



# Content Marketing and Tools

Greystone Engage Survey

Laura Clemons



## METHODOLOGY

The Greystone Content Marketing Survey is a part of the Engage Survey series. It was designed and launched in 1Q19 to learn more about how hospitals and healthcare systems are leveraging content marketing. An email invitation for the survey went out to our pool of participants, and there were 62 total respondents. Data was collected from 1/27/19-2/24/19.

## SUMMARY OF FINDINGS

Healthcare marketers are using content marketing techniques to build brand, educate patients and consumers, increase engagement and generate conversions. All survey respondents said they are using content marketing techniques and over 90% are leveraging social media, written content and video.

Respondents are moderately confident with their content marketing efforts, and some larger organizations would even say they are advanced. Over 50% of organizations say they have a content marketing strategy, but many tell us it is not formalized.

In terms of staffing and support, most content marketing teams are either completely centralized or apply a hybrid approach with a centralized group and some independent content providers. Generally, content marketing teams consist of 1-5 individuals and content marketing accounts for 20% or less of the overall marketing budget.

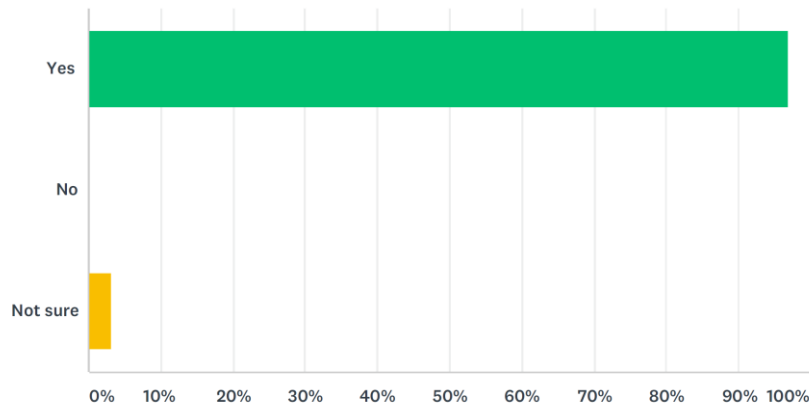
Organizations use tools such as Content Management Systems (CMS), e-mail marketing technology, CRM systems, and analytics to conduct their strategic content marketing work. And they leverage paid advertising such as social ads, offline promotions, promoted posts, SEM, and online banner ads to drive traffic to the content.

Overall, hospitals and healthcare systems are measuring content marketing success by observing increases in website traffic, consumer/patient engagement with the content, identifying conversions, observing brand lift, and documenting improvements in search engine rankings.



## ANALYSIS

**Q1-2.** Respondents were asked “Does your organization use content marketing techniques?” AND “If so, which channels do you use?”



- Essentially, all hospitals and healthcare systems are using some form of content marketing techniques.

- The top content marketing channels (greater than 75% use) included:

