

Strategies for Patient-Centered Content Marketing



Content marketing in healthcare



What is content marketing?

all the information I
use and create on my
website, social, and
online

usable, engaging
content to help
build our brand

original material
about your services
via several channels
to move clients
through the funnel

content that connects
our digital properties
with people that need
our service

creating and disseminating
unique information grounded in
business objectives that is
relevant, useful and engaging

strategically
telling your
story



Content marketing is a *strategic marketing approach* focused on creating and distributing *valuable, relevant, and consistent content* to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

Content Marketing Institute



A type of marketing that involves the creation and sharing of *online material* (such as videos, blogs, and social media posts) *that does not explicitly promote a brand but is intended to stimulate interest in its products or services.*

Lexico.com



Content marketing is a strategic marketing approach focused on creating and sharing valuable, relevant, and consistent digital content that doesn't explicitly promote a brand, but is intended to stimulate the interest of a clearly defined audience in its products or services.

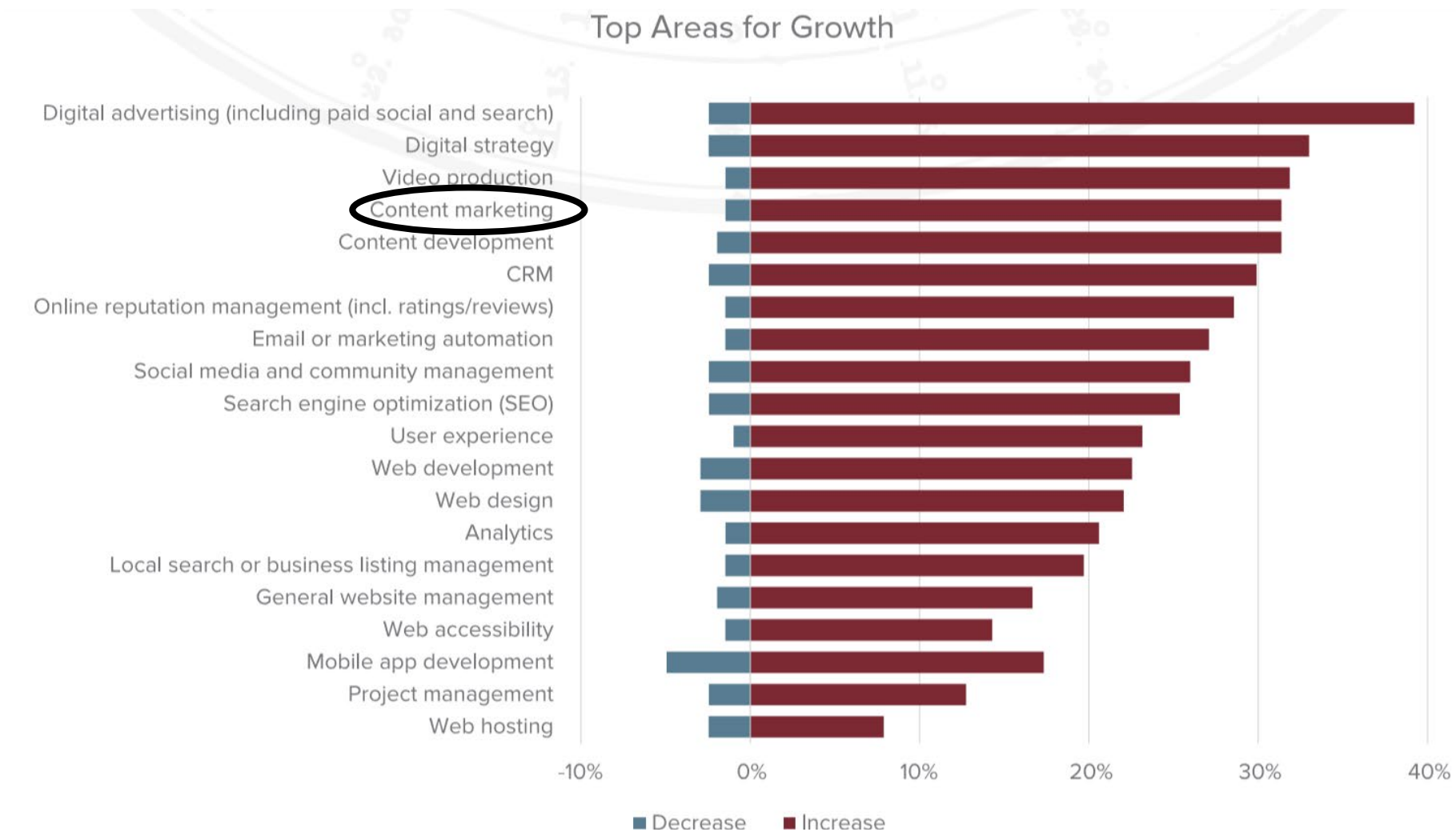


83%

of healthcare organizations are engaging
in content marketing

Source: MarketingProfs "The State of Healthcare Marketing" – April 2018

Content marketing is growing



Source: 2019 Healthcare Digital Marketing Trends Survey, Geonetric



Content marketing addresses two key challenges for healthcare marketers:

Nurturing health consumers through long, slow journeys.

Building awareness and preference ahead of quick decisions.



36%

of healthcare organizations say their
content marketing efforts are “very effective”

Source: MarketingProfs “The State of Healthcare Marketing” – April 2018



One-third

of healthcare organizations have a
documented content marketing strategy

Source: MarketingProfs "The State of Healthcare Marketing" – April 2018



Content marketing strategy

- Fits into your organization's overarching content strategy
- Focuses on:
 - **Why** you're creating content
 - **How** you'll measure results
 - **Who** you're trying to reach
 - **What** you can do to provide unique value
 - **How** you're going to plan and carry out your work
 - **Where** you're sharing and promoting your content



There is always a step small enough from where we are to get us to where we want to be. If we take that small step, there's always another we can take, and eventually a goal thought to be too far to reach becomes achievable.

— Ellen Langer, social psychologist



Healthcare content marketing maturity

| | Fledgling | Intermediate | Advanced |
|--------------------------------|--|---|--|
| Strategy | No documented strategy | Incomplete, or siloed from organizational goals and/or content strategy | Comprehensive, documented strategy informed by content strategy and organizational goals |
| Audience research and insights | Hasn't devoted time to defining and researching specific audiences | Defined audiences, but has little data or doesn't use it consistently | Invests in and applies audience research, such as personas, journey maps, and keyword data |
| Planning and workflow | Lack of dedicated resources or documented processes to produce, deliver, and report on content | Resources and processes exist, but team struggles with ambiguity, consistency or alignment with goals | Skilled, dedicated team that follows a consistent process to produce, deliver, and report on content |
| Content | Content doesn't align with audiences and goals, isn't optimized for search | Uses multiple formats, but inconsistent quality and SEO efforts | Uses multiple formats; aligns with audiences and goals; optimized for search; high-quality |
| Technology | Content is siloed; no investment in CRM or marketing automation | Content is cross-promoted; some use of CRM and/or marketing automation | Content is integrated; uses CRM and marketing automation to effectively target audiences |
| Publication and distribution | Promotion is minimal, inconsistent, and/or not targeted | Uses at least one distribution channel regularly, but promotion is inconsistent or not targeted | Uses multiple distribution channels effectively; targets efforts by audience segments |
| Analysis and optimization | No documented KPIs or measurement plan | Unclear connection between goals and KPIs; not tracking KPIs consistently or acting on data | Established funnels aligned with audiences and KPIs; reviews data and adjusts approach to improve |



