

# 5 Tips to Kickstart Your Content Marketing

February 2019

GEONETRIC®

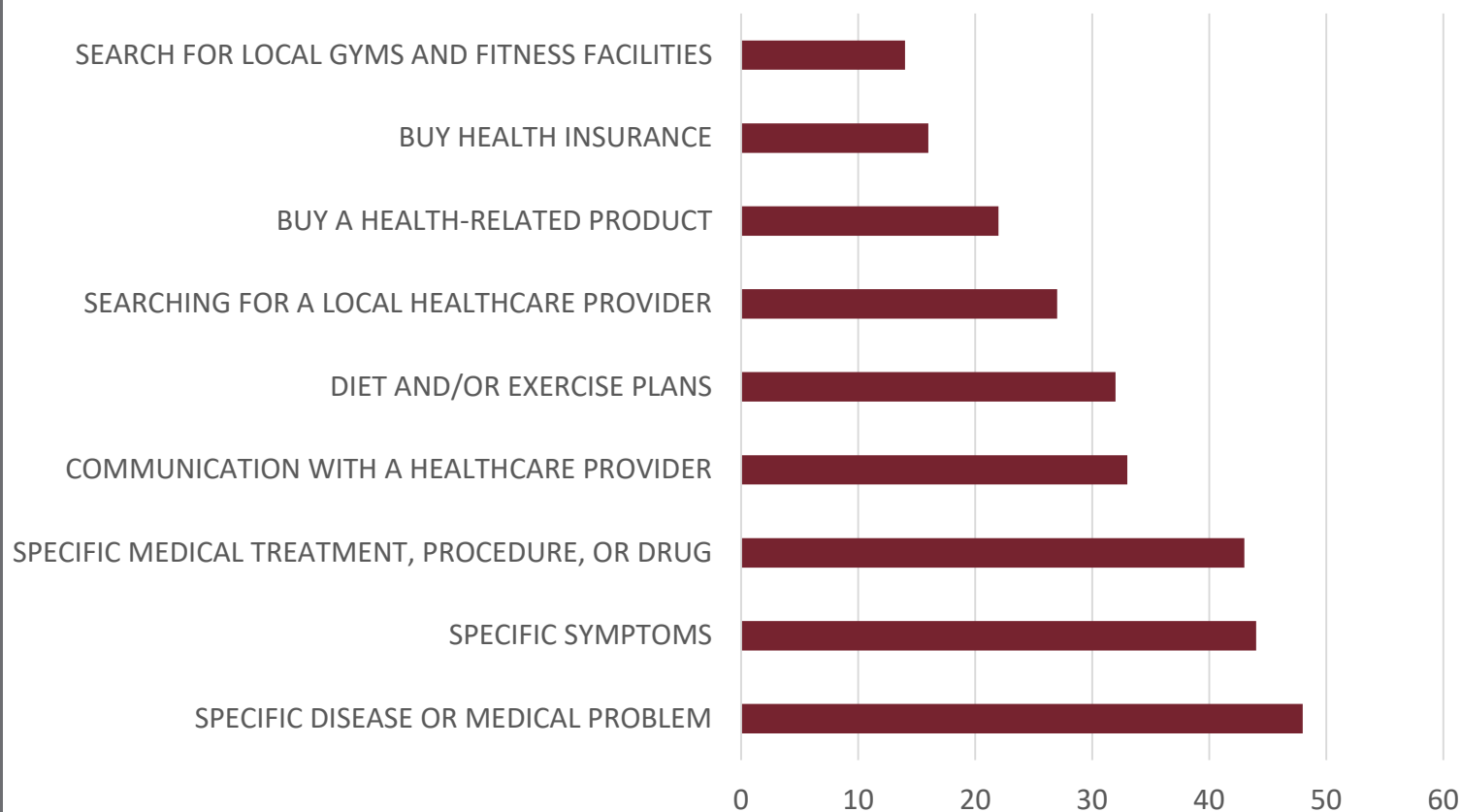


“Content is the reason search  
began in the first place.”

– Lee Odden, marketing expert  
@leeodden

# What are people looking for?

## Health-Related Online Activity



*80% of internet users – around 93 million Americans – have searched for health-related topics online.*

*Pew Internet & American Life Project, 2018*

# Advertising vs. content marketing

Advertising	Content Marketing
Interrupts	Gives valuable information
Intended for short attention spans	Intended for longer engagement and interest
Success hinges on immediate response	Relies on trust and conversation over time
Magazine ads, billboards, TV commercials, etc.	Podcasts, blog articles, video Q & A, and infographics

*Strong content educates and informs, developing a nurturing relationship with your target audience.*

# Formats of content marketing

- Long-form text (e.g. eBooks)
- Short-form text (e.g. blog posts)
- Opinion or personal stories
- Curation (e.g. collection)
- Listicles (e.g. 8 ways to...)
- Memes and infographics
- Podcasts and videos
- Quizzes or games
- Expert Q & A



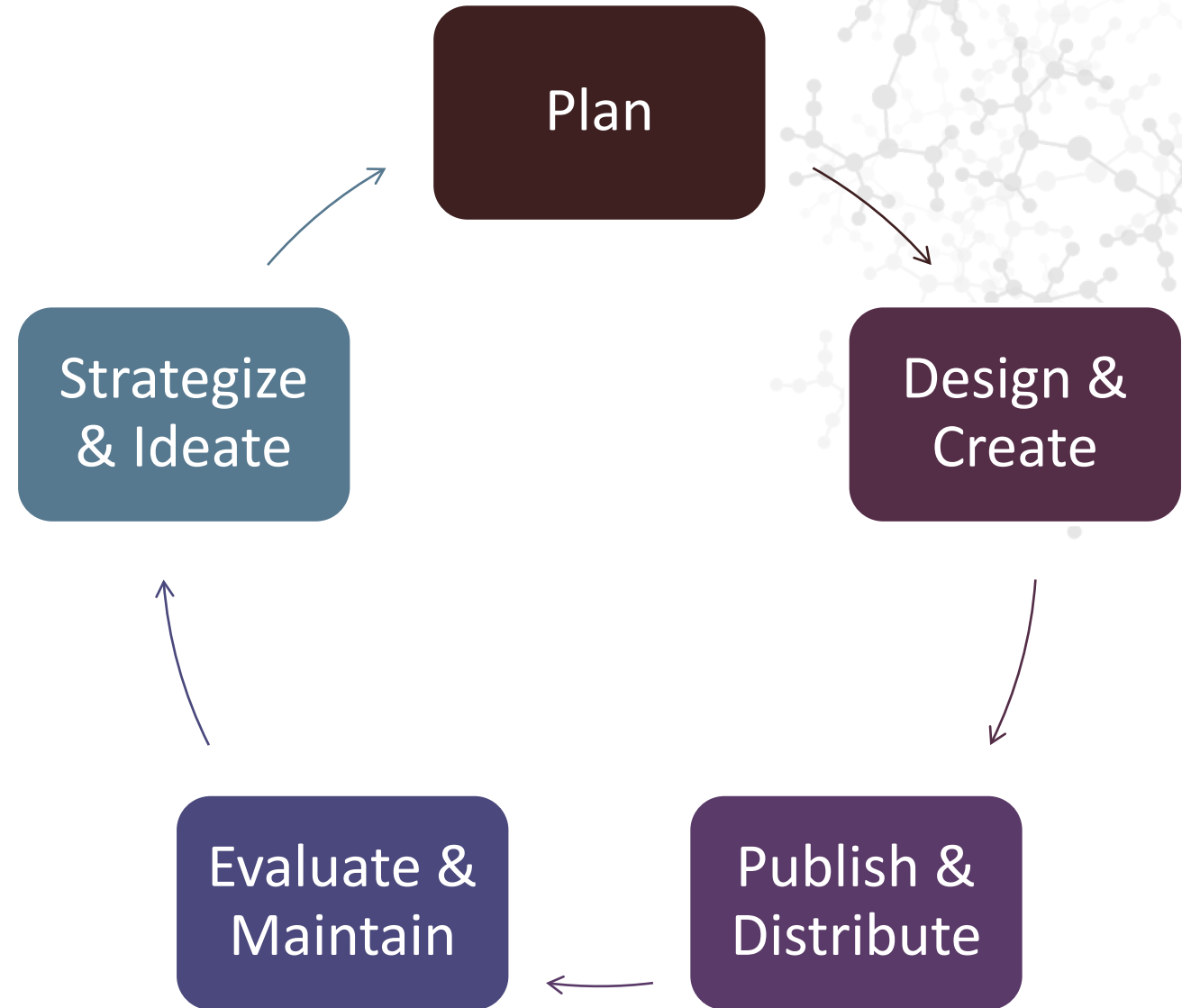
When someone says "haven't you eaten enough?"



Truth: One of my favorite diet-related memes.

