

farotech

CONTENT STRATEGY

HOW TO USE A **COMPREHENSIVE MARKETING STRATEGY**
TO **GENERATE LEADS, NURTURE LEADS** INTO CLIENTS
AND **CONVERT** CLIENTS INTO BRAND AMBASSADORS



UNIQUE PROCESS

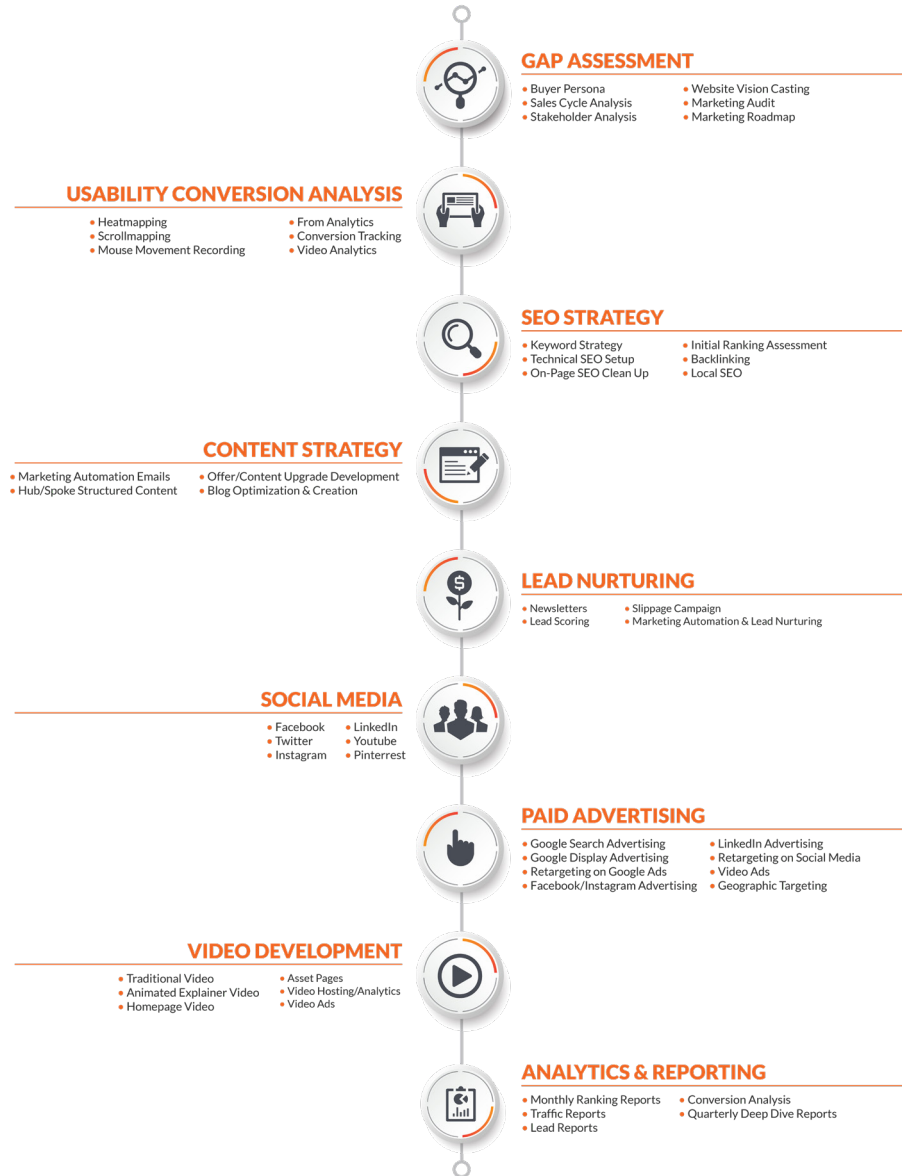


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Content Strategy

Over the last 20 years, we have relentlessly studied how written content and marketing automation impact conversion rates.

And what we have discovered is that one the most critical elements to your content strategy is not only creating **great messaging**, but doing it through a **compelling and engaging story**.

And this is where we go back to the idea of building a “Story Brand” by Donald Miller.

