

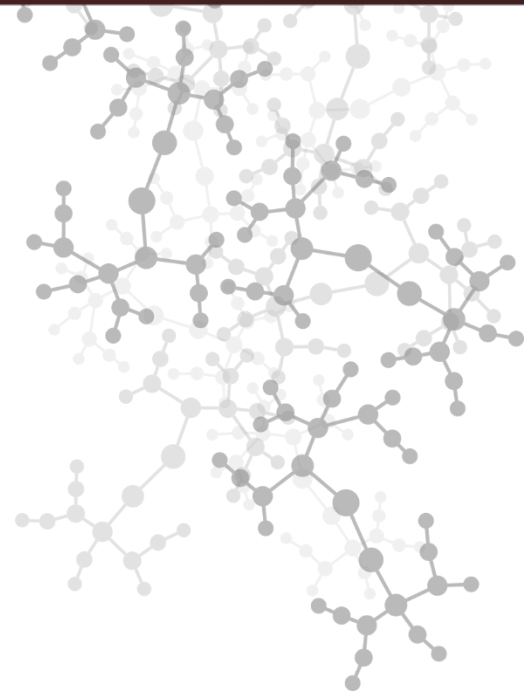
Content Marketing for Healthcare

GEONETRIC®



Make it simple,
but significant.

— Don Draper, AMC's *Mad Men*



94%

of healthcare marketers are using content marketing or plan on using it this year

1 in 4

marketers have a dedicated content strategy

78%

of healthcare marketers plan on allocating more resources to content marketing this year

Brand Awareness
Patient Loyalty
Patient Engagement

Top overall content marketing goals





Exclusive

Available only on your website/brand, not republished from another source.



Consistent

Published at the same time every day, or the same day of the week at the same time.

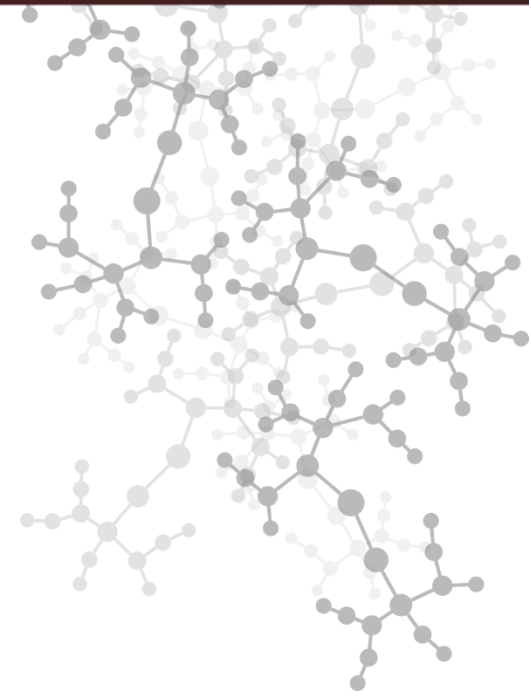


Valuable

What does this mean?
How do we define if something has value to the audience?

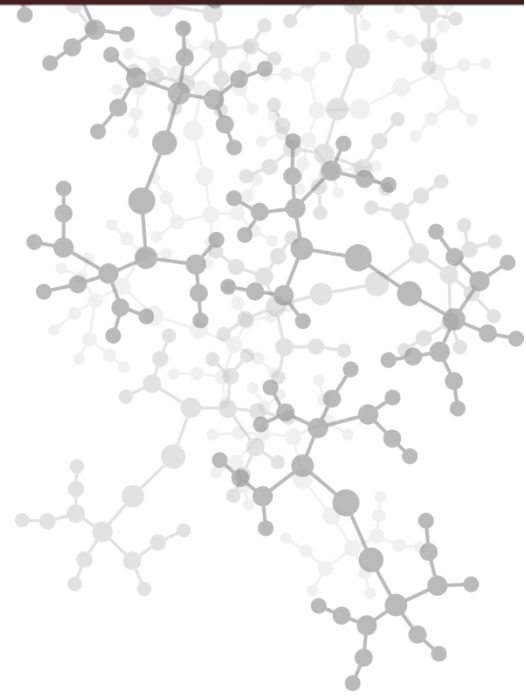
Valuable content is...

1. Timely
2. Consumable
3. Credible
4. Audience-focused
5. Actionable
6. Optimized for search



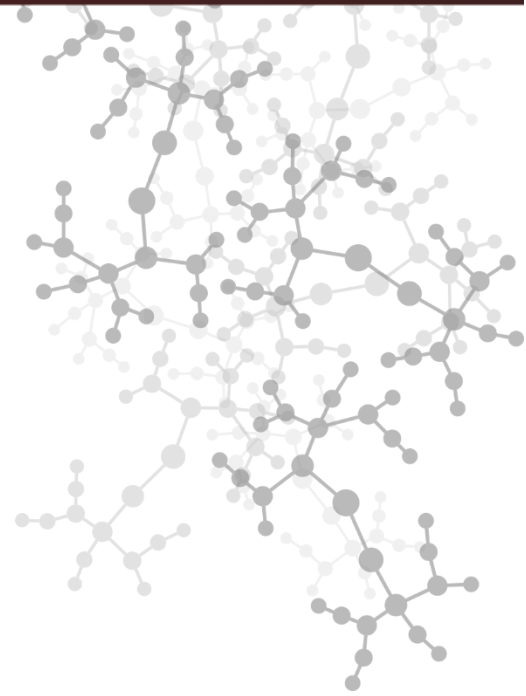
TIMELY

News-worthy, up-to-date, and sometimes connects to recent events, holidays, seasons, and more.



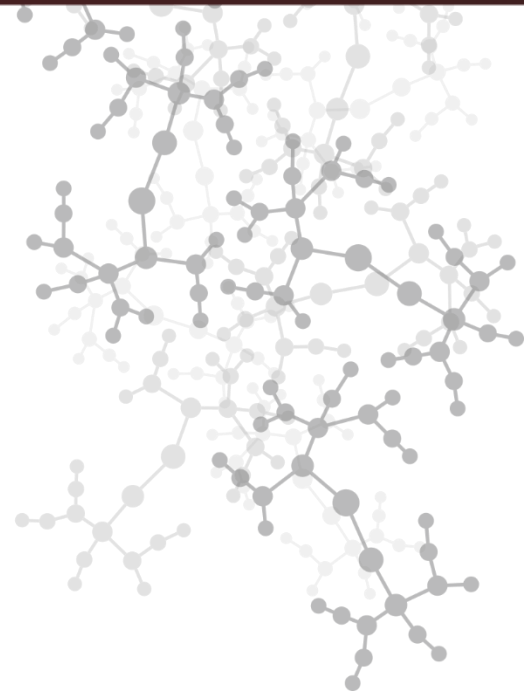
CONSUMABLE

Interesting and engaging, relying on user-first standards for audio, video, imagery and text presentation



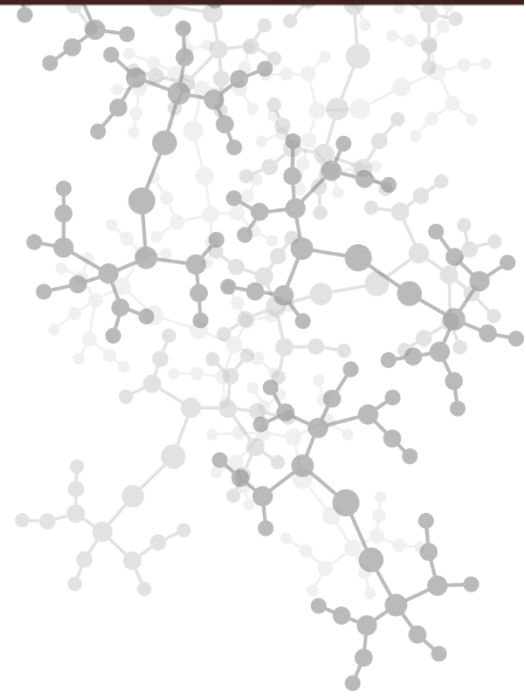
CREDIBLE

Cites or is written by authoritative sources
(that can be proven as authorities!)