# Content strategy 101

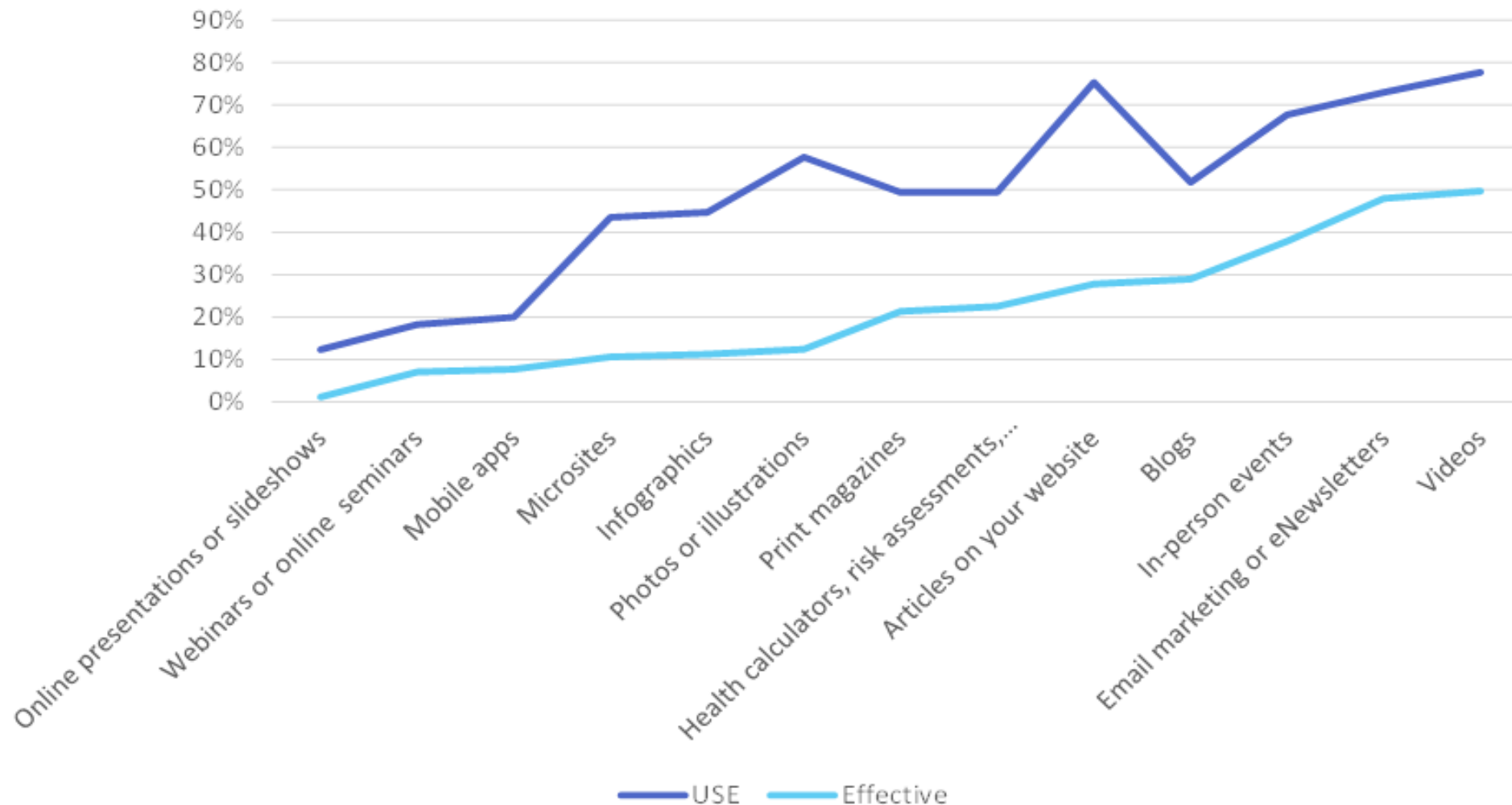
- Good content strategy is an ongoing cycle
- Work is never done – but that means you continually improve and deliver!
- This cycle applies to content marketing, too



# 8 in 10

healthcare organizations use content marketing, as of 2017. That's an increase of 14% over the previous year.

# Content marketing gap analysis



But only  
**58%**

of healthcare organizations find their  
content marketing only “somewhat  
effective.”

# Top challenges in healthcare content marketing

1. Budget
2. Measurement
3. Variety
4. Team resources
5. Time





**Find a dedicated partner**  
who can fill the time, skills,  
and resource gaps to help  
your organization succeed.

**And while we're here,  
let's see what you can  
do to kickstart your  
content marketing.**





# Tip 1: Understand Your Audience & Keywords

*Discover who your audience is and how they get to you.*

# Knowing your audience

- What do they want to know?
- When do they want or need to know it?
- What is most and least important to them?
- What is the right tone for this audience?
- What action do you want your audience to take?
  - Or what do you want them to understand, think, or assume about this topic and/or your organization after reading/watching/viewing your content?

## User personas can:

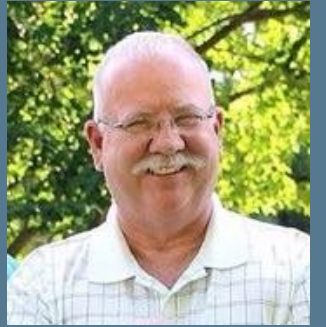
- Express the focus and purpose
- Illustrate user expectations
- Describe real backgrounds, goals, and values



# User personas & journey maps

- Patient and family advisory councils
- Volunteer representation
- Surveys and focus groups
- Patient research data (regional, or within your hospital)
- Your own friends and family

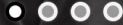
- **Name:** Jerry, 71
- **Occupation:** Retired
- **Family:** Wife, Diane, of 46 years + 2 adult kids
- **Challenges:** Stiff knee, joint pain, diabetes
- **Most used device:** Laptop
- **Preferred care:** Primary care twice a year, or as needed for diabetic wellness



## Generosity Heals

Sally Stocker dedicates her time to help those impacted by cancer through volunteering as a hairdresser in the Altru Cancer Center.

[Read Story](#)



Navigation speaks to many audiences, including patients, employees, and future employees.

NEW ERA



### 2018 Reflections

🕒 January 8, 2019

To wrap up 2018, we took a look back at the top 10 highlights of the year. 1. In July, Altru's Sunshine Hospitality Home opened its doors to provide a place...

HEALTH & WELLNESS



### Healthy Holiday Gift Guide

🕒 December 14, 2018

Are you looking for some last-minute holiday gift items? We've got you covered. Why not give the gift that keeps on giving? Here are some ideas to give the gift of...

EMPLOYEE SPOTLIGHT



### Get to Know: Annie Berge, Marketing Strategist

🕒 December 3, 2018

In her role as marketing strategist at Altru Health System, Annie Berge uses her creativity and problem-solving skills to be a voice of innovation and uncover new ways to improve...

OUR STORIES



### Generosity Heals: How One Person's Generosity Helps Heal Others

🕒 November 21, 2018

Sally Stocker dedicates her time to help those impacted by cancer through volunteering as a hairdresser in the Altru Cancer Center. When Sandy Dittus first walked into the hair salon...

Card-based design stacks easy on mobile devices, which works well for their growing mobile audience.

**You know who they are.**

Now it's time to find out  
what they need, and how  
they search.

# Good content leads to good SEO

Search engines love content that:

- Answers users' questions
- Offers value by providing original, useful information
- Is well-written and updated regularly
- Incorporates words your audience uses (keywords) effectively and in context
- Uses headings (H1, H2, H3) to provide structure and context

# Keyword research

- Use information from discovery to compile a list of potential keywords.
  - Add alternative terms. (e.g. bariatric surgery vs. weight-loss surgery)
  - Add abbreviations (e.g. gynecologist-obstetrician vs. OB-GYN)
  - Add variations (e.g. orthopedics vs. orthopaedics).
- Use a keyword research tool to learn how often each word or phrase is searched in your target area.
  - Target area could include cities, counties, states, regions, etc.

# Keyword considerations

- **Keyword relevance** – whether the keyword delivers results expected for the query
- **Keyword volume** – how often a term is searched
- **User's intent** – what drives users to make certain queries, or how they input queries (e.g. voice search)

## *Reliable keyword tools*

- *Google's Keyword Planner*
- *Google Trends*
- *Answer The Public*
- *Related Searches*
- *Moz's Keyword Explorer*
- *KwFinder.com*
- *SEM Rush*

# Keyword considerations

- Keyword returns – including if the keyword returns local results
- Difficulty of ranking – how likely is the term to be used by your target audience?

*Don't let a high difficulty rating stop you from writing something that your organization needs to communicate.*

## *Reliable keyword tools*

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# Where to incorporate keywords

Help search engines (and users!) understand what your page is about by using keywords in:

- HTML page titles
- Meta descriptions
- Headings (H1, H2, H3, etc.)
- Link anchor text
- Image titles and alt text
- URLs



`<alt=blood-pressure-cuff-heart-health-month>`

Partners can help research your audience, keywords, trending topics, and competitors—as well as help you incorporate keywords—to find out what your who your target audience is and how to connect them to your content.

