution		   



# Content Publishing

Scheduling and publishing various content types can be done in a number of fashions:

- By Sequence
- By Calendar

Also content can leverage time of year.

Content can also be triggered by events.

Often variety and surprise can improve your content engagement.

SEPTEMBER		CONTENT	HASHTAGS
<ul style="list-style-type: none"><li>• Labor Day (4)</li><li>• 9/11 Remembrance</li><li>• Ovarian Cancer Awareness Month</li><li>• PCOS Awareness Month</li><li>• Gynecologic Cancer Awareness Month</li><li>• Prostate Cancer Awareness Month</li><li>• Fall Prevention Month</li></ul>	<ul style="list-style-type: none"><li>• Happy Labor Day</li><li>• Student testimonial</li><li>• Local 9/11 events</li></ul>	<ul style="list-style-type: none"><li>#LaborDay</li><li>#backtoschool</li><li>#neverforget</li><li>#PCOSawareness</li><li>#cancerawareness</li><li>#fallpreventionmonth</li></ul>	
OCTOBER		CONTENT	HASHTAGS
<ul style="list-style-type: none"><li>• National Breast Cancer Awareness</li><li>• Halloween (31)</li><li>• National Physical Therapy Month</li><li>• National Physician Assistants Week</li></ul>	<ul style="list-style-type: none"><li>• Fall fitness tips</li><li>• Local breast cancer survivor testimonial</li><li>• Breast cancer awareness events (SKs and Fairs)</li></ul>	<ul style="list-style-type: none"><li>#breastcancer</li><li>#breastcancerawareness</li><li>#Halloween</li></ul>	
NOVEMBER		CONTENT	HASHTAGS
<ul style="list-style-type: none"><li>• Veteran's Day (11)</li><li>• Great American Smokeout (19)</li><li>• Thanksgiving (23)</li><li>• American Diabetes Month</li><li>• COPD Awareness Month</li></ul>	<ul style="list-style-type: none"><li>• Happy Thanksgiving</li><li>• Tips to stop smoking blog</li><li>• Patient testimonials that have served in the military</li><li>• Local holiday interest story</li></ul>	<ul style="list-style-type: none"><li>#happythanksgiving</li><li>#blessed</li><li>#COPDawareness</li></ul>	



# Start With Your End In Mind

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For most clients, their investment in Social Media or Content Marketing is about some or all of the listed outcomes

- building their online presence,
- increasing their audience
- expanding their reach,
- driving more visitors to the website,
- building their database,
- improving calls
- enjoying more bookings

All can be defined, monitored, measured and continually improved.

# Content Marketing & Development

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Let's talk about what your requirements are  
and your next step.

[CLICK HERE TO DISCUSS](#)

**QUESTIONS?**

Call  
1300 880 230



**MEETING**

Book  
By clicking icon