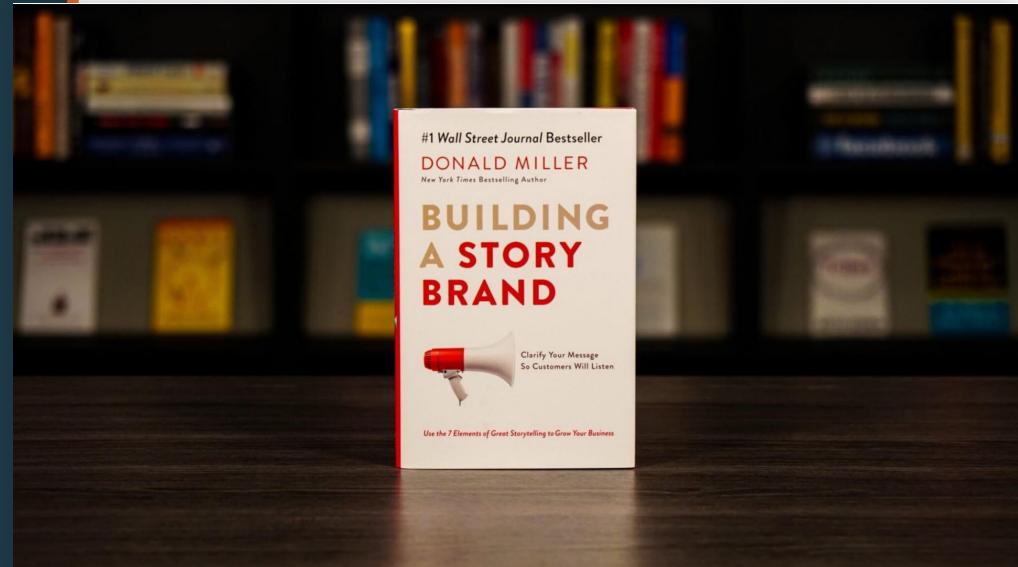
In the Story Brand approach, we break down the critical components that are required to create a great story.

- How to reduce noise
- How to develop frictionless messaging
- How to speak to your ideal audience’s pain points
- How to use verbiage that’s **STICKY**

By the way, “sticky” is a way of describing that your products and services stay **top of mind** for your potential clients.

But let’s face it, even if you told the **best** story in the world, if it is not optimized for search engines, it simply won’t be found.

That’s why our approach **takes your story a step further by optimizing your content** for specifically targeted keywords, and then nurturing those visitors down the funnel. In this way, we are able to turn cold leads into warm or even hot prospects.



Content Strategy



Ultimately, qualified prospects will end up at a landing page like the one that you see in the image below.

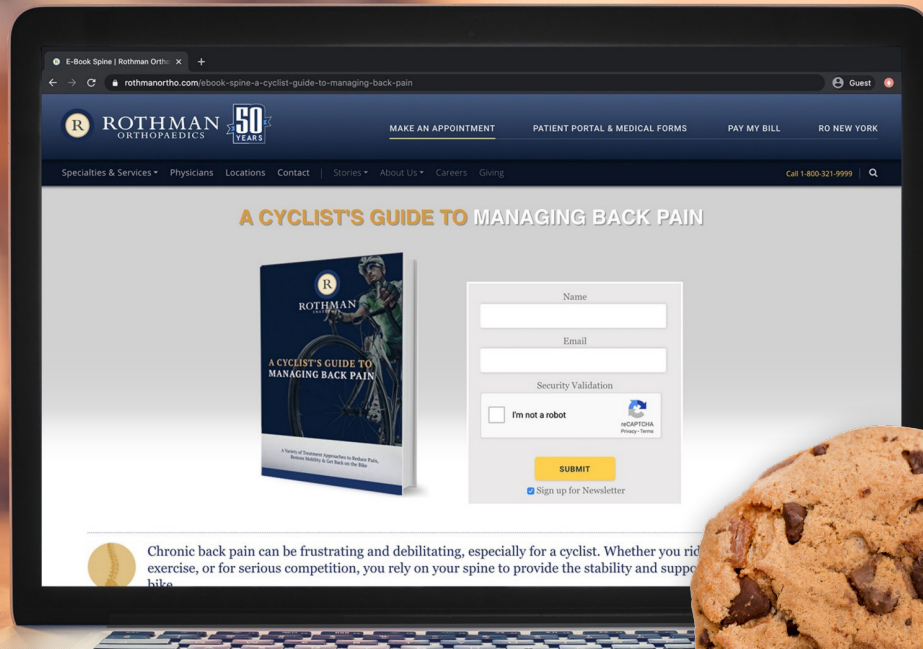
On a landing page, we present the opportunity to download a content upgrade, commonly called an offer.

Essentially, prospective clients will trade their contact information in exchange for offers such as:

- eBooks
- Whitepapers
- Exclusive video content
- Infographics
- Any other materials/resources they are looking to acquire

When prospects provide their content information and select submit, they are **opting into our automation system** that places a **tracking code** (called a cookie) on their computer or mobile device.

