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How to Succeed with Healthcare Content Marketing: Tips for Standing Out from the Crowd

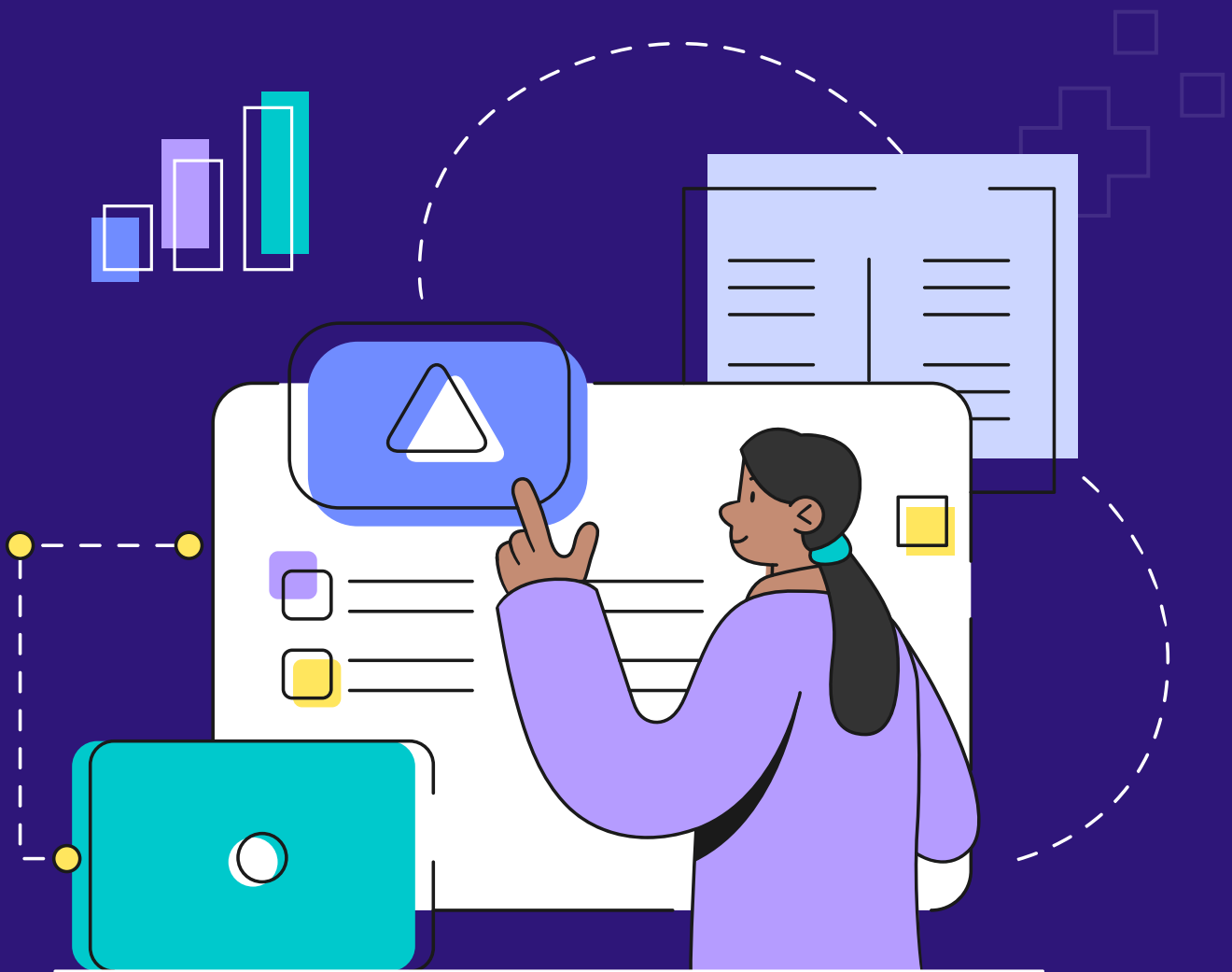


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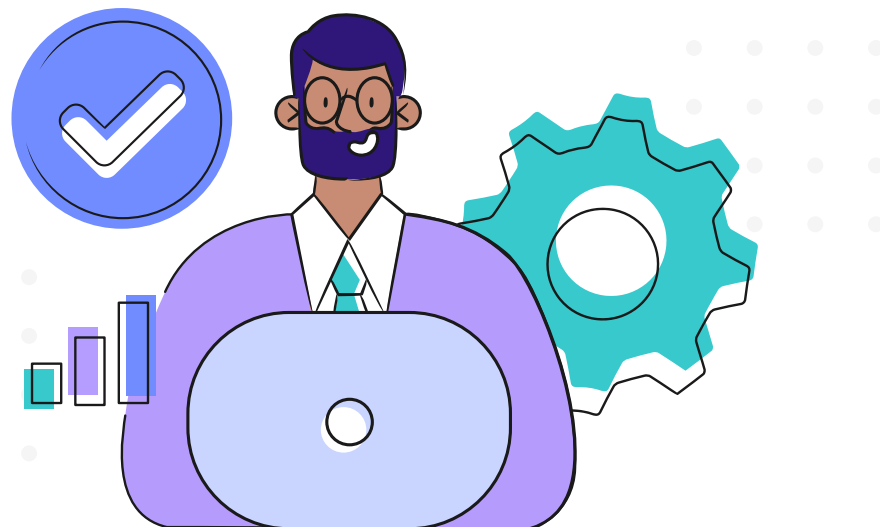


Introduction

You've heard how powerful content marketing is. You've probably published blogs and created videos for social media. But is your investment paying off?

If it isn't, don't be discouraged. You can get the most out of healthcare content marketing by addressing some misconceptions that might have derailed your efforts and implementing strategies to help your brand stand out in a sea of cookie-cutter content. In today's digital landscape, where AI-generated content is becoming increasingly prevalent, creating a strong content marketing strategy is more important than ever. With the rise of AI tools capable of producing large volumes of content quickly, the internet is flooded with generic and often low-quality material. This saturation means it's more important than ever for B2B healthcare businesses to stand out and capture the attention of their target audience.

A robust content marketing strategy allows you to differentiate your product and services by providing valuable, relevant, and engaging content that resonates with their audience. Let's explore strategies tailored to healthcare B2B companies to ensure your brand shines amidst the competition.



01

An Introduction to Content Marketing for Healthcare

These common misconceptions could be holding you back from healthcare content marketing success. Let's look at what content marketing entails and debunk common myths preventing you from reaping the benefits of this powerful strategy.

Mastering Content Marketing for Healthcare: 8 Common Myths Debunked

Content marketing helps you build trust and relationships with prospects and customers through publishing blog posts, articles, videos, infographics, podcasts, e-books, case studies, interviews, etc. It aims to provide valuable insights to your [target audience](#) while positioning your brand as a helpful resource.