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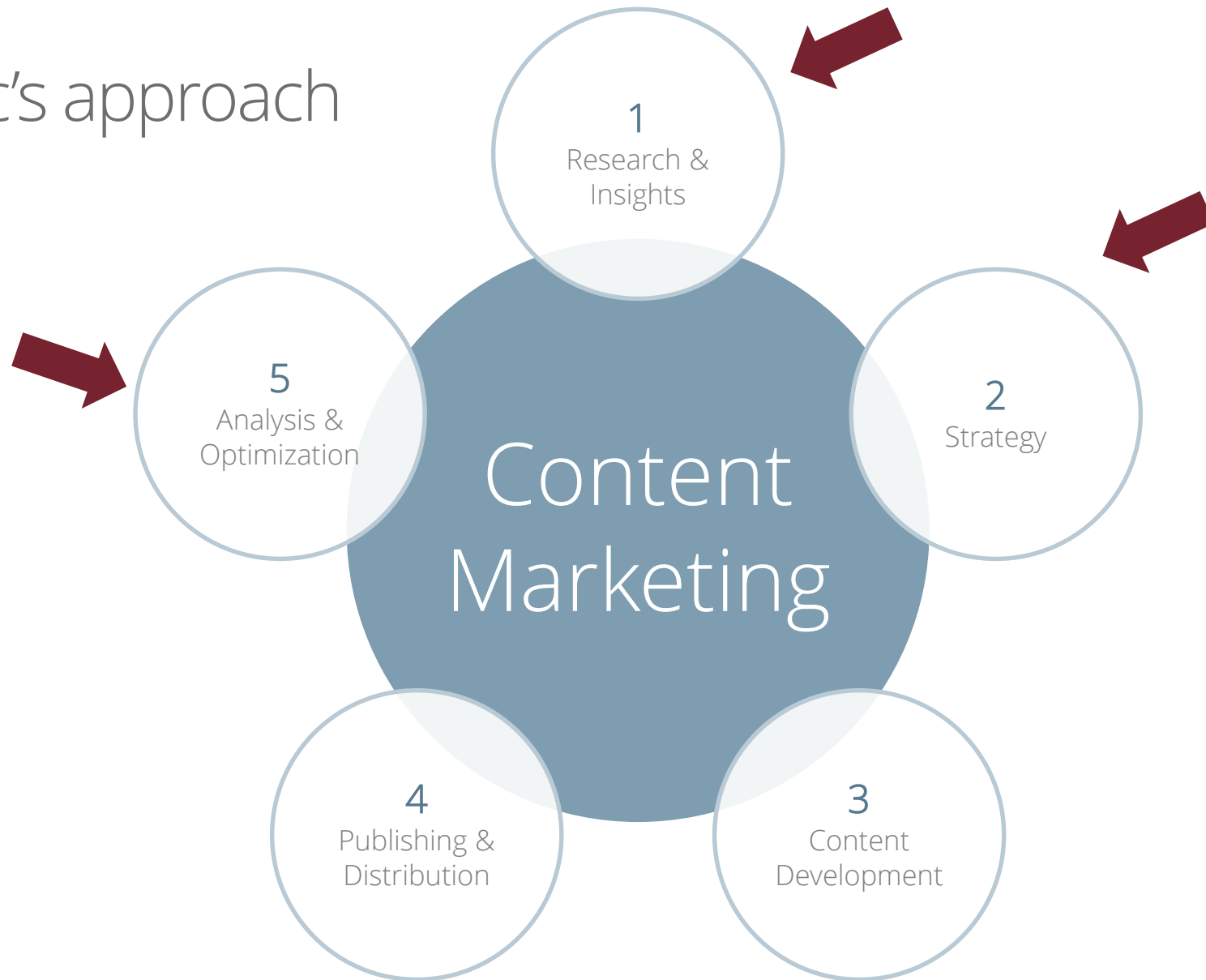
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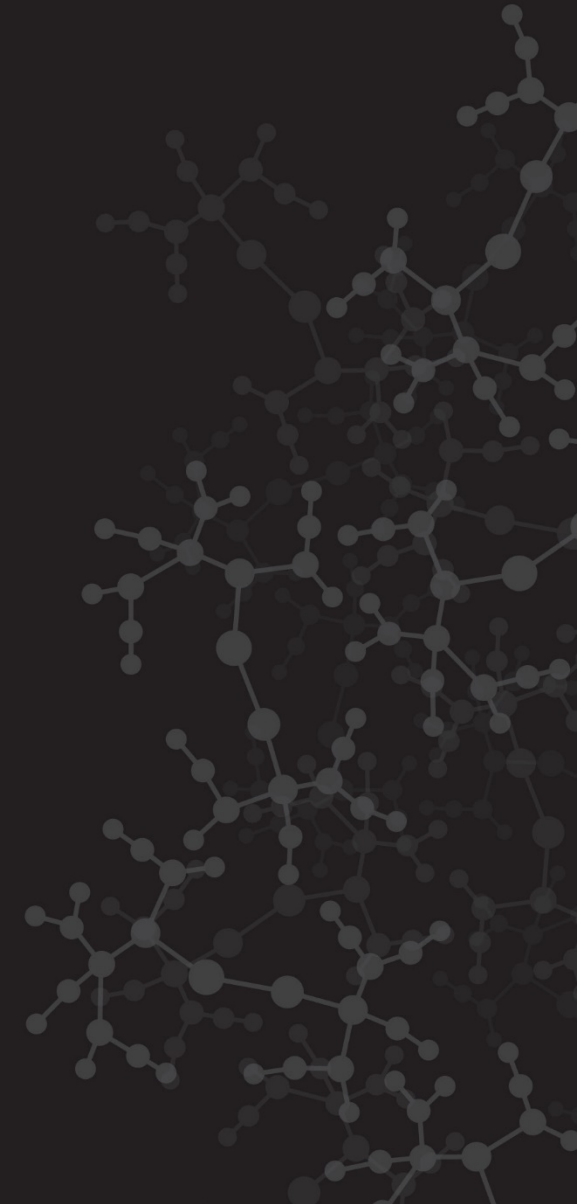
Geonetric's approach





Understanding your audience

Personas and journey mapping





A content marketing strategy *has to start with your customers and potential customers*. You have to understand what their day-to-day work is like and how you can be relevant to them every day. Think about how you can help solve their problems, and become their go-to resource.

— Amanda Todorovich, director of content marketing at Cleveland Clinic



Knowing your audience

- What daily activities are important to them?
- What do they value?
- What are their goals?
- What problems, concerns, obstacles, or uncertainties do they face?
- What do they go for information? What formats do they prefer?
- What is their level of health literacy?
- What type of health insurance do they have?

Personas









A persona is a representation of your ideal customer based on market research and real data about your existing customers.

HubSpot



Enter personas

| | | |
|---|--|---|
|  | Job Meeting and event planner | Goals or Objectives Wants to keep herself and her family healthy |
| Name Millennial Megan | Family Status Married with 1 child | Interests Reading, running, spending time with family |
| Age 30 years old | Health Insurance High-deductable health plan | Technology habits Shops online. Enjoys YouTube videos. Prefers email and text messaging over phone calls. |
| Social Networks      | Health literacy Unfamiliar with medical terms; has little experience navigating the healthcare system. | Challenges On a tight budget. Has little free time. |



Using personas in your content marketing strategy

When you understand...







- What daily activities are important to them?
- What do they value?
- What are their goals?
- What problems, concerns, obstacles, or uncertainties do they face?
- What do they go for information? What formats do they prefer?
- What is their level of health literacy?

You can...

