

Your content health checkup

Reenvisioning your content

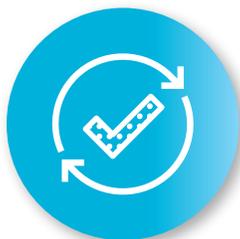


Picture yourself on a blind date. How attractive is it if your date never asks you anything about yourself? Now, think of your content in the same vein. It's not just about your brand; it's about your readers. What do they care about? How can you meet a need they have? What will make them read your content—and ultimately, use your services? The key is to offer a mix: health content that helps people take better care of themselves, along with promotional content that explains how you can help. Achieve that balance and you'll win your audience's time—and trust.



Make it relatable.

Statistics, treatments, terminology—health information can be tough to understand. Whether you're discussing plan benefits or a surgical procedure, make it easy to relate to by using narratives. When you tell stories vs. just provide information, you're increasing the chance that audiences will understand, connect with, and remember them—and using patient and member stories, even empathize with them. In fact, studies find that narratives can improve patient outcomes more effectively than statistical evidence.



Involve the audience.

Myth: Most readers love to settle in with an in-depth feature article on new surgical technologies.

Fact: Formatting your content as a myths/facts piece, Q&A, or quiz is more likely to draw readers in. These formats stimulate curiosity, break up large chunks of text, and make the experience interactive. Better yet, interactive content is an effective tool for learning and retaining instructions on health matters.

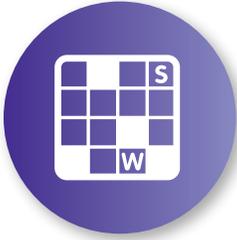


List off your points.

People love lists. Three reasons why—they're:

- Specific
- Skimmable
- Easy to read and digest

They're a go-to format in print, and they're popular online. In fact, out of five types of content, lists claim the most traction, which is probably why 30% of all blog posts are formatted as lists.¹



Give audiences a chance to play.

Sudoku, word searches, crosswords—people love games, so why not share your content in a fun format? Use them to promote your key messages (think, fruit and veggies crossword and activity bingo), while extending your content's shelf life as it sits on their kitchen counters and office desks.



Mind your tone.

To connect with audiences, speak the way they speak to create a conversation while appealing to their emotions. Define terms they may not know, and keep your tone genuine and consistent—you'll help them understand your content while gaining their trust.



Highlight the benefits in headlines.

According to the American Marketing Association, B2B copy most often uses two types of headlines—those that tease, and those that imply benefit. The latter directly lets audiences know what they'll gain from reading the content (e.g., reduce health risks, save time), and they're more effective than teasers that spur curiosity when targeting busy professionals.



Make it simple to skim.

While some of us take time to read an entire article from beginning to end, many people prefer to flip through content in search of useful information. They're scanning, not reading—and if a scan proves too daunting, they'll move on. So make your content easy to skim by breaking it up with subheads, keeping paragraphs short, and stating the main point upfront.



Call your audience to action.

What do you want your readers to do—call for an appointment, follow you on social media, sign up for an event? Make it easy for them to take action by creating an engaging call to action (CTA) with every piece of content. Offer specifics about what they'll gain by acting, and make the action trackable for ROI data.



Include infographics.

Infographics clearly catch the eye and graphically commit information to memory, serving the 65% of us who are visual learners.² They're particularly helpful for health care organizations, since they work well for communicating potentially complex health information.³ They're also more likely to be shared.



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