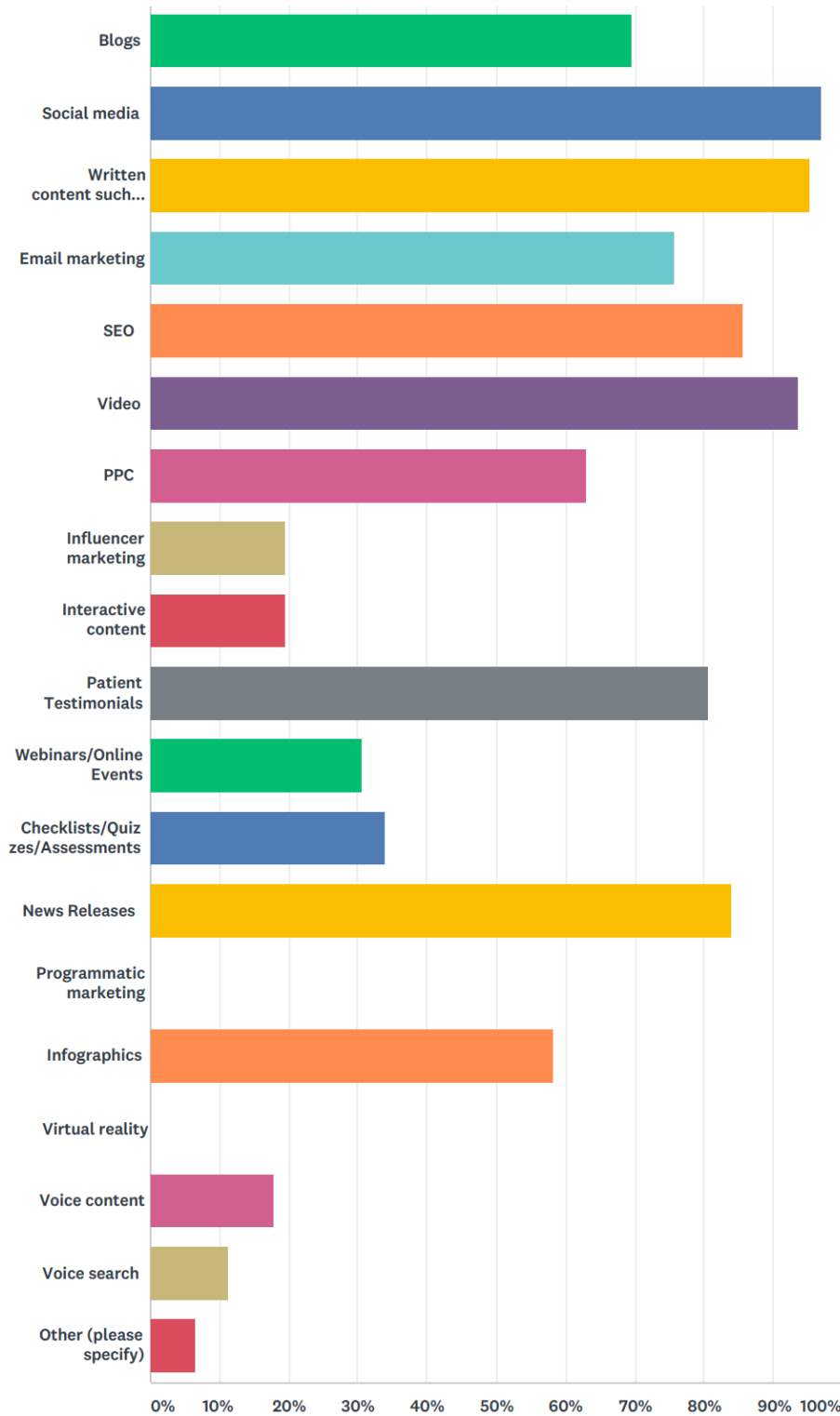
Social Media	97%
Written content such as e-newsletters, brochures magazines, direct mail, etc.	95%
Video	94%
SEO	85%
News Releases	84%
Patient Testimonials	81%
Email Marketing	76%

(see the entire table below)

- The following chart shows the different types of content marketing hospitals and healthcare systems are utilizing.

