


CONTENT MARKETING FOR HEALTHCARE

A DETAILED GUIDE FOR MARKETERS





Healthcare content marketing can be complicated, but with proper guidance, it can be a seamless experience. On the digital space, marketing trends keep on changing. What may be relevant today may soon become obsolete tomorrow.

However, content marketing is something that will never fade away. When it comes search engine optimization (SEO) and establishing a presence in the world of internet, the content will always be the king without which brands cannot secure their place in the search results page. And moreover, content marketing and social media marketing aren't just any trend that will soon be replaced by another. The idea of developing and sharing content to grab online attention of customers is the very reason that will never let content marketing to lose its effectiveness.

When it comes it, healthcare brands, the tendency to rely on content for online branding is no exception. Even an increasing number of healthcare businesses are investing in the creation of unique and quality content that they can use to promote their medical business. However, often, their efforts do not yield the desired result as most of them are still unaware of how to use content marketing strategies for better gain.

To make the biggest impact, here is the list of effective content marketing strategies:

SET A DEFINED CONTENT MARKETING GOAL

Whenever you start any marketing strategy, the first thing you should be clear of is your goal. The same applies to content marketing as well. Before executing your content plans, you must ask yourself the purpose of your content marketing strategy. It means that you should know what you want to achieve with your content. This will help to plan your entire marketing journey accordingly.

Goals can be varied and may differ from marketer to marketer. For some content marketing, goals may be generating leads whereas, for some, it may be driving customer engagement and increasing brand popularity. You must know what purpose you have set for your content strategy.



KNOW YOUR BRAND

By knowing your healthcare brand, we mean discovering all over again what your audience wants, particularly with respect to the content part. Going with the market flow is not always a great idea as it is not necessary to do the same thing that others are doing. What may suit your competitor may not go well with your business.

In other words, try to find out your unique selling proposition that sets your brand apart from the others. This will help you to bring clarity in your business model, strategic interpretations, and help you focus better on what works for your brand. However, especially for an established business rebranding to redefine right from the scratch to bring in a change in internal and external perceptions may be difficult but if done correctly it can help cover up the loopholes of the present.



GET TO KNOW YOUR AUDIENCE

When we talk about healthcare brands, the customers here are not the usual ones. It mainly consists of patients, nurses, physicians, healthcare executives, medical device manufacturers, technicians, and other professionals, suppliers, and providers related to the medical field. Hence, while building a content strategy for these targets, B2B marketers must make sure that they know the audience well. Detailed knowledge of client demographics and psychographics such as age, gender, job title, occupation, their needs and concerns, their interest, and more help to add personalization to your healthcare content marketing campaigns. Based on these customer insights, you can plan and create content that aligns with their choices and requirements. This helps to keep the audience engaged, interested, and establish credibility.



DEVELOP AN EFFECTIVE CONTENT STRATEGY

Now, once you know what type of content your audience would like and you are clear of your content creation part, the next thing to do is build an efficient content strategy that will help you understand what to do next and which type of content to create. If the content strategy is not up to the mark and fails to keep the audience engaged, then the road to success is difficult. You need a sound strategy to back up your marketing goals and help you find out what you must do going ahead.

You must always use your content as a tool for reinforcing your brand's online presence in the market. Hence, in order to do so, you must find more customer insights about content. You must try to find the answer to questions like – what your audience will find engaging and exciting, how you can help them know more about your company, and how to make finding information about your brand easy for the customers. All these can be done with the help of a Content Management System (CMS) that can manage your managerial works pertaining to content creation, sharing, and distribution. You just need an experienced and expert web developer to help you develop an efficient CMS.

FIND WHAT TYPE OF CONTENT TO PUBLISH

The content you post online either on the brand website or the social media profiles must not fail to deliver valuable information. No matter whether you are sharing videos, white papers, email newsletters, web copy, or articles, your content should offer informative insights that people can read and share across social media channels.

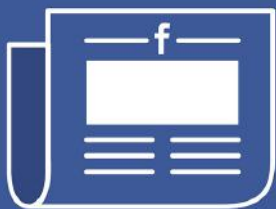
Healthcare marketers can use email newsletters and social media platforms to share their content. Brands can even include guest blogging on third-party sites in their content marketing strategy to expand the brand reach. However, what content you will create and share will greatly depend on who your audience is? There is no use of sharing irrelevant content that the audience cannot relate to or find useful.



PROMOTE YOUR CONTENT FOR EXPOSURE



It is not enough to just post content. If you do not promote your content and take it to a broader audience, then there is no use. If your audience doesn't read the content you create, how will they get attracted towards your healthcare brand? This is why you must do the following to promote your content:



Share articles on Facebook: Whenever you post an article on your website or any third-party site, promote the article link on your brand's Facebook page. It will help to spread your content among all the followers and encourage further re-shares, likes, and comments.

Promote content on Twitter and LinkedIn:

Twitter allows you to tweets links, content, and ideas that are relevant to your targeted industry. There is a 140 character limit using which you can write and tweet whatever you want to promote content. On the other hand, LinkedIn is more of a professional networking site opposite to what Facebook is. You can share content and article links on your company's LinkedIn profile page, group discussions, and communities to draw attention.



Publish article summaries on website homepage:

Homepage is the first place where a visitor lands up when they search for your brand website. So, including summaries of your articles and blogs on the homepage under latest posts section may help. It will show the audience that your website content is up-to-date, and also you can stuff more keywords in it to better optimize your SEO skills.

Send Email Newsletter: A company email newsletter helps to stay in consistent touch with the customer. It helps to keep the existing customer engaged with the brand and also establishes a direct connection with customers via their inbox.




BLOG

Submit Guest Blogs: Search sites with hog domain authority (DA) and web traffic. Try to submit articles with your backlinks on these sites to build credibility and strengthen your market presence.

MEASURE AND TRACK YOUR STRATEGY PERFORMANCE

When you implement your content strategy, you must never ignore finding out how your campaigns are performing. It will help to understand whether your healthcare content strategy is working or needs improvement. You can do the following to measure and track the performance of your content:



Use the Google Analytics tool to keep an eye on your online activity and how it's performing.



You can also install a tracking code on your brand website to find out the number of visitors, pages they are looking and their stay duration.

Also, you can take the help of social media analytics to measure the performance of your content on social media channels. It will help track likes, comments, and shares. You can see which content is driving more engagement and accordingly can plan future content strategy.

CONCLUDING NOTE

In most of the cases, we see that healthcare companies lack proper knowledge and understanding of content marketing. They are completely unaware of what to do and from where to begin. That is why proper guidance is what they need to help them get started with their healthcare content strategy in the right direction.

We hope that this guide proves helpful for all the healthcare marketers out there who aren't sure about how to execute their content plan. This will answer many of your content marketing related doubts and questions and give you a refined view so that you can build your strategy without any further difficulty.

ABOUT US

MedicoReach is a provider of authentic and verified healthcare business data, helping marketers communicate with their targeted prospects via email, direct mail, and telephone campaigns.

With millions of verified B2B records in our repository, we help healthcare organizations get in touch with healthcare professionals, executives, technicians, and device manufacturers to promote their medical supplies. We offer both customized and pre-packaged data to support the data-driven marketing campaigns within the medical industry



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