- Create a connection and grow it over time
- Help them achieve their goals
- Address concerns and clear up uncertainties
- Help solve problems and remove obstacles
- Provide understandable information in the place and format they prefer







Enter personas



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up to

70%

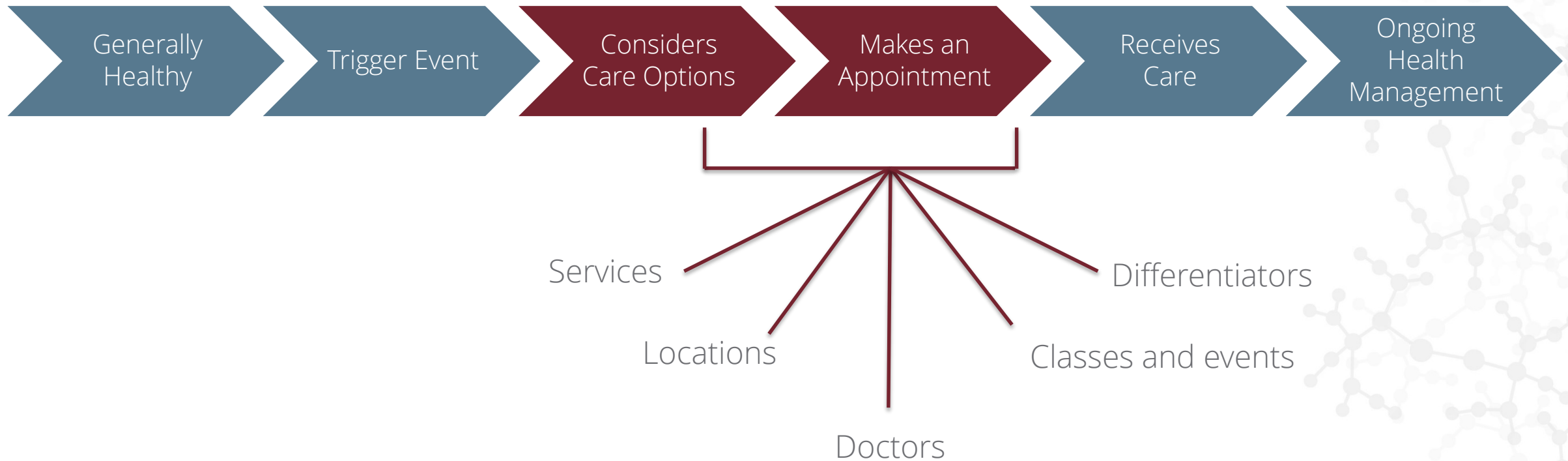
of runners develop overuse injuries each
year

Sports Medicine Australia

geonetric.com



Let's think about the patient journey...



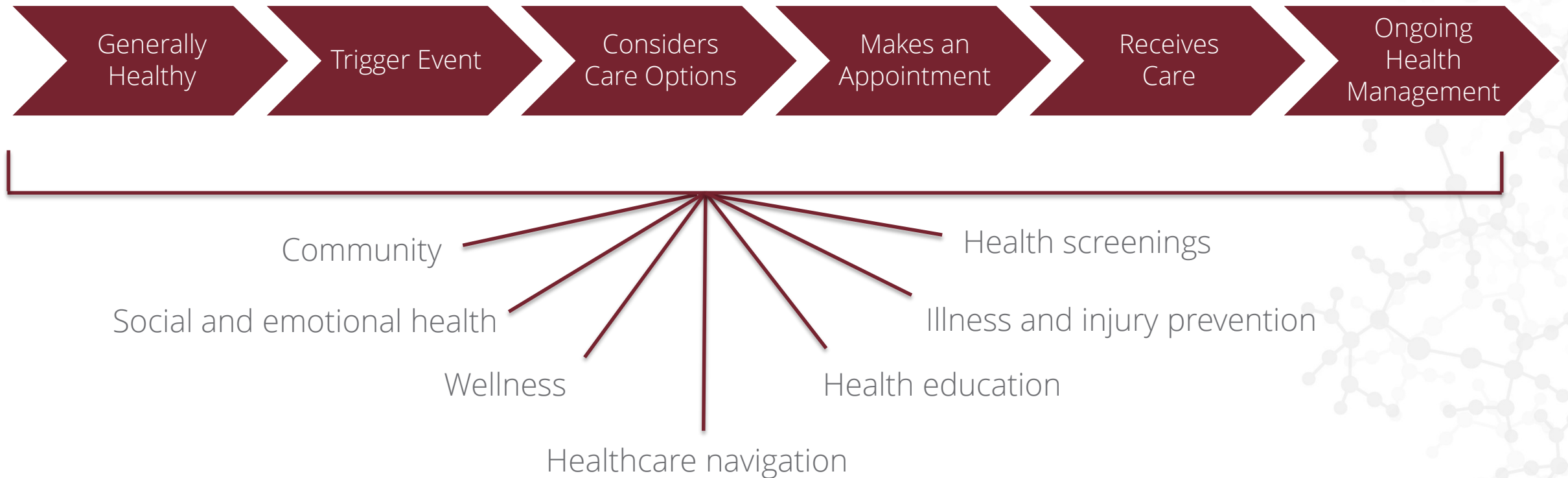
We focus almost completely on the moment of decision.

It falls to marketing
to improve the nurturing process.





Let's think about the patient journey...



Content marketing helps us expand our focus.



Patient journey mapping...



For each stage, consider:

- What does the patient do? Where and how do they interact with your organization?
- What are the patient's top priorities or goals?
- What is the patient's emotional state? What causes them to feel negative emotions like stress, annoyance, anger, confusion, and uncertainty? When are they optimistic, hopeful, or affable?
- How can you connect with patients to help them accomplish their goals and support a positive experience with your organization?



How do we build patient journey maps?

- Information from stakeholders/subject matter experts
- Consumer data, including feedback from patient surveys
- Patient and family interviews
- Healthcare industry research
- Website user behavior data



Example patient journey map for sports medicine

| | Generally Healthy | Trigger Event | Considers Care Options | Makes an Appointment | Receives Care | Ongoing Health Management |
|---------------|---|--|---|---|---|--|
| Actions | <ul style="list-style-type: none">Runs regularlyEats healthfullyKeeps up on fitness news and trends | <ul style="list-style-type: none">Experiences knee painResearches symptoms | <ul style="list-style-type: none">Researches care options | <ul style="list-style-type: none">Chooses a care provider and makes an appointment | <ul style="list-style-type: none">Visits doctor | <ul style="list-style-type: none">Follows doctor's care planRecovers and returns to running |
| Goals | <ul style="list-style-type: none">Improve fitness levelTrain for a race | <ul style="list-style-type: none">Figure out what to do about knee pain | <ul style="list-style-type: none">Determine the need to see a doctor, where to get care | <ul style="list-style-type: none">Get treatment (and get better) as quickly as possible | <ul style="list-style-type: none">Get better as quickly as possible | <ul style="list-style-type: none">Prevent future knee injuries |
| Emotions | <ul style="list-style-type: none">Upbeat, receptive to new health information | <ul style="list-style-type: none">Distressed | <ul style="list-style-type: none">Distressed, worried about need for surgery | <ul style="list-style-type: none">Distressed, wants to see a doctor quickly | <ul style="list-style-type: none">Nervous, hopeful | <ul style="list-style-type: none">Receptive to new health information |
| Opportunities | <ul style="list-style-type: none">Content related to wellness and local running resources | <ul style="list-style-type: none">Content about sports injuries, self-care, and when to see a doctor | <ul style="list-style-type: none">Service line content | <ul style="list-style-type: none">Online appointment scheduling | <ul style="list-style-type: none">Digital wayfinding | <ul style="list-style-type: none">Content related to injury prevention |



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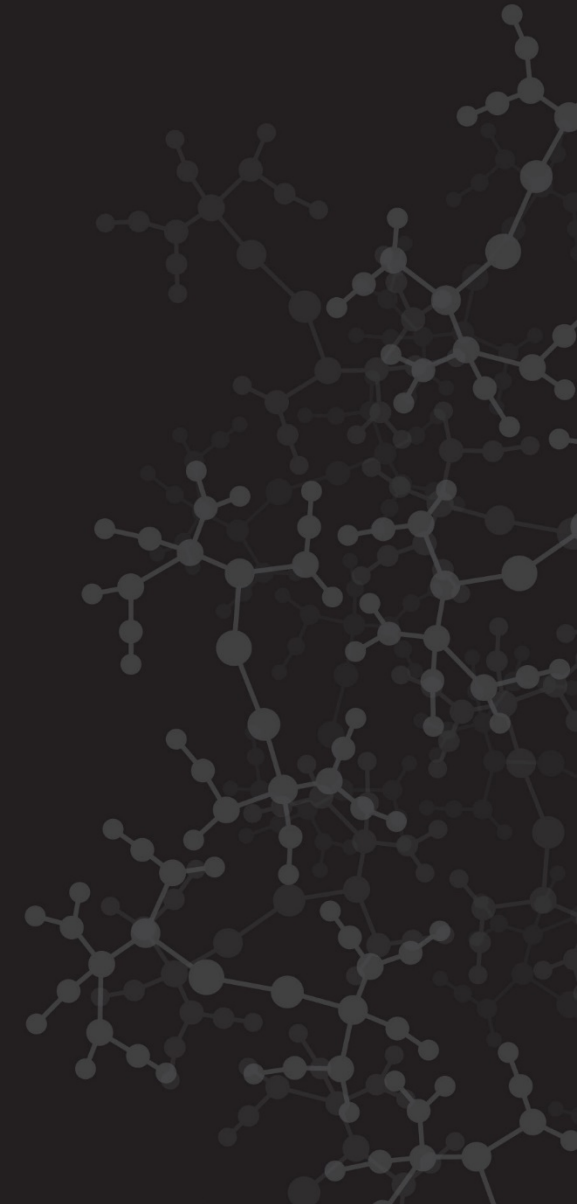