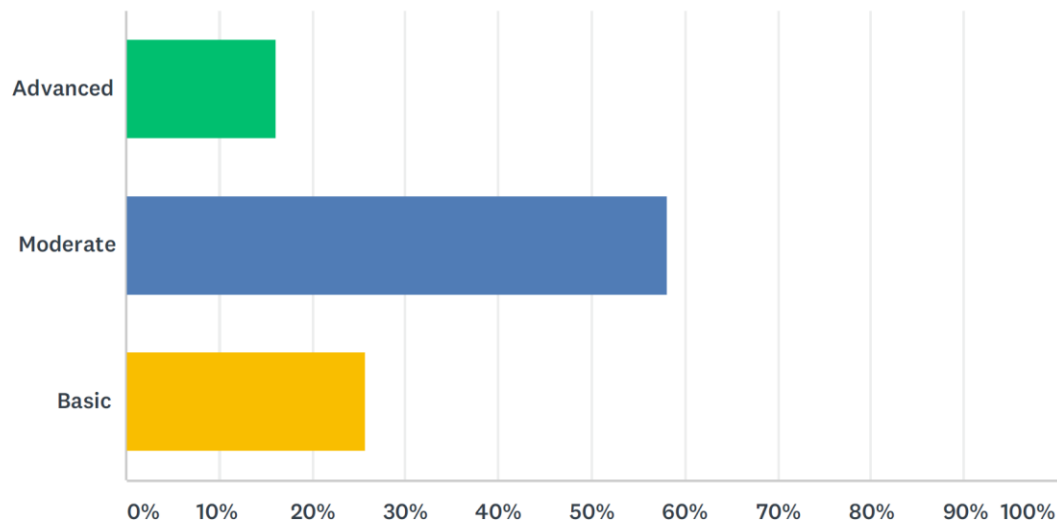


## What type(s) of content marketing do you use? (Please check all that apply.)





**Q3.** “How would you describe the maturity level of your organization’s use of content marketing?”

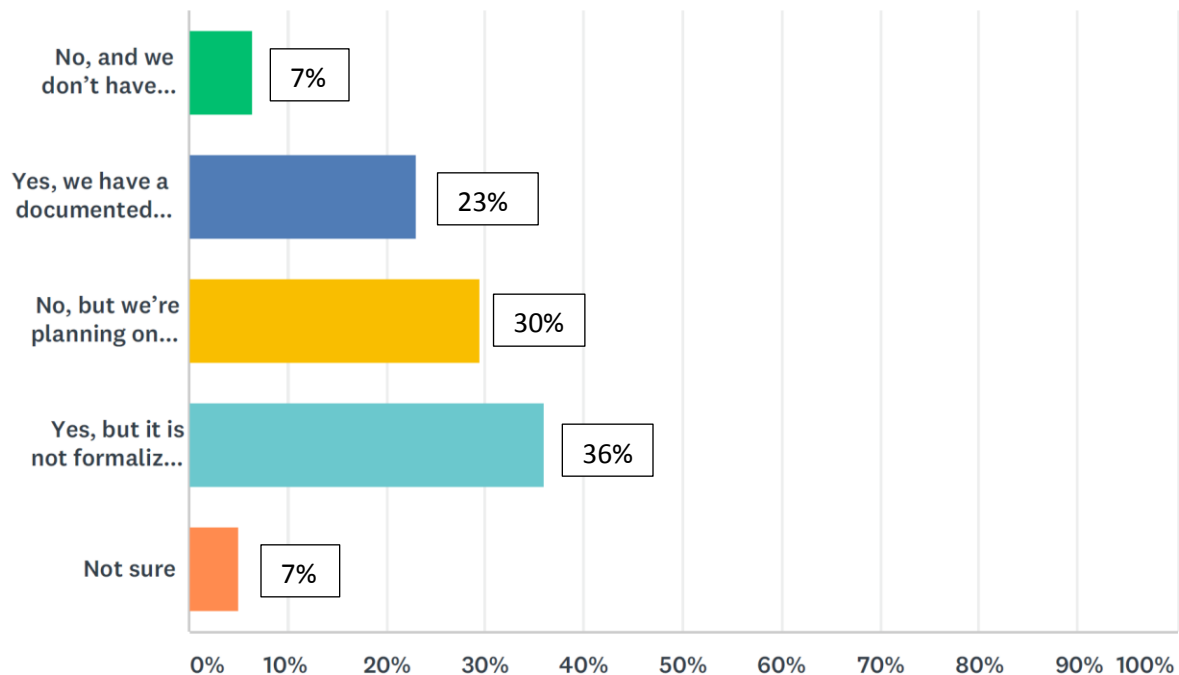


- Most organizations rate their maturity level with content marketing techniques as Moderate (58%), however, 16% would say Advanced.
- Cancer Centers and Children’s Hospitals consider themselves less advanced.
- Not surprisingly, large organizations are more likely to feel they are advanced, while smaller organizations are more likely to feel their content marketing activities are basic.
- Basic content marketing activities included Social Media, Written Content, SEO, Videos, Patient Testimonials, and News Releases.
- Those who believe they are more advanced are more likely to do: Blogs, Email Marketing, Interactive Content, Checklists, Quizzes, and Infographics.



#### Q4. “Does your organization have an over-arching content strategy in place?”

Over a third of organizations say they have a content strategy, but it is not formalized or documented. Nearly a fourth say they have a documented content strategy. And, over a third do not currently have a content strategy at all. As a matter of fact, 7% say they do not even have plans to create one!



- Over 50% of organizations say they have a content marketing strategy in place, but 36% say it is not formalized. Almost a third do not currently have a content marketing strategy, but are planning on putting one in place in the next year. Interestingly, 7% do not have a strategy and do not plan to have one.
- Larger organizations are much more likely to have a formalized content strategy. So are Mega-Health Systems and Children's Hospitals. Medium and Small Health systems are less likely to have a formalized content marketing strategy in place.
- Those who say they have a basic or moderate maturity level are less likely to have a formalized content marketing strategy in place.