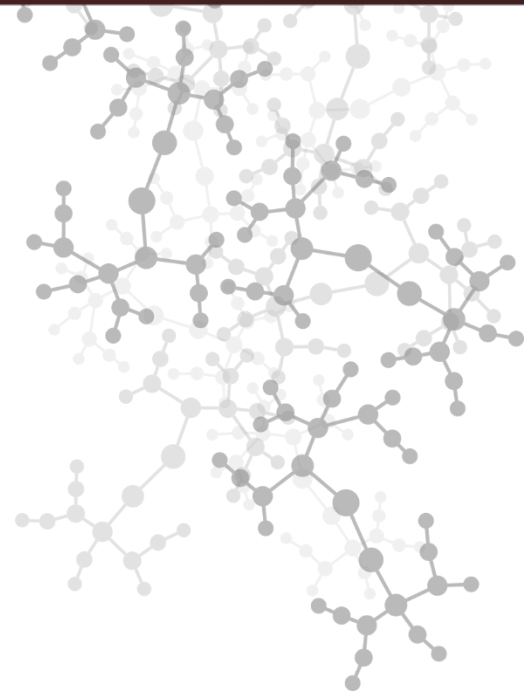
AUDIENCE-FOCUSED

Speaks directly to the intended audience or reader with ease and interest



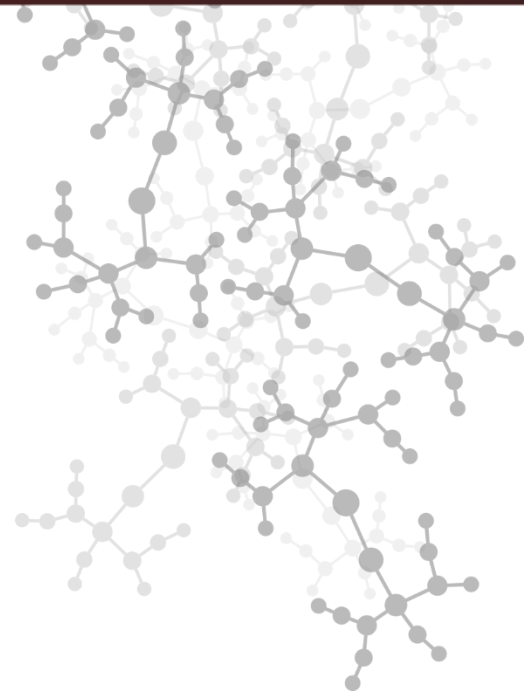
ACTIONABLE

Marketing efforts are tied to a conversion point: Call, email, download...engage!



OPTIMIZED

Content incorporates keywords and other
SEO best practices



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	Success is harder to define: Relies on audience trust
Magazine ads, billboards, TV commercials, etc.	Podcasts, blog articles, eBooks, infographics

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

Content marketing examples

Inside and outside of healthcare



Avera Balance

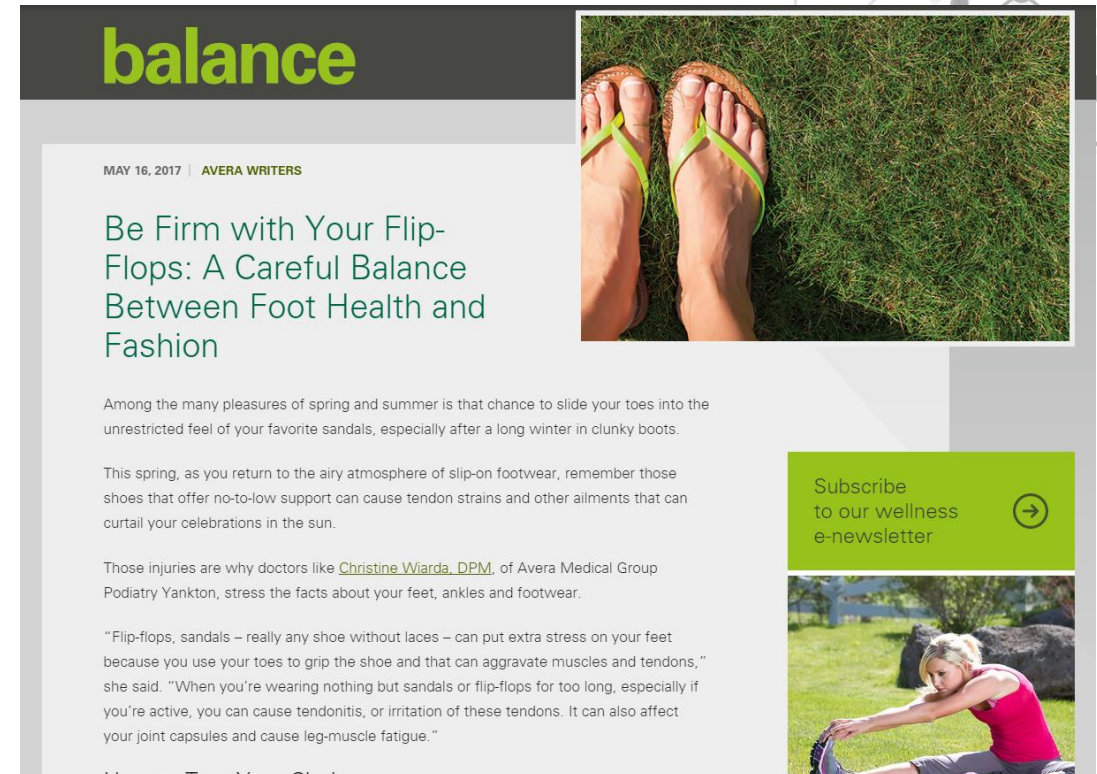
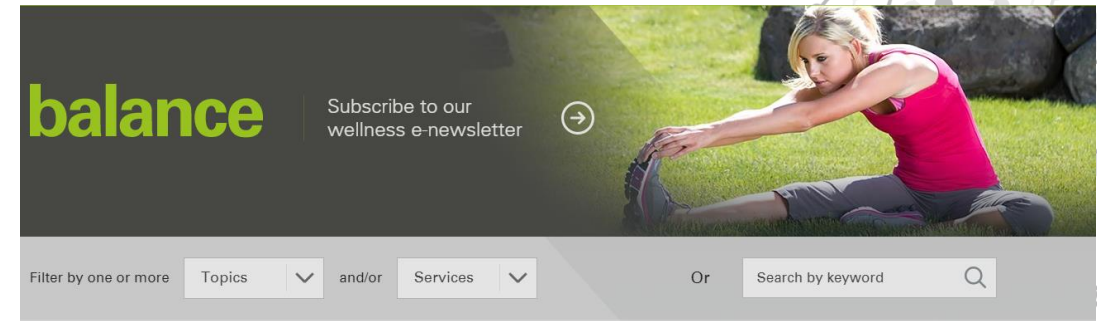
Timely – Linked to a specific season

Consumable – Short paragraphs and subheads

Credible – Quotes a system podiatrist

Audience-focused – Second person language, inviting the user to read on

Actionable – Cross-links to podiatry services, doctors; newsletter sign-up



2 Docs Talk

Timely – Lyme disease is spring/summer health issue

Consumable – 15-min. shows covering one topic at a time; all shows include introduction and most include a transcript

Credible – Hosted by two MDs

Audience-focused – Headlines speak directly to interested listeners

Actionable – Drives users to subscribe

Episode 81: Lyme Disease – What It Is and What It Isn't

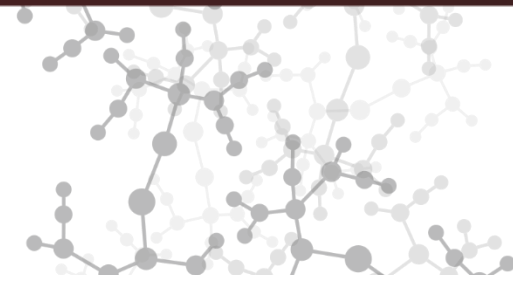
May 29, 2017 By Amy — 1 Comment



Lyme Disease has been a known tickborne infectious disease since the early 1900s. Lyme Disease is surprisingly straightforward, but you would never guess that controversy surrounding the infection.

Part of the problem stems from "Chronic Lyme Disease," which is now more a as Post-Treatment Lyme Disease Syndrome, to indicate that the infection is in these patients. There is some explanation for their symptoms other than persi:

Today we talk about all this, and dig into a little of the history and the controversy surrounding Lyme Disease.



Never miss a show!

Go ahead and subscribe and we'll let you know every time a new episode is released. No worries, we'll never spam you or share your info.

Go



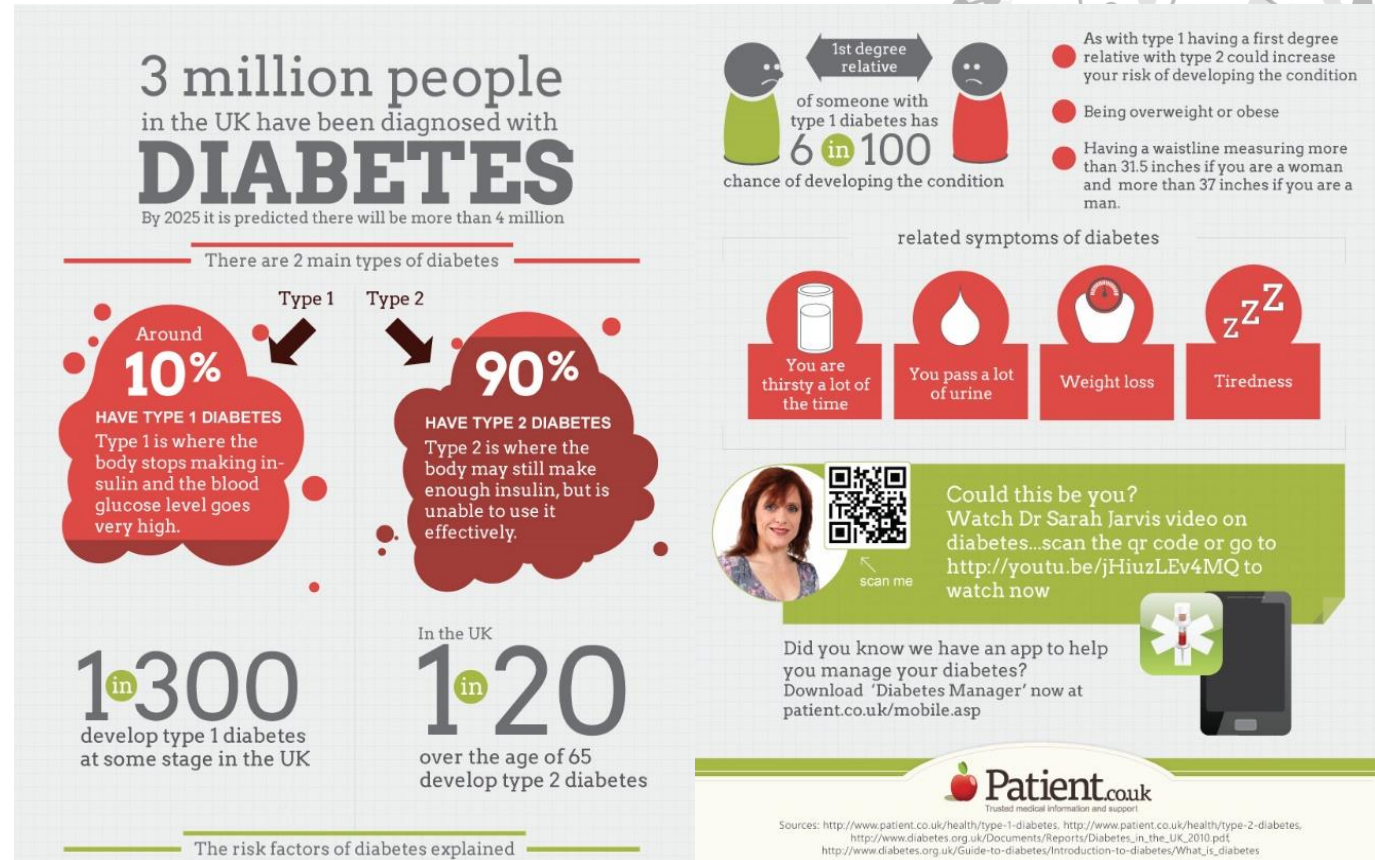
Patient (UK)

