

ZEST

Bringing new flavor to healthcare content marketing

Squeeze **YOUR CONTENT**

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reasons to
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TO YOUR
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OPEN *the* GATES

Generating leads by asking consumers to fill out a form before accessing a valuable piece of information is losing its value — and could be losing you customers. According to a study by MarketingSherpa, form leads convert to customers only 2 percent of the time, compared with 25-40 percent of the time with inbound calls.

If you use lead-gen forms, keep in mind that eight out of 10 people have abandoned a form after starting to fill it out. Follow these tips to address their four biggest concerns:



Security concerns

29%

Tell them on the form why you're collecting the information and whether you sell or share their information.

Form was too long

27%

Part of rating a lead is the level of interaction they have on your website. Ask for as little information as possible in the beginning.

Advertisements or upselling

11%

If you're using the lead-gen form for future marketing, ask them to opt in.

Unclear reason for collecting information

10%

Again, being up front may help your completion rate — especially if you provide the opportunity to opt in to future contacts.



TAKEAWAY:

Consider ungating your content to help build confidence in your organization with potential customers, and then use click-to-call to convert them to customers.



OK, GOOGLE

With voice search expected to be more than half of all searches by 2020, the race is on to become the featured snippet. Snippets are the short answers that appear on the top of search pages and are usually the answers given by smart speakers. To land the snippet spot:

- Optimize for long-tail, first-person questions
- Keep answers short and specific
- Provide how-to instructions or lists
- Focus on local



VOICE SEARCHES ARE 76% LONGER THAN TEXT SEARCHES.

REACHING OUT FOR MARKET RESEARCH

Organizations are increasingly turning to insight panels, patient cohorts, and patient advisory boards to help guide business development and marketing initiatives. Here's the difference and how you should use these groups best:

Insight Panels	Consumer panels typically created and maintained by an outside research firm	Used for targeted research questions and quick feedback, most often conducted through pulse surveys or online chats
Patient Cohorts	Committed patients, family members, and caregivers with a specific health condition such as cancer	Meets regularly in person to provide feedback on patient needs and services
Patient Advisory Boards	Community members, may include patients	Meets regularly in person but also can provide feedback through online surveys and chats

HUBBA HUBS

KICK THE KEYWORD HABIT AND START BUILDING CONTENT HUBS

If you're still creating content by focusing individual pages on keywords, it's time to rethink your online content strategy. Due to changes in users' searches, healthcare marketers should be focused on creating content hubs that create in-depth linked content.

A content hub collects and posts related content, including blog posts, videos, and e-guides, at a single destination. The advantages of content hubs are threefold:

1. BETTER CONTENT ORGANIZATION

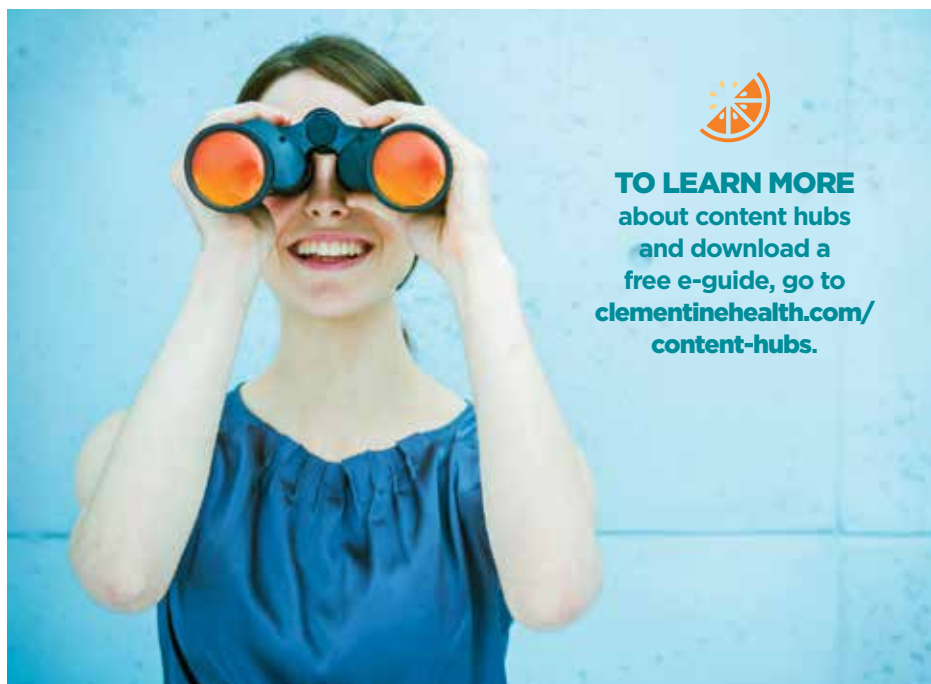
It's easier for consumers to navigate, and it helps healthcare marketers know where to put content.