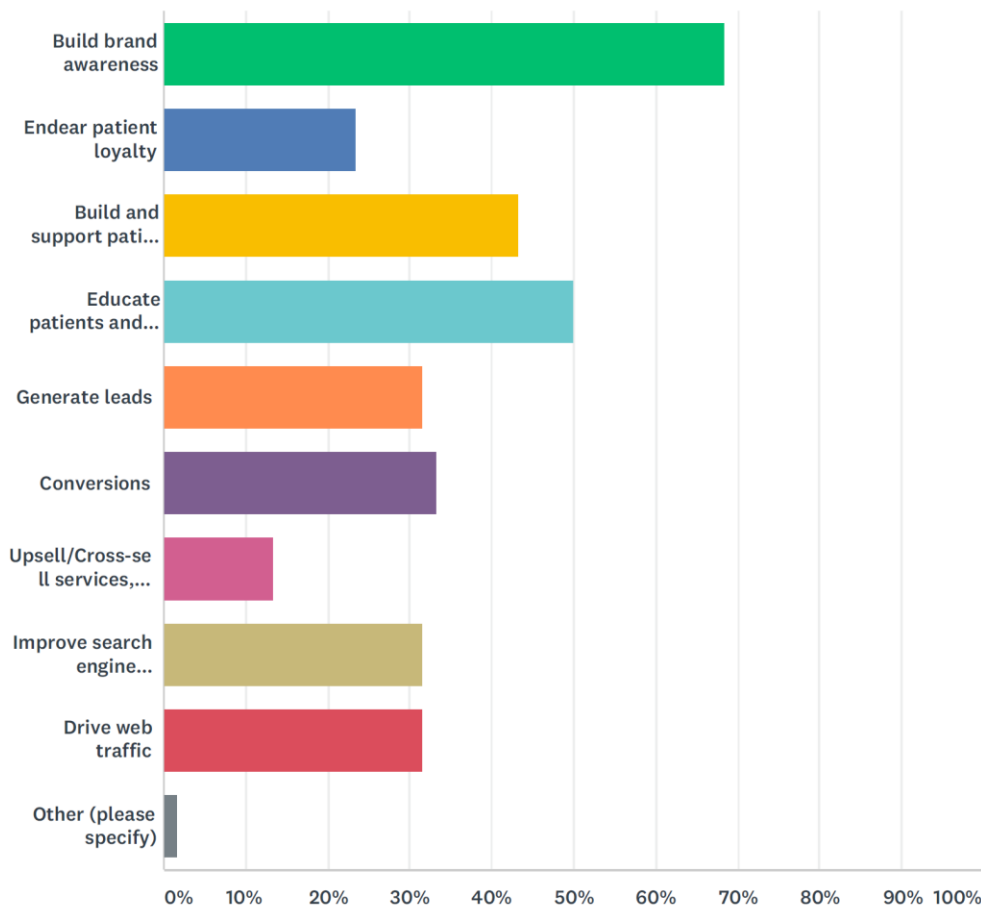


**Q5. (What are the) top three overall goals for content marketing in your organization?**

- **The top content marketing goals (over 33% mention):**

Build brand awareness	68%
Education patients and consumers	50%
Build and support patient engagement	43%
Conversions	33%

(see the entire table below)



- The most common goal for content marketing is to “build brand awareness”, followed closely by “educate patients and consumers”.

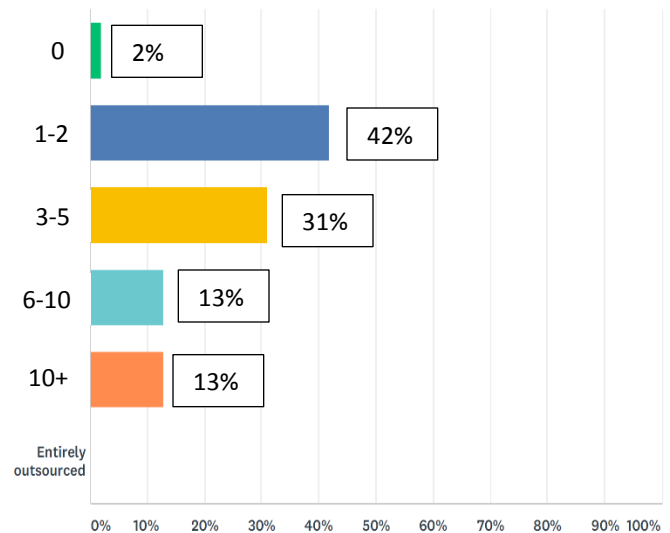


**Q6 and Q13.** We asked respondents, “Which of the following best describes how content marketing is structured within your organization?”.