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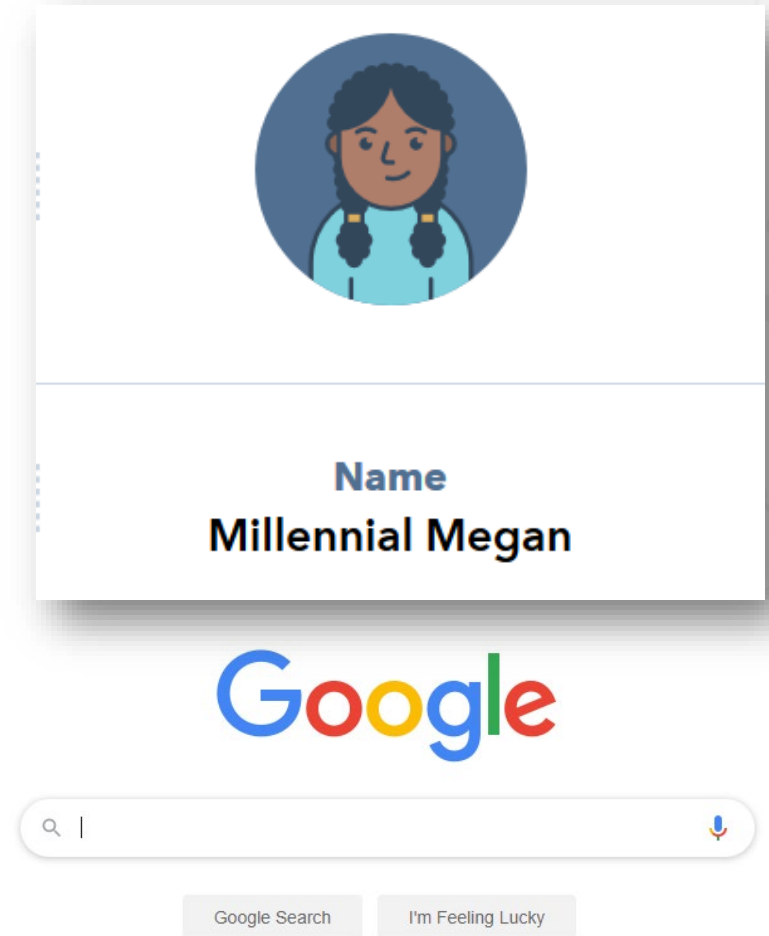
Keyword research for content marketing





Why we search

- Ask (and answer) questions
- Find useful information
- Connect with brands, products, and services they need
- Interact with valuable, unique, and insightful content that helps them do things
- Make a conversion and take a needed step





Google predictive searches = real people



Name
Millennial Megan



- knee pain running
- knee pain running downhill
- knee pain running shoes
- knee pain running uphill
- knee pain running reddit
- knee pain running on treadmill
- knee pain running brace
- knee pain running cold weather
- knee pain running up and down leg
- knee pain running outside

Google Search

I'm Feeling Lucky

Report inappropriate predictions

People also ask

Can I run on runner's knee? ▾

How do you fix runner's knee? ▾

How long does runner's knee take to heal? ▾

What does runner's knee pain feel like? ▾

[Feedback](#)

Videos



Knee Pain When Running? | How To Avoid Runner's Knee

Global Triathlon Network
YouTube · Mar 11, 2019



Runner's Knee Pain | Symptoms, Treatment and Prevention ...

The Run Experience
YouTube · Feb 16, 2018



Prevent Knee Pain

Runner's World · Jun 25, 2013

Searches related to knee pain running

outside knee pain running
knee pain running downhill
inner knee pain running
exercises for sore knees from running

knee pain after running beginner
runner's knee treatment
medial knee pain running
how to prevent knee pain when running

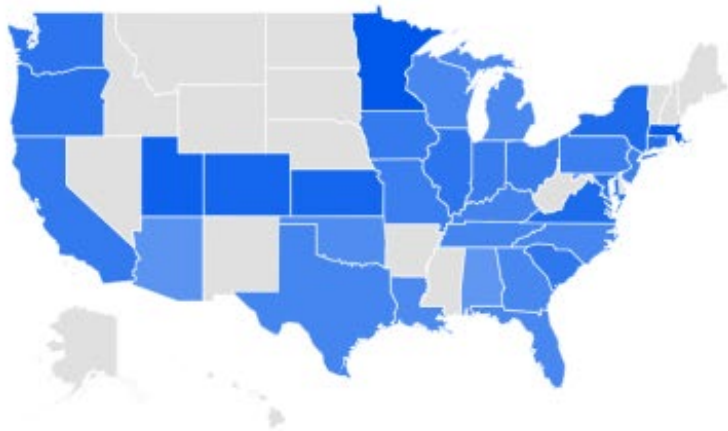
Google Trends – Free & easy!



knee pain running

Interest by subregion ?

Subregion ▼



Related queries ?

Rising ▼



| | | |
|---|------------------------------------|------|
| 1 | outer knee pain running | +80% |
| 2 | knee pain from running | +50% |
| 3 | pain in back of knee after running | +40% |
| 4 | running with knee pain | +40% |
| 5 | back of knee pain running | +40% |



74%

of users type questions into their search engine of choice; 58% use **voice search** for the same intention

AnswerThePublic.com

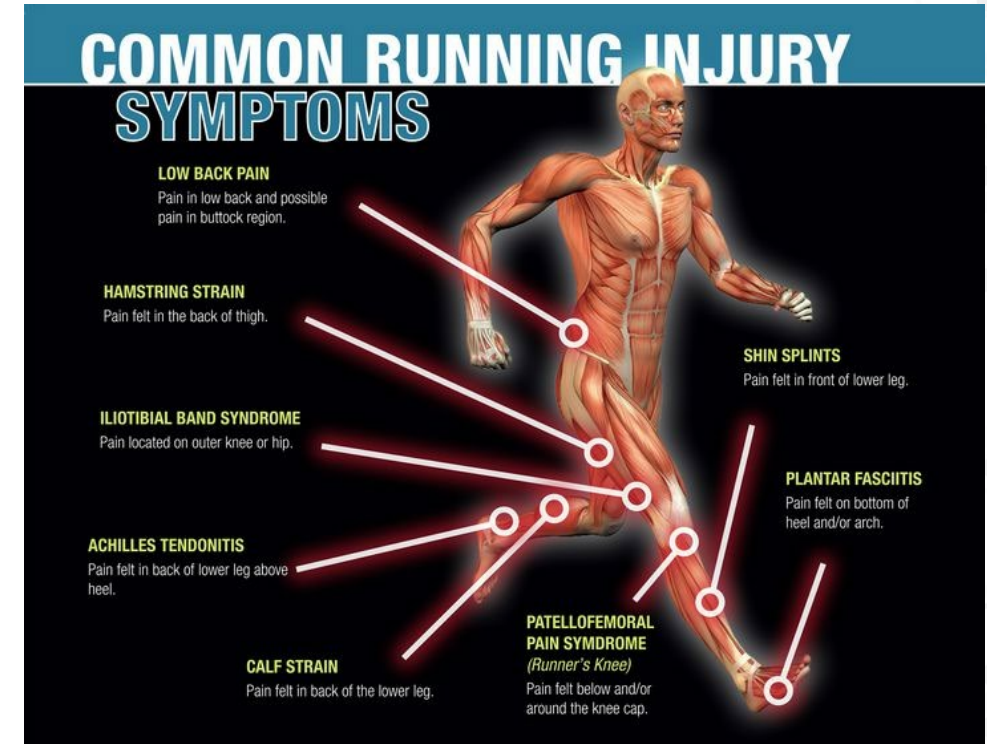
- Which running shoes do I need?
- When running how should I breathe?
- Can running help [body part] pain?
- Does running help me lose weight?
- How does running change the body?
- Which running machine?