2. BETTER USER EXPERIENCE

Consumers find everything they need at their fingertips, reducing frustration and keeping visitors on your site longer.

3. HIGHER RANKING WITH SEARCH ENGINES

Semantic search means Google is looking for in-depth related content. (See sidebar.)



A Matter of SEMANTICS



Semantic search

is changing the SEO game, and savvy healthcare marketers have adjusted their website content strategy accordingly.

Think of semantic search as Google's effort to be a one-stop search engine. Google is now "anticipating" what searchers are interested in and guiding them to sites that not only answer the original query but all related questions. For instance, when searching about back surgery recovery times, Google will serve up a site telling you that, along with how long you may be in the hospital, whether you'll have driving limitations, and whether you'll need help at home during recovery.

To maximize search engine rankings under semantic search, optimize your content for the intent of the user, not just a singular query. In other words, you need to answer the initial question and answer questions number two, three, **AND** four. And all of this content must be linked and organized so that it is easily accessible to the website visitor — and readable by search engines.

What's **BLACK** and **WHITE** ...

Is **print** your **missing** ingredient?

Across the country, marketers are investing the lion's share of their dollars in digital, both on the advertising and content side. There's no doubt that a digital strategy is critical — see our article about change in search and the need for content hubs on Page 3. But if you have nixed print entirely from your planning, you might be missing a huge opportunity. Here are five reasons to re-evaluate print:

- 1** **Print holds high value.** Neuroscience studies have found that people pay more attention and have higher recall of print content over digital content, plus it activates the part of the brain — the ventral striatum area — associated with higher levels of desire and valuation. Other studies have found that consumers place a higher level of trust in print content, probably due to the investment companies must make to produce and deliver print.
- 2** **Print is a top-of-the-funnel tactic.** While digital marketing makes it easy to market directly to consumers at the point of purchase, print reaches and engages new prospects early during the consideration phase of the buying funnel.
- 3** **Print creates awareness of issues not on the search radar.** Not many people get up in the morning to Google diseases they don't know about. A print article about an emerging or little-known health condition — or treatment — can educate the public and drive volume to physicians and hospitals.
- @4** **Print improves brand awareness.** A study by Millward Brown Digital reviewed 150 case studies across various industries and found that when print was added to the marketing mix, brand awareness went up the most, as much as 15 percent.
- £5** **Print can be tracked.** Print can drive measurable responses such as booking appointments. Using tracking numbers and vanity URLs are quick ways to measure response, and evaluating generated revenue can measure longer-term ROI.

AUGMENT YOUR REALITY

When *Time* magazine used augmented reality this year to feature Bono narrating an infographic, marketers around the country woke up to the potential of AR. New apps — including in-phone AR capabilities — are making it easier and cheaper for organizations to take advantage of this increasingly effective technology.

Augmented reality allows readers to scan an image — such as a page in a magazine — with a smartphone app to view digital content. Healthcare marketers are using AR in print media to drive consumers to digital content, including videos, animated infographics, interactive maps, and quizzes.



