

# Content Automation:

## THE MODERN MARKETING POWER COUPLE

**DISCOVER HOW LEADING HEALTHCARE BRANDS ARE LEVERAGING THE POWER OF AUTOMATION TO SUPERCHARGE THEIR CONTENT MARKETING STRATEGIES.**

**IN RECENT ARTICLES**, *Harvard Business Review* described content as both “the currency of modern marketers” and as “crap”—the latter characterization reflecting the crush of irrelevant messaging permeating our inboxes, social media feeds, and other print and digital platforms.

In fact, a 2016 Marketo survey found 93% of business-to-business marketers and 90% of business-to-consumer marketers use content as part of their brand and demand generation efforts—and the stream of articles, videos, and other content types isn’t slowing down anytime soon. According to the Huffington Post, by 2020 the volume of online content will increase 600% and a

*Forbes* article predicted that we will soon reach the saturation point of content marketing. To quote the author: “The vast majority of companies will embrace content as a regular and unmovable component of their marketing strategy and budget.”

While this cacophony creates dissonance for consumers, it fosters opportunity for those brands whose signal rises above the noise by delivering content that is timely, useful, and relevant. The challenge is trying to manually plan, create, and deploy quality content on a consistent basis—an unsustainable proposition for marketing teams struggling to keep up with competing priorities. Enter marketing automation.

## The Trappings of MarTech

Like other industries revolutionized by automation, marketing is entering a new era with unprecedented potential to target, personalize, and measure content like never before. That's the good news. On the other hand, the proliferation of marketing technology is creating a tsunami of programmatic ads and content drowning us all in conversion-at-any-cost clickbait.

Like content budgets, the investment in marketing technology—and automation in particular—will increase for the foreseeable future. The 2018 State of Digital Marketing in Healthcare survey found 89% of marketers will continue or

increase their investments in email marketing and automation next year while 82% will maintain or grow their content marketing spend.

## The Automation Advantage

**So how can your content stand out from the crowd?** The winners take a thoughtful approach to delivering content where and when their audience is seeking health information. Here are a few ways we're working with healthcare organizations to effectively connect content marketing with automation at every stage of the healthcare consumer's journey.

**AWARENESS: LEAD GENERATION** — Your website is the hub for your content, and marketing automation allows you to create a conversion path that starts with the first visit. Through strategic calls to action that connect to **downloadable guides**, health assessments, and other assets designed to educate consumers, you can identify anonymous visitors, determine where they are in the decision cycle, and serve up relevant content that helps solve their problems. This positions your organization as a subject matter expert and provider of choice.

**EVALUATION: LEAD NURTURING** — Once a lead has been captured through a landing page, call center, or other source, connecting them to relevant content in timely manner is critical. According to an article in *Harvard Business Review*, firms that contacted potential customers within an hour of receiving a query were nearly seven times as likely to qualify the lead as those that tried to contact the customer even an hour later—and more than 60 times as likely as companies that waited 24 hours or longer. The reality in healthcare is not everyone who engages your site is ready to schedule an appointment, so nurturing leads after the initial contact through automated trigger-and-drip email campaigns and relevant content is an excellent way to position your brand as a trusted resource and advance them through to an appointment. **We've found that by delivering nurturing content in the form of automated emails, we're able to convert up to 25% of those who aren't at that "ready to buy" stage.** Even something as simple as a single follow-up email after taking an assessment or downloading a guide can be enough to move that prospect to the next stage.

Schedule a free 15-minute injury screening with a physical therapist or a 72-hour express orthopedic appointment. 855.781.8828

**SCENIC CITY HEALTH CARE**

**Ease Joint and Muscle Pain With Anti-inflammatory Foods**

Joint pain can occur for any number of reasons - from a tough workout to medical issues, such as arthritis and autoimmune diseases. If joint pain is slowing you down, your pantry might provide some relief.

**GET THE INFOGRAPHIC ->**

Is joint pain interfering with your daily routine? **Schedule a free 15-minute injury screening with a Presence Health physical therapist.**

This publication in no way seeks to diagnose or treat illness or to serve as a substitute for professional medical care.

Presence Health complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. For more information, see link on our home page

# JOINT REPLACEMENT 101

Joint replacement does not refer to a single procedure. Instead, it is a process you will work through together with your healthcare provider.

Joint pain in the hips and knees may be the result of life-limiting injuries or chronic conditions such as osteoarthritis. And sometimes surgery may be the only option to address the issue after non-surgical options have proven ineffective.

**SEEKING SOLUTIONS**  
To understand if surgery is right for you, your healthcare provider will conduct a preliminary examination, which may include taking a personal history or performing tests such as magnetic resonance imaging or X-ray.

Based on data collected during these tests, your healthcare provider may try non-surgical treatment options before making the decision to replace the joint. These alternative solutions may include steroid injections to reduce inflammation, over-the-counter or narcotic medications to ease pain in the short term, or viscosupplementation (injections into the joint) to lubricate joints affected by osteoarthritis.

**IF IT'S TIME TO OPERATE**  
When non-surgical options are not working to address joint pain, orthopedic surgeons may perform a partial or total knee replacement or a hip replacement. An anesthesiologist will give you medicine to numb the area or put you to sleep before the procedure begins. Then, your surgical team will remove the damaged joint and replace it with a prosthetic joint. The surgery typically takes about two hours.

**AS YOU RECOVER**  
You may stay in the hospital for a few days to recover but may be able to begin physical therapy the day of or after the surgery. Your physical therapist will also offer tips to help you recover safely as you settle back into your daily routine.

**DECISION: LEAD CONVERSION** — When your prospect is ready to make a decision, automation makes it easy by keeping your brand top of mind—and just a click away—throughout the journey. For example, when someone fills out a form on your landing page, they can enter an email automation workflow that allows you to

continue nurturing them with great content on why they should choose you. The results are remarkable: **Visitors who return to our campaign sites after receiving a drip email are 24 times more likely to complete an appointment form compared with consumers who visit the site via other methods.** This process can be accelerated through A/B testing that optimizes subject lines, cadence, and other elements. If you need to generate revenue quickly and are on a limited budget, start with the low-hanging fruit of those actively searching for your services and ready to make an appointment. Or if you're needing to grow volumes for a service line such as bariatrics and you have a qualifying event like a seminar, plan your campaign and budget specifically around seminar registrations. Use the event as the opportunity to convert attendees into patients.

