



# The Ultimate Content Marketing Checklist for Healthcare Marketing Pros

**SmartBug.**

**If you're a healthcare marketer, you may feel like your marketing efforts are crawling. With the pandemic increasing patient demands for more service, and pressure from consumers and businesses mounting, you need your messages to break through now.**

Unfortunately, the healthcare industry is notorious for sluggish processes, excessive regulations, and a slow pace of change. Content marketing can help you push your marketing plans forward.

You can accelerate your plans and smash through these barriers with a few digital marketing best practices. This checklist lays out the biggest hurdles healthcare marketers face and gives you a quick checklist to burst past those challenges to more business.

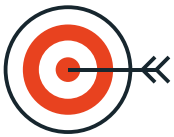
# What can healthcare marketers overcome with digital marketing?

Here are some major challenges healthcare marketers can jump past with [content marketing](#).



## Keep up with demand.

Digital and [inbound marketing](#) educate your audiences about details they need to know in order to buy what you're selling. That may mean spreading the word about telehealth, teaching leads about teletherapy offerings, or informing customers about a new or expanding service line in the wake of COVID-19.



## Use healthcare content marketing for B2B results.

Everything from WebMD to chat forums and more are becoming a major healthcare education source for consumers. Unfortunately, that can muddy the waters when you're trying to reach the right online searchers. By targeting your messages to businesses, strategically matching keywords to the searcher's needs, and delivering content, you can avoid attracting the wrong audience to your services.



## Boost your reputation.

According to a [2020 Software Advice survey](#), 90 percent of patients use online reviews to pick a provider. Done right, content marketing can polish your healthcare company's online reputation and push it ahead of the pack.

# Master healthcare marketing with this content checklist.

Use these questions and checklists to pave a path to more leads, higher traffic, and an uptick in healthcare conversions.

## Questions to Ask:

### Do you know your audience?

Accurate [buyer personas](#) anchor every successful inbound marketing program. They're fictionalized representations of your ideal customer segments based on research and interviews with actual customers. They go beyond basic demographics and include the buyer's goals, pain points, and motivations.

### What content do you currently have?

Create a full list of your current marketing and sales content. Next, map each resource to a buyer persona at a stage in the [buyer's journey](#).

### What content should you create?

Now that you know who you're talking to and what content you already have, think about new types of content you can create. You'll want to build helpful, [search engine-optimized \(SEO\)](#) resources in a variety of formats.

## Follow the Checklist:

- Interview current customers and prospects who represent market segments you want to expand. *Ideally, conduct 3-5 interviews for each segment.*
- Map out challenges and pain points for each of your buyer personas.
- Fully develop your buyer personas.

- Gather all of your sales and marketing collateral.
- Map your content to a stage in the buyer's journey.
- Determine what's missing and what would be helpful to prospects and customers.

- Perform SEO and keyword research for topics related to healthcare.
- Create educational assets (think blogs, e-books, or guides) with clear calls to action.
- Develop useful tools, such as checklists, calculators, infographics, and webinars.
- Create interactive content like Facebook Live and YouTube videos to inform your target audience.

## How should you share and promote content?

*Add newly minted marketing content to your resources page. Don't let your hard work go unnoticed. Get your marketing content out into the world so it can start generating awareness and converting leads to customers.*

- Share your content via social media. and promote it on paid social platforms.
- Send content via email to your leads and customers.
- Update lead nurturing emails with fresh content.
- Add fresh content to your resources page.



## Stand out as an innovator and thought leader.

A solid content marketing strategy will help you stand out as an innovator and thought leader in the healthcare industry. When optimized for search and promoted strategically, content fuels your inbound engine—driving traffic and converting leads into customers.

## Have a question? Curious about how we can help you drive healthcare marketing results?

Get started now. Let's talk about your healthcare organization, your goals, and how SmartBug® can help you achieve them.

Let's Talk