Consumable – Introduces content with icons, short text, numbers

Credible – Notes sources clearly on the bottom of the infographic

Audience-focused – Speaks directly to the reader

Actionable – Urges readers to watch an online video or download the app



MD Anderson Cancerwise

Consumable – Uses subheads, pull quotes, videos and links

Credible – Quotes patients, doctors, researchers, etc.

Audience-focused – Practical advice, storytelling that captures attention

Actionable – Encourages others to share stories, request appointments, etc.

Insight on metastatic breast cancer treatment

BY DEVON CARTER



When [breast cancer](#) spreads beyond the breast and the lymph nodes, it's known as metastatic breast cancer. Most commonly, breast cancer spreads to the brain, bones, lung and liver. Wherever it spreads, metastatic breast cancer brings a unique set of physical and mental challenges.

To better understand metastatic breast cancer, including the best ways to cope with a diagnosis and treatment, we spoke with [Jennifer Litton, M.D.](#) Here's what she had to say.

Who is most at risk for metastatic breast cancer?

Breast cancer survivors who had large, aggressive tumors, those whose tumor spread to multiple lymph nodes under the arm, and those whose disease didn't respond well to therapy given prior to surgery are more likely to develop metastatic breast cancer. Also, if breast cancer goes undiagnosed and untreated for a long time, a patient is more likely to eventually be diagnosed with metastatic breast cancer.

complex. on the location. rated. It can why we air concerns rking. This rt, such as supportive care and integrative medicine approaches, such as yoga, meditation and acupuncture.

What supportive care options are available to metastatic breast cancer patients?

There are a lot of misconceptions surrounding supportive care. People think it means only hospice, but studies actually show that when you involve supportive care early on patients do better. Supportive care can help with pain, appetite and fatigue. For example, at MD Anderson, our [Supportive Care Center](#) has highly skilled care teams to help manage these and many other symptoms. In addition, the [Integrative Medicine](#) team may use other approaches, including acupuncture to help with hot flashes, [peripheral neuropathy](#) and [nausea](#). It's a nice option for someone wanting to try something in addition to standard medications. There's also good data supporting yoga and mindfulness for stress relief.

We also often find patients need psychological support. At MD Anderson, we offer [support groups](#) and a great psychiatry team. Counselors can help with [depression](#) and provide counseling for the patient and the family.

What are some side effects of metastatic breast cancer treatment?



Jennifer Litton, M.D.



We encourage patients to seek other types of support, such as supportive care and integrative medicine approaches, such as yoga, meditation and acupuncture.

Jennifer Litton, M.D.
Physician



Share Your Story



Request an Appointment



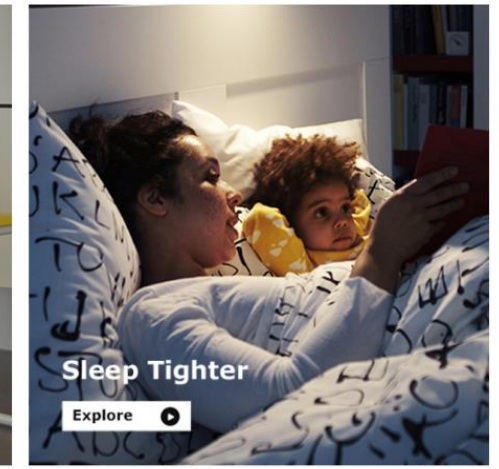
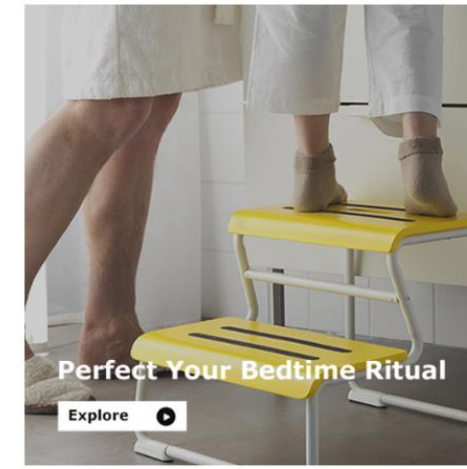
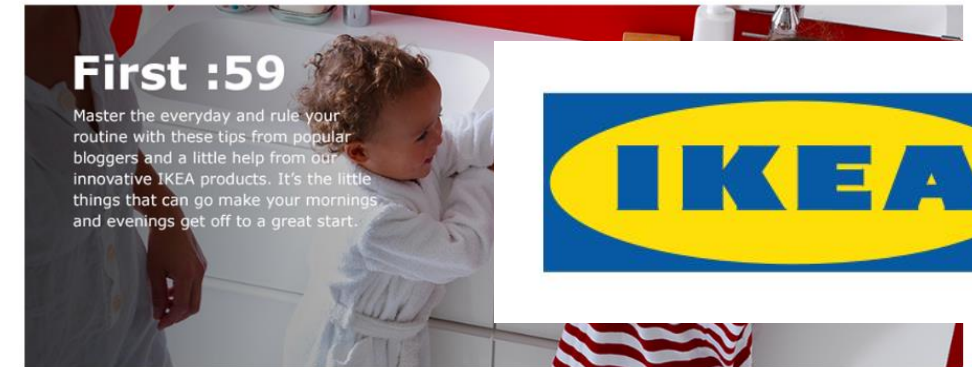
IKEA First :59

Consumable – Uses card-based design, short bursts of text, lots of imagery

Credible – Relies on brands, influencers (bloggers)

Audience-focused – Takes conversational, welcoming tone for everyday folks

Actionable – Encourages consumers to purchase IKEA-brand products (and provides links)



Mayo Clinic Minute

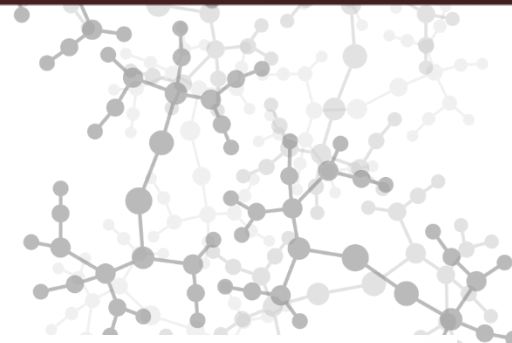
Timely – Spring/summer topic (allergies)

Consumable – Short, 1-minute; transcript, closed captioning provided

Credible – Interviews Mayo MD

Audience-focused – Uses engaging video, simple patient-friendly language

Actionable – Directs watchers to the website for information



Mayo Clinic @MayoClinic · 19h
#MayoClinicMinute: #Allergies and the cleanliness conundrum.
mayocl.in/2r2nnKY



1 18 28

On The Move with Skogman Realty

Timely – Posts focused on holidays, seasons, new businesses

Consumable – Subheads, numbered lists, and more

Credible – Local knowledge and familiarity

Audience-focused – Friendly, conversational copy

Actionable – Subscribe to newsletter, search listings, and more



February 27, 2017

Cedar Rapids

9 New Restaurants to try in the Corridor

The Corridor is booming! There are numerous new restaurants popping up all over the Cedar Rapids and Iowa City Areas. The establishment styles range from authentic street style Mexican to a sophisticated wine bar. Click on the individual restaurant title to visit their website and learn more about their menus and hours of operation. Make sure to add one of these new hot spots to your list of things to do this weekend.

Backpocket Pilot Pub

415 3rd Street SE
Cedar Rapids, IA

Now open! A small experimental brewery located downtown Cedar Rapids serving American-style food such as burgers and pizza.

