

Building Blocks of a Content Strategy for Authors

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Why are we talking about this?

Content marketing in theory



Content marketing in reality



Authors interested in content marketing should:

1. Write about information
2. Make it great
3. Have a plan for distribution

The
**Content Marketing
Handbook**

How to write about information
and make it spread.

PRICEONOMICS

Source: Rohin Dhar, Priceonomics.

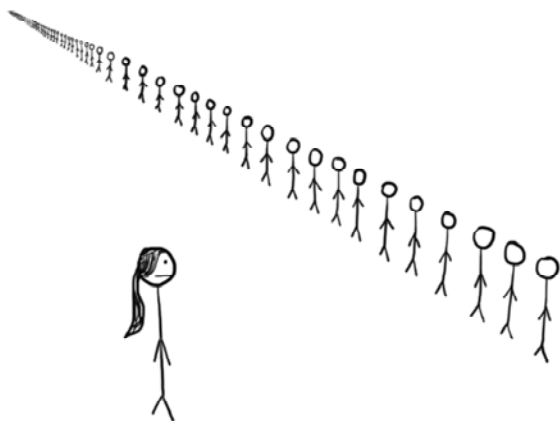
Building blocks of a content strategy

1. Foundation
2. Editorial
3. Customer Journey
4. Distribution
5. Measurement
6. Team
7. Destination



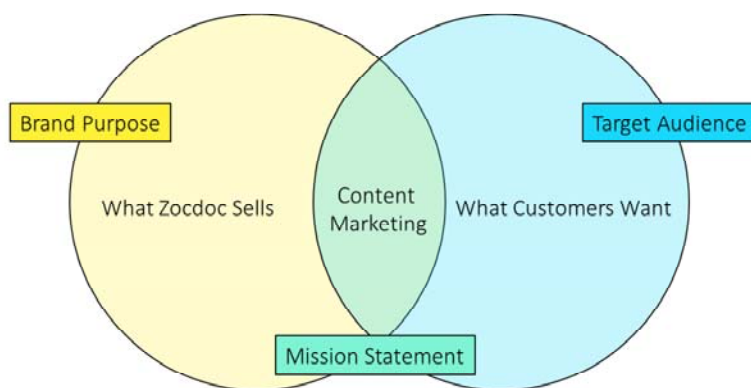
But before we begin...

Your job is less about net-new content creation and more about curating existing knowledge and information and packaging it in a meaningful and consumable way.