## Tip 2: Generate Top-Notch Ideas

*Turn on those lightbulbs – let's brainstorm!*

Why am I always tired?

People also ask

Why is my energy so low?

Is being very tired a sign of cancer?

What causes extreme tiredness?

Why do I want to sleep all the time?

Feedback

10 Reasons You're Always Tired (And What You Can Do About It)
<https://www.healthline.com/nutrition/10-reasons-you-are-tired>

Apr 3, 2017 - Inactivity could be the root cause of your low energy. But many people say they're too tired to exercise. ... Summary: Being sedentary can lead to fatigue in healthy people, as well as those with chronic fatigue syndrome or other health problems. Being more active can help boost energy levels.

Common Causes of Fatigue and What to Do About Them
<https://www.verywellmind.com>

Nov 3, 2018 - When you have too little hemoglobin or not enough red blood cells, your body doesn't get enough oxygen so you feel tired or weak. You may also have symptoms such as pale skin, shortness of breath, dizziness, or headaches. Iron deficiency alone, even without anemia, is now thought to be a cause of chronic fatigue.

Depression – why am I always tired? | Health24
<https://www.health24.com/Medical/.../depression-why-am-i-always-tired-20180807>

Aug 8, 2018 - One of the constant complaints of someone who suffers from depression is feeling tired all the time. Here's why it happens.

what is the keto diet

People also ask

What do you eat on the keto diet?

Why is ketosis bad?

What are the side effects of the ketogenic diet?

How many calories do you eat on a keto diet?

Feedback

The Ketogenic Diet: A Detailed Beginner's Guide to Keto - Healthline
<https://www.healthline.com/nutrition/ketogenic-diet-101>

Jul 30, 2018 - The ketogenic diet is a very low-carb, high-fat diet that shares many similarities with the Atkins and low-carb diets. It involves drastically reducing carbohydrate intake and replacing it with fat. This reduction in carbs puts your body into a metabolic state called ketosis.

16 Foods to Eat on a Ketogenic Diet - Healthline
<https://www.healthline.com/nutrition/ketogenic-diet-foods>

Jan 23, 2017 - A ketogenic diet can be used to achieve weight loss, blood sugar control and other health-related goals. Fortunately, it can include a wide variety of nutritious, tasty and versatile foods that allow you to remain within your daily carb range.

7-Day Ketogenic Diet Menu and Comprehensive Food List | Everyday ...
<https://www.everydayhealth.com/diet.../ketogenic-diet/comprehensive-ketogenic-diet-...>

Oct 23, 2018 - What can you eat on the keto diet? Learn the best and worst ketogenic foods to fill up on, including good choices like fish, eggs, poultry, meat, ...

What is normal blood pressure?

What is a dangerous level of blood pressure?

What is the normal range for blood pressure?

Which is the most important number in blood pressure?

What is good blood pressure by age?

Feedback

Blood Pressure : Blood pressure chart
[www.bloodpressureuk.org/BloodPressureandyou/Thebasics/Bloodpressurechart](http://www.bloodpressureuk.org/BloodPressureandyou/Thebasics/Bloodpressurechart)

More than 120 over 80 and less than 140 over 90 (120/80-140/90): You have a **normal blood pressure** reading but it is a little higher than it should be, and you should try to lower it. Make healthy changes to your lifestyle.

Understanding Blood Pressure Readings | American Heart Association
<https://www.heart.org/en/...blood-pressure/understanding-blood-pressure-readings>

Learn what's considered **normal**, as recommended by the American Heart Association. See the chart below. Note: A diagnosis of high **blood pressure** must be ...

Blood Pressure Chart: Low Normal High Reading by Age Table ...
<https://www.disabled-world.com/calculators-charts/bloodpressurechart.php>

Synopsis : **Blood pressure** table showing if adults and children have high, low, or healthy average **blood pressure** range for their age, includes other helpful cardiac related information. ... NOTE: **Blood pressure** is NOT the same as your heart rate (pulse) or maximum heart rate.

Top questions ask...

# Why? What? How?

# Reliable idea generators

- Keywords and commonly asked questions
- Trending healthcare topics (e.g. Google Trends)
- Internal press releases and news
- Providers, volunteers, and staff
- Friends and family feedback
- Seasonal and cyclical events

## Hospital holds ribbon-cutting for new birthing center



Paul Goyette / CC BY-SA 3.0

By Ember Casler | Posted: Mon 5:18 PM, Apr 30, 2018

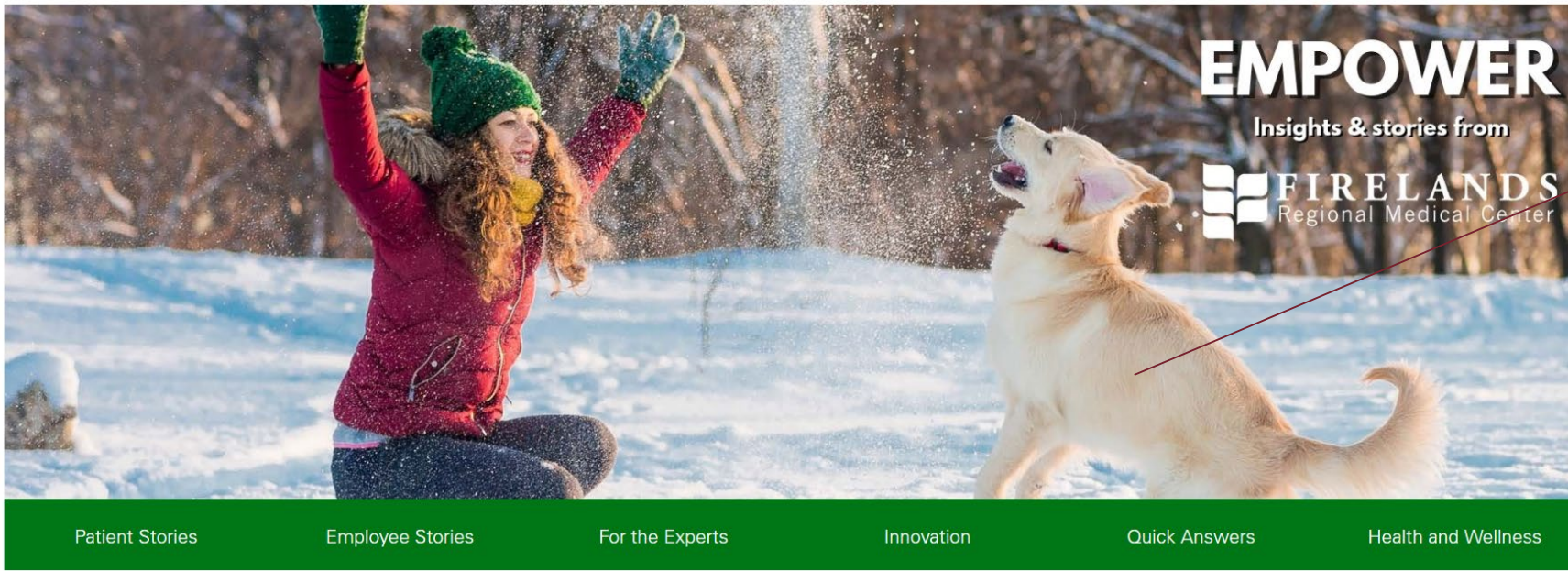


**EAU CLAIRE, Wis. (WEAU)** -- An Eau Claire hospital held a ribbon-cutting ceremony Monday to showcase its new birthing center.

HSHS Sacred Heart Hospital unveiled its newly renovated women and infants care center Monday.

The hospital says it's the first in the region to provide the convenience of all-in-one birthing suites. These suites allow for labor, delivery, recovery and postpartum care to all take place in one private suite.

"We like to invite families to really make the space their own. Knowing that you're going to be in this spot the entirety of your stay really allows for them to specialize that area to themselves and the birth plan that they've developed. So we really want to be able to have them just make it feel like it's their own space and let them create the atmosphere they're looking for," said Bethany Calkins, with HSHS Sacred Heart Hospital.



Seasonal banner image

## A Firelands Regional Health System Blog

*Your experiences matter. The goal of this blog is to empower people to make the most important health decisions of their lives.* Contact us by sending an email to [marketinggeneralinfo@firelands.com](mailto:marketinggeneralinfo@firelands.com) to share your story and empower others today.

CTA to encourage patients to share their own stories!



### 7 TIPS FOR LONG TERM WEIGHT LOSS

#### 7 Tips for Long Term Weight Loss

It's a new year, and some of us out there are looking to lose some weight – once and for all. However, whether you are doing it for a personal or health reason, it can be hard. Especially healthy long term weight loss.



