

# ▶ Drive Deeper Engagement with Content Marketing

BY KIM LONGETEIG, FRBMA

**if** you're up to date on the latest marketing trends, you've likely heard about how content marketing is sweeping marketing departments across many different industries. While content marketing is not actually new, it is still gaining speed and attention, and there's still time to get on board with this trend and integrate content marketing into your existing marketing efforts.

Content marketing is a shift from a traditional "push" marketing strategy to a "pull" strategy, where companies focus on producing or curating timely, relevant, and valuable content that is aligned for the interests of the audience that is being targeted. Traditionally, we focus our marketing energy on distributing the message we want to be heard—the one that sells our product or service. Content marketing, on the other hand, does just the opposite. It focuses on attracting and retaining customers by delivering content that inspires loyalty without seemingly wanting to sell something.

The magic of content marketing is that even though it appears to have the best interest of your target audience in mind, it has the ability to have a potentially significant, positive impact on your business objectives. Not only is content marketing well-suited for greater brand exposure, it also naturally attracts potential customers, positions your company as an information resource, provides patients with necessary post-service information, drives social engagement, has a huge impact on Search Engine Optimization (SEO), and increases your practice's credibility.

Some specific types of content that you can utilize in your content marketing efforts include interactive quizzes—test your audience's knowledge of a specific service line (e.g., vein services), and you become the resource with all the right answers. Turn your frequently asked questions (FAQs) into a powerful blog of spot-on information and resources. Create a website (e.g., microsite) tailored to a specific service line or subject; this will position your practice as a subject matter thought leader. Want to help convert prospects that are 'on the fence' about a specific service line? Create a checklist of pro and con arguments and help patients make their own decisions. Mobile apps, articles, whitepapers, slideshows, endorsements by patients or referring physicians, video demos—they all count as excellent sources of content marketing.


Deciding what types of content to produce depends on your goal and, based on the Content Marketing Matrix<sup>1</sup>, should create either an emotional or rational connection and drive either awareness or purchase behavior by entertaining, educating, inspiring, or convincing. You may find that some of your content serves more than one objective in the Matrix, and you may realize that you already possess a significant amount of inspiration needed to

create memorable content. If you find yourself coming up short, you can curate relevant content from other sources. Don't forget to get your team involved to 'crowd source' content and tap into your champions for ideas.

Take the time to identify your 'buyer personas'. This is essentially your target audience, but allows you to delve into the specifics of what your visitors are seeking and not just what you wish to tell them. Understand demographics, values, the desired experience, pain points, what a day in their life is like, common objections, and where and how they prefer to receive information. With this knowledge, you'll be better prepared to make guided decisions resulting in content that is relevant and timely for your audience.

Once you have your content developed, distribute it across as many applicable mediums as possible—your website, social media pages, blog, e-blasts, and printed marketing materials to name a few. You can easily repurpose one piece of content for multiple impressions. Knowing that Google puts significant emphasis on content that is original, active, frequently updated, and fresh, you'll also be one step closer to higher search engine rankings. You're welcome.

In today's marketing landscape, you have to be prepared to cast a wider net. There will always be another practice offering the same services as you and using the same talking points to sell services, so competing for attention in a society of sensory overload won't get easier. You have to be prepared to do something different to beat the competition. Like most marketing initiatives, if you don't accept the charge to try something new, someone else will do it for you. Choose to lead the conversation and distinguish your brand from look-alikes.

Bottom line: Create content that is worthy of being remarked upon. Go on. Spark a conversation. 

## REFERENCE

1. Content Marketing Matrix: <http://www.smartinsights.com/content-management/content-marketing-strategy/the-content-marketing-matrix-new-infographic/>



### KIM LONGETEIG, FRBMA,

founded Ali`i Marketing & Design in 2006. She has worked collectively in marketing, advertising, graphic design, and social media for over 18 years. Kim is an active member of the RBMA and currently serves on the RBMA Board of Directors as secretary. She is chairperson of the Communications Committee and previously headed both the Educational Materials and Products Committee and the Marketing Subcommittee. Several pieces of her design work have earned RBMA Quest Awards, and she was the recipient of the RBMA Global Achievement award in 2011. Kim can be reached at 808.769.4351 or [kim@aliidesign.com](mailto:kim@aliidesign.com).