



The Ultimate Content Marketing Checklist for Senior Care Marketing Pros

SmartBug.

Questions to Ask:

Follow the Checklist:

Do you know your audience?

Accurate buyer personas serve as the foundation of 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.

- Interview current customers and prospects who represent market segments you want to expand.
Ideally, conduct 3-5 interviews for each segment.
- [Develop your buyer personas.](#)

What content do you currently have?

Create a comprehensive list of your current marketing and sales content and map each resource to a buyer persona at a stage in the Buyer's Journey.

- 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 residents.

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 resources in a variety of formats.

- Perform [SEO and keyword research](#) for topics related to senior care.
- Create educational assets ([think blogs, e-books, or guides](#)) with clear calls to action.
- Develop useful tools like [checklists, calculators, infographics, and webinars](#).
- Create interactive content like [Facebook Live](#) and [YouTube videos](#).

Questions to Ask:

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How should you share and promote content?

Don't let your hard work go unnoticed. Get your 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 newly minted content to your resources page.

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

Have a question? Curious how we can help grow your business?

Get the conversation started and let's talk about your organization, your goals, and how SmartBug™ can help you achieve them.

Let's Talk

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