From keywords and queries to content marketing ideas

- *Listicle*: 5 Common Pains of Running
- *Ask an Expert*: Why Does My Outer Knee Hurt After Running?
- *Infographic*: Best Leg & Knee Stretches for Runners
- *Video*: Treating Common Knee Pain at Home
- *Article*: Best Walking Trails in Central Iowa



Source: <https://www.tbmlockerroom.com/return-to-running-plan/>

Considerations in keyword research

- **Relevance to topic** – How much does the keyword align with what you're writing about?
- **Search volume or frequency** – How often is this term even being researched?
- **User intent** – Why is the user searching? (e.g. informational vs. commercial vs. actionable)
- **Competition and local results** – Do you have opportunities to rank locally? Who's outranking you today?
- **Difficulty of ranking** – How easy is your keyword going to be to "win"?

Tools for keyword research:

- *Google Trends and related searches*
- *Google's Keyword Planner*
- *AnswerThePublic.com*
- *Moz's Keyword Explorer*
- *KWFinder.com*



Keyword research's additional benefits

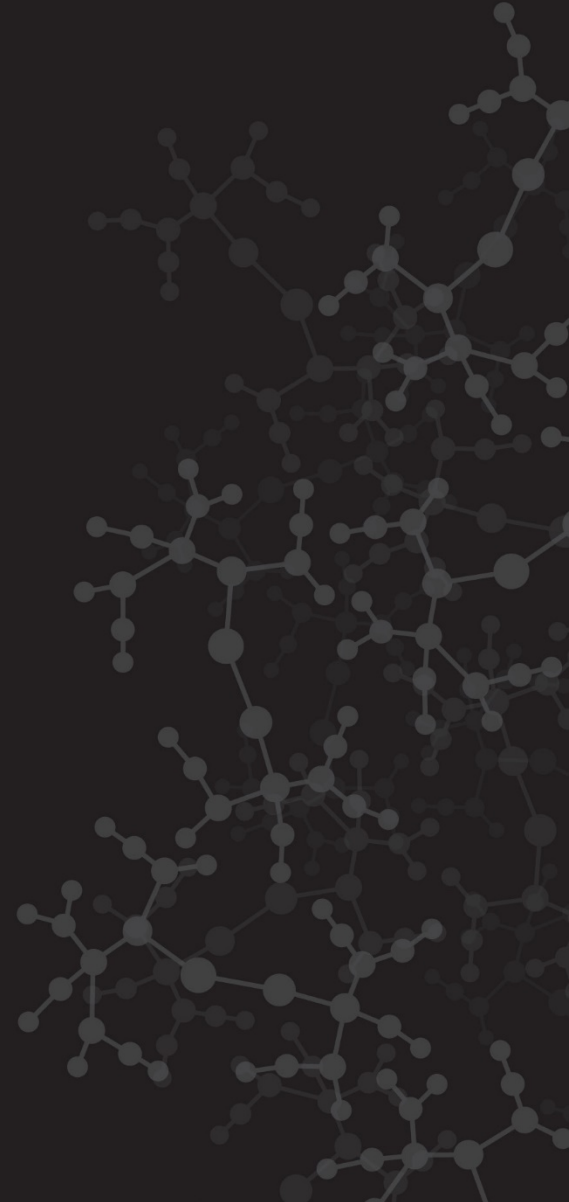
- Focus on language used by real people, not doctors
 - Fight for plain language!
- Creation and governance of foundational website content
- Evaluate value of story ideas
 - If it's not trending in our area, should we create it?
- Idea generation for content planning

Want to learn more about how to do valuable keyword research and improve your UX? Check out Geometric's SEO resources at

geometric.com/seo



Building useful editorial calendars





55%

of marketers outsource content marketing activities in some capacity

Source: [Content Marketing Institute - B2C Content Marketing 2020: Benchmarks, Budgets, and Trends](#)



Editorial calendars are part of digital governance

- Who owns the piece of content?
- What resources are needed?
- When will it publish?
- What status is the content in?
- Where will it be published and shared?
- How are we measuring success?

An editorial calendar is a schedule of content to be produced and delivered through different channels, including your blog, social media channels, email newsletters, etc. over a specified timeline.





MVP editorial calendar

| Intended Publish Date | Status | Owner | Title | Format + Summary | Resource(s) | CTA | Promotion |
|-----------------------|---------|-------|--|---|---|-------------------------|---|
| 3/1 | Editing | JSD | Colorectal Cancer Awareness Month: What You Should Know About Screening for Cancer | Blog - Interview with cancer doctors about the dangers of colon cancer and the best tips for screening – what age, when, etc. | Dr. Johnson, oncology Lisa Jones, nutrition | Schedule a Screening | Targeted Facebook, Instagram, email marketing |
| 3/5 | Writing | EBS | 10 Foods You Need for Better Vision | Listicle – Talk to nutrition and ophthalmology about foods that help support vision (Save Your Vision Month is March) | Dr. Smith, ophthalmology Lisa Jones, nutrition | Schedule a Vision Check | General Facebook (post only), email marketing |

Optimized editorial calendar



| Intended Publish Date | Status | Owner | Title | Format + Summary | Target audience | Resource(s) | Targeted keywords | CTA | Promotion | Goals & tracking |
|-----------------------|---------|-------|---|---|-------------------------|---|--|-------------------------|---|--|
| 3/1 | Editing | JSD | What You Should Know About Screening for Colon Cancer | Blog - Interview with cancer doctors about the dangers of colon cancer and the best tips for screening – what age, when, etc. | Men and women, aged 45+ | Dr. Johnson, oncology Lisa Jones, nutrition | Colorectal cancer, rectal cancer, colorectal awareness | Schedule a Screening | Targeted Facebook, Instagram, email marketing | Goal: 15% increase in appt. requests over 3 months Tracking: GTM, click-to-call, CRM funnel |
| 3/5 | Writing | EBS | 10 Foods You Need for Better Vision | Listicle – Talk to nutrition and ophthalmology about foods that help support vision (Save Your Vision Month is March) | Men and women, age 40+ | Dr. Smith, ophthalmology Lisa Jones, nutrition | Vision health, eye health, vision diet | Schedule a Vision Check | General Facebook (post only), email marketing | Goal: 10% increase in app.t requests over 3 months Tracking: GTM, click-to-call, CRM funnel |

