



5 TIPS FOR CONTENT WITH VIRAL POTENTIAL

1

UTILIZE INFOGRAPHICS WITH UNCONVENTIONAL HEALTH TIPS OR SURPRISING HEALTH STATS

2

TELL STORIES ABOUT STAFF ACCOMPLISHMENTS OUTSIDE THEIR WORK

3

DEVELOP CONTENT THAT INSPIRES PEOPLE TO SHARE IT

4

FEATURE SURVIVOR STORIES WITH HELPFUL INFORMATION FOR OTHERS

5

SHARE INFORMATION ON MEDICAL ADVANCEMENTS THAT COULD CHANGE LIVES

5 TIPS: ADVOCACY CONTENT CHANNELS

1

DISTRIBUTE INFORMATION VIA OWNED PUBLICATIONS, SUPPORT GROUPS, EVENTS

2

YOUR OWN SOCIAL CHANNELS ARE A NATURAL CONDUIT FOR SHAREABLE INFORMATION

3

CONSIDER POSTS ON PARTNERS' OR OTHER RELEVANT SOCIAL SITES

4

ADD SHAREABLE INFORMATION TO CRM EMAIL PROGRAMS

5

USE YOUR EMAIL NEWSLETTER TO PUBLISH SHARE-WORTHY CONTENT

5 TIPS: ADVOCACY CONTENT MEASUREMENT

1

ANALYZE SOCIAL SITE COMMENTS AND SHARES

2

UTILIZE TOOLS TO MEASURE GENERAL SOCIAL ACTIVITY AND SENTIMENT

3

MONITOR SURVIVOR/ALUMNI GROUP EVENT PARTICIPATION

4

TRACK PATIENT WILLINGNESS TO RECOMMEND METRICS

5

MONITOR PEER REVIEW SITES (SUCH AS YELP!)

TIPS ON THE WHAT, WHERE, HOW OF CONTENT MARKETING

Healthcare providers have no shortage of content available to them. The trick is to manage content and make it matter. The Consumer Decision Journey provides the map you need to put the right content in the right place for the right audience and track its effectiveness. As the saying goes, "Content is King," but you can be—must be—the ruler.

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