### TIPS FOR THE UPCOMING EXTREME COLD

#### Tips for the upcoming extreme cold temperatures

Weather predictions are indicating that between now and Thursday, temperatures will plunge to 20-40 degrees below zero in the Upper Midwest and Great Lakes. Learn how to prepare for extreme cold weather.



### WANT TO LIVE LONGER? VISIT YOUR PRIMARY CARE PHYSICIAN

#### Want to live longer? See your primary care physician!

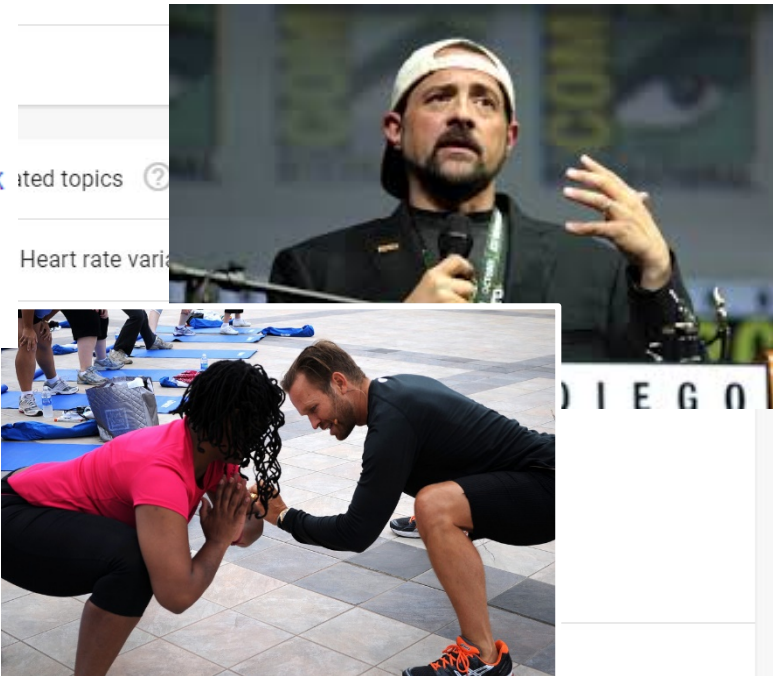
We all know we should be seeing a primary care physician every year for a general health check-up. However, we also know how quickly that “to-do” can take the backseat to all the other pressing issues that daily life brings us.

Regularly published, seasonal- and event-specific articles

# What's trending?

## Searches related to widowmaker heart attack

- widowmaker heart attack **recovery**
- widowmaker heart attack **facts**
- widowmaker heart attack **survival rate**
- life after** widowmaker heart attack
- life expectancy after** widowmaker heart attack
- how many year patient survive after** widowmaker heart attack
- widowmaker heart attack **smoke inhalation**
- how to prevent** widowmaker heart attack



1	Arkansas	100	<div></div>
2	West Virginia	98	<div></div>
3	Mississippi	90	<div></div>
4	Alabama	90	<div></div>
5	Oklahoma	89	<div></div>

Showing 1-5 of 51 subregions

Related queries		Rising			
6	widowmaker heart attack	+150%			
7	widowmaker heart condition	+140%			
8	arteriosclerotic heart disease	+110%			
9	widow maker heart attack	+90%			
10	widowmaker	+90%			

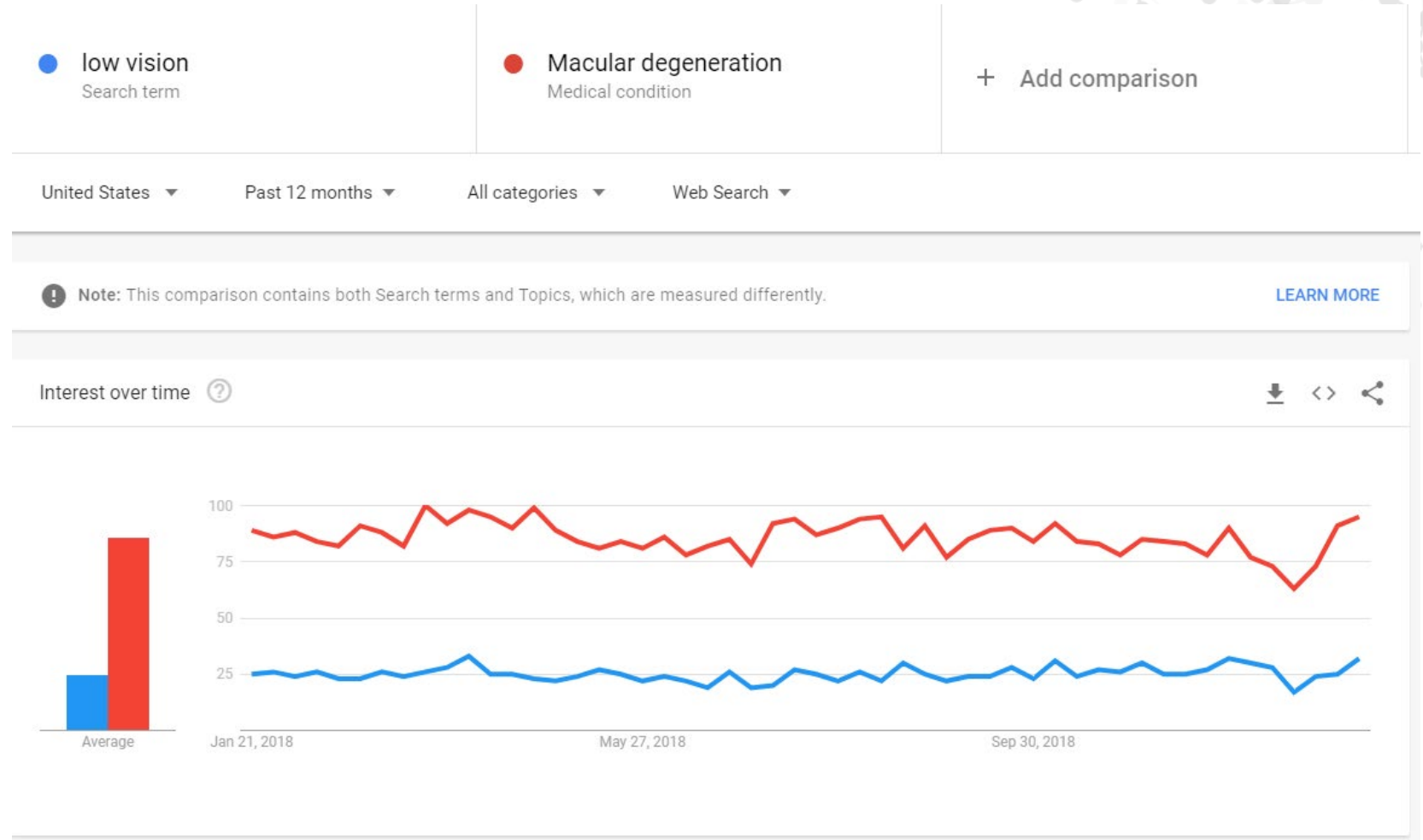
Showing 6-10 of 22 queries

# Noteworthy events in February

- AMD/Low Vision Awareness Month
- American Heart Month
- International Prenatal Infection Prevention Month
- National Children's Dental Health Month
- Teen Dating Violence Awareness Month
- African Heritage and Health Week
- National Wear Red Day for Women's Heart Health
- Give Kids a Smile Day
- World Cancer Day
- Congenital Heart Defect Awareness Week
- National Donor Day
- Eating Disorders Awareness and Screening Week

# What words people use to search

- Macular degeneration, according to Google Trends, is a more popular search phrase than low vision.
- Depending on the goals of awareness for this condition, you may choose one or the other – but one holds more weight for search density.