Editorial calendar tips

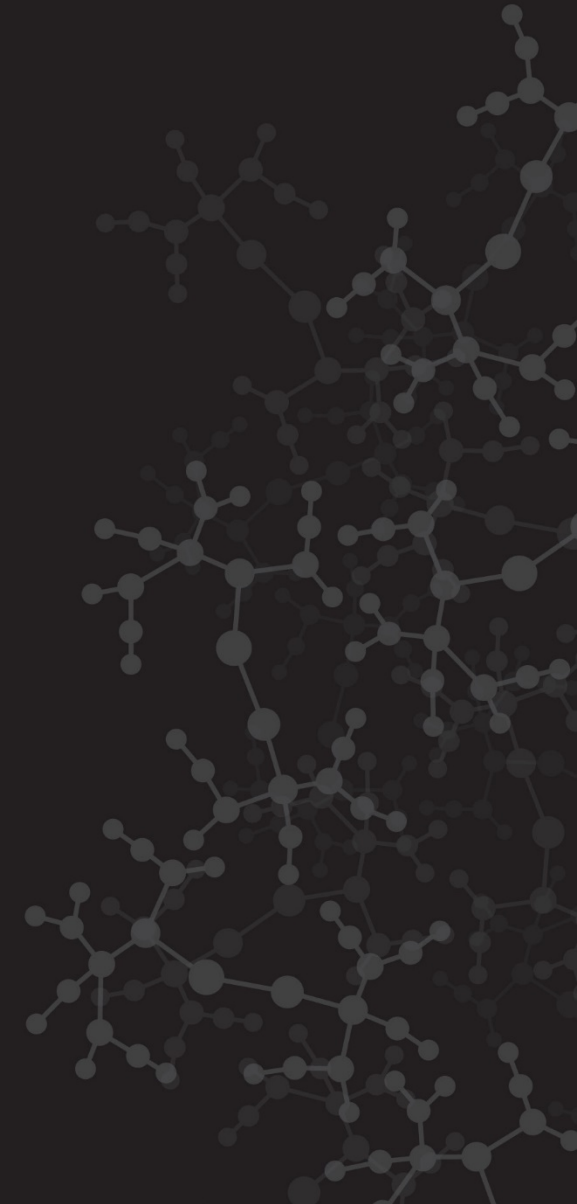
- Build editorial calendars 3-4 months in advance
- Mine health awareness events and community interest for ideas
- Meet regularly as a team to update the status of planned content
 - As resources change or shift, address them as a group
 - Represent work in a sharable calendar or board to maintain progress

Tools for digital editorial calendars:

- *Trello*
- *Microsoft Excel*
- *Google Sheets*
- *Evernote*
- *Airtable*



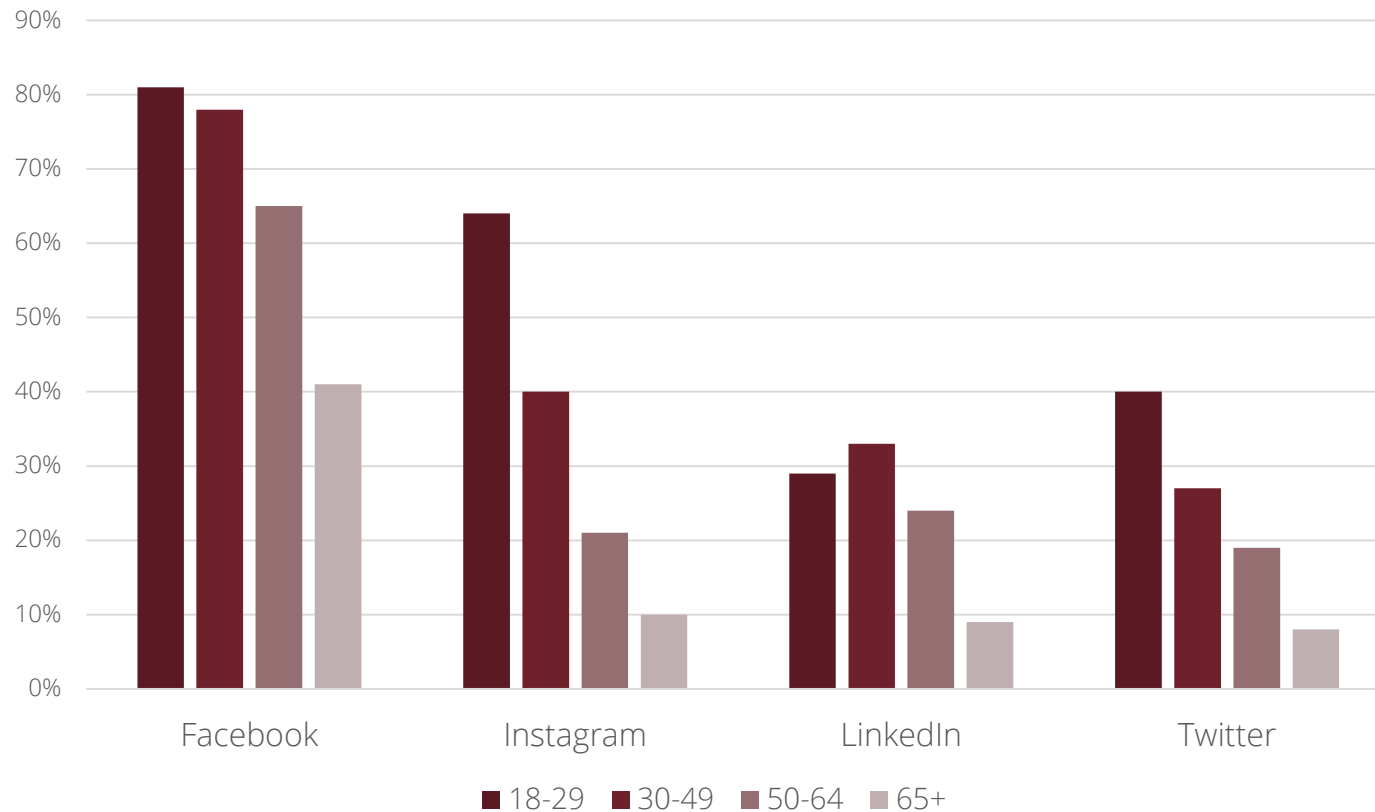
Publish, distribute & track success





Know where your audience is before you
publish & share across your channels

Social media use among generations



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

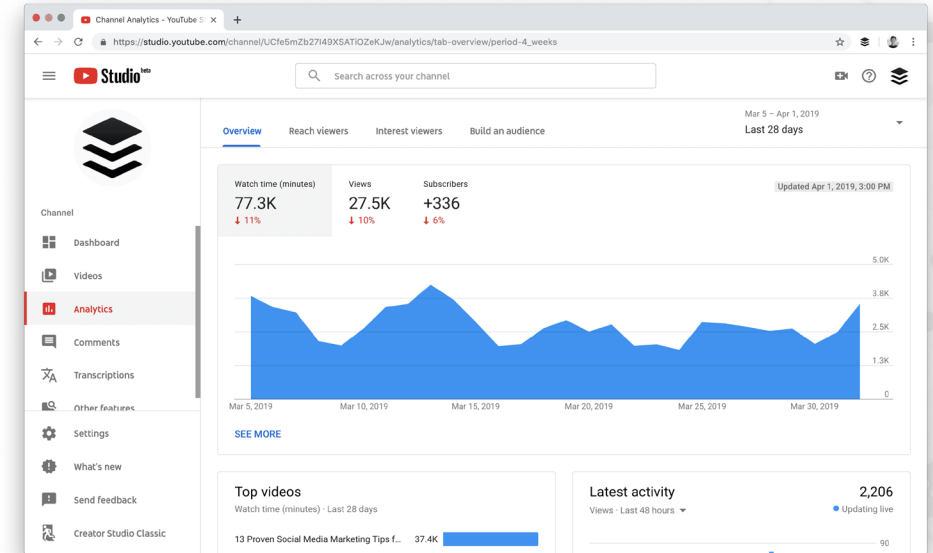
Knowing your target personas and where they're spending social time will influence where you share your content.