That cookie allows us to track every engagement they have with our marketing! Let's walk through what that looks like.



Kelly K
Project Manager

Digital marketing strategy is not a short term plan! It's a comprehensive system that gives you the opportunity to take a proactive approach towards achieving your long term goals.



This is our Hubspot Marketing Platform. And here is one of our prospects, Jim Halpert.

Jim is an avid cyclist, living in Philadelphia, PA.

He has been having nagging back pain for over six months, and he finally wants to do something about it.

Jim Halpert + Add/Remove from lists ✉ Opt out of email ⋮ More actions

First touch 4 Months Ago <small>Direct Traffic</small>	Last touch 3 Months Ago <small>Website visit</small>	Lifecycle stage Lead <small>Since August 22 2014</small>
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Starred

Company Name	Dunder Mifflin	=	★	i
Create Date	August 22, 2021	=	★	i
Email:	jhalpert@dunder-mifflin.com	=	★	i
First Name:	James	=	★	i
Last Name:	Halpert	=	★	i
Phone Number:	(215)-555-1212	=	★	i
Website URL:	http://www.dunder-mifflin.com	=	★	i
Lead Score:	80	=	★	i
Do You Currently Have a Blog?:		=	★	i

Return to all contacts

Contact details

Overview

- Properties
- Workflows
- List Memberships
- Property History

Contact research

Search in Google

Public contact URL

<https://app.hubspot.com>

Contacts settings



Jim found this orthopedic practice through the keyword: **spine specialist in Philadelphia**.

From there, he went to the Spine Speciality web page. On the spine speciality page, he downloaded the **Back Pain ebook for cyclists**.

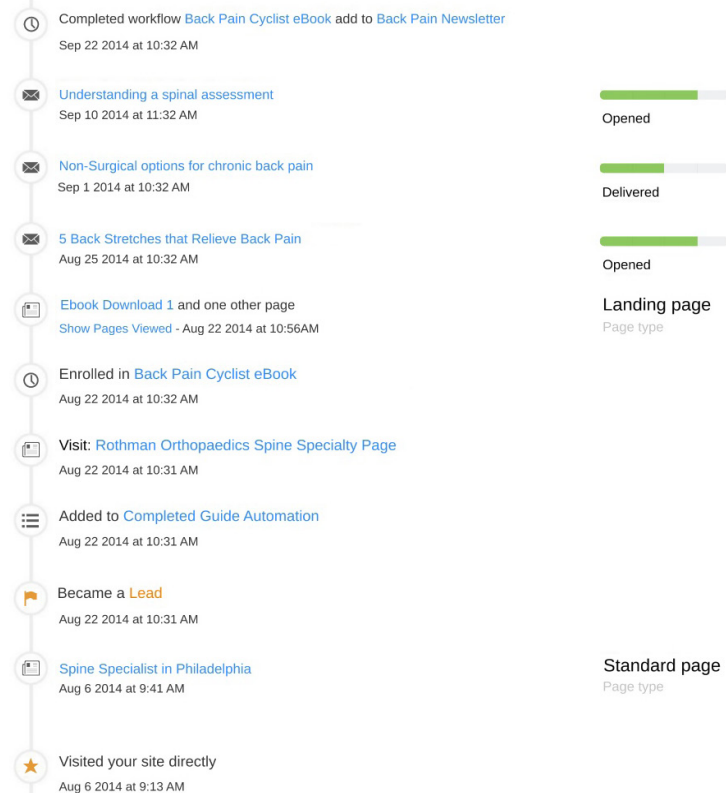
In downloading the ebook, Jim got a cookie or **tracking code on his computer**. Our system automatically began to drip market to him.

September

- 4 Automation events
- 2 Emails
- 2 List memberships

August

- 1 Source
- 1 Lifecycle change
- 1 Form submission
- 2 Website visit
- 1 Email
- 2 Automation events
- 4 List memberships



Ideal Prospect Journey

1. The first email was called "**5 Back Stretches That Relieve Back Pain**," which he **opened**.

2. The second was "**Non Surgical Options for Back Pain**," which was **delivered**, but **NOT opened**.

3. And the third one was, "**Understanding a Spinal Assessment**," which was **opened**.

4. Finally, our system put him on a **smart list** to receive a **back pain newsletter**.
And that is how he went from a lead score of **zero...to an 80**.



The Ultimate Digital Marketing Process

Now, we can't talk about drip marketing and lead scores without also talking about something we call the **"Buyer's Journey."**

Remember when we talked about buyer personas? The ultimate goal of those exercises is to get the **right message** to the **right potential client** at the **right time**.