# What people search for

## Searches related to what is low vision

what is low vision **disability**

low vision **causes**

low vision **treatments**

low vision **symptoms**

**types of** low vision

low vision **meaning**

low vision **certificate**

**can** low vision **be corrected**

## Searches related to macular degeneration

macular degeneration **symptoms**

macular degeneration **treatment**

macular degeneration **causes**

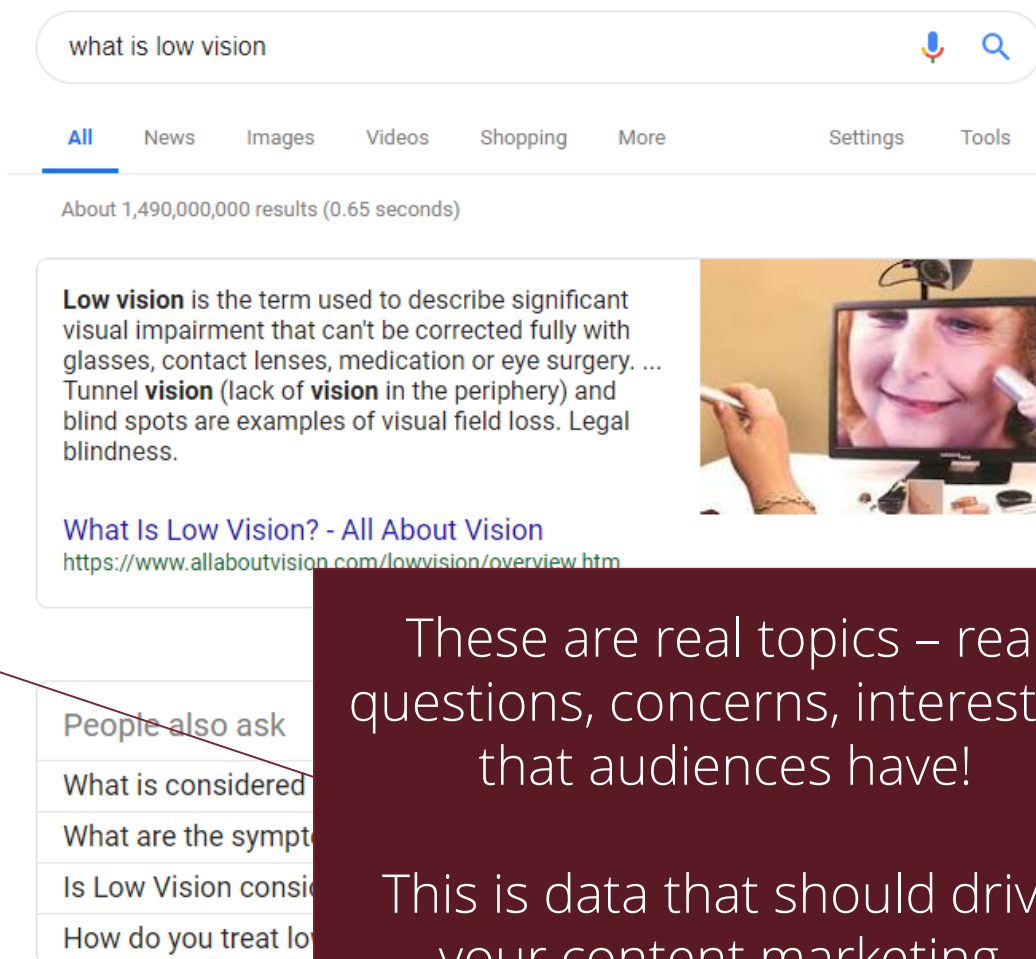
macular degeneration **test**

macular degeneration **prevention**

macular degeneration **dry**

macular degeneration **surgery**

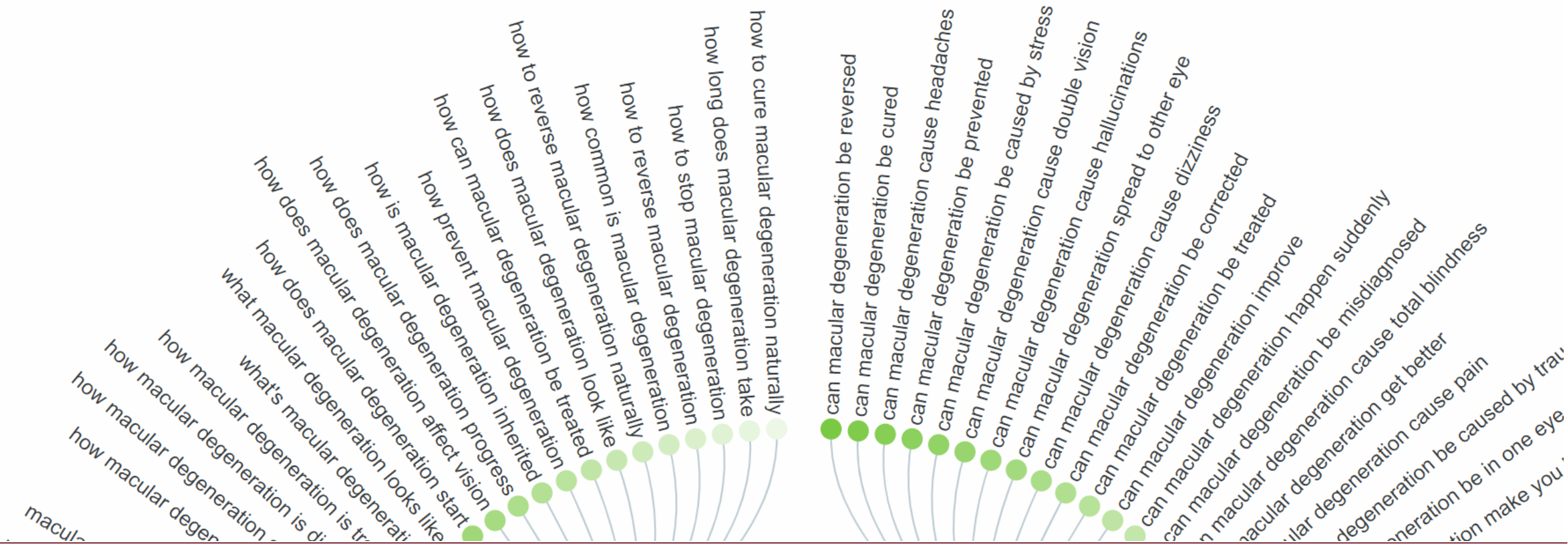
macular degeneration **wiki**



These are real topics – real questions, concerns, interests – that audiences have!

This is data that should drive your content marketing.

# Other questions people ask



# Low vision content marketing ideas

- **Infographic:** Top 10 Foods to Help Curb Low Vision
- **Video Doctor Q & A:** Common Age-induced Vision Conditions (and How to Prevent Them)
- **Patient Story:** How [BRAND] Helped Me Reclaim My Vision
- **Blog Article:** 5 Common Causes of Macular Degeneration and How to Reduce Your Risk
- **Dear Doctor (Advice):** How Do I Know if My Vision is Healthy?

Partners can build on keyword and trend research to help your team create leading ideas that build bridges between your brand and with your patients and consumers.

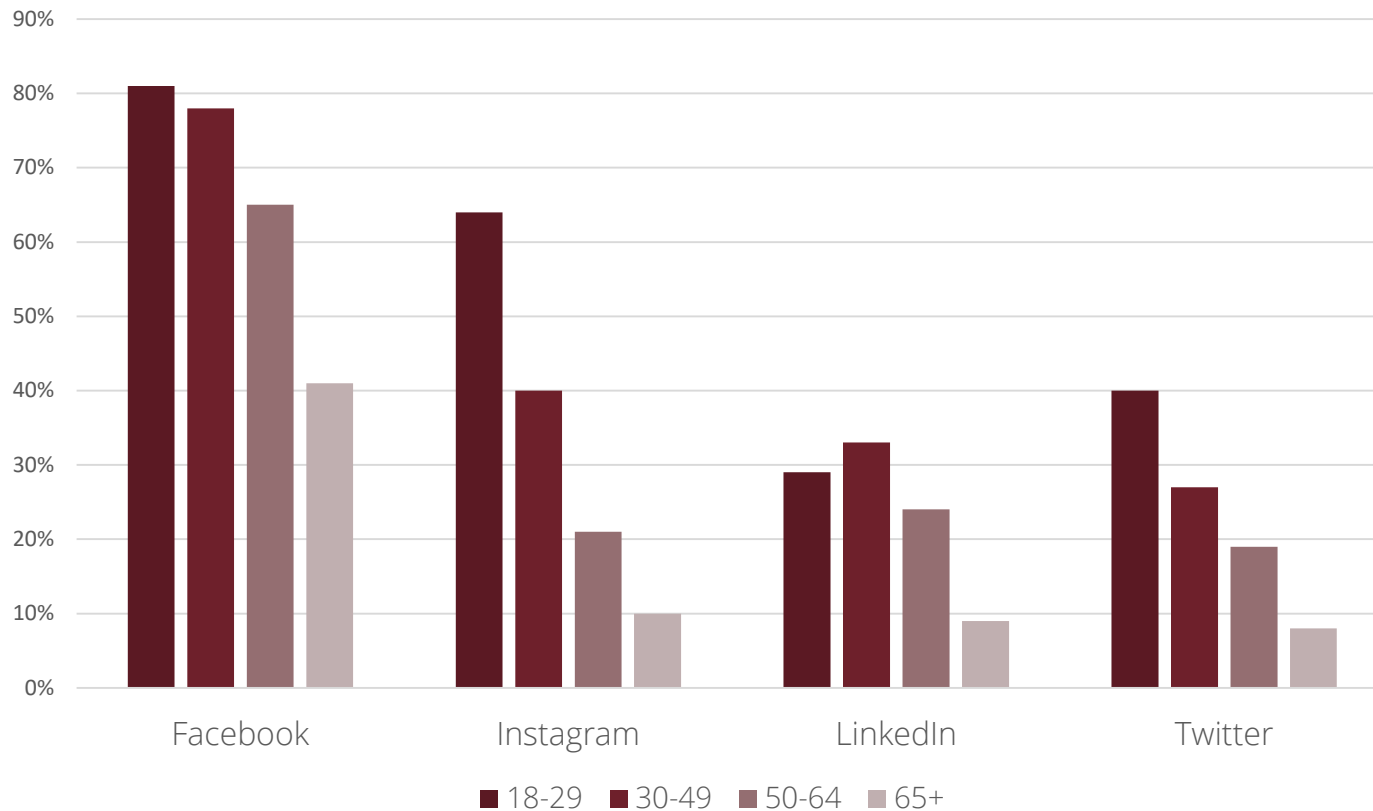
## Tip 3: Share That Content **Everywhere**