To see how AR works, download the Layar app and scan this page.

End *in* Mind

KNOWING NEXT STEPS HELPS DRIVE EFFECTIVE ROI WITH PRINT PUBLICATIONS

You've produced a beautiful magazine with a killer cover. But when it comes time to talk with your CEO about ROI, your story is DOA. What gives?

Your content may be compelling. But if it's not created with an end goal in mind, your budget could be on the line. To plan a publication that engages patients — and gets them in the door — you need to think in reverse. Start with what you want your readers to do after they read a story.

When planning an issue of *bloom*, a quarterly magazine from Penrose-St. Francis Health Services in Colorado Springs, Jill Woodford, the marketing manager and brand ambassador, came armed with a list of classes, community sponsorships and

! CLUE YOUR SOURCES IN ON YOUR PLAN. RATHER THAN JUST PASSING ALONG A NAME FOR THE WRITER TO INTERVIEW, PREP THE SOURCE ON YOUR END GOAL SO THEY KNOW HOW TO FOCUS THEIR COMMENTS.

programs, doctors who needed promoting, and the paid media marketing and advertising plan for the corresponding quarter. Together with her Clementine editorial advisor, she crafted newsworthy topics that could feature the array of CTAs she had available.

"Using that list as a starting point, we would come up with relevant, educational and, of course, interesting topics where we could feature those calls to action," she says. "Planning this way ensures that readers have a next step that ties them to the organization."

And it helped ensure that Woodford was able to tie that engagement directly back to *bloom*. "Last year, we were able to show that our publication generated more than 11,000 new patients and an ROI as high as 23:1," Woodford says. "We weren't just helping educate our community, we were driving revenue."



HIT YOUR TARGET

Identifying your audience is one of the most essential parts of your content marketing strategy — and it's a process with benefits. When you key in on who your target audience is, you'll also learn a lot about what they want to know.

START WITH DATA

Build your list by ZIP code, age, income level, and gender. Then narrow in with criteria like presence of children, insurance plan, or specific conditions. Talk with your clinical staff and physicians to better understand current patients and their concerns.

DIG FOR DEEPER INSIGHTS

Research online patient forums about specific health topics to gather info about potential audiences and their content needs. Don't forget to include decision makers. For example, a large part of your audience for erectile dysfunction content might actually be the women who encourage their spouse to seek treatment.

ASK FOR MORE INFORMATION

Reader and patient surveys provide valuable information about your audience. Analyze responses for demographic trends to help fine-tune list purchases.

Juicing Your Content

How to stretch your content across platforms and audiences

Looking for ways to fill your editorial calendar without busting your budget or exhausting your team? Developing multiple types of content on one topic at the same time provides efficiencies in time and money.

This infographic dissects the anatomy of a content campaign.

STAGE

1

Use an **infographic** in a print publication with a CTA that refers readers to more comprehensive content online.



THE BRAIN
PROCESSES
IMAGES

60,000

TIMES FASTER
THAN TEXT.

STAGE

2

Expand the **infographic** into a blog with a CTA that allows blog readers to download an in-depth guide.



ORGANIZATIONS
THAT
BLOG HAVE A

434%

BETTER CHANCE OF
SECURING HIGH
RANKINGS
ON SEARCH
ENGINES.

STAGE

3

Obtain a person's **email** address when he or she downloads the guide, and then send an automated email one week later with a link to a related video.



EMAIL SUBJECT
LINES THAT INCLUDE
THE WORDS
"THANK YOU"
HAVE THE HIGHEST
ABOVE-AVERAGE
ENGAGEMENT
LEVELS.

STAGE

4

One week after sending the **video**, send a second automated email offering to set up a free informational call with a specialist or inviting the person to an event.



100

MILLION HOURS
OF VIDEO ARE
WATCHED EVERY
DAY ON FACEBOOK.



To learn more tips on how to increase your content creation output, read our blog at clementinehealth.com/blog/create-more-content.



