



The Health Care Marketers' Guide

FOR CREATING A CONTENT MARKETING STRATEGY

Content is Key

According to a 2014 Demand Gen survey, 82% of B2B senior executives reported content as a significant driver of their buying decision. When it comes to developing a content marketing strategy for your health care organization, your content must be produced regularly and made with stakeholders in mind.

Most companies don't have a system in place that deals with content creation and management, even though a content marketing campaign can solve an array of brand issues. Some common solutions content marketing provides health care marketers include:

- Building trust with patients and doctors
- Creating an emotive and relatable brand
- Moving personas down a defined journey
- Improving business reputation
- Optimizing organic search growth

A well-developed content marketing strategy will address these head on. Through dynamic and engaging content your organization can build trust with your patients and stakeholders, cultivate a resonating brand, improve your reputation, and increase online leads.



Content marketing delivers

54%

more leads than traditional
outbound marketing



82%

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Steps for Creating a Content Marketing Strategy

1 IDENTIFY
YOUR POTENTIAL
STAKEHOLDERS

2 UNCOVER
STAKEHOLDER
GOALS

3 ESTABLISH
A CONTENT
MARKETING TEAM

4 MAP CONTENT
ACROSS DEFINED
JOURNEYS

#1

IDENTIFY Your Potential Stakeholders

Every business decision you make should be made with your audience in mind. Developing content is no different. Your content should be created for the benefit of your stakeholders before all else. Depending on your organization, **potential stakeholders might include:**



Once you've identified them, develop personas for each of your stakeholders. If possible, create personas that cover their needs and goals, potential barriers to achieving those goals, influencers, channels, and more. Go beyond standard profile data and demographics such as age range, income, education background, etc.

A detailed persona creates an intimate illustration of your stakeholders, helping you create and tailor content that meets their needs.

PROSPECTIVE PATIENT PENELOPE



A local professional, Penelope is starting her family. She's in her early 30s and does detailed research before making any decision. She's looking for the right pediatrician for her new family, one who values what she values and one who will feel like an extension of her family.

#2 UNCOVER

Goals for Specific Stakeholder Groups

With your stakeholders identified, start uncovering their goals, which will influence the content you'll soon be creating. Identify the challenges your stakeholders have, and the goals will naturally present themselves.

In hospitals for example, converting prospective patients may be challenging if prospects don't feel confident in the expertise of the hospital's specialists. A savvy marketer will build up the expertise and thought leadership of the experts by creating video interviews, publishing perspective content, and promoting accolades or awards.

DEVELOP YOUR KPIS

From here, go a step further and develop key performance indicators (KPIs) based on the goals you've identified. Since you're building a content strategy, these KPIs should relate to measurable actions your content will initiate. For instance, the goal "increase brand engagement" can be measured against the KPIs "number of content shares on social media," "number of comments per content," or "number of views per video." It's important to have tangible KPIs in place to measure success.