Grin N Goose

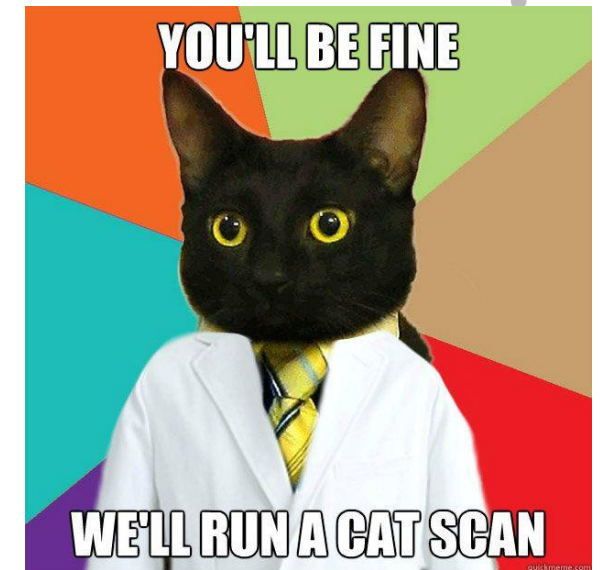
227 2nd Ave SE
Cedar Rapids, IA

Shapes of content marketing



Shapes of content marketing

- Long-form text– Longer articles, eBooks, etc.
- Short-form text – Shorter articles, quick FAQ, etc.
- Opinion or personal stories – Blog-like articles, patient stories, etc.
- Curation – A collection of tips or content from other sources
- Listicles – Numbered list articles, e.g., 8 Ways to Eat Healthier
- Memes and infographics – Still images that highlight or illustrate a topic
- Podcasts and videos
- Quizzes or games
- Expert Q & A



Which content shape is best?

THE TOPIC

Is it serious or lighthearted?

THE AUDIENCE

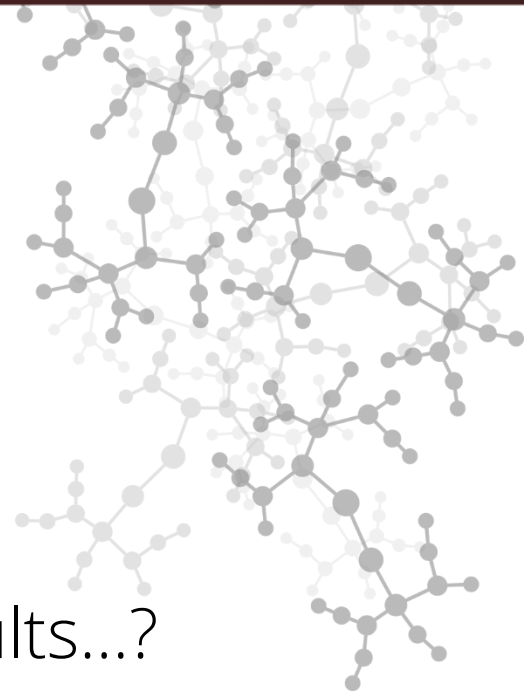
Are you targeting teenagers, parents, older adults...?

THE GOAL

Are you trying to entertain, inform, or drive action?

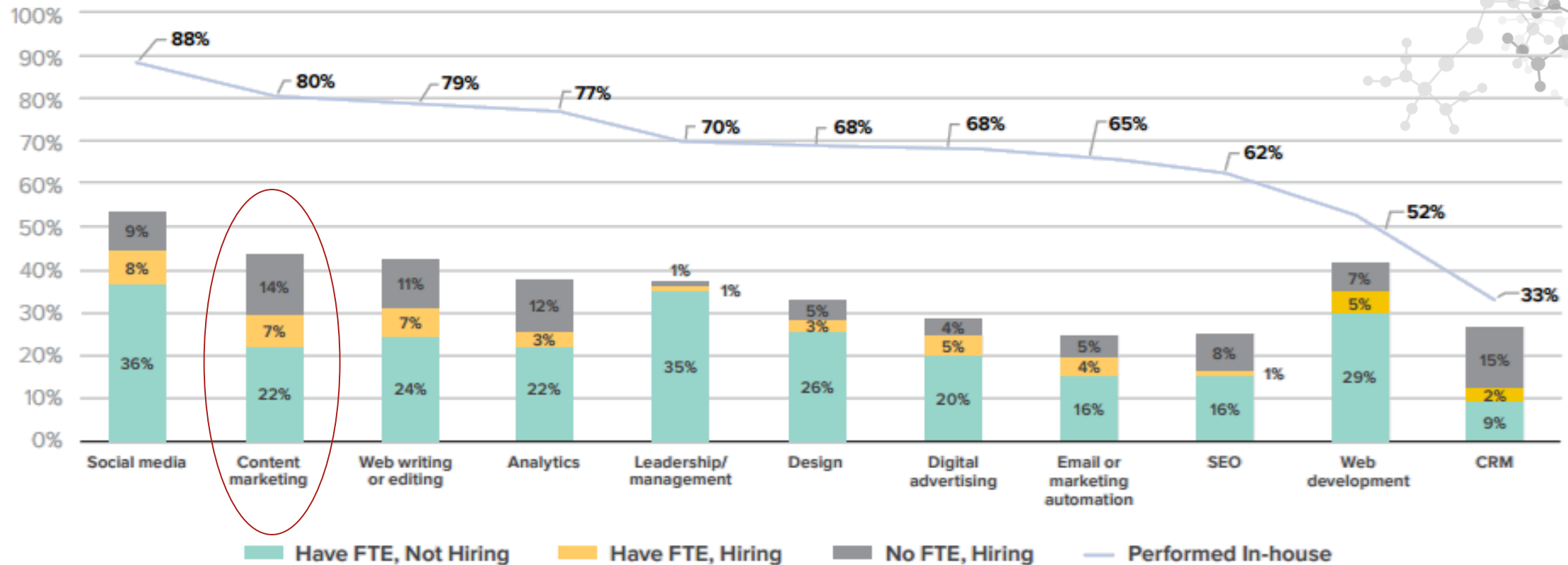
THE RESOURCES

What time, knowledge, equipment or staff is available?



In-house healthcare marketing staffing

In-house Staffing by Role



Generating content ideas



Research your audience first

Who are your users?

What are their values or needs?

When should they find this content?

Why are you the best choice?

How should they use this content?

Where should they go next?

User personas can:

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



Research your audience first

Who are your users?

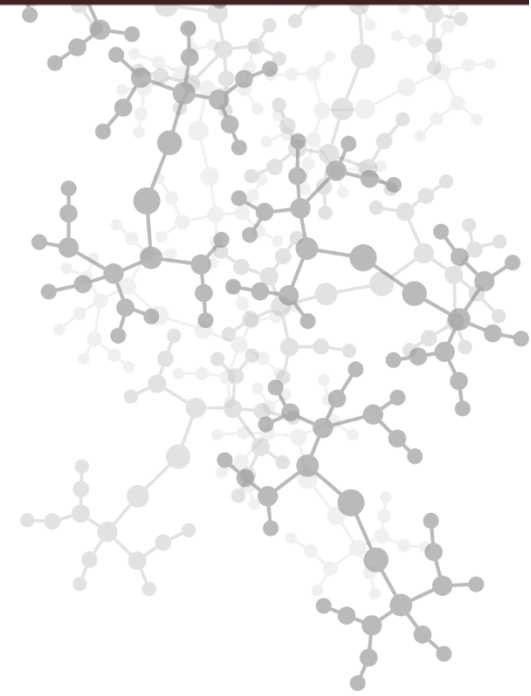
What are their values or needs?