And we do this by recognizing that not everyone is currently in the position to buy your products and services. (I know, I know...it's hard to believe!)

There are, in fact, countless reasons why a prospect may choose one product over another...or choose to wait on purchasing altogether at a given time.

So, let's walk through the **psychology** of not only **WHY** people buy, but **WHEN** people buy.

The Buyer's Journey is traditionally broken down into **three stages**:

- Awareness
- Consideration
- Decision

To best illustrate this, let's use the analogy of buying a car.

When you go to buy a car, you never just buy the first car on the first car lot that you see... it is (obviously more involved than that).

Usually the journey begins for a particular reason.

Maybe your current car broke down or you've decided it's time for something new. That is the awareness stage.

In the consideration stage, you are asking yourself what kind of vehicle you're looking for.

So in the Buyer's Journey, all of this goes on in your subliminal and that is how you ultimately choose the car you are going to buy.

Buyer's Journey





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BUYER PERSONA REPORT

Cyclist With Back Pain

Background:

- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

Demographics:

- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbanacity (Is your persona urban, suburban, or rural?)

Identifiers:

- Buzzwords
- Mannerisms

Awareness

- Develop a nagging back pain that won't go away
- Decide to do something about it.

Consideration

- Research your options online.
- Research which provider carries your insurance

Decision

- Choose one provider over another.
- Schedule an appointment online

Now, that's not exactly rocket science.

As marketers, we use these psychological techniques all the time—whether we're trying to sell a new car, or in our previous example, trying to give people information about spine surgery.

So now let's look at the buyer journey specifically for orthopedics.

In the **awareness stage**, you have developed nagging back pain that won't go away and you've finally decided to do something about it.

Next in the **consideration stage**, you research your options online and you find out which provider accepts your insurance.

Then, in the **decision stage**, you choose one provider over another.

Buyer's Journey Site Map Implication



So you are probably thinking... yeah, this is Marketing 101.

And you're right. It's pretty basic.

The problem is that most companies end up building their website **without** taking into account the basics of the buyer's journey.

Most sites contain a limited amount of awareness content and maybe one or two decision level pages, such as a Contact Us page.

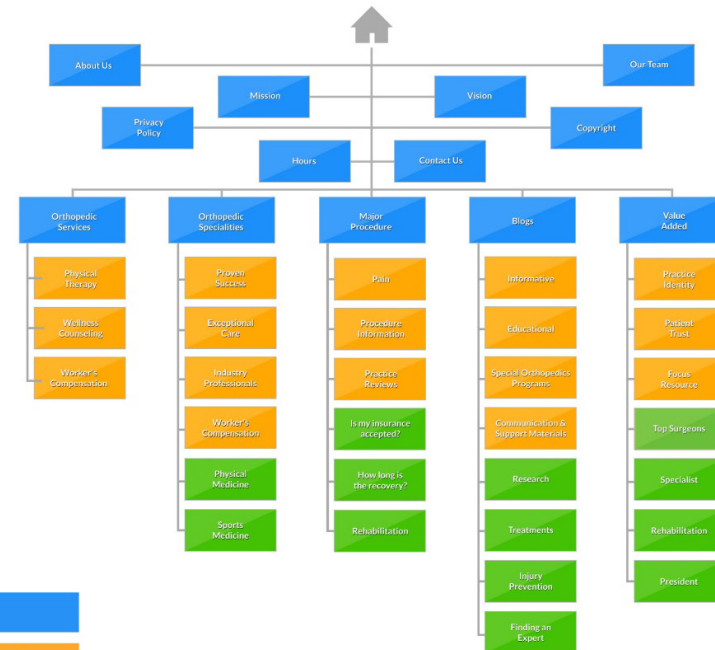
We talk all the time about pushing clients "down the funnel," but we **rarely** create content that **nurtures prospects** through that process.

How can you push them down a funnel that doesn't even have a middle?

The answer is: **you can't.**

But that's how average companies build websites.

But great companies commit to developing an editorial plan that builds out **awareness**, **consideration**, and **decision level content**.