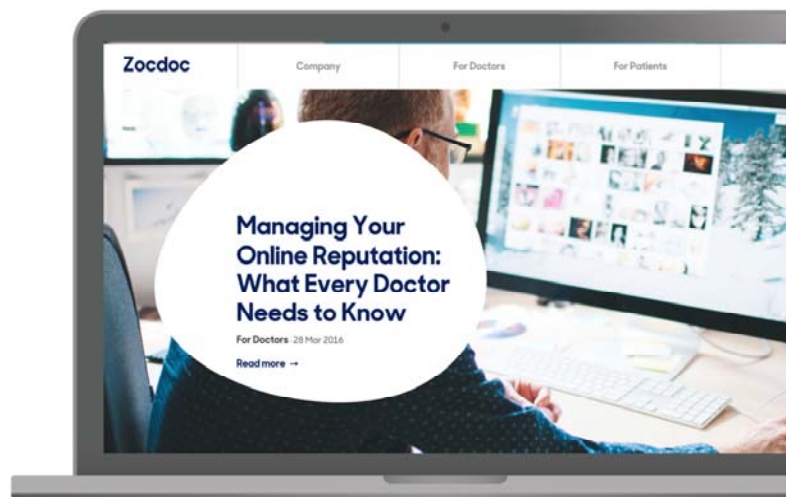
Foundation

1. Mission
2. Audience
3. Current State
4. Business Case



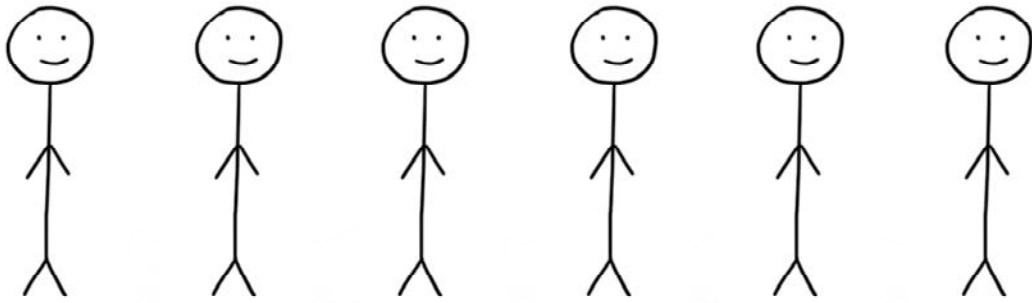
Destination

1. Branding
2. Design
3. Location



Team

1. Internal
2. External



Editorial

1. Structure
2. Topics
3. Types
4. Cadence

PATIENT REFERRAL PROGRAMS

How to attract patients to a new practice

How to get more patients into your dental practice

What's a patient referral program and how to start one

Types of patient referral programs

Patient referral program best practices

How to get more patient referrals

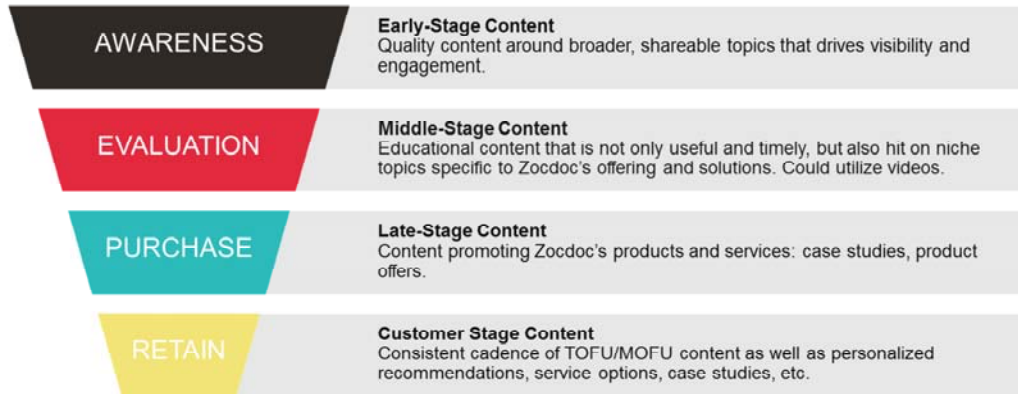
How [a doctor] runs a patient referral program

How to measure the ROI of patient referral programs

common patient referral mistakes (and how to avoid them)

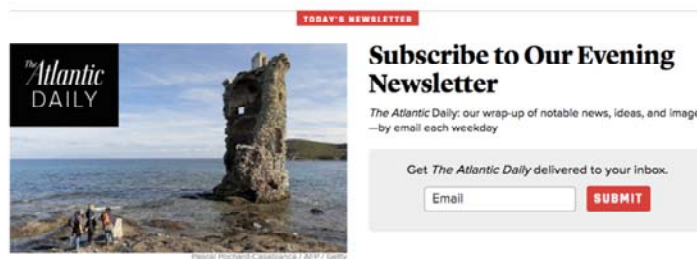
Customer Journey

1. Content by stage



Distribution

1. Paid
2. Owned
3. Internal



Tools + Measurement

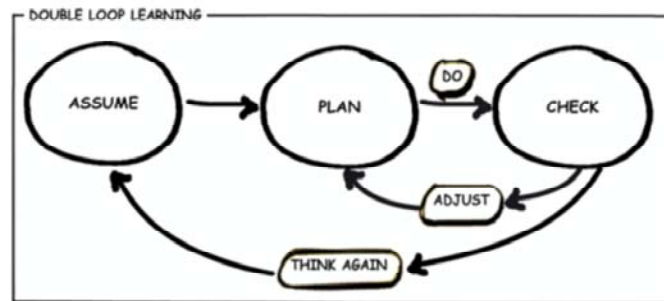
- 1. Tools
- 2. Transparency
- 3. Goals

Function	Tool
Email Distribution	Pardot
Lead Tracking	Salesforce/Pardot
Content Hosting	Wordpress
SEO	Conductor
Social Media Publishing	Twittimer
Analytics	Google Analytics
Editorial Planning	Google Calendar

Tips + Resources

1. Start with tactical and work your way up to thought leadership
2. A lot of content that is relevant for your customers is relevant for prospects too
3. Look outside your industry for inspiration
4. Reuse and repurpose everything you can
5. Borrow authority + knowledge
6. Attend industry events, especially if you're new to the industry

Content marketing is not a one and done effort. We must always analyze our data to continuously optimize and influence our strategy.



Questions?

Thank You!

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