



5 TIPS FOR CONTENT THAT'S MAGNETIC TO YOUR TARGET AUDIENCE

- 1 TELL HUMAN INTEREST STORIES YOUR AUDIENCE CONNECTS WITH
- 2 PROVIDE VALUE BY ENGAGING AND ENTERTAINING PEOPLE
- 3 MAKE AWARENESS AND PREVENTION A GAME, QUIZ OR A CONTEST
- 4 APPEAL TO TODAY'S FASCINATION WITH HEALTHY LIFESTYLE CHOICES
- 5 FEATURE EXCITING DISCOVERIES THAT COULD CHANGE OUR FUTURE

5 TIPS FOR CONTENT CHANNELS THAT CREATE AWARENESS

- 1 LEVERAGE EARNED MEDIA THAT FOCUS ON COMMUNITY, HUMAN INTEREST
- 2 GO BROAD, BUT KEEP YOUR TARGET IN MIND
- 3 USE MASS MEDIA LIKE TV, RADIO, PRINT AND OUTDOOR THOUGHTFULLY
- 4 OPTIMIZE OWNED MEDIA LIKE BUILDING EXTERIORS, SIGNAGE AND FEATURES
- 5 CONSIDER BANNER ADS ON ONLINE HANGOUTS LIKE FACEBOOK, LOCAL NEWS SITES, WOMEN'S FORUMS

5 TIPS FOR MEASURING AWARENESS CONTENT IMPACT

- 1 TRACK AIDED AND UNAIDED AWARENESS WITH NRC OR PROPRIETARY SURVEYS
- 2 MAKE AWARENESS CONTENT TRACKING PART OF YOUR MEASUREMENT STRATEGY
- 3 USE WEB ANALYTICS TO TRACK GROWTH OF NEW WEBSITE VISITORS
- 4 ESTABLISH A SYSTEM FOR DOCUMENTING AND TRACKING PRESS COVERAGE
- 5 USE FACEBOOK ANALYTICS TO TRACK GROWTH OF YOUR ONLINE COMMUNITY

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.

For more information, contact Patti Bridge at pbridge@laughlin.com or 312.422.5995.

