Coordinated Content Marketing

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Content marketing in 2015 generates 3 times as many leads as traditional outbound marketing, but costs 62% less.

- Hubspot

Why Should You Care?
Focus Points

- Be clear on what content marketing is
- What it means to be ‘coordinated’ in content marketing
- How to create a digital plan
- Sample Plan – Cataract Surgery

Content Marketing = Headache

- Content Marketing - Sample from the audience perspective
- Challenge of content marketing is it includes so many different areas
- Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

Valuable!

- Valuable Content - Of course the goal is to provide as much value from your content marketing to as much of your target audience as possible
- Typically Digital but can also include publications
Bad Example

Good Example

Value Examples

- LASIK - Quality of Life, Safety and Outcomes, Financial Value
- Cataract Surgery - Quality of Life, Technology Offered, Customer Service
- Aesthetics - Results, Financial Value, Experience
- KAMRA - Appearance, Perception, Financial Value,
**Coordinated: Key Word of the Day**

- Establish the heart of all messages for a campaign and plan all messages to focus on that point.
- Determine content based upon the demographic that is being targeted.
- What value are you providing to that demographic?

**Why Be Coordinated**

- On average a new elective surgery patient will have 15 points of contact with your practice before coming into your office.
- If your message is inconsistent or inaccurately portraying you inside reality, you could lose the patient before you get a chance to meet them.

**Touch Points**

- Just a small collection:
  - Website
  - Word of Mouth
  - Radio Commercial
  - Facebook
  - Blog
  - Email
  - Instagram
  - Local Sponsorship
  - Etc.
Where to Start?

- The trouble with organizing a thing is that pretty soon folks get paying more attention to the organization than to what they're organized for.

  Laura Ingalls Wilder

Let’s Talk Automation

- We have come a long way in just two years....

- When I say Marketing Software/Sales Software?
  
  - Cumbersome
  - Too Hard to Implement
  - Intimidating
Marketing Automation in 2016

- Features You Should Expect
  - Lead Scoring and Tracking
  - Automated Contact Points
  - Real Time Reporting
  - Integration Between All Digital Platforms
  - Real Time Tracking and Reporting

Start with Heart

- Consumer’s buying decisions are driven by emotion
- Consumers do not have a Pavlovian response to products and to their marketing programs. Nor do the fundamentals of consumer behavior change to accommodate the latest innovation in digital technology. An understanding of consumer purchase behavior must be based on knowledge of human emotion and include the paramount influence that emotions have on decision-making.
  - Psychology Today

Why should consumers care about you?

- The heart of your message must give your consumer a reason to care, a reason to have an emotional reaction
- Number 1 place to help find your message… Patient Testimonials and Post-Operative Reactions
Identify Your Audience

- Two Defining Characteristics
  - Volume - Customer Reach
  - Value - Value to the Business

What is the Value?

- Look at two different examples
  - Free LASIK Giveaway
  - Landing Page About the Cost of Corrective Lenses
Creation

- Once the audience and the message are determined, all that is left to do is create and schedule!
- This is the step that is most often neglected, yet the most crucial to the process.
- Be objective and look for key points of emphasis.

What to Look For?

Good Content!
- Clearly demonstrate what you can do for the patient
- What makes you different?
- Transparency
- Multiple Next Steps

Maybe Rethink That...
- Tell the patient how cool you are
- Generic Platitudes
- Vague offers and statements
- Catch-all offer

Working Example – Cataract Surgery

- Where are your cataract surgery touch points?

- Referring Providers
- Existing Patients
- Word of Mouth
- Website
- Social Media
- Print Advertising
- Digital Advertising
- Conversion Tools
Cataract Marketing Automation

- Automated Email Marketing
- Facebook Retargeting
- Phone/Text Appointment Reminders

Message

Cataract Mindset
- Value Conscious
- Living With Bad Vision
- Quality of Outcome

Value Proposition
- Live without constraints of lenses/possibly better than ever
- Clear vision will happen for you, just to what degree
- Candidacy depends on your evaluation and budget

Identify Your Audience

- What is relevant to them!
Referring Providers

- Setting Expectations
- Communication Support
- Proper Referring Channels

Referring Providers/Existing Patients

- Pre-Position Surgical Options
- Identify Practice Differentiators
- Emphasize the End Result

Word of Mouth

- Remind the Patient of Their Experience
- Cataract Testimonials
- Take Home Information
Website

- Your Website is Your Storefront
- Does Your Site Reflect Your Office
- What is Next for the Patient

Social Media

- Geo-Targeted - Define Your Audience
- Ads based on: Age, Sex, Location Etc.
- Stock Image Vs. Action Image

Print Advertising

- Image Based
- What is the Publication Demographic
- Concise Messaging
Digital Advertising

• Video Advertising
• Digital Retargeting
• Facilitate Next Step

Conversion Tools

• Communicating Post-Operative Expectations
• Easily Readable Take Home Materials
• Would You Opt for Premium Lenses?

Take Away!