While you may include a call-to-action (CTA) to invite readers to explore your products, content marketing works differently than traditional, direct advertising. Also, it isn't a one-time project. Instead, it's a long-term strategy that requires consistent effort to align with your brand's image while supporting your [SEO](#) efforts and social media strategies.



Understanding Healthcare Digital Marketing Trends: 8 Content Marketing Misconceptions that Could Hold You Back

Here are some common content marketing myths that can hinder the performance of your content. Knowing what *not* to do is the first step to refining your strategy.

1 The more you publish, the better.

Simply posting thousands of mediocre posts won't make your website appear on the first page of Google. Marketers must support a solid SEO strategy with high-quality content. Google's [Helpful Content update](#) and [E-EAT guidelines](#) reinforce such an audience-centric approach.

2 You only need to post content on your website.

While a blog is an essential website component, your effort shouldn't end there. Distribute your content through authority sites, social media, emails, etc., to broaden your audience and build backlinks to [improve your SEO](#) in relevant search engine results.

3 It's hard to measure content performance.

A content marketing expert can collect and analyze various metrics to understand a strategy's effectiveness and identify areas for improvement. These include page views, bounce rates, subscriptions, unique visitors and views, social shares, and more.

4 Content marketing is a magic bullet.

While content marketing can be highly effective for improving visibility and reaching a broader audience, it takes time for Google to crawl a site and build traction. Unfortunately, many make the mistake of giving up after a few months because they don't see immediate results.

5 I can automate content production with AI.

AI is all the rage. But [it can't replace writers and editors](#). An experienced writer leverages AI's capabilities (e.g., jumpstart content ideas) but adds the human touch to build emotional connections with the audience to nurture trust and relationships.

6 Content strategy is a standalone effort.

Your content strategy should be integral to your overall marketing plan, informed by sales, supplies, human resources, company news, and more, to deliver an on-brand and targeted experience that addresses your prospects' and customers' needs.