**(Q6) Content Team Structure**

<i>Content Structure</i>	<i>Pct</i>
Centralized content marketing group that supports multiple brands/service lines throughout the organization	40%
Each brand/service line/department has its own content marketing person/team	3%
A hybrid approach: a centralized group as well as individual content marketers throughout the organization	35%
Small (or one-person) marketing/content marketing team leads the effort for the entire organization	21%
Other (please specify)	2%

**(Q13) Content Team Size**



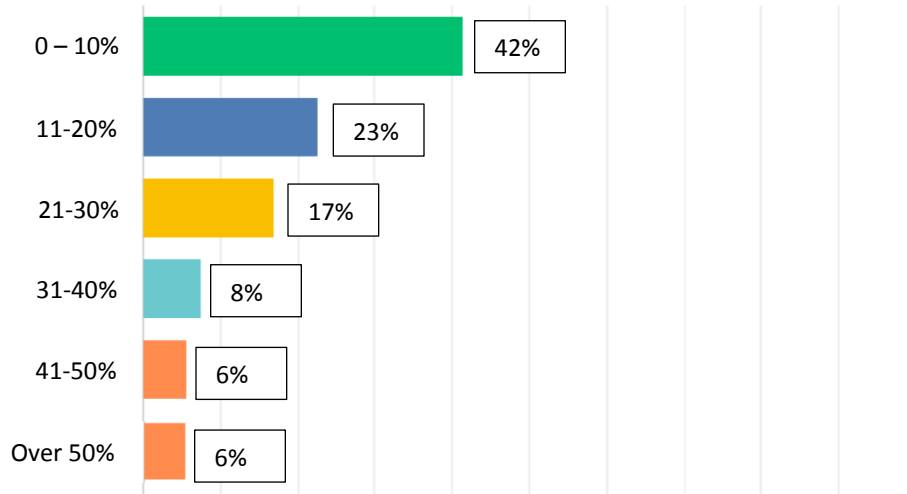
- Most organizations either have a centralized content marketing group or a combination of centralized and individual contributors.
- The typical content team size is 1-2 people, but larger organizations scale higher. Those who feel they are advanced also tend to have larger teams, and those who feel they are more basic typically have smaller teams.
- In general, large organizations are more likely to use a hybrid approach to content support, but those who say they are most advanced are more likely to have a centralized content structure. Smaller organizations and those who feel they have basic-level maturity are more likely to have small or one-person content teams.





**Q14.** We asked respondents, “Approximately what percentage of your content marketing efforts are outsourced/done outside your organization”.

**(Q14) Percentage of Content Marketing Outsourced**



- Most content work is done in-house, however, a small percentage is being outsourced by many organizations. Generally speaking, the percent of content marketing outsourced is 20% or less.

**Q8.** Survey participants were asked to indicate which technologies they use to manage content marketing efforts.

**Content Marketing Tools (Q8)**

<i>Content Marketing Technology</i>	<i>Pct</i>
Content Management System (CMS)	83%
Analytics tools	79%
Email marketing technology (email-focused)	77%
CRM System	44%
Marketing automation software (automation-focused)	35%
Webinar/Online presentation platforms	26%
EMR Tools	18%
Total outsource to a third-party content marketing vendor/system	7%
Other (please specify)	7%

- Most organizations are using a variety of tools to support their Content Marketing Strategies. The tool set includes the CMS, E-mail Marketing, and Analytics. Some organizations are also leveraging CRM and Marketing Automation.



**Q7.** To learn more about the frequency of content marketing, we asked respondents “How often does your organization publish content across the following channels?”

**(Q7) Content Marketing Frequency**

<i>Channel</i>	<i>Mutiple Times per Day</i>	<i>Daily</i>	<i>Weekly</i>	<i>Monthly</i>	<i>Never</i>
Social Media	47%	44%	7%	2%	0%
On your website	14%	25%	44%	16%	2%
Blog	7%	15%	42%	16%	20%
Newsletters	2%	0%	23%	65%	11%
Direct Mail	2%	2%	11%	63%	23%
E-mail	2%	7%	32%	46%	14%

- Social Media content is published with the greatest frequency – typically multiple times a day. Website content and Blogs tend to be published at least weekly, while newsletters and email marketing are published less frequently.