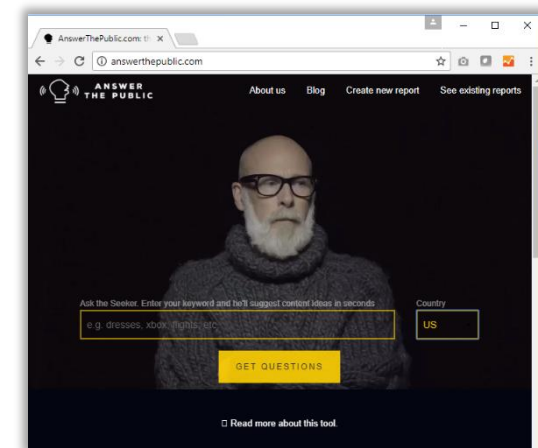
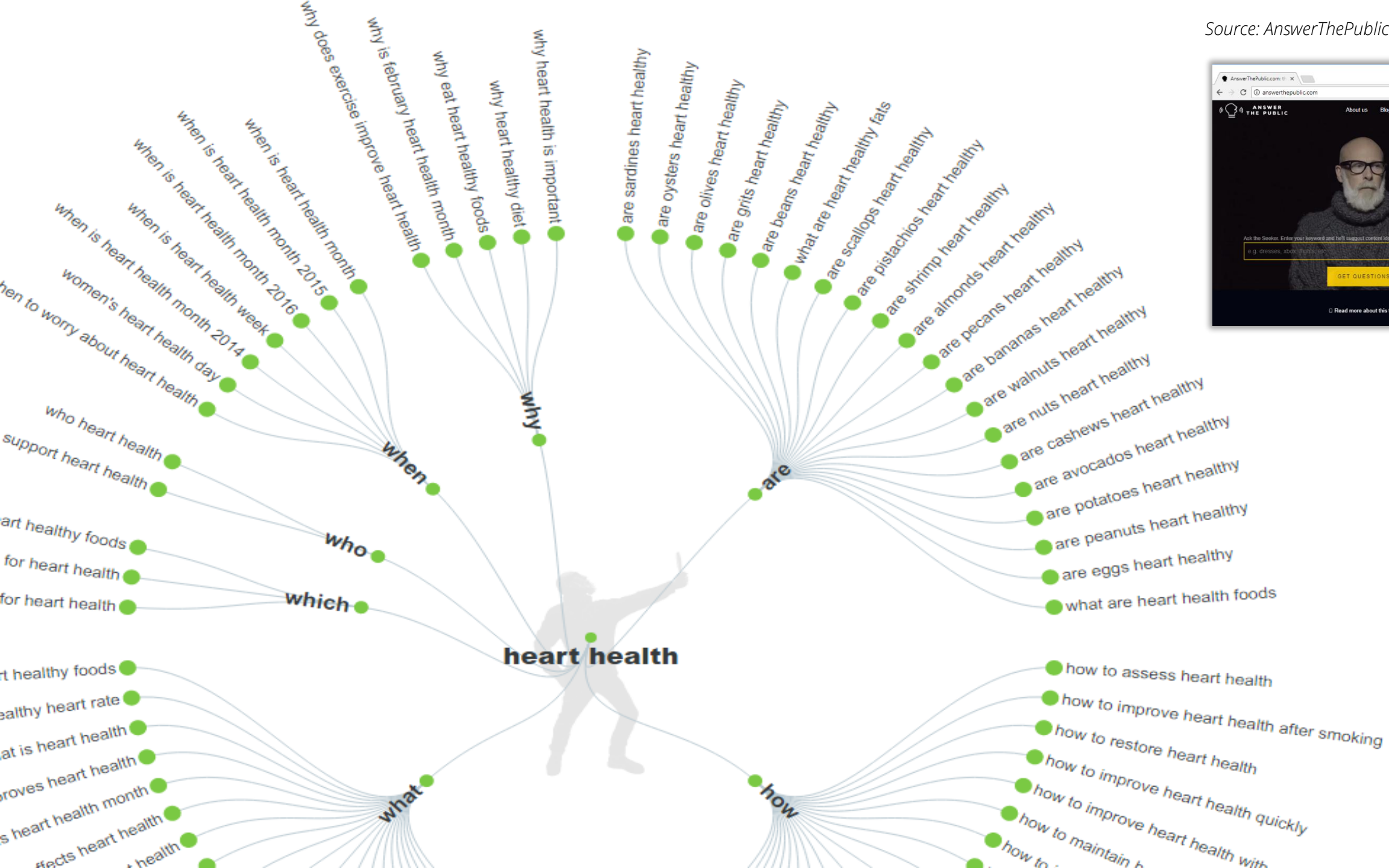
When should they find this content?

Why are you the best choice?

How should they use this content?

Where should they go next?



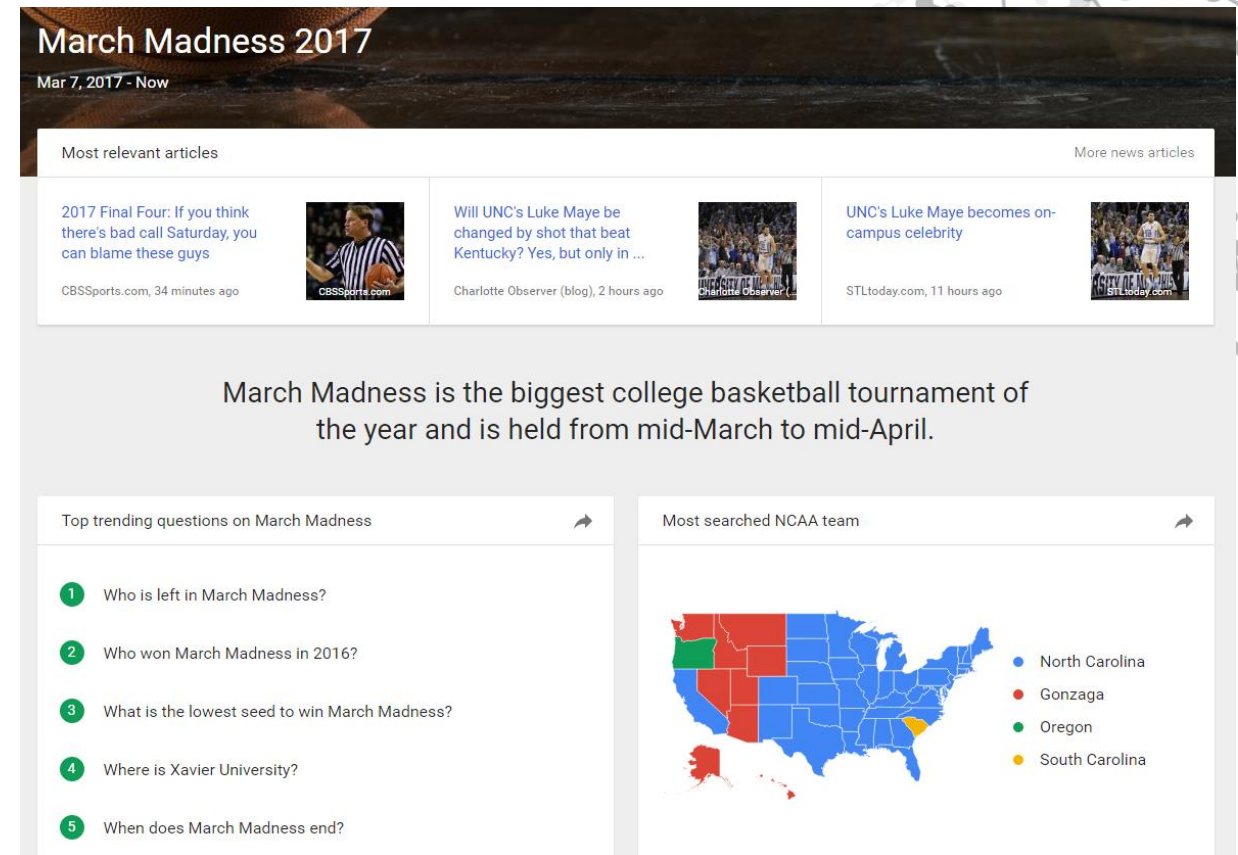


Other inspirations

- Blog topic generators
- Keywords from regional search data
- Google Trends
- Patient advisory councils
- Your own family, friends, and experiences
- Internal news releases




Google Trends & March Madness

- LISTICLE: 6 Benefits of Basketball On Your Cardio Fitness
- BLOG: How NCAA Players Stay Healthy In the Offseason
- VIDEO: A Day In the Life of a Sports Therapist
- INFOGRAPHIC: 5 Common Basketball Injuries—Even If You Don't Play



March Madness 2017
Mar 7, 2017 - Now

Most relevant articles More news articles

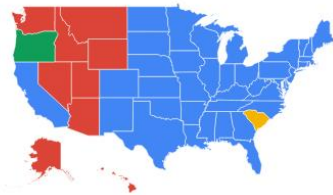
<p>2017 Final Four: If you think there's bad call Saturday, you can blame these guys</p> <p>CBSsports.com, 34 minutes ago</p> 	<p>Will UNC's Luke Maye be changed by shot that beat Kentucky? Yes, but only in ...</p> <p>Charlotte Observer (blog), 2 hours ago</p> 	<p>UNC's Luke Maye becomes on-campus celebrity</p> <p>STLtoday.com, 11 hours ago</p> 
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March Madness is the biggest college basketball tournament of the year and is held from mid-March to mid-April.

Top trending questions on March Madness

- 1 Who is left in March Madness?
- 2 Who won March Madness in 2016?
- 3 What is the lowest seed to win March Madness?
- 4 Where is Xavier University?
- 5 When does March Madness end?

Most searched NCAA team



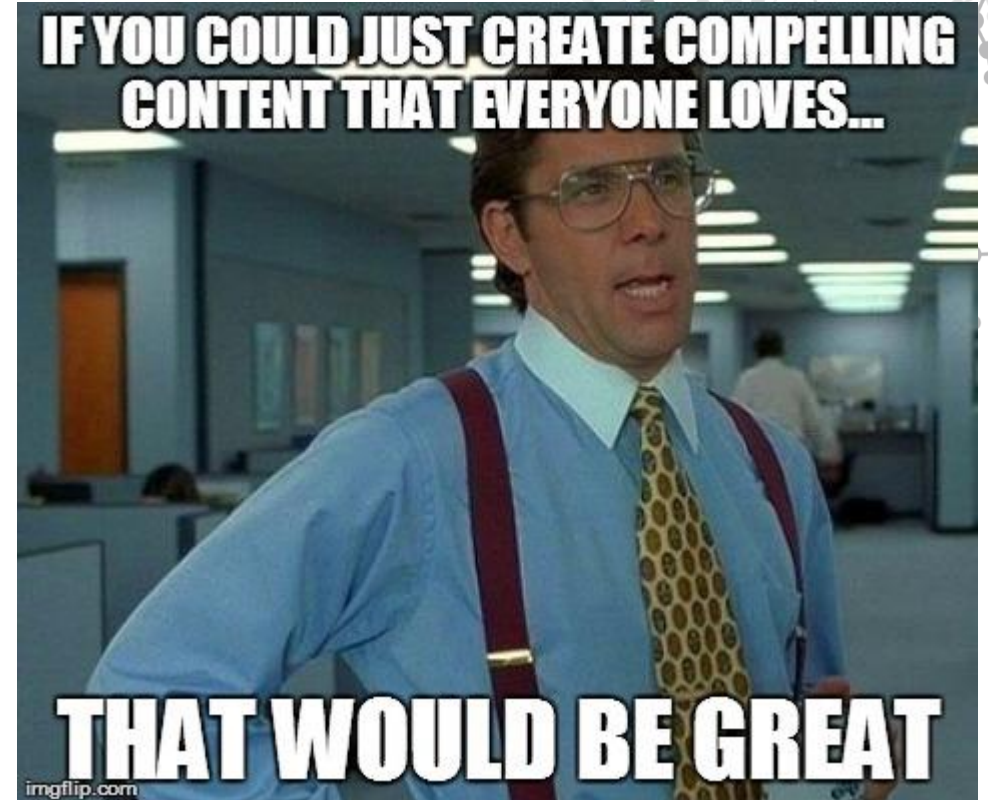
- North Carolina
- Gonzaga
- Oregon
- South Carolina