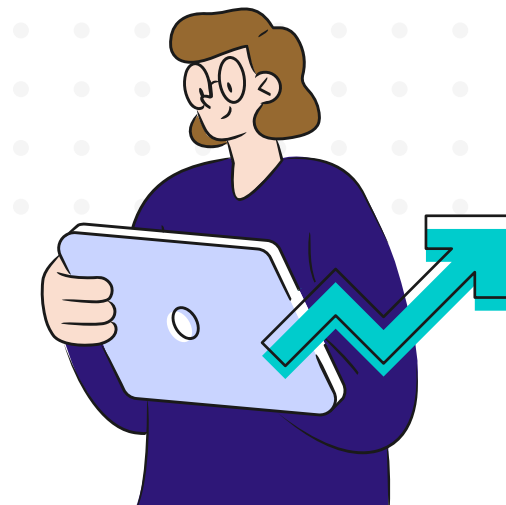
7 Content is always text-focused.

Today's healthcare decision-makers expect a rich user experience. You should create content in various formats, like images and videos, to appeal to and engage with a broader audience. Also, use image and video tags to make your content SEO-friendly.

8 Only content that delivers sales is successful.

Content marketers must go beyond immediate sales to consider how their strategies support the brand's long-term success. For example, you may leverage content at different sales funnel stages to build trust, grow your email list, and address your audience's questions.

A comprehensive content strategy helps you engage, educate, and nurture key decision-makers throughout the buyer's journey to build trust, stay top of mind, and drive conversions. Let's explore the nuts and bolts of implementing a content marketing strategy.



02

Implementing a Content Marketing Strategy for Healthcare Companies

A [Deloitte article](#) published in March 2023 states:



The median health tech deal in 2022 fetched a valuation of more than US\$57 million, which was substantially higher than the 2021 median (US\$33.9 million) and that of years prior.”

How do you stay relevant and competitive as new healthcare companies constantly enter the market while existing vendors seek opportunities to broaden their footprints? Content marketing holds the answer.

Content Marketing and Healthcare: Why It's a Perfect Match

Even healthcare companies with outstanding products often struggle to stand out. Content is your secret weapon for connecting with prospects, building trust, and nurturing them to convert. Here's how to ensure a successful implementation.

Healthcare Marketing Facts You Should Know

According to [HIMSS Media](#)'s health information and technology content marketing research:

90%

of healthcare IT buyers struggle to find high-quality, trusted content to inform their decisions.

75%

want more healthcare industry perspectives.

66%

seek trusted and independent sources.

65%

prefer stories on how others benefit from a product.

65%

are skeptical of marketing hype and empty buzzwords.

53%

are bothered by overly sales-focused content.

Content marketing is ideal for addressing the demand for relevant information. It also builds trust by improving visibility and credibility without being overly promotional.

Why Content Strategy is Key to Your Healthcare Marketing Plan

Here's how an effective healthcare content marketing plan can position your brand favorably while driving engagement and conversions.

1 Achieve thought leadership positioning with valuable content.

You can position your executives as thought leaders and your brand as a valuable resource by publishing high-value content to share unique ideas and insights.

For instance, you may [identify topics](#) relevant and valuable for your key audiences. Survey their customers, analyze the data through their lens, share the data insights, and tie them back to your products or services without being overly sales-focused.

2 **Build trust and credibility with your target audience.**

Content marketing helps accelerate the long and complex healthcare sales cycle by establishing your brand's credibility, demonstrating your expertise, and improving your [long-term SEO](#).

For example, you may add videos to your marketing plan to highlight your team's knowledge and make your brand relatable. Also, use social media to have two-way conversations with your followers and publish articles on reputable industry websites.

3 **Nurture healthcare marketing leads throughout a long buying cycle.**

[Research from HIMSS Media](#) found that nine stakeholders with varying concerns are involved in a purchasing decision at different times and stages of the purchasing journey.

Content marketing helps you [reach various stakeholders](#) and address their concerns through multiple campaigns, touchpoints, and channels during different parts of their research process. A consistent effort is critical for engaging prospects throughout the lengthy sales cycle and staying top of mind.

4 **Address different decision-makers across multiple buying stages.**

Various decision-makers have different concerns and requirements. A robust [healthcare content marketing strategy](#) helps you address them and fill messaging gaps with targeted information.

Use various content formats to support the broader marketing efforts. For example, blog posts tailored to educating the audience at the awareness stage can prime the readers to develop a favorable impression of your brand and help increase conversions at the decision stage.