Easy-access measurement and metrics

- **Google Webmasters** – Google Analytics, Search Console, and Tag Manager to track engagement, duration, sessions, page paths, and more
- **Social media** – free analytics tracking for video watches, shares, comments, social media click-through (e.g. UTM tracking codes)
- **Conversions**– appointment requests, email subscriptions, event registration, tracked phone calls

YouTube's analytics dashboard

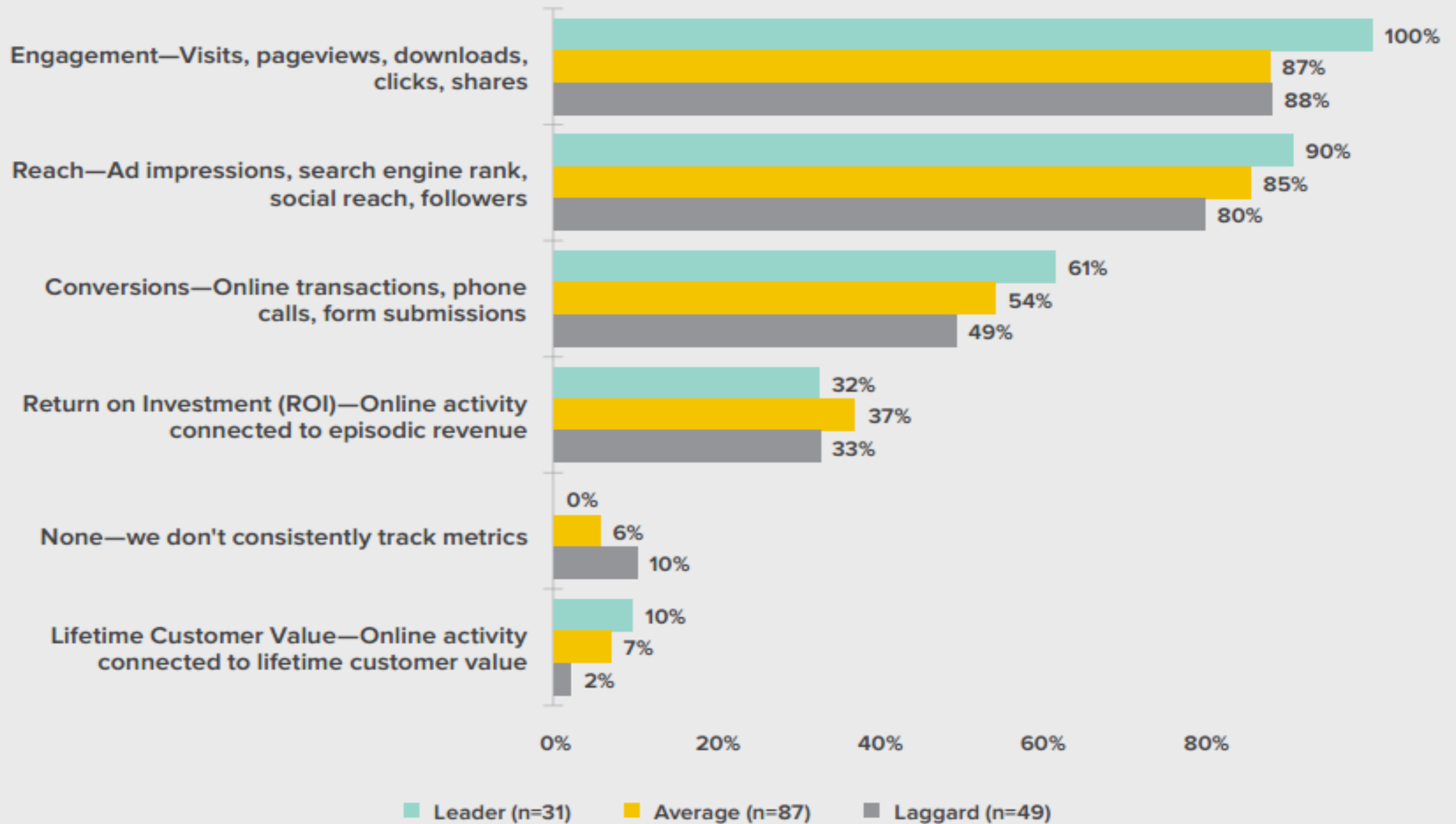


The Cancer Support Group at Cone Health Cancer Center at Annie Penn Hospital in Reidsville is another option along with the [Community Cancer Survivorship Series](#) at Cone Health Cancer Center at Alamance Regional Medical Center. To learn more about support groups and classes offered in your community,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

Subscribe
to our wellness
e-newsletter



Which metrics do you consistently track?





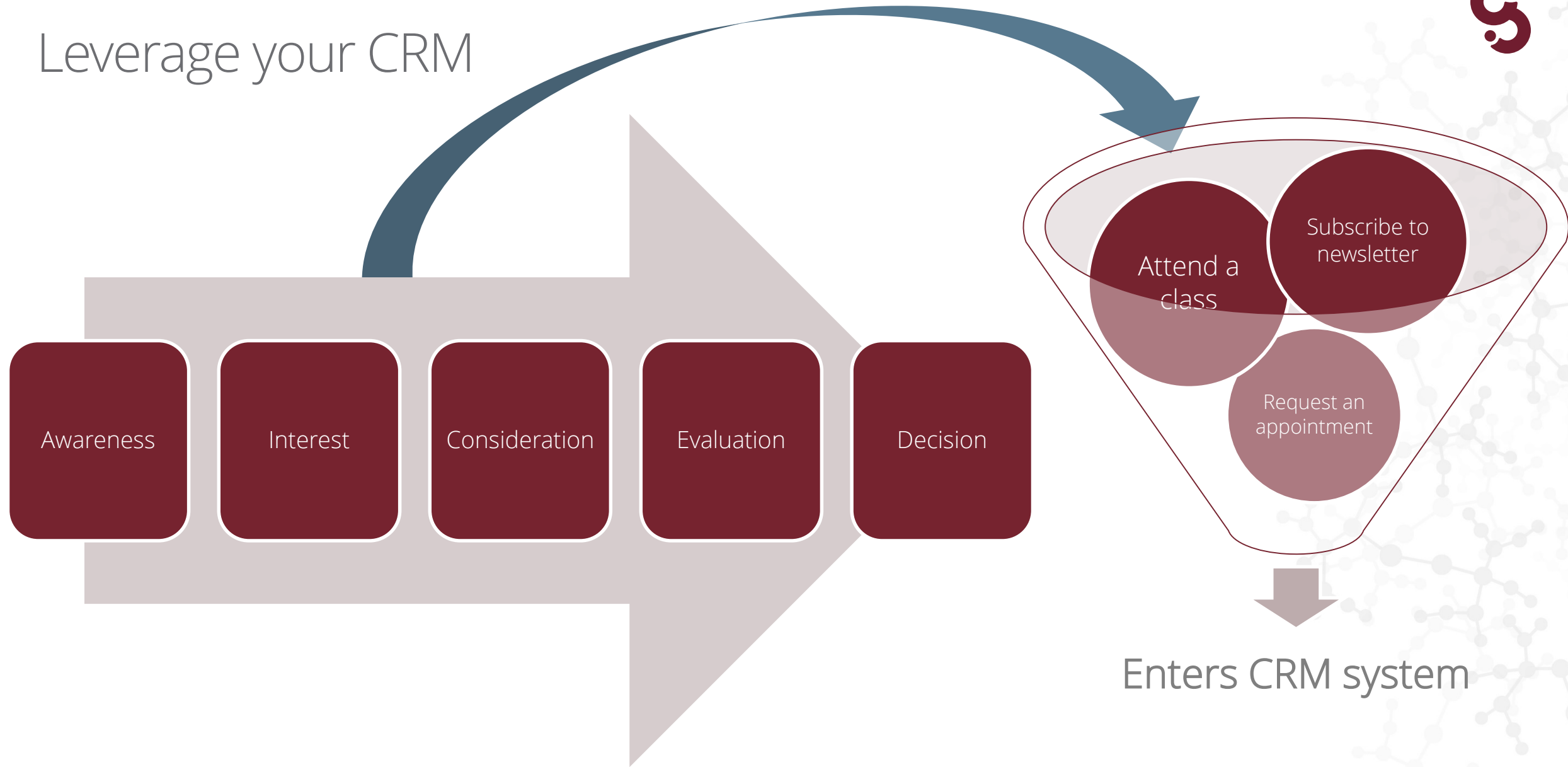
Plan SMART metrics

- **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:

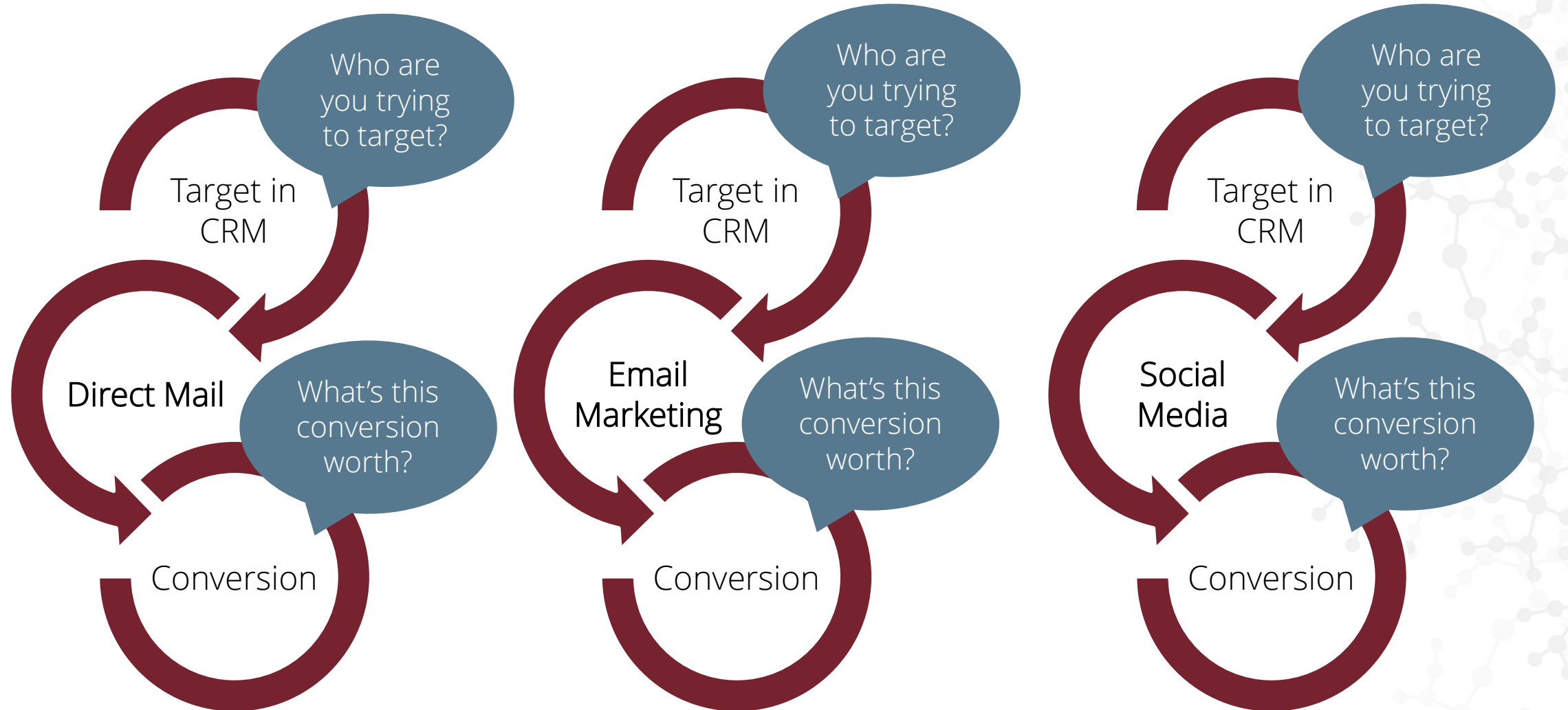
- **Increase** urgent care appointments by 10% over the quarter
- **Track** “Reserve my spot” CTA using Google Tag Manager
- **Observe** reservation system requests
- **Apply** UTM codes to social and email marketing sharing
- **Review** at end of quarter for status track its success on social media and email marketing

Leverage your CRM





CRM to conversion flow





From CRM to personalized reach

- Analyze user data submitted through CRM
- Connect your CRM to marketing automation, which builds pathways for personalization for targeted:
 - Email marketing
 - Phone calls and text messages
 - Direct mailers
 - Online or social paid ads
- Track success with analytics, engagement, and specific, timely goals





Healthcare is personal.
Let your audience opt-in and opt-out of
your marketing with ease.

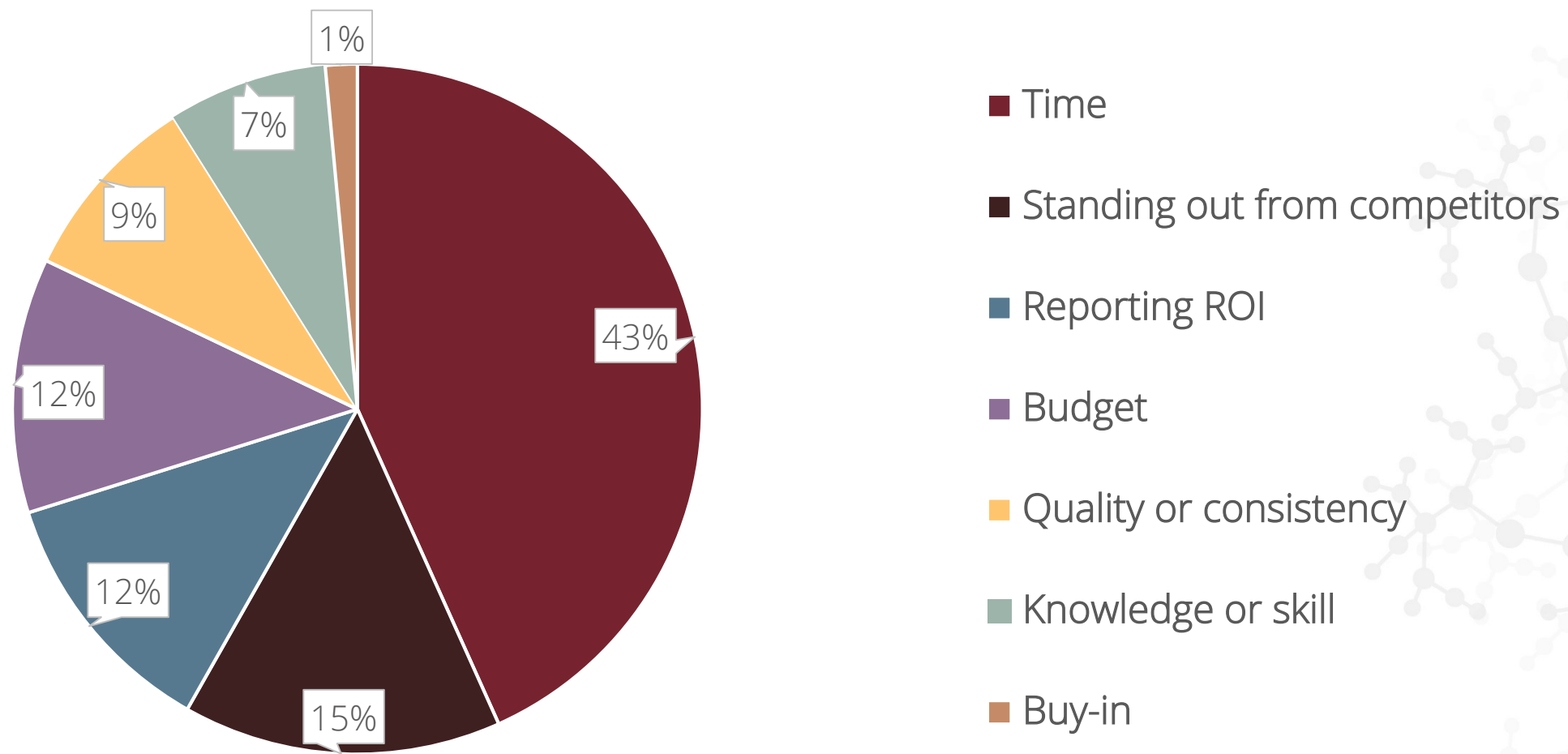


What have we learned?





What is your biggest content marketing challenge?



Geonetric's approach