Examples of Strong KPIs

GOAL: ↑ Increase Brand Awareness

KPI:  Social Media Shares

KPI:  Organic Referrals

KPI:  External Website Referrals

GOAL: ↑ Increase Online Engagement

KPI:  Videos Watched

KPI:  User Comments

KPI:  Content Downloads

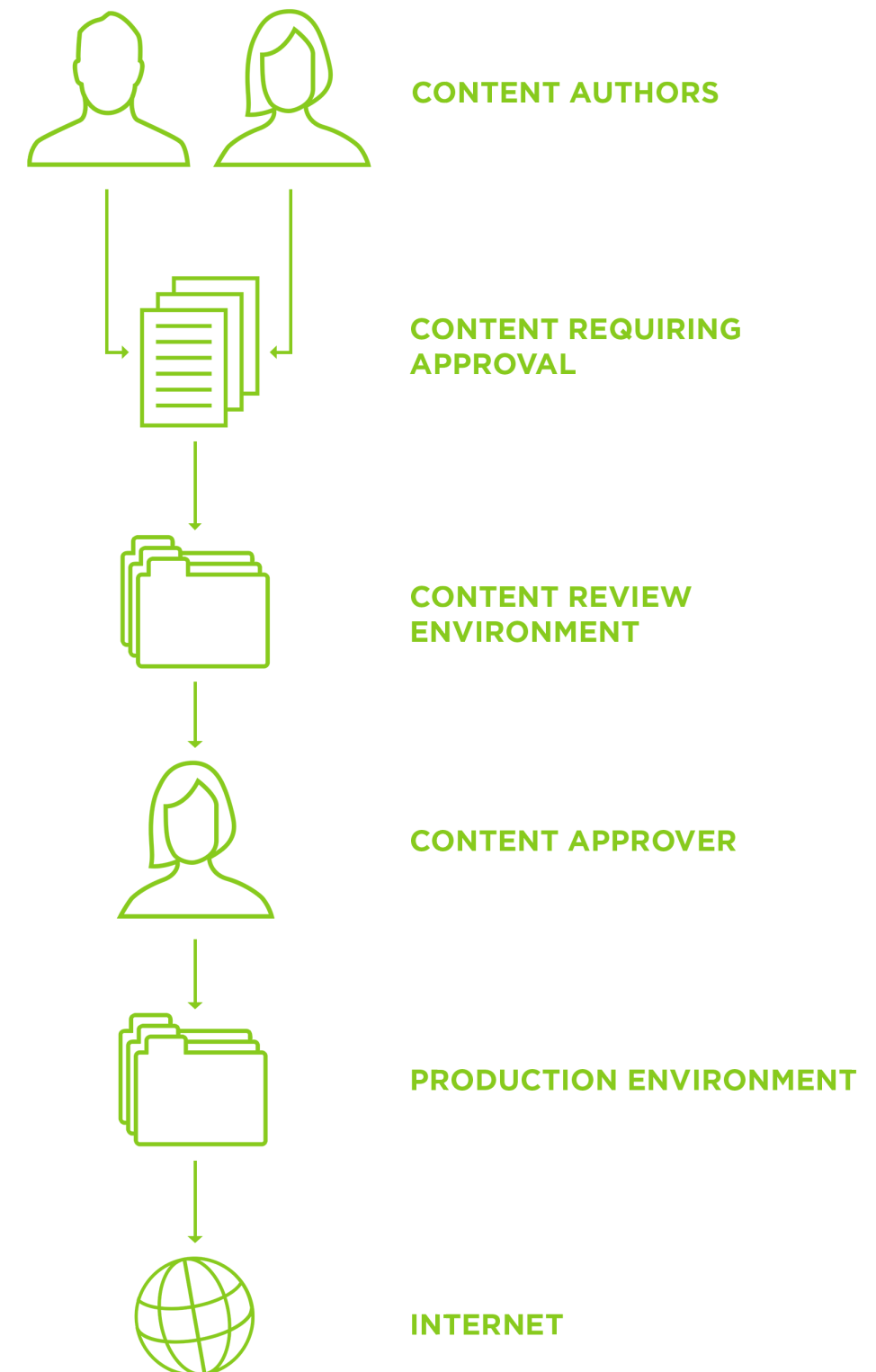
#3 ESTABLISH A Content Marketing Team

Now that you've identified your stakeholders and their goals, it's time to put together your content team. A great way to get started is by asking (and answering) these questions:

1. How are you going to create the content?
2. Who is going to write the content?
3. What metrics for review/approval will you have?
4. When will you write and how often?
5. What channels will this content be distributed across?
6. Can you produce visual content (such as infographics and video)?
7. How often will you refresh/repurpose content?

We recommend making a clear chain of command and checklist when it comes to forming a content team. A content governance plan, workflows, and processes will help lower communication errors and increase productivity.

Know Your Process



#4 MAP CONTENT Across Defined Journeys



Once you have formed your content team, you can move forward to the actual content creation. Your method for creating content should involve research, your stakeholders, and each stakeholder group's specific goal. To do this, outline the specific journey your individual stakeholders go through when making the decision to engage with your organization.

For example, patients typically go through the following stages:



While this is a simplified illustration, we want to stress the importance of how a user's needs change at different stages of the journey. At each stage, Prospect Penelope will expect and require content to meet her needs and feel confidence in one brand over another. Create content that intersects the prospect, and you will help to nurture her toward Loyalty.

#4 BONUS TIP: Personalize Content

Take content mapping one step further by personalizing that content for your audiences. It's one thing to provide them with content that aligns with their stage in the buyer's journey—and another entirely to give them content that actually aligns with their interests and behaviors.

Segmenting is the key to effective personalization. By tracking prospects' interests, occupations, and even past behaviors on your website, you can serve up content that resonates, making them more likely to convert.

WHY PERSONALIZE?

87%

of consumers say that personalized content positively influences how they feel about a brand.

63%

of marketers say data-driven personalization is the most difficult online tactic to execute.

HOW TO EXECUTE PERSONALIZATION

First, make sure you're leveraging your marketing software to properly track and segment prospects. Then, create content calendars based on this data to cater to segmented audiences. You may also want to consider upping the ante and investing in a personalization tool.



Acquia Lift

Acquia Lift is personalization software that empowers marketers to deliver the compelling digital experiences that today's customers and prospects demand. Lift combines customer data and ready-to-use, relevant content across all of an organization's marketing tools to allow marketers to better serve customers, foster loyalty and reach business goals.

- Unified Customer Profile
- Real-Time Adaptive Segmentation
- Content Creation, Discovery, and Syndication
- Powerful Personalization
- Analytics and Dashboards

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SOME OF OUR HEALTH CARE CLIENTS



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