*"The miracle is this: The more we share the more we have." - Leonard Nimoy*



1 out of every 3  
minutes  
users spend online  
is on social media

# Social media & generations



*Facebook continues to lead all age groups, but younger generations are easily adapted to Instagram, too.*

*Knowing your target personas and where they're spending social time will influence where you share your content.*

Over  
**75%**

Look! A meme!



of healthcare marketers leverage Facebook, YouTube, Twitter, LinkedIn, and Instagram for their organizations

# 5 tips for social media posting

1. Always, if possible, include a link that goes somewhere – ideally to your organization's website
2. To seek engagement, pose a question or post a poll
3. Use hashtags appropriately – aim for no more than 3
4. Find a strategy for posting content marketing assets to your social channels on the day of publication
5. Include images on all your posts to boost engagement

# Use images—everywhere!

## 35%

boost on Twitter using tweets with images.

## 39%

more interaction on Facebook by including visuals.

## 80%

more inclination to read an e-newsletter.

Source: [Mercy Cedar Rapids Facebook](#)



# Jump on the #bandwagon!



**Cleveland Clinic** @ClevelandClinic · 14m

Any way you like it, peanut butter is a fantastic, nutrient-rich food!

#NationalPeanutButterDay



## 4 Tips for All You Peanut Butter Lovers (Infographic)

Are you buying the right or the wrong kind?

[health.clevelandclinic.org](http://health.clevelandclinic.org)



## 4 TIPS FOR CHOOSING THE BEST PEANUT BUTTER

### Say no to BAD FATS

Avoid peanut butters with any hydrogenated oils because they contain trans fat. Found in many processed foods, trans fat will soon be banned by the FDA due to health risks.

### Steer clear of SUGAR

Food producers add sugar to make peanut butter taste better, so look for **3 grams of sugar max or no sugar at all**. Hidden sugars have helped fuel our obesity epidemic.

### Keep it SIMPLE

Peanut butter made from ground peanuts is your best option. It has no added sugar and no bad fats. If oil separates from the peanuts and settles on top of the jar, just stir it back in.

### Count those SCOOPS

Love to eat peanut butter from the jar? Trouble is, it's too easy to overeat. Peanut butter is calorically dense (**2 Tbsp = 190 calories**) so be wise. Monitor portion size.



 **Cleveland Clinic**

[health.clevelandclinic.org](http://health.clevelandclinic.org)

© 2016 Cleveland Clinic

Source: [ndb.nal.usda.gov](http://ndb.nal.usda.gov)

# #Hashtags in healthcare – dos and don'ts

- Don't use punctuation
- Use no more than 3 per post to avoid appearing “spammy”
- Capitalize separate words for accessibility and screen readers
- Brand your hashtags with your brand’s name or abbreviation, if possible

Conditions	Catchphrases	Branding	Awareness
#Diabetes	#HealthyHeart	#TopHospital	#DiabetesAwareness
#ChildhoodCancer	#FitnessJourney	#BestCare	#AutismAwareness
#Epilepsy	#MotivationMonday	#SupportingLives	#GoRedForWomen
#ALS	#HealthyEating	#YourHealthPartner	#WearPink
#Alzheimers	#EatingClean	#CountOn[NAME]	#NationalSafetyMonth

# Share it everywhere!

Avera Balance uses timely, seasonal articles, too, relying on internal resources to build great, Avera-branded content.

They share it across all of the Avera Health social channels, including Twitter and Facebook, where they also use appropriate hashtags.



**Avera Health** @AveraHealth · Jan 29

Chilblains, frostnip, #frostbite, and #hypothermia are some of the cold injuries associated with winter weather. Dr. Brent Griffin and Dr. Jared Friedman explain what these and other cold injuries are and how you can avoid them.



**Winter Is Here: Know the Threats of Cold Weather**

As nip in the air goes from crisp to downright mean, it's always smart to review the threats posed by low temperatures and all that comes with winter.

[avera.org](http://avera.org)



**Avera Health**

January 29 at 10:31 AM · 🌐

Chilblains, frostnip, frostbite, and hypothermia are some of the cold injuries associated with winter weather. Dr. Brent Griffin with Avera Medical Group Marshall and Dr. Jared Friedman with Avera Medical Group Emergency Medicine Sioux Falls explain what these and other cold injuries are and how you can avoid them.



[AVERA.ORG](http://AVERA.ORG)

**Winter Is Here: Know the Threats of Cold Weather**

As nip in the air goes from crisp to downright mean, it's always smart t...

Partners can post to social media or create email marketing campaigns on your brand's behalf, all while measuring metrics.



Tip 4: Test, Measure, Test, Measure...

*The beat goes on.*



# 81%

of healthcare organizations judge the success of their content marketing on website traffic.



“Audiences speak with their **time.**”

– Tom Gierasimczuk, content expert  
@gierasimuczuk

# What are SMART goals?

- **S**pecific – specific area for improvement
- **M**easurable – quantifier and indicator of progress
- **A**ttainable – realistic and in-reach
- **R**elevant – ties to overarching goals
- **T**imely – when results can be achieved

# Example of a SMART goal

Our goal is to **increase primary care appointment requests by 10% for the next quarter**. We'll monitor this success by tracking the **use of the "schedule an appointment" call to action** on our relevant blog posts.

We'll track this by **applying Google Tag Manger to the CTA and reviewing events** in Google Analytics for the **appointment request form completion rates**.

# Other measurement tactics

- Social media engagement
- Website engagement and interaction
- In-person engagement and feedback



# Social media engagement

- Likes
- Comments
- Shares
- Direct messages
- Website clicks
- Social listening



Mayo Clinic @MayoClinic · 2h

#MayoClinicMinute: #Mindfulness is a buzzword these days. But what does it really mean? Dr. Richa Sood says practicing mindfulness may help lower your stress level and make you happier. [mayoclinic.org/2DXe8oR](https://mayoclinic.org/2DXe8oR)



29 48



Mayo Clinic @MayoClinic · 17h

#MayoMindfulness: #Stress is hard on your #heart. But all you need is a few minutes a day to relax into healthier blood pressure and lower cardiac risk. Find out how. [mayoclinic.org/2GsCR6f](https://mayoclinic.org/2GsCR6f)



20 46


# Website interactions

- Event and calendar registration
- E-newsletter registration or subscriptions
- Call-to-action clicks
- Behavior metrics and user flow
- Video and asset views

The Cancer Support Group at Cone Health Cancer Center at Annie Penn Hospital in Reidsville is another option along with the [Community Cancer Survivorship Series](#) at Cone Health Cancer Center at Alamance Regional Medical Center. To learn more about support groups and classes offered in your community, visit [conehealth.com/classes](https://conehealth.com/classes).

## Stay in the Know

Want health tips delivered directly to your inbox? Get the latest tips + insights from our experts. Sign up for our eNews options.

 Sign Up Now

Subscribe  
to our wellness  
e-newsletter

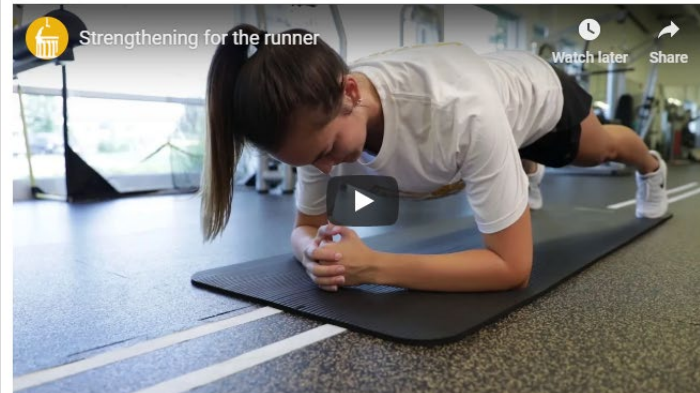


# In-person engagements

- Clinic walk-in appointments
- On the phone appointment scheduling
- Online appointment scheduling
- Wellness or fitness class visitors
- Direct patient feedback

## Strength workout for runners

When you run, you're asking the muscles in your legs to support two to three times your body weight with every step. Strength exercises build those muscles so that you can run longer and stronger and avoid injuries.