Writing for content marketing



5 tips for writing content marketing

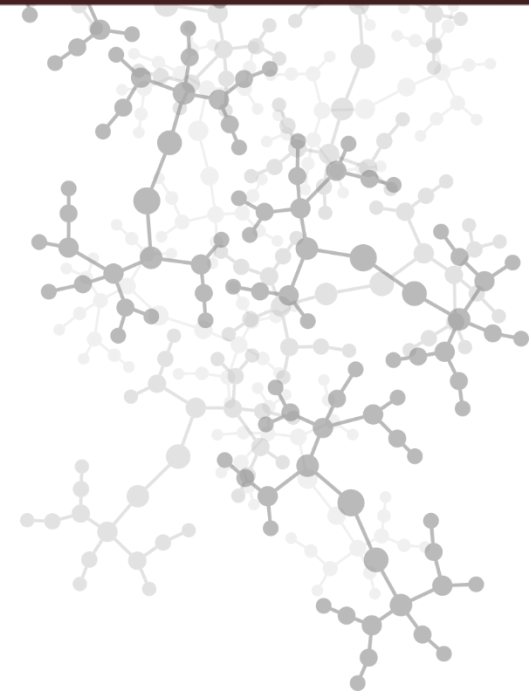
1. Focus on one idea at a time
2. Speak to your reader/viewer
3. Keep it easy to scan or digest
4. Incorporate keywords naturally
5. Make it easy to take action



Focus on one idea at a time

Each piece of content should focus on one idea.
Think about:

- What about this topic is your audience most interested in?
- Are your patients talking about this topic on social media?
If so, how?
- Is the topic being discussed inside your organization?
- Are any topics being used as campaigns or advertising by your organization?



A person wearing a light blue button-down shirt is sitting at a desk. In front of them is a silver laptop with a glowing Apple logo on the lid. The scene is dimly lit, with a warm orange glow from the desk or a lamp. The person's hands are resting on their lap.

Speak to your user

“Even when you are marketing to your entire audience or customer base, you are still simply speaking to a single human at any given time. Worry less about sounding professional and worry more about creating remarkable content that other humans can relate to.”

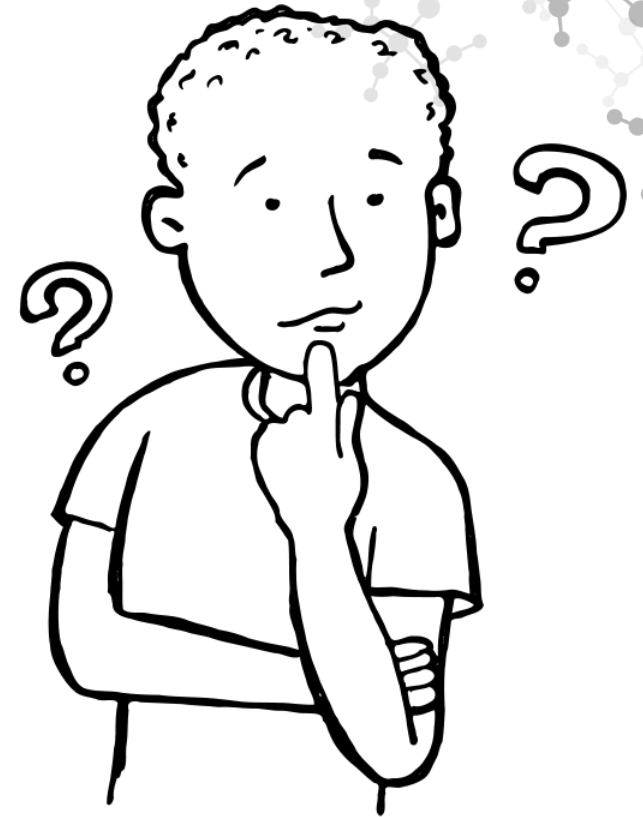
Ann Handley

Digital marketing and content expert

Speak to your user

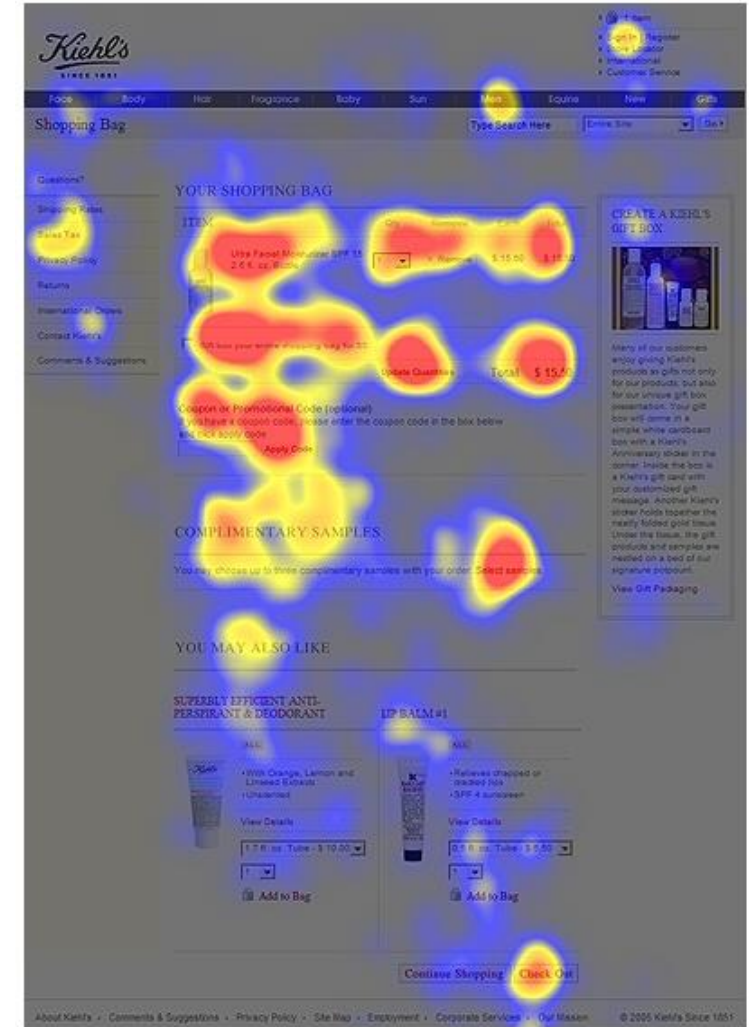
Speak *to* your users, not *at* them.

- Be warm and conversational
- Address the user directly; write or speak in second person
- Avoid medical jargon or explain terms that those outside the industry might not understand
- Remain sensitive
- Don't sound like a salesperson



Keep it easy to scan or digest

- Get to the point
- Make text easy to scan – use compelling subheads, short paragraphs, lists, and more to break up big chunks of text
- Write and speak in short sentences
- Provide easy-to-follow transcripts for audio and video



Incorporate keywords

Help Google and users understand what your page is about by using keywords in:

- HTML page titles
- Page descriptions
- Headings
- Image titles
- URL strings

Google LOVES content that:

- *Answers users questions*
- *Is substantive, unique, and useful*
- *Incorporates keywords effectively and in context*

Make it easy to take action

Whenever possible, include a call to action (CTA) that's:

- Clear and concise
- Relevant to the page and audience
- Prominently displayed
- Trackable whenever possible