Awareness

Consideration

Decision

Target Page Functionality



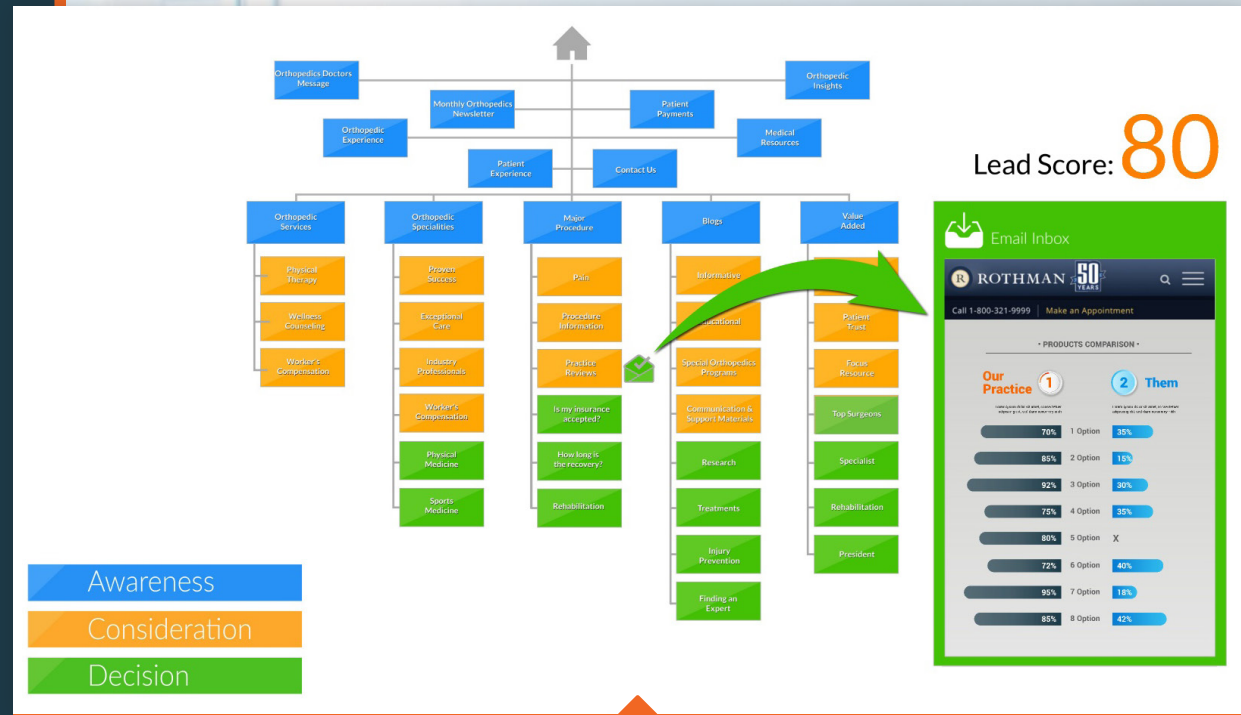
Now, here's where it gets really exciting! (Remember, I gave you fair warning up front that we're just a bunch of marketing nerds.)

When we **connect** your **buyer's journey** to your **marketing automation**, that's where you really start to build momentum.

Let's say a prospective client is interested in your products or services and they visit a consideration level page on your website.

Assuming they have a cookie on their computer from previous efforts, when they **leave your site**, a targeting page marketing automation email is sent out to their inbox.

But essentially what we have done here is pushed them **down the funnel** from **Awareness**, through **Consideration** to **Decision**.





The single most important part of a content strategy comes down to developing an **editorial calendar**.

An editorial calendar allows our clients to go from being **reactive marketers** to being **proactive marketers**.

When Henry Thoreau said that we live lives of quiet desperation, he must have known a CMO or two.

We all know how easy it is to fall into the sprint-break-spring-break marketing game.

Maybe you have a trade show coming up, so you sprint to get ready for that. Then after the trade show, you sort of go back to your regular responsibilities and take your foot off the gas.

Then a few months later, Christmas season comes around and you go right back to sprinting again. Then after the season, you might relax again for a bit.

This is textbook **reactive** marketing...and it doesn't work.