[Request an Appointment](#)

### Locations & Contact



#### Sports Medicine

2701 Prairie Meadow Drive  
Iowa City, IA 52242

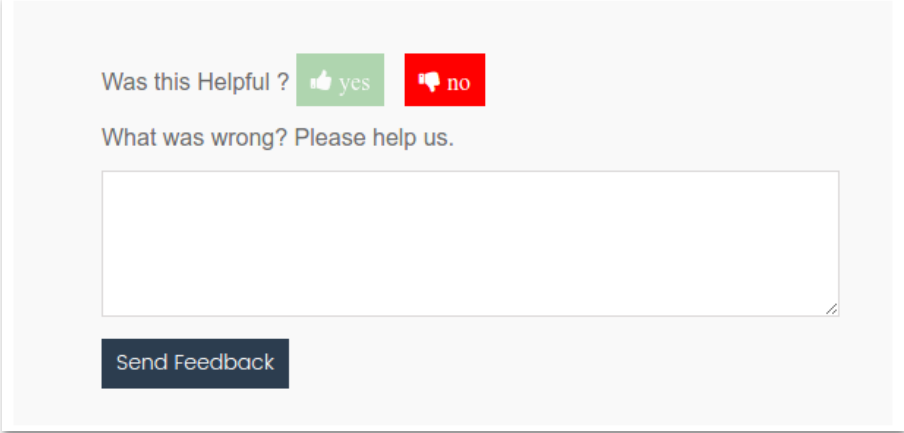
#### Sports Medicine Clinic

- **UI Sports Medicine**  
Level 1  
1-319-384-7070

# Other tools to measure success

Success isn't just numbers. It's also user experience. These tools can help you better understand what's valuable to your audience.

- Heat mapping and click tracking
- Focus groups
- Online surveys
- Feedback buttons on articles
- Article or asset comments

A feedback form interface with a light gray background. At the top, it asks "Was this Helpful?" with two buttons: a green "yes" button with a thumbs-up icon and a red "no" button with a thumbs-down icon. Below this, it asks "What was wrong? Please help us." with a large, empty text input box. At the bottom, there is a dark blue button labeled "Send Feedback".

Was this Helpful ?

What was wrong? Please help us.



**Be transparent with your teams**  
by creating regular  
touchpoints and reports with  
data about your goals.

Partners can establish metrics, tracking, and measurement formats that give your team the tools to continue building exceptional content marketing experiences.



## Tip 5: Build Governance & Workflows

*“Building the foundation is half the battle.” – architects of Rome, probably.*

# Content marketing governance

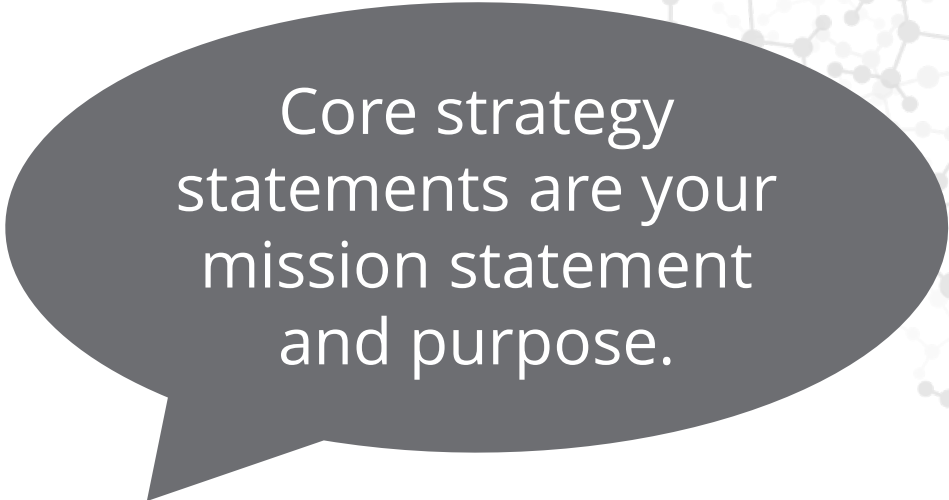
- Core strategy statements
- Voice, tone, and style guide
- Editorial calendars
- Team roles, responsibilities, and workflows
- Goal setting and measurement

Digital governance is a framework for establishing accountability, roles, and decision-making authority for an organization's digital presence... [by addressing] three topics: **strategy, policy, and standards.**

— Lisa Welchman, author, *Managing Chaos*

# Core strategy statements

- Identifies goals of the content
- Provides gatekeeping for the content
- Informs intent and value to the end user



Core strategy statements are your mission statement and purpose.


## Core Strategy Statement Mad Lib

\_\_\_\_\_ exists to help accomplish the goals of \_\_\_\_\_ and \_\_\_\_\_. To do that, we will provide \_\_\_\_\_ and \_\_\_\_\_ content that makes [our audiences] feel/accomplish/take action so they can \_\_\_\_\_ or \_\_\_\_\_.

# Voice, tone, and style



Mailchimp Content Style Guide

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**[Writing About People](#)**

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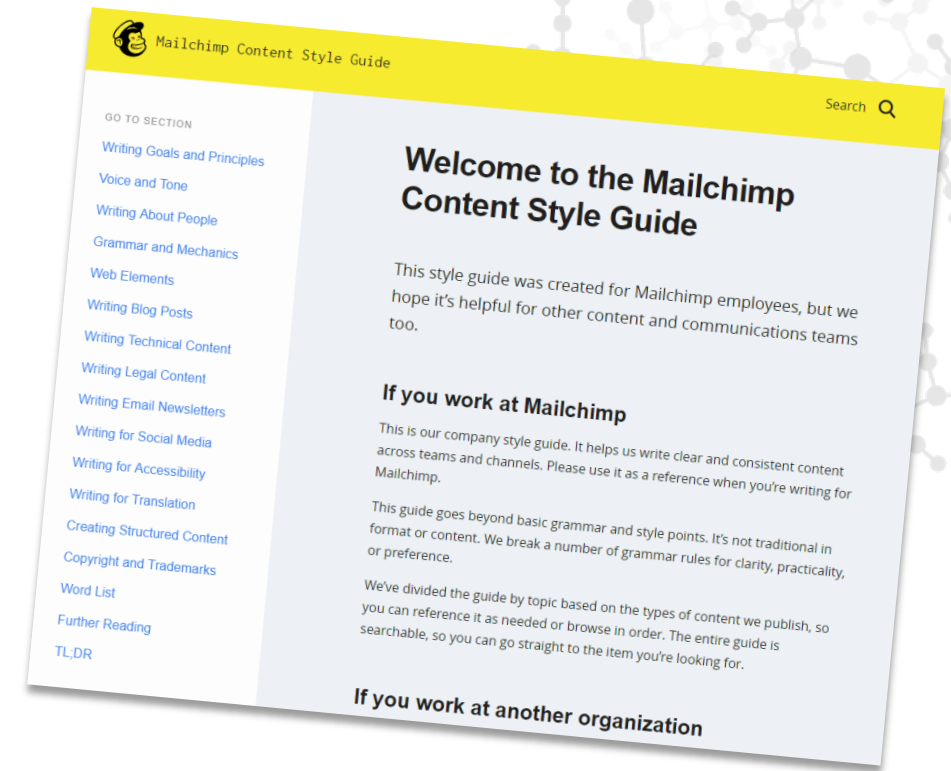
[Writing Technical Content](#)

## Writing About People

We write the same way we build apps: with a person-first perspective. Whether you're writing for an internal or external audience, it's important to write for and about other people in a way that's compassionate, inclusive, and respectful. Being aware of the impact of your language will help make Mailchimp a better place to work and a better steward of our values in the world. In this section we'll lay out some guidelines for writing about people with compassion, and share some resources for further learning.