5 Build emotional connections by humanizing your brand.

At the other end of your content is a human, and emotions affect their decision-making process. They're more likely to choose vendors relatable to them.

An effective content strategy adds a human element to bring your brand to life and connect with your audience. Use storytelling techniques, case studies, and testimonials to make your product's impact memorable and inspire readers to further engage with your brand.

Content marketing delivers many benefits for healthcare companies. No wonder so many are jumping onto the bandwagon. So, how do you capture your audience's attention?

Don't Get Lost in a Sea of Content: 6 Tips From Healthcare Marketers

Hubspot found that [70% of companies implemented content marketing](#) in 2022. No wonder many healthcare marketers feel like they're getting lost in a sea of content. Meanwhile, AI-generated articles are flooding the internet, and Google's [EAT update](#) has upped the ante in [the SEO game](#) to penalize low-quality content.

But don't give up! Content marketing is highly effective if you implement the right strategy to help you stand out.

6 Best Content Marketing Tips

The content marketing industry has changed dramatically in recent years. Tactics that used to work just a year ago may have stopped working. Here's how to update and optimize your approach to stay relevant and competitive.

1 Establish Thought Leader Positioning

Showcase your team's expertise by sharing new and unique perspectives on topics your audience cares about. Let each person's personality shine to humanize your brand and boost the "like, know, and trust" factor.

Experiment with various formats to cater to your readers' preferences. Insightful content not only helps you stand out in a sea of AI-generated posts. It also enables you to establish expertise, authoritativeness, and trustworthiness.

2 Deliver Engaging Digital Experiences

Add new digital experiences along the customer journey to keep your prospects engaged throughout the long, complex sales cycles. Ensure these experiences align with your brand image and deliver value to your audience.

Consider repurposing long-form videos into shorter ones for social media or combining SEO and PPC ads to deliver a coherent and always-on customer experience. Also, posting video testimonials is a great way to demonstrate your experience.

3 Create Content for the Human Audience

Cookie-cutter content won't help you build trust and engage the audience. To combat the proliferation of low-quality, AI-generated content, Google is putting more emphasis on the user experience. Therefore, your content should first and foremost appeal to the human reader.

[Know your audience](#) and cater to their needs. For example, you may collect data from your marketing channels and conduct audience research to see what appeals to your prospects. Fine-tune your messaging to create timely content that resonates with your audience.

4 Differentiate With Purpose and Passion

Be intentional about why you're creating a specific piece of content, who it's for, and how you produce and promote it. Also, experiment with new formats and use insights from original research to demonstrate your commitment to serving your audience to cut through the clutter.

Your content not only needs to be relevant to your audience. It must also reflect your brand value and enhance its positioning. Shift your focus from quantity to quality by crafting each piece of content with a unique angle to set you apart.

5 Manage Your Reputation Proactively

Gaining audiences' trust is more challenging than ever, thanks to the proliferation of AI- and user-generated content. You must produce high-quality, trustworthy content while preventing inaccurate information from damaging your reputation.

Proactively scan for defamatory content about your company across the digital ecosystem to protect your brand's interest. According to [Gartner](#), 80% of companies will have a content authenticity team to combat misinformation and fake materials by 2027.

6 Leverage AI With Caution and Intention

AI writing tools aren't necessarily bad. But they can't replace content experts. The best healthcare marketers will leverage AI software to support their strategies. You must understand the technology's limitations and exercise caution when using these applications.

AI programs have read (almost) everything on the internet and can summarize key points about a topic. But they can't synthesize new perspectives or verify facts and statistics. Content marketers must implement guardrails to create unique and accurate content to earn trust.

Navigating the fast-evolving healthcare content marketing landscape is challenging. That's why more healthcare companies are turning to healthcare content marketing agencies to help them optimize their strategies. Let's review what you need to know about working with one.



How Does a Healthcare-Specific Agency Help with Content Marketing?

Healthcare companies need more than a blog to get the most out of content marketing. A healthcare marketing agency can help you implement innovative strategies to deliver an engaging brand experience throughout the buyer's journey.

Beyond the Blog: Why You Need a Content Marketing Agency

Healthcare content marketing has many nuances. A healthcare content marketing agency addresses multiple aspects of your strategy to help you get the most out of this essential component in your marketing toolkit.

The Importance of Content Marketing for Healthcare

But first thing first — why partner with a healthcare content marketing agency?