1	Status	Date	Buyer Stage	Type	Keyword	Notes	Content Link	TW Link	Published Link
2	Awaiting Approval	9/3 Sept.	awareness	blog	behavior consultant	sent to Niki	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	
3	Awaiting Approval	8/31 Sept	awareness	blog	coronavirus school precautions	sent to Niki sent to Ashley	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	
4	Approved Pending Edits	8/27 August	awareness	blog	therapy staffing resources	Mike made edits, please review sent to Niki sent to Janelle	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	
5	Approved Pending Edits	8/20 August	awareness	blog	consultative model speech therapy	Mike has some comments/questions for Janelle sent to Niki sent to Pam	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	
6	Approved Pending Edits	8/18 August	Consideration	Blog	Special Ed Budget	Mike made edits - comment to sent to all	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	
7	Needs Revisions	8/19 August			Sales Calculator Functionality	This is updated - the one piece not added is instruction on how to use it yet. Ideally, I would like Mike to write these.	https://wordpress-310228-1431026.clo...		
8	HOLD	8/27 Onboarding	Awareness	blog	free ceus for occupational therapists	SAVING THIS PIECE FOR WHEN PTS CAN OFFER CEUs optimization of existing post	https://docs.google.com/document/d/1QF...	https://farotech.teamwork.com/#	
12	Approved	8/19 August	awareness	blog	field trips for children with autism	sent to publishing	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	
13	Approved	8/19 August	Consideration	Service Page	Therapy Program Supports	sent to publishing	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	
14	Approved	9/2 Sept	awareness	blog	virtual special education	sent to publishing	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	
15	Approved	9/1 Sept	awareness	service page	teletherapy	sent to publishing	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	
16	Approved	8/31 Sept	Consideration	blog	related services teletherapy	sent to publishing	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	
17	Approved	7/29 June	consideration	blog	tier 2 interventions	sent to publishing	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	
18	Published	8/10 August		Email social media post	Personalization For Recruitment		https://docs.google.com/document/d/1...		
19	Published	8/17 September		Working With PTS page	September social calendar draft		https://docs.google.com/spreadsheets/...	https://farotech.teamwork.com/	
20	Published	8/4 August	Consideration	hub page	comprehensive therapeutic services	Optimized & Restructured "Working With PTS" page	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	https://mypts.com/comprehensive-therapeutic-services
21	Published	7/22 Sept	Consideration	page	Working With PTS page	*sent to dev/publishing sent to Niki	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	
22	Published	7/29 June	consideration	blog	pt iep goals	In publishing scheduled to go live 8/28 sent to Niki	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	https://mypts.com/blog/physical-therapy-2/pt-ic
23	Published	7/31 August	Consideration	spoke page	inservice programs for teachers	In publishing sent to Niki	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	https://mypts.com/school-administrators/services/teach
24	Published	8/4 August	Consideration	blog	speech therapy games	speech therapy games scheduled to go live 8/29 sent to Niki	https://docs.google.com/document/d/1...	https://farotech.teamwork.com/	https://mypts.com/blog/speech-and-language/s



The #1 thing an editorial calendar does, is that it protects you from RAM: **Random Acts of Marketing**.

RAM is a marketing killer and yet 99% of the clients we speak with say it is their biggest weakness.

Fortunately, it is preventable

Editorial Calendar (Continued)

Our goal is to be as proactive as possible.

As a **proactive marketer**, you will be able to plan what content is going to be published in the **next month, quarter, or possibly even the next year.**

We design our editorial calendars to be about **80% structured** and about **20% nimble**, so that some flexibility is maintained for inevitable changes and unexpected needs that arise.

The calendar is customized to meet your company's content needs, but often it includes:

- the content type
- what mediums it will be used in
- what keywords we will be optimizing for
- where it fits in the buyer's journey

Maintaining a calendar also helps identify over time what kinds of content and what sort of publishing schedule it's going to take to reach your goals.

When you communicate **consistently** with **quality content** your results **compound**. We have seen this play out countless times with our clients.

Date	Buyer Stage	Type	Keyword	Notes
9/3 Sept.	awareness	blog	behavior consultant	sent to Niki
8/31 Sept	awareness	blog	coronavirus school precautions	sent to Niki sent to Ashley
8/27 August	awareness	blog	therapy staffing resources	sent to Niki sent to Pam Mike made edits, please review
8/20 August	awareness	blog	consultative model speech therapy	sent to Niki sent to Janelle Mike has some comments/questions for Janelle
8/18 August	Consideration	Blog	Special Ed Budget	sent to Niki sent to Pam Mike made edits - comment to Pam
8/19 August			Sales Calculator Functionality	sent to all This is updated - the one piece not added is instruction on how to use it yet. Ideally, I would like Mike to write these.
8/27 Onboarding	Awareness	blog	free ceus for occupational therapists	SAVING THIS PIECE FOR WHEN PTS CAN OFFER CEUs optimization of existing post

SEO: On Page Analysis



Your **editorial calendar** will be connected to **collaborative documents** such as the Google Document.

In this document, you can see that our content writing team has written content that is designed to rank on major search engines.

What you'll also notice is that we optimized this piece for certain keywords. In this instance, it was for the longtail phrase "back, neck and spine problems."