# Voice, tone, and style

- How do you want to sound? Examples:
  - Casual, but not lazy
  - Educational, but not stale
  - Talk to “you,” and not “patients”
- What word choice, style, or brand rules should content creators follow?
- Document good and bad examples for learning and mentoring (e.g. *this*, not this)
- Share your voice, tone, and style guide with everyone



# Build a baseline editorial calendar

- Anticipated publish/need date
- Author/owner
- Title of the content
- Brief summary of the content and format
- Resources or needed stakeholders
- Intended call-to-action
- Social channel sharing



Read more: [geonetric.com/ed-cal](https://geonetric.com/ed-cal)

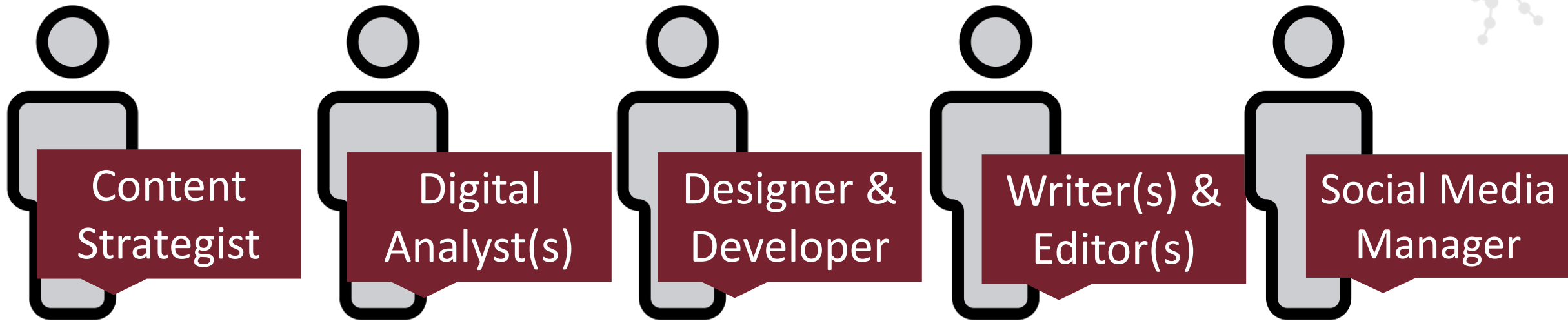
# Editorial calendar tips

- Build editorial calendars 3-6 months in advance
  - Give yourself space to pivot as needs shift
- Five Ws: Who, What, When, Where, and Why
  - Where will content be published and shared?
  - When will it publish?
  - Who's responsible for seeing it to the finish line?
- Tools like Excel, Google Sheets, Trello and Jira can be helpful for building sharable editorial calendars



# The ideal content marketing team

Ideally, 5-10 people of various roles, including...



# Identifying your team

Not sure who to start with? Just ask!

- Who's most interested in taking part in content marketing?
- Who has an appropriate amount of bandwidth?
- What special skills exist within the team that are untapped?  
What skills are we lacking?
- How often do we think we can publish in the beginning?
- Who, outside of your team, can be a resource?

# Who is responsible for...

- calling meetings and approving the editorial calendar?
- writing, creating, and/or editing content?
- placing content in the CMS?
- sharing the content on social media?
- tracking metrics, engagement, and SMART goals?

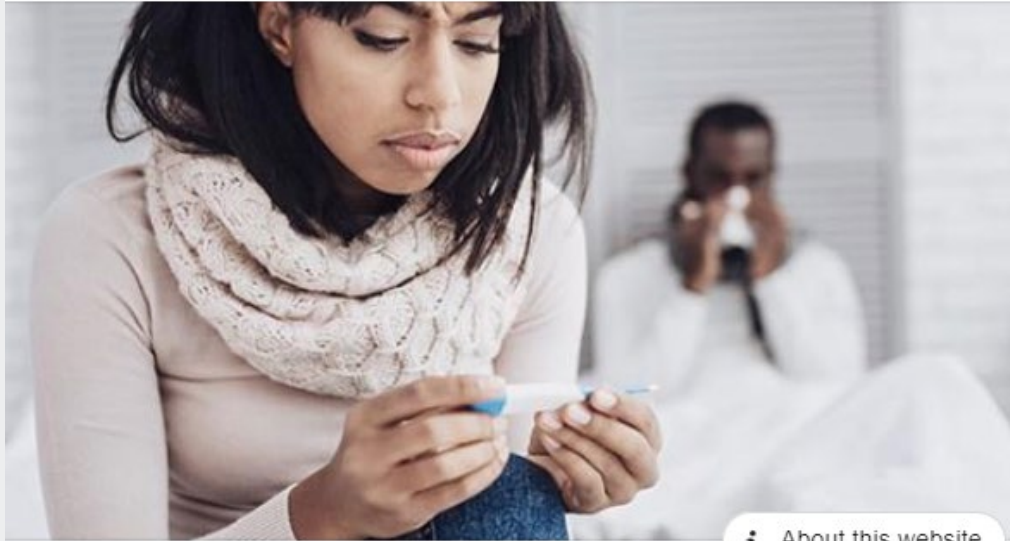




Cone Health

January 22 at 7:15 PM · 🌐

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## About the Author



[Thomas Thekkekandam, MD](#) practices practices family medicine and sports medicine at [Cone Health Primary Care & Sports Medicine at MedCenter Kernersville](#)

Bring your doctors into your brand storytelling. The blogs they author can also appear as related media on their provider profiles!

# Test your experiment *(yes, this can be an experiment!)*

- Experiment with your workflows, roles, and editorial calendar
- Keep your experiments to a timetable and check-in when it's over: What went well, what's not working, etc.
- Changes to process and workflow should be shared across the whole team and agreed upon



Partners can work with your stakeholders and team to create workflows, calendars, style guides, and core strategy statements to protect your content marketing hub, while also measuring success!

## 5 Tips to Content Marketing

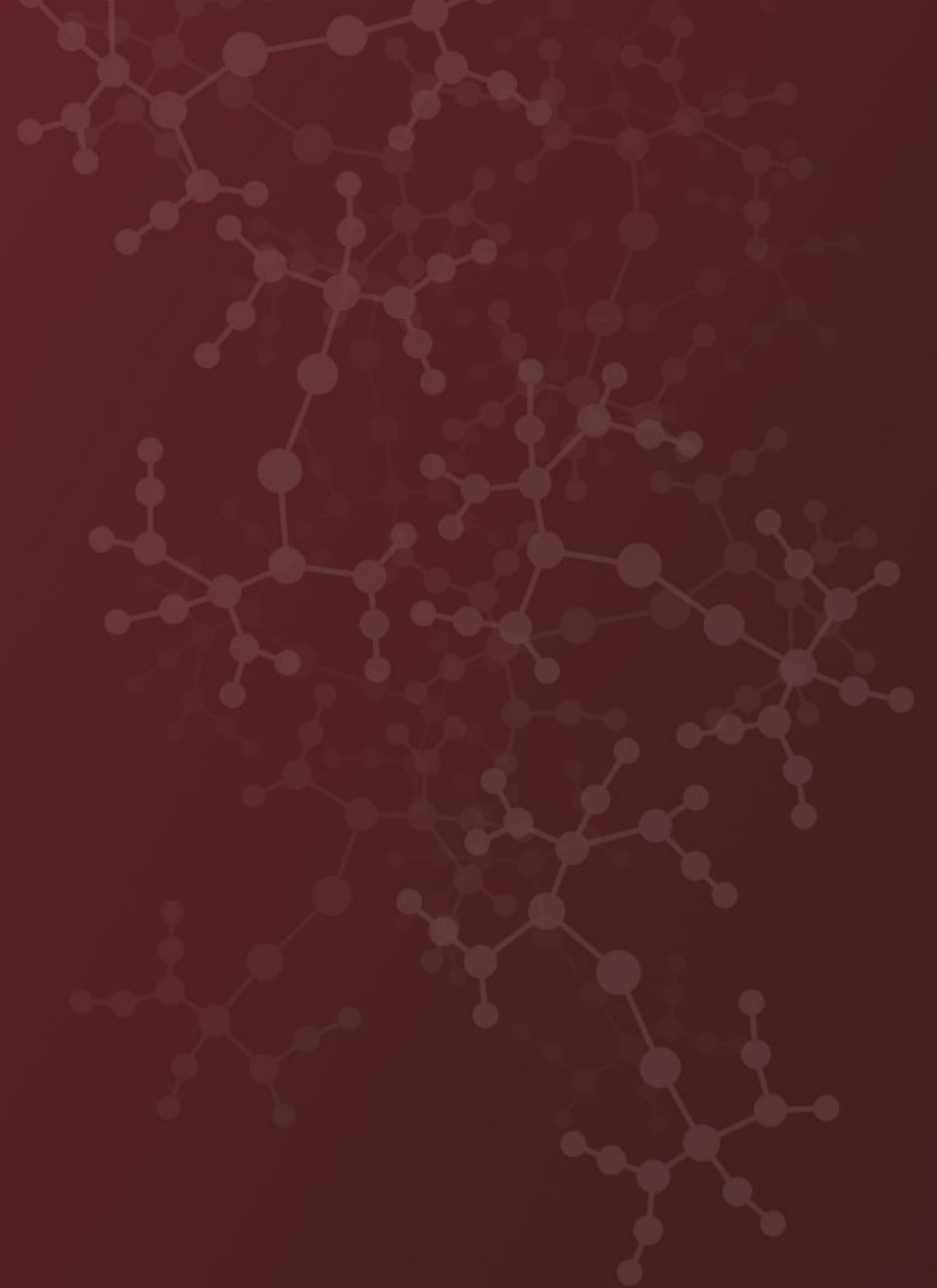
1. Know your audience, and what they're searching for
2. Generate top-notch ideas with team brainstorming, keyword research, and trending data
3. Share content strategically across social channels
4. Set SMART goals and keep an eye on metrics
5. Establish governance, workflows, and style

And when you're stuck, or not sure how to get the ball rolling, ask for help from partners.

Partners exist to help you, your team, and your brand row forward.

# Questions

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# Thank you

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