PICK THE RIGHT WRITERS

SHOULD YOU HIRE A FORMER JOURNALIST?

Pros

A nose for news. Instead of the same-old story, these writers will weave in the latest research and “on the horizon” info, and always get to the nugget of news in any story.

Flexible on the fly. They aren’t often thrown by twists and turns, and they know to follow a good lead, even if it varies from the assignment.

Mad interview skills. Journalists excel at asking good questions, and then listening and formulating deeper, probing questions about the details.

Cons

Not sold on selling. The subtleties of writing marketing content can be difficult for some journalists. It may feel foreign and even a little “icky” for some of them.

Straying from the subject. Make sure they check in with you before shifting a story’s focus, since you have marketing priorities that might trump a newsier lead.

Tough not TLC. Journalists may not have the soft touch needed with some sources. Busy physicians will bristle at a confrontational questioning style.



Your content is only as strong as the team who produces it. Whether you rely on in-house writers or freelancers – or a combo – find writers who:

FOLLOW THE RULES: You provide deadlines, word counts, and protocols for a reason. Ensure your writers keep the process on track by following the guidelines, including documenting source approvals and citing any references with a link that can be checked by a proofreader.

THINK STRATEGICALLY: It’s not enough just to be a great writer. They also need to understand the marketing goals and strategy so they can formulate topics and questions that are on point. And by knowing the big picture, they will know what to do if they encounter a source or research that leads them in another direction.

HAVE DIFFERENT STRENGTHS: Maybe one is great at distilling techy research into understandable nuggets, and another is able to make great connections with patients and clinicians to draw out compelling stories.

CHECK THEIR EGO: They should expect to revise copy based on thoughtful and clear feedback, and to be professional and accommodating with all sources.

SWEAT THE SMALL STUFF: It may seem minor if your writer uses the Oxford comma or adds periods to M.D. if that’s not your style. But the more you have to edit copy, the more time it takes you. Share a detailed style guide so that copy comes in clean and formatted correctly.

To get the most from your writers, be sure to set them up for success! Give them the time and insights to do the job right.



Thorough, clear writing assignments — even for internal writers — are a must. Download a free template on clementinehealth.com/writers-assignment.

Clementine Healthcare Marketing

combines expertise in journalism and marketing to create content that informs and inspires yet, at the end of the day, sells too. Our roots in healthcare run deeper than 30 years, yet we always bring the freshest content marketing to the table.

Our offerings include:

- Digital content hubs
- Blog posts
- Electronic newsletters and guides
- Print publications
- Annual outcomes reports

To learn more or set up a free content audit, visit us at clementinehealth.com.



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Moving Up

How to successfully transition from technician to leader

If you've recently been promoted to a marketing leadership role, it's more than likely that you are coming to it from a technician's role.

A technician is someone who implements plans, while a leader inspires a team to work collectively toward a vision, according to Cam Vuksinich, owner of Denver-based Creative Insights Coaching. To be successful in your new role, it's critical to transition your skills, behavior, and even your attitude. Otherwise, you risk staying "stuck" in your previous role despite a new title. Vuksinich offers three tips on making a successful transition from technician to leader:

1

Big picture vision: Leaders stop spending time on the details of projects and instead shift their focus to creating and communicating a vision and strategy.

2

Listen and lead: When you leave the technician role behind, you also need to set aside the ways you implemented projects and let your team do it their way.

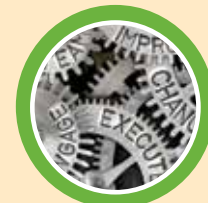
3

Clear the obstacles: Your job is no longer "to do" but to create an environment where others can do. Learn what is stopping your team from doing their best work and clear obstacles that stand in their way.

Why You Stay Stuck



Trying to continue performing your former role along with your new role.



Crossing tasks off a to-do list vs. creating strategy.



Trying to do it all rather than prioritizing initiatives.