Healthcare SaaS companies face unique challenges like long sales cycles, large buying teams, and complex barriers to product standardization.



Engaging with your prospects and providing tailored information to build trust throughout the buying cycle is essential for driving conversions.

Content marketing helps you [cultivate brand awareness](#), establish credibility, and nurture customer relationships. You can also build traction on social media, improve SEO ranking, drive website traffic, and generate high-quality leads.

However, a lack of resources and expertise makes it challenging for companies to publish regularly and through multiple touchpoints to maximize the benefits of content marketing. That's why more organizations partner with healthcare content marketing agencies to help them maximize their investment.

Working with a Content Marketing Agency

Most generalist marketing agencies don't have the expertise and skills to navigate the healthcare industry's complex content marketing landscape. Therefore, you should work with an experienced healthcare content marketing agency that understands these unique challenges.

Your expert team will help you create, optimize, and distribute short- and long-form content. They can design a content strategy to address the challenges of extensive buying cycles and complex buying committee dynamics. They'll also track analytics, fine-tune your approach, and align your content with other marketing activities.

A reputable healthcare content marketing agency goes beyond blogging to support innovative healthcare marketing ideas with high-quality content — distinguishing your brand and strengthening your reputation.

Alternatives to Blogging: How Content Supports Innovative Healthcare Marketing

What should you expect from your healthcare content marketing agency? Creating and distributing optimized articles is just one aspect of content marketing.

Your agency should also support your marketing objectives with other content formats, including:



Healthcare marketing case studies

Publish customer success stories and social proof to demonstrate how users achieve results with your solutions.



Whitepapers

Create in-depth, well-researched content to position your brand as a trusted resource to build credibility with your audience.



Infographics

Develop visual assets to simplify concepts, highlight statistics, and illustrate processes. They also encourage social sharing.



Research reports

Publish results and insights from original research or surveys to build credibility and establish your thought leader positioning.



Social media campaigns

Create social posts to share valuable information, spark conversations, nurture relationships, and drive website traffic.



Podcasts

Use long-form, in-depth audio content to strengthen credibility and reach more people via platforms like Apple Podcasts and Spotify.



Videos

Share valuable information and encourage social media sharing with a content format preferred by many B2B buyers.



Webinars

Offer interactive online events to generate high-quality leads, collect prospect information, and nurture audience relationships.

But these assets are just what people see when you have an effective content strategy. A healthcare content marketing agency also works behind the scenes to ensure the right content reaches the right people at the right time. Here's how.

Refine Content Strategy with Insights from Analytics

Your healthcare content marketing agency should help you track the effectiveness of your campaigns and use data-driven insights to refine your strategy. For instance, you may use the findings to [learn more about your audience](#), publish content to address their needs and distribute it via channels that attract the most converting traffic.

You should also have access to an expert team to help you monitor [changes in search engine algorithms](#) and understand how they impact your SEO ranking to maintain and improve your online visibility.

As you can see, a content marketing agency must check many boxes — so how do you choose one you can trust?

Choosing the Right Innovative Healthcare Marketing Partner

To navigate the dynamic and fast-evolving content marketing landscape, you should work with a healthcare content marketing agency that aligns with your vision and

values. Define your objectives and expectations to set a solid foundation before starting the evaluation process.

Then, create a shortlist and verify each candidate's expertise and track record in healthcare SaaS marketing. Assess its case studies, client reviews, and reputation to understand the team's capabilities.

Also, evaluate an agency's culture and values to ensure it's a good fit. Interact with its strategists and content creators — they'll become the voice for your brand! Also, your agency should have well-defined project management and client communication processes, take the time to consider your budget, and set ROI expectations.

Maximize Your Content Marketing Success with the Right Support

Healthcare content marketing is complex. Misconceptions could derail your efforts while implementing a one-size-fits-all strategy is the recipe for getting lost in a sea of content.


On the other hand, the right approach and an innovative strategy can help you stay top of mind throughout the long B2B healthcare sales cycle. It can help you attract high-quality prospects, build trust, nurture relationships, and drive conversations.

The good news is that you don't have to do it alone.

Spot On helps healthcare SaaS companies audit their content and develop targeted strategies. We'll help you design a plan to build awareness and reach new qualified leads.

[Book a meeting](#) to see how we can help you maximize the power of healthcare content marketing.





Not Sure Where to Start with Your Digital Marketing Strategy?

Let's Talk



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