Share Your Story



Request an Appointment



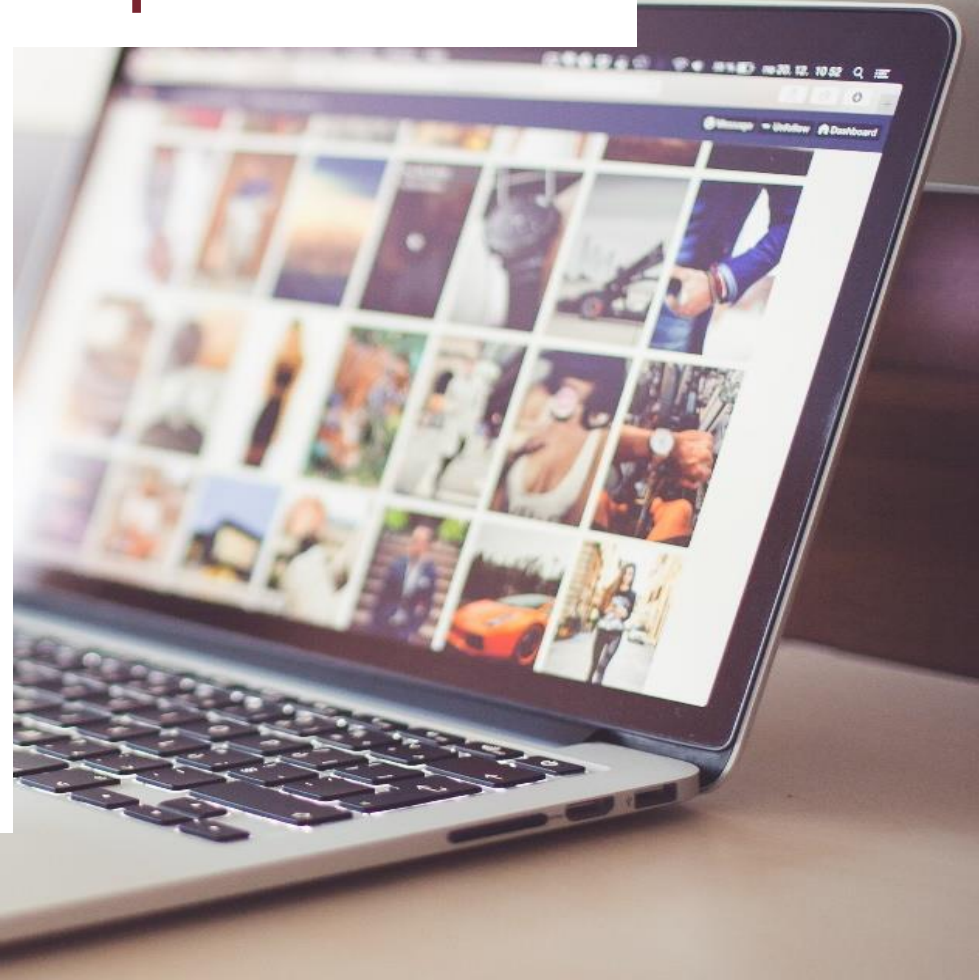
Read Older Stories

Sharing your content



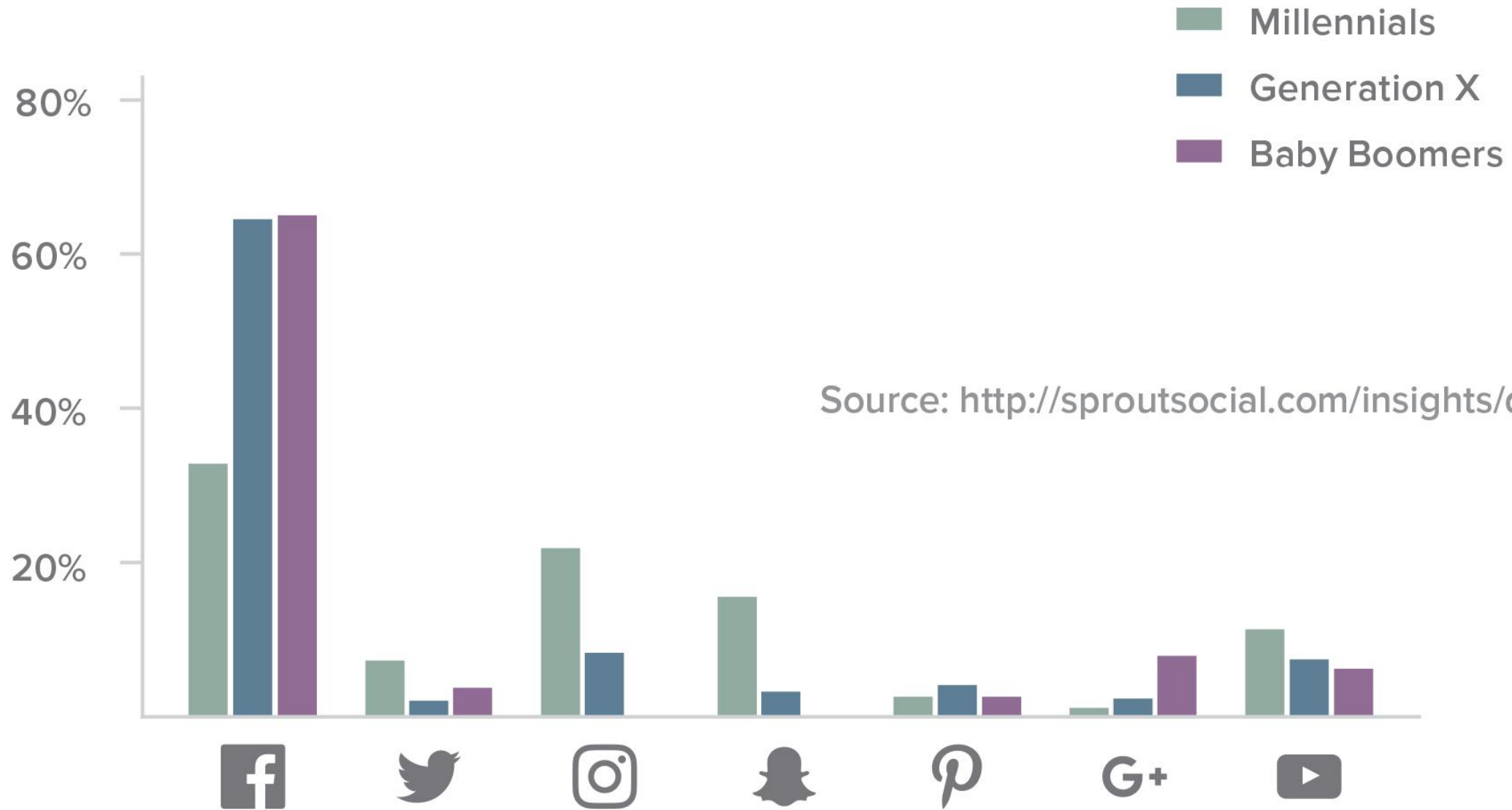
5 tips for a successful social presence

1. Don't commit to every social channel
2. Hashtag your stuff
3. Be aware of audience interaction
4. Build an honest following
5. Add images to your posts



Network Preferences by Generation

Q1 2017



Source: <http://sproutsocial.com/insights/data/q1-2017>

#Hashtag your stuff

Mary Greeley Medical Center
May 31 at 8:45am · 🌐

#wednesdaywisdom #wellnesswednesday #wellnesstip



wellness tip:
Eat lunch outside.
Eat a healthy lunch outside, it's been shown to boost mental health and creativity.

Mary Greeley Medical Center
May 31 at 8:45am · 🌐

Like · 5

#wednesdaywisdom #wellnesswednesday #wellnesstip

Mary Greeley Medical Center
May 30 at 7:30pm · 🌐

Congratulations to Connie Peters! Connie is a senior application analyst in Clinical Application Systems and has been at MGMC for 29 years. She is also the Medical Volunteer Coordinator for the Special Olympics Summer Games and this past weekend was named this year's Outstanding Volunteer. A huge thank you to Connie for doing what's right and congratulations to all of the athletes who took part in the games!
#DoingWhatsRight

Mary Greeley Medical Center
May 30 at 7:30pm · 🌐

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#DoingWhatsRight



Like · Comment · Share

191

Write a comment...

Jackie Herrick Dummer Outstanding is right! Niiice job Connie. So wonderful!!
Like · Reply · May 31 at 6:06am

Cheryl Rogers WTG Connie, I know you put in a lot of hours coordinating
Like · Reply · May 30 at 8:39pm

View 20 more comments

...but #hashtag responsibly

McDonald's Twitter campaign blew up in its face when its #McDStories hashtag got hijacked

McDonald's learned first hand that you can't control hashtags. If the masses choose to, they can hijack a hashtag any time they want.

That's what happened with the brand's #McDStories hashtag. Put out there along with its #MeetTheFarmers hashtag, McDonald's meant to promote the quality of its suppliers.

Well, that didn't work at all. People used the hashtag to tell the entirely wrong types of stories that McDonald's wanted.



Hospitalized for food poisoning after eating McDonalds in 1989. Never ate there again and became a Vegetarian. Should have sued. #McDStories

23 Jan via web ☆ Favorite ↻ Retweet ↩ Reply

Twitter



DiGiorno Pizza ✓
@DiGiornoPizza

#WhyIStayed You had pizza.

9/8/14, 11:11 PM



Keosha Varela @K_J_Writes 1h
So many courageous ppl sharing their stories re: #whyistayed and #whyileft. Domestic violence is often a hidden issue, bring it to light!