The screenshot shows a Google Docs interface for a document titled "Specialties: Back, Neck, and Spine". The document content includes:

- Title:** Innovative, Compassionate, Treatment for Back, Neck and Spine Conditions
- Focus Keyword:** Back, Neck & Spine problems
- SEO Title:** Back, Neck & Spine
- Meta Description:** Innovative, Compassionate Treatment for Back, Neck and Spine Conditions. EmergeOrtho specialists have completed advanced training in orthopedic issues of the back, spine and neck. Like many other orthopedic conditions, neck and spine problems may get worse if treatment is delayed.
- Meta Keywords:** back, neck, and spine, Emerge Ortho, orthopedic, back, spine and neck, orthopedic, neck and spine

Below the meta keywords, there is a yellow **Keyword:** Back, Neck & Spine problems.

The document also features a photograph of a male doctor in a white lab coat standing in a clinical setting. Below the photo, the text reads: "EmergeOrtho specialists have completed advanced training in orthopedic issues of the back, spine and neck. Like many other orthopedic conditions, neck and spine problems may get worse if treatment is delayed. At EmergeOrtho, we treat a wide range of conditions, including but not limited to: strains and sprains of the neck and back, "pulled muscles," as well as chronic back or neck pain, sciatica, scoliosis, herniated discs, slipped vertebrae, nervous system disorders, fractures, spinal instability, and sacroiliac disorders. Back, neck, & Spine problems continue to get worse if untreated."

At the bottom of the visible text, it states: "While most spinal disorders can be treated without surgery, our team also performs spinal surgery, including spinal decompression (laminectomy), spinal fusion, scoliosis"

On the right side of the document, a comment from John J. Client is visible, dated 3:01 PM Today. The comment says "Delete space" and "Add: Be sure to add keyword".

SEO: On Page Analysis (Continued)



Once the content has run through an **internal audit**, the technology we use also allows us to do some **pre-publishing assessments**.

Our software is able to analyze what companies are in the **top 10 results** on the first page of Google for the keywords **we** are trying to target.

In the example to the left, it shows that we have a **very poor chance** of beating your competition with the content as is.

It scored our content as a **3.7 out of 10**.

So, we know that we have to go back in and make adjustments to improve the content before we publish.

This software also assesses **readability** (in relation to your competitors' content) and provides a **gauge for recommended length/word count**.

Then finally, it looks at the **keywords** that we're trying to optimize for. In this case, the score indicates that we need to improve the keywords usage and metadata, etc.

innovative. Compassionate, treatment for **Back, Neck and Spine Conditions**

Keyword: Back, Neck and Spine problems



EmergeOrtho specialists have completed advanced training in orthopedic issues of the back, spine and neck. Like many other orthopedic conditions, neck and spine problems may get worse if treatment is delayed. At EmmergeOrtho, we treat a wide range of conditions, including but not limited to: strains and sprains of the neck and back, "pulled muscles," as well as chronic back or neck pain, sciatica, scoliosis, herniated discs, slipped vertebrae, nervous system disorders, fractures, spinal instability, and sacroiliac disorders. **Back, neck, and spine problems** continue to get worse if untreated.

While most spinal disorders can be treated without surgery, our team also performs spinal surgery, including spinal decompression (laminectomy), spinal fusion, scoliosis correction, sacroiliac fusion, kyphoplasty, and spinal cord stimulator implantation. Our surgeons are trained in both traditional as well as minimally invasive surgical techniques.

Our comprehensive approach to your spine includes our own physical therapy department, pain management services, electrodiagnostic testing with [EMGs](#) and NCVs, and advanced spinal imaging with in-house digital [X-ray](#) and [MRI](#).

If you are experiencing any of the following symptoms, please contact us to schedule an

Overall score 3.7/10

Poor

Readability Score definition
44.9 Difficult Target 50.0

Your text's difficulty corresponds to college level education. This is just about what your audience expect.

Words **698** Target 840

Reading time: 3 min

Target Keywords

Core of your text and all recommendations. Use these keywords at least once.

neck conditions spine conditions back conditions

Recommended Keywords 0/20

Enrich your text with these keywords to get better SEO results.

neck pain soft tissue cervical spine wear and tear neck problems bone joint spinal column chronic neck pain surgical treatments spinal fusion herniated disk bones of the spine treatment options bone spurs spinal stenosis spinal canal spinal nerve physical therapy spinal cord herniated disc

0/20

0/20

SEO: On Page Analysis (Continued)

The Ultimate Digital
Marketing Process



Once our software does the analysis, the content piece gets sent back to our writing team to make the required revisions.

Then we send it to you, the client, to give it one last look and bless it for publishing.

