Healthcare Content Strategy Quick Reference Guide

What is healthcare content marketing?

Content marketing in healthcare involves creating targeted, valuable content to engage your audience and achieve business goals. Key types of healthcare content include:

- **SEO medical content:** Draws traffic to your website.

- **Patient education content:** Builds trust with your audience.

- **Social media posts:** Keeps patients engaged with your brand.

- **Thought leadership content:** Establishes rapport with physicians.

- **Research reports:** Positions your brand as an authority.

- **Sales materials:** Converts healthcare decision-makers.

Why is a content strategy important in healthcare?

A well-crafted content strategy ensures all content aligns with your business goals and resonates with different audiences across various channels. It helps avoid random, ineffective content creation and reduces burnout by providing a clear roadmap for your marketing efforts.

How to create a healthcare content marketing strategy:

Understand your audiences to engage them

Research your audiences (patients, caregivers, healthcare professionals)
to tailor content that addresses their:

- [ ] Challenges
- [ ] Goals
- [ ] Questions and information needs
- [ ] Consumer habits
- [ ] Preferred platforms
- [ ] Preferred content formats

Get your message straight

Ensure consistent brand identity and messaging by creating:

- [ ] Healthcare personas
- [ ] Patient and customer journey maps
- [ ] Brand voice and tone guidelines
- [ ] Writing style guidelines
- [ ] Messaging pillars
- [ ] Content management workflow

Hone your healthcare website content strategy

Your website is crucial — optimize it by focusing on:

- [ ] Intuitive site navigation
- [ ] Optimized on-page content
- [ ] Optimized metadata
- [ ] Seamless user experience
- [ ] Engaging multimedia content
- [ ] Technical performance and speed

Set your socials up for success

Audit your social media accounts to document, track, and improve:

- [ ] Consistency of content quality

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- ☐ Consistency of brand voice
- ☐ Audience engagement indicators
- ☐ Active and inactive profiles
- ☐ Visual content quality
- ☐ Platform-specific best practices
- ☐ Social media workflow efficiency

Build a plan for effective video content

A robust video marketing strategy should cover:

- ☐ The types of videos you need
- ☐ Video marketing best practices
- ☐ Your video distribution strategy
- ☐ Your video production workflow
- ☐ Your video management process
- ☐ How to optimize videos for search or social media

Develop content workflows that serve your team

Last but not least, structure your content creation process with:

- ☐ Defined roles and responsibilities
- ☐ Project and content brief templates
- ☐ Editorial calendar templates
- ☐ Meeting cadence guide
- ☐ Content management guidelines
- ☐ Workflow swim lanes
- ☐ Centralized resources, such as checklists

Not sure where to start?

Reach out to our team of experienced content specialists for guidance.
We'd love to help.

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