Adrienne Airhart @adrienne 1h
I couldn't face the fact that I was a textbook statistic: if (step)daddy hurts you, so will hubby. #whyistayed



Scott Paul
@scottfpaul

Follow

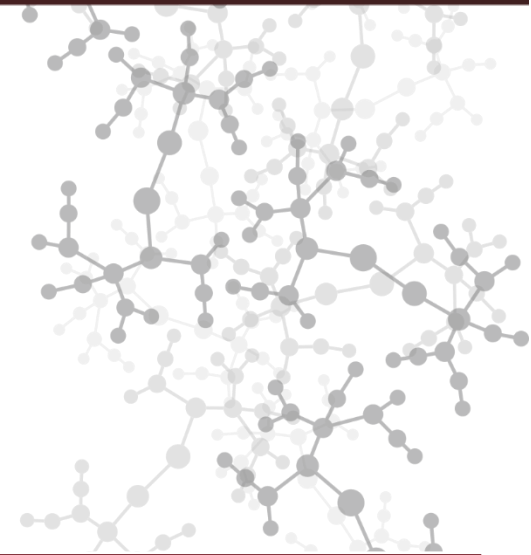
Example of a brand using a trending topic without understanding the context #Advertising #SocialMedia #WhyIStayed

10:23 PM - 8 Sep 2014

↩ ↻ 530 ❤ 234

Hashtags in healthcare

- National Health Observances - <https://healthfinder.gov/NHO/>
- Top Hashtags - <https://top-hashtags.com/>



Conditions	Catchphrases	Branding	Awareness
#Diabetes	#HealthyHeart	#TopHospital	#DiabetesAwareness
#ChildhoodCancer	#FitnessJourney	#BestCare	#NoShaveNovember
#Epilepsy	#Fitspiration	#SupportingLives	#GoRedForWomen
#ALS	#EatHealthy	#YourHealthPartner	#SkinCancerPrevention
#MemoryLoss	#EatingClean	#CountOn[Name]	#NationalSafetyMonth
#Chemotherapy			
#Dialysis			

Appreciate honest followers



These will keep you busy in the gym!



9 Kettlebell Exercises for Everyone

blog.myfitnesspal.com

👍❤️ 186

20 Com

👍 Like

💬 Comment

1. DEADLIFT

All those fancy exercises you see with kettlebells start with great deadlift mechanics. Done correctly, this adds muscle to your hips, glutes, back and hamstrings for more lower-body power and strength.

The move: Keep your kettlebell at a neutral weight right under your body, between your ankles. Crush your armpits to your sides and lift the kettlebell by pushing yourself *through* the ground, not by pulling yourself up.

2. SWING

The kettlebell swing develops tremendous power and strength in your hamstrings, glutes and core. But an added benefit of the swing — because it repeats so quickly — is it also improves your conditioning and ramps up your metabolism.

The Move: Start in a deadlift position with the kettlebell a few feet in front of you. Then, hike the kettlebell back between your legs like a center in football and explosively drive your hips forward. Imagine propelling the kettlebell to a target in front of you. Keep your arms relaxed.

3. SQUAT

The squat is often called the “king of exercises” and for good reason — it strengthens *everything*. Your lower body works like crazy, meanwhile, your core and upper body have to support and stabilize your torso. With kettlebells, you add an extra anterior core challenge to the squat, which helps build stronger abs and obliques. It also helps you stay more upright as you descend for optimal squatting technique.

👍❤️ 186



Jennifer Rogerson

Visual images would be helpful please and I'd take the video in the gym with me x

2 hours ago · Like · 👍 1 · Reply



Jessica Selecky

Freddie....just incase there's one you don't use and you want to.

7 hours ago · Like · 👍 2 · Reply



Trish Brazel

I have one I would like to use. A short instruction video would've been much nicer than an article.

3 hours ago · Like · 👍 3 · Reply



Rachael Zyla Hubbard

Yes...need pics or video to help visualize!

6 hours ago · Like · 👍 1 · Reply



Paula I Pressler

Video would help..😞



Write a comment...



Add images to your posts



Visuals on twitter posts can boost retweet rates by 35%

Adding videos to tweets provide a 28% lift



Visuals on Facebook get 39% more interaction than without

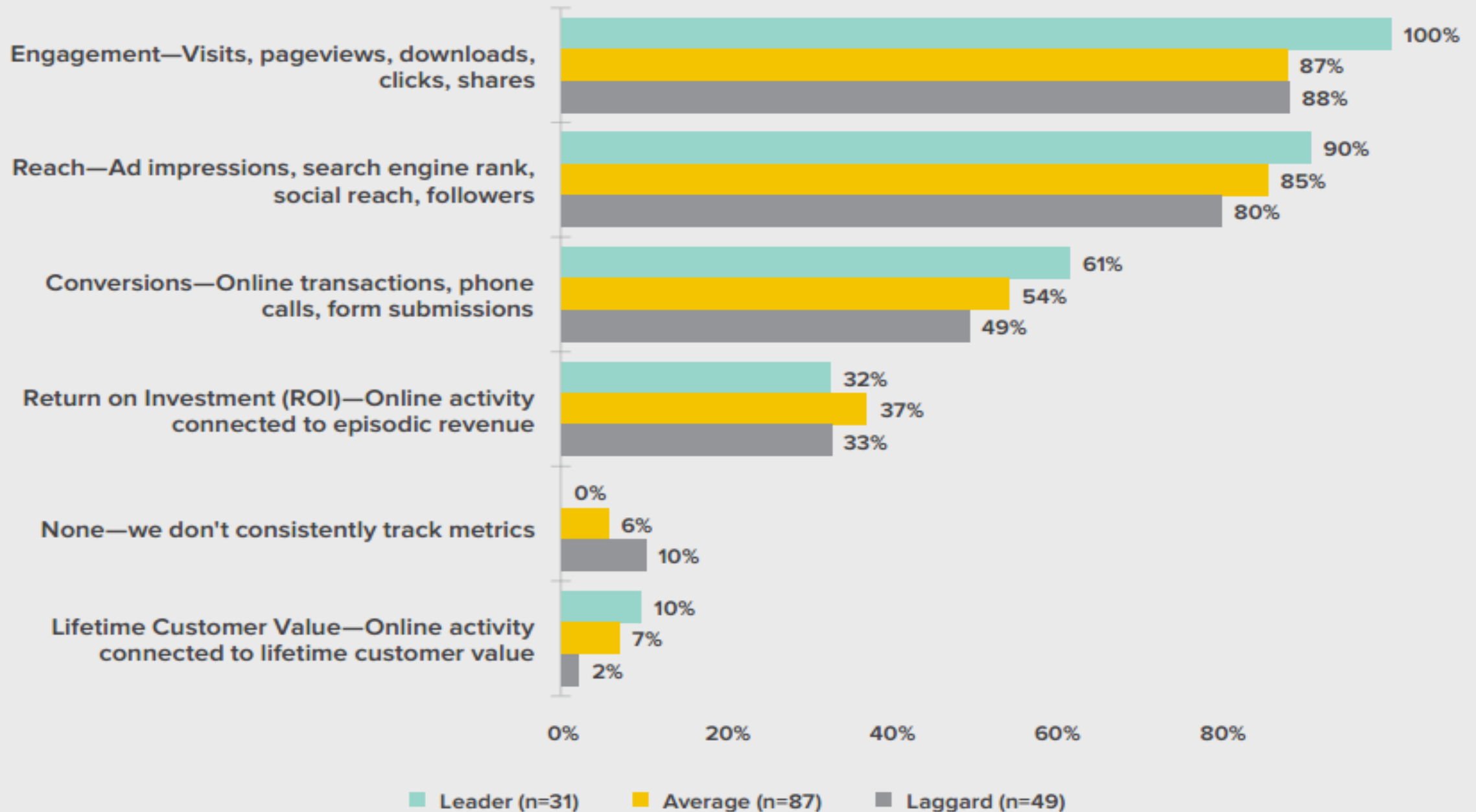
Photos account for 94% of the most engaging posts on Facebook, with 104% more comments



Measuring success



Which metrics do you consistently track?



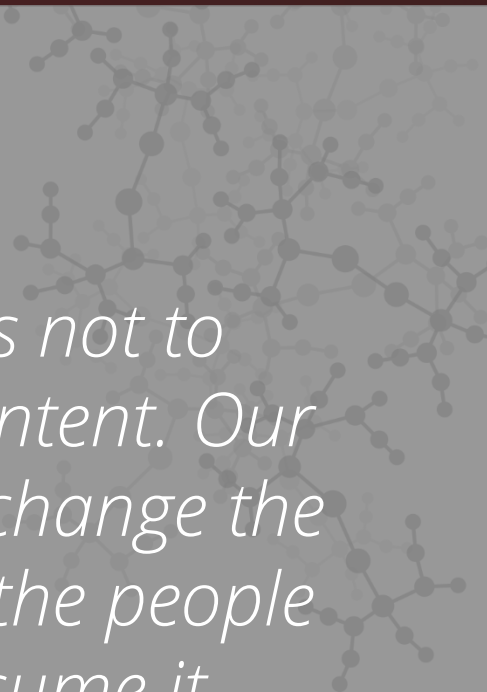
Handy measurement tools

- Google Analytics + Tag Manager – engagement, duration, sessions, and more
- Social media analytics tracking – views, shares, and more
- Social media shares and comments –user response
- Newsletter or blog subscriptions
- Conversion points – appointment requests, event registration, phone calls



What we've learned

- Content marketing should be timely, consumable, credible, audience-focused, actionable and optimized for search
- Know your audience so you can tailor content to their interests and needs
- Look to online tools, patient councils, and your own organizational news for topic ideas
- Create user-friendly content that encourages conversion and attracts engagement on social
- Measure beyond Google Analytics



Our job is not to create content. Our job is to change the world of the people who consume it.

— Andrea Fryrear, agile marketer, Content Marketing Institute