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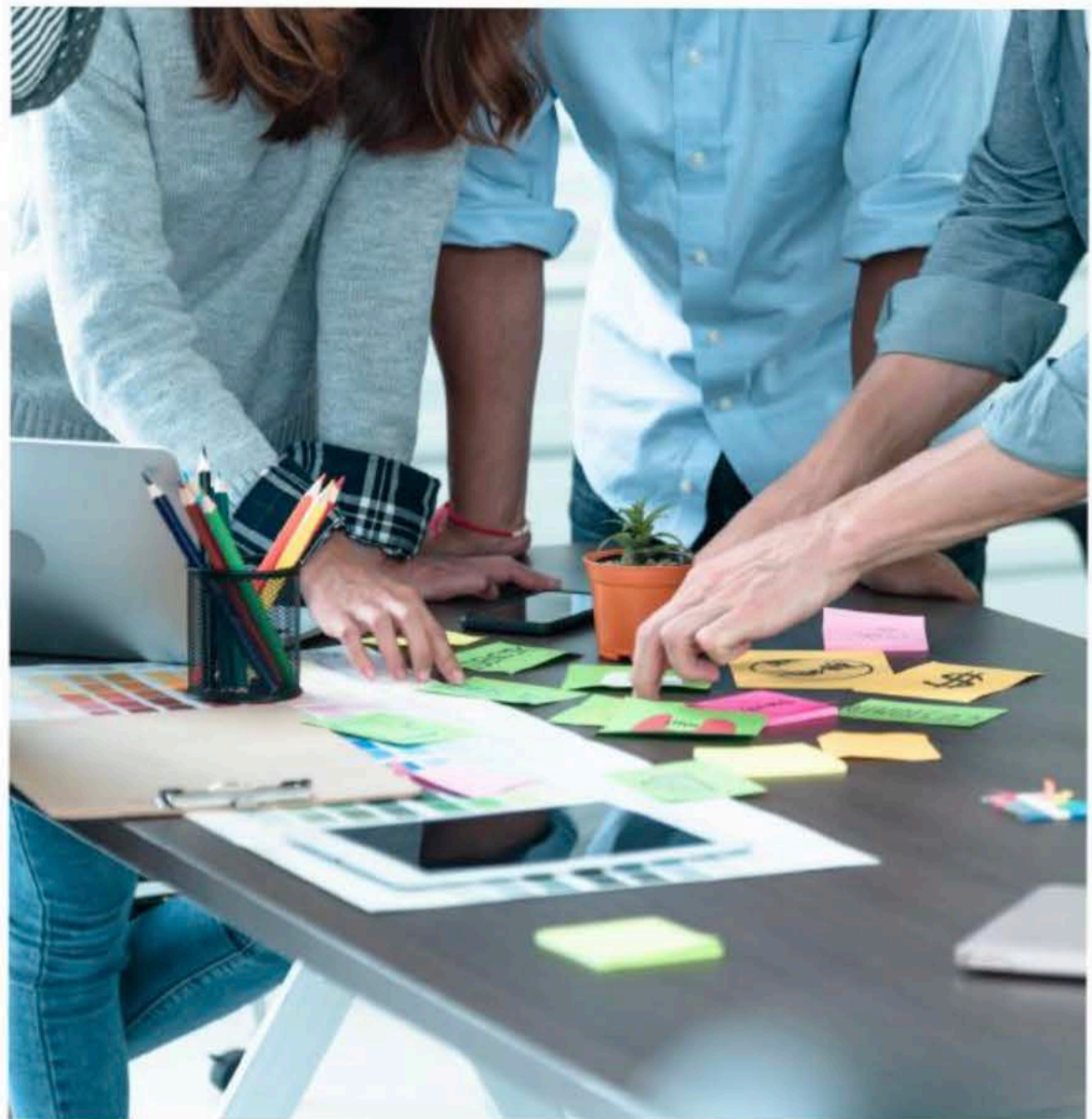
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Quick and Easy Tips for Developing an **Effective Content Strategy**

BY KIM KELLEY, FRBMA

Now more than ever, an effective content strategy is important to the growth and success of your radiology business. Just because it's essential, though, does not mean that you're using it to its fullest potential. The statistics speak for themselves. While 91% of marketers use content marketing, only 33% of them develop an effective content strategy.

You may avoid the idea of content strategy because you believe that content should speak for itself. The compelling power of words should naturally increase referrals for your radiology services. Or perhaps it seems like the appointment requests should somehow magically happen. Words just are not enough, though. So, let's look at quick and easy tips for developing an effective content strategy.



Identify Your Target Audience for Content Strategy

Your audience for radiology services includes your patients, referring providers, and employers. Knowing this, you also need to determine the demographic data for your ideal personas, including education, income, age, gender, and industry. You need to know who your audience is, but also determine how you will engage with them.



Keep Your Content Strategy Local

Your diagnostic imaging center serves your region, so you need to connect with your community of current and potential patients. As you focus on your target audience, you must personalize your content for your local market. Targeting zip codes helps you to achieve the best results from your efforts. Consider how you can use your content and channels to influence your audience.



Figure Out Your Content Strategy Goals

Keep your goals in mind as you develop your content strategy. What does your content for your radiology services need to accomplish? Keep referral generation in mind, but also consider other goals like public relations, patient education, etc.



Determine the Focus and Platform(s) for Your Content Strategy

Refine your focus to determine how best to achieve your goals with content strategy. What realities do you need to consider, but also which distribution channels should you use? You'll probably use email, web content, social media posts, videos, and webinars/meetings. Not all the channels will work for you and your audience, so keep that in mind. You should still give each channel a shot and then track the ROI to determine the content and channels that will be part of future efforts.



Create a Content Calendar

While it's important to know where you'll post your content and what you want to say, you also need a content calendar as part of your content strategy. Your content calendar is another opportunity to personalize and localize your content for your local community. Keep local events and activities in mind when you're planning out your content, but also strategize which channels will best engage with your audience.



Analyze Your Content Strategy

Your content strategy is part of an ongoing process. It's not set in stone, so you can adjust your content, focus, and strategy as needed. As you post high-quality content, make sure you design the content with the best SEO strategies to drive organic traffic. Then, as you track your results, you'll see that some of your efforts will be more successful than others. By determining which channels and focus areas work the best, you can develop an effective content strategy that will continue to deliver results.




Look at the Whole Picture

As you develop the most effective content strategy, you must consider how to integrate your platforms into a cohesive whole. Consider how

to generate referrals across and between channels to inspire trust in you and your radiology services. Make it easy for your audience to see and believe in what you offer, but also become the respected expert that they turn to for educational resources and advice. It's all part of your integrated content strategy.

Why is Content Strategy Quick and Easy?

Content strategy is important, and the pieces of this puzzle are readily available. The tasks themselves are basic and easy-to-implement. Each step is quick, but you can focus on one area at a time as you continue to develop your effective content strategy. Take small, quick steps to ensure your success. 



▶ KIM KELLEY, FRBMA,

is the principal and creative director of Ali`i Marketing & Design. She has worked in marketing, advertising, graphic design, and social media for over 20 years. She is a fellow of the RBMA and is the recipient of the Special Recognition Award for her work in rebranding the RBMA. *Kim can be reached at (970) 800-3678 or kim@aliidesign.com.*

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