**Q9.** Survey participants were asked about their use of paid advertising to promote and/or distribute content.

**(Q9) Paid Advertising to promote/distribute content**

<i>Content Marketing Technology</i>	<i>Pct</i>
Social ads [e.g., Facebook display ads]	91%
Print or other offline promotion	86%
Promoted posts [e.g., promoted tweets, boosted posts, etc.]	86%
Search engine marketing (SEM)	84%
Traditional online banner ads	80%
Native advertising	61%
Other	4%
We don't use paid advertising	0%

- All survey respondents told us they are leveraging paid advertising, and most are using the same tactics. The most common tactic is social media advertising, and all tactics listed are being used by over 60% of respondents.



**Q12.** We asked, “Approximately what percentage of your overall marketing budget is allocated to content marketing?”

**(Q12) Pct of Marketing Budget for CM**

<i>Portion of overall Marketing budget allocated to content marketing</i>	<i>Pct</i>
0-10%	28%
11-20%	26%
21-30%	18%
31-40%	14%
Over 40%	14%

- Over half of respondents indicate that content marketing is less than 20% of the overall Marketing budget. Another third of respondents say it accounts for 21%-40% of the Marketing budget.

**Q10.** We asked organizations to tell us how they evaluate the success of their content marketing strategies.

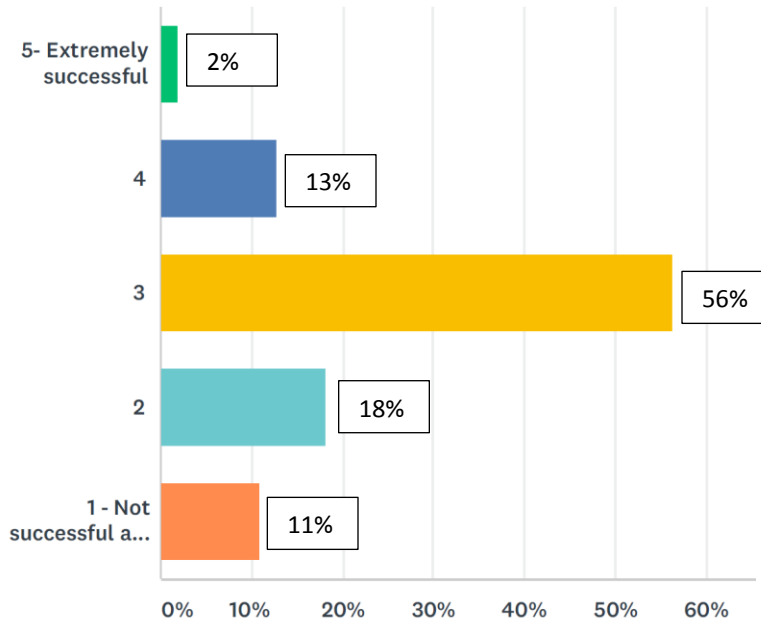
**(Q10) Measuring the Success of Content Marketing**

<i>How we measure content marketing success...</i>	<i>Pct</i>
Website traffic	88%
Patient/Consumer engagement with the content (e.g., likes, shares, retweets, etc.)	80%
Conversions (includes registrations, appointment requests, etc.)	73%
Improved SEO ranking	63%
Brand lift (e.g., higher brand recognition, higher brand reputation, etc.)	52%
Time spent on website	48%
Call Center traffic	36%
Inquiries (for more information)	32%
Qualitative feedback from patients/prospects	29%
Matching marketing records to patient encounter records	20%
Other (please specify)	7%

- An overwhelming majority of organizations look at website traffic, engagement and conversions to measure success.



**Q11.** When respondents were asked to rate their success in tracking ROI from content marketing, the rankings skewed more towards the lower rating range. This highlights the fact that healthcare marketers continually struggle to collect accurate and meaningful ROI for digital efforts.



- In general, most organizations put themselves in the middle on a 1 to 5 scale rating their success. Organizations who consider themselves advanced were more likely to rate themselves as successful, and organizations rating their content marketing efforts as basic organizations graded their success lower.



- Those who rated their success as a 4 or a 5 tend to have the following characteristics for content marketing:
  - Have a content marketing strategy in place
  - Either have a centralized or hybrid structure for content marketing
  - Have a higher percentage of the marketing budget allocated to content marketing
  - Have a higher number of content contributors participating in content marketing