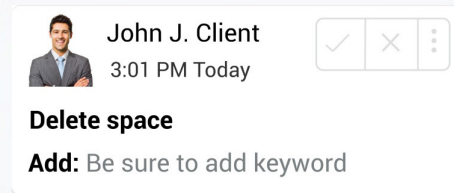
Once it's been approved, we publish the content on its schedule date, and update the editorial calendar accordingly.



Gabby A

Project Manager

iOS updates can make social media advertising seem intimidating, but finding your audience and updating your conversion tracking can make all the difference.



Content Strategy

So when it comes to content writing, we want to share a question we commonly hear from our prospects. It goes something like this:

“How can I know that the Farotech team can write according to the sophistication or to the technical level that my particular industry requires?”

And that is a very good question.

There are two major ways that we ensure our team is prepared to deliver great content for our clients.

1. During the **Gap Assessment** and **onboarding process**, we take a tremendous amount of notes and add them to our **Case Notes** files for your company. Our writers constantly refer back to the case notes to understand all of the critical details about your company, from industry specifics down to essential buzzwords.
2. We also spend time interviewing the **subject matter experts** from your company on a recorded line. The **average 1 hour phone call** can result in about **60 to 90 days** worth of content when our writer's put it that information use within the schedule of an editorial calendar.





Before we wrap up on content strategy, we need to make one more important point about conversion. We're going to do a little math here, so just hang on.

Let's say you have a website that gets **10,000 visitors** per month and you have a **2% conversion rate**. This would equal **200 leads**.

But let's say your goal is **300 leads per month**. Your knee jerk reaction might be to crank up the lead generation and bring in **15,000 visitors to your site**.

But in actuality, **that's more difficult**, significantly **MORE expensive**, and will likely take more time than we have allocated within the scope of your project.

But you know what makes even **MORE sense** and is significantly **LESS expensive?**

If we look at improving your conversion rate.

The #1 way to do that is to **go back and rewrite your existing content** in a way that is **more engaging**.

With this approach, increasing your conversion rate by a mere **1%**, will allow you to hit your sales goal of **300 leads with the same amount of traffic**.

Pretty cool, huh? That's why killer content is so important.

Content Strategy

10,000 Visitors
2% Conversion rate
=200 Leads

15,000 Visitors
2% Conversion rate
=300 Leads

10,000 Visitors
3% Conversion rate
=300 Leads



Summary

Barry Feldman, a renowned marketing consultant, is famous for saying, “Your website is the mousetrap and your content is the cheese.”

“Mice aren’t attracted to mousetraps. They’re attracted to what you put on it. The same goes for websites. What are you putting on yours?”

The problem is that most companies obsess over the mousetrap, while the successful ones think as much or more about the cheese.

Flexing a killer **content strategy** is all about telling a compelling story that establishes your company as a thought leader. Storytelling not only increases brand favorability in your audience’s eyes, it can also be up to 22 times more memorable than facts or statistics. (Source: Forbes)

What you say, how you say it, and the channels through which you promote your story all tie-in to a successful content strategy which includes:

- StoryBrand (Donald Miller)
- Buyer’s journey
- Proactive vs. reactive marketing
- Target page functionality
- Editorial calendars
- ...and more.

The ideal approach doesn’t simply throw content against the wall to see what sticks. Really great businesses focus on how to tell a compelling story. One successful approach is made famous by Donald Miller’s book called *Buliding a StoryBrand*. With this strategy, you can adapt your messaging to fit a content strategy that generates leads, nurtures leads, and ultimately converts those leads.

You can take it one step further by using technologies like HubSpot to track every part of the buyer’s journey and help potential customers further down the funnel to make a decision. By lead-scoring users on how well they engage with your marketing, you can obtain valuable data and feedback to see how users are consuming content. The Buyer’s Journey is traditionally broken down into three stages:

- Awareness
- Consideration
- Decision

By crafting content that corresponds to where a buyer is at in their journey, you can get the right message to the right person at the right time. Ultimately, this comes down to your editorial calendar which will allow you to go from reactive to proactive with content built for 30, 60, and 90-day timeframes and beyond that to six months and a year. This calendar is 70% structured and 30% nimble, because we don’t know what we don’t know and things can change. There are

then tools you can use to measure the effectiveness of content before it’s ever produced.

Next Steps



Once you’ve given your story voice and established a library of great content using the editorial calendar, you’ll need that content to nurture leads down the funnel successfully. So let’s dive into our next eBook about **Lead Nurturing** and why it’s a critical component of maintaining lasting relationships with your clients. You can also download the full **Digital Marketing Process eBook**.

