

# Importance & Power of Content, Shifting to a Content-First Strategy

---



Kate Greengrove,  
Sr. Director Content Strategy &  
Operations at GSK



Sarah Bast,  
Group VP at Publicis Health  
Media

# What is content strategy and why is it important?

---

## Not a new concept in marketing but new to Pharma marketing

- *The intent is to give customers the information they want and need in all the moments that matter*
- *It provides a framework to define what types of content marketers should create and which channels they should leverage to get that content to the target audience*


## Content strategy is the practice of planning for the creation, delivery and governance of useful, usable content – Kristina Halvorsan

- *A 2017 study of the Content Marketing Institute revealed only 37% of marketers had one and had it documented*



# Content needs to be viewed as a driver of performance

Be clear on your objectives



*Content should be based on insight and aligned to overall brand strategy*

*Content only matters if it is consumed – consider both active and passive moments that matter*

*Consider branded and unbranded messages across different content types; functional, advertising, informational and engaging*

# There are a wide variety of content types that can be leveraged

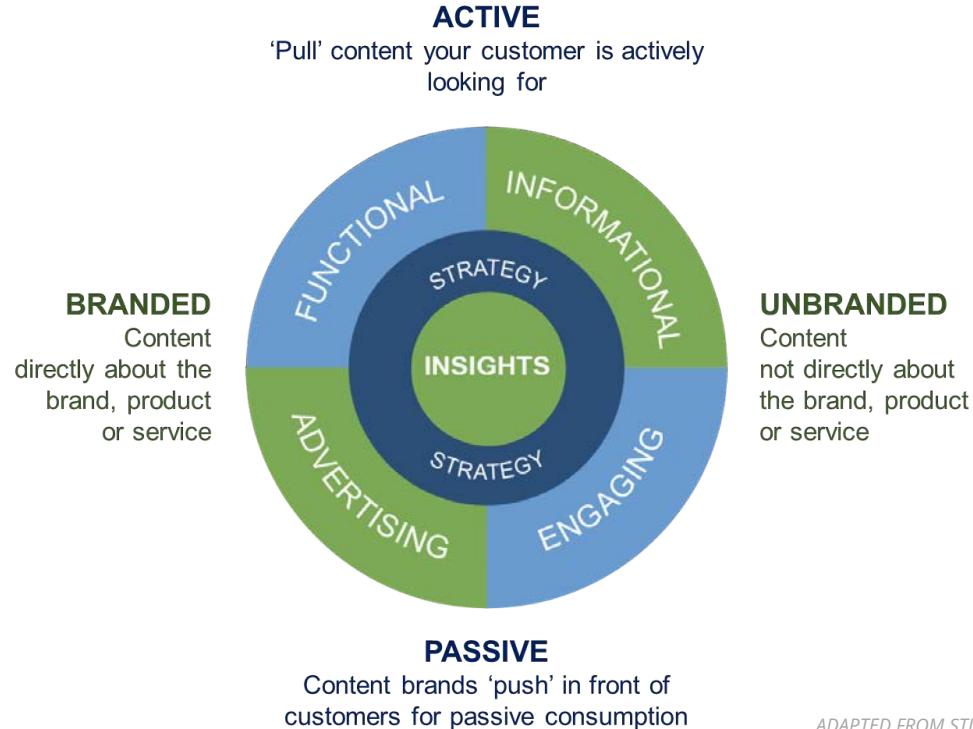
---

Creating a content ecosystem that includes a mix of types is important

## Content Types

<i>Website copy</i>	<i>Infographics</i>
<i>Video</i>	<i>Blogs</i>
<i>White papers</i>	<i>Testimonials</i>
<i>Quizzes</i>	<i>Audio</i>
<i>Lists</i>	<i>FAQs</i>
<i>Charts</i>	<i>Reviews</i>


# Content Ecosystem Framework



ADAPTED FROM STICKYEYES COMPLETE CONTENT FRAMEWORK

# Content strategy ...

---



*Defines the mix of content types that will work best for your brand*

*Guides the creation of content tactics that meet the needs of your customer and business*

*Considers customer behavior across the experience journey and their wants, needs and channel usage/preferences at key moments*

# Content at Point of Care Moments that Matter

---



# Content at the POC needs to support the moment of care

*Emotions are high*

- Patient is vulnerable
- HCPs and pharmacists are rushed

*Time is valuable*

- Patient spends time waiting (in waiting area, exam room, & pharmacy)
- Time spent between HCPs and patients is limited

*Stakeholders need support*

- What conversation needs to happen
- What key question needs to be answered



# Upfront planning on the onset allows you to prepare

## *MLR*

- *MLR is part of your team*
- *Pull them in!*

## *Role of channel*

- *The role of every other channel is to get patients to the doctor*
- *POC needs to be part of your content strategy before the photo/video shoot*

## *Context matters*

- *Waiting room does not equal exam room*
- *Device matters*
- *Personalization matters*

# Content ideas

---

## Keep it simple

- 1-3 key ideas or prompts
- Immediacy of CTA, be specific
  - During your visit today
  - Talk to your cardiologist (vs doctor)

## Context matters

- Waiting room
  - Awareness
  - Consistency but not identical
    - DTC ad with POC tag
    - Same look and feel but simple
- Exam & infusion room
  - Education
  - More intimate setting
  - Patient testimonials, savings info, support programs



# Consistency



**POC<sup>3</sup>**





# 1 question

## CTA – immediate & names who to talk to

