



CONTENT MARKETING PRIMER

THE CONCEPT is not a new one, and the philosophy behind it is simple: information needs vary throughout the sales cycle. Reach the target market with the right content, at the right time.

RETHINKING SEGMENTATION

Beyond developing segmentation based on characteristics of your target market, it's important to further segment based on the prospective customer's stage in the sales funnel: awareness, interest, consideration, or decision.

Ask yourself (and sales!) — what are the needs of each stage?

REACH YOUR TARGET MARKET
WITH THE **RIGHT CONTENT**
AT THE **RIGHT TIME**

Let's think about a simple sales cycle. At the top of the funnel, the content's role is to build awareness. At the middle of the funnel, it's all about driving brand preference, and at the bottom of the funnel, it's all about conversion. Identify and develop the appropriate marketing content to address these needs.

WRITE THE JOB DESCRIPTION FOR THE CONTENT, THEN EXECUTE.

AWARENESS

- *Attract the right audience*

THOUGHT LEADERSHIP

Spark a need and drive interest by becoming the go-to resource that understands the market.

- Articles
- Blog posts
- Podcasts
- Whitepapers
- Press
- Newsletters

INTEREST

- *Turn prospects into leads*

PRODUCT MARKETING

Provide a specific solution to address a market need. Overcome potential barriers for adoption.

- Webinars
- Solution videos
- Events
- Data sheets
- Clinical case studies
- Solution sell-in decks

CONSIDERATION

- *Build brand preference*

TARGET MARKETING

Demonstrate value through key competitive differentiators. Drive a preference for your solution.

- Buying guides
- Evaluation tools
- Custom events
- Customer testimonials
- Product demos
- Product trials

DECISION

Convert to customer

ACCOUNT DEVELOPMENT

Show economic value and help the influencer gain approval. Expedite the decision.

- Business cases
- Proformas
- ROI case studies
- Executive presentations
- Site visits
- Financial services

AWARENESS

At this point, your audience doesn't know much about your company, products and services. These individuals might not even know they have a need. The goal of the content is to trigger a pain point and drive interest.

INTEREST

You have a prospect who needs a solution to a problem and starts actively looking for one. Marketing content in this phase should educate them about your product or service and help overcome potential barriers to adoption.

CONSIDERATION

Moving leads through the funnel requires close collaboration between marketing and sales. In this phase, your marketing content should demonstrate value and help differentiate your product or service from competitors.

DECISION

When you've reached the bottom of the funnel, it's all about driving action and decