

B2B CONTENT MARKETING BASICS

Planning

- We will differentiate ourselves by _____.
- We will always/never _____.
- We will publish _____ times per week/month/quarter.
- We will optimize our providers' profiles on _____ channels.
- We will reach these _____ specialties in the _____ region.

Content Sourcing

Identify long-form/pillar content sources. Ideally, you want these to be pieces of content that are already being created on an ongoing basis so that you can continue to push new pieces.

- Research
- Publications
- News articles and press releases
- CME and Grand Rounds
- Videos
- Surgery/procedure livestreams
- Lectures and speaking engagements
- eBooks or text book chapters

Repurposing

Leverage the same piece of content on as many channels as possible:

- Publish as is to a resource site.
- Include in an outbound email; internal provider newsletter.
- Push an abstract on Doximity.
- Publish a pull quote on LinkedIn.
- Interview the provider for a short video and/or podcast.
- Convert a video recording to a podcast episode.
- Have providers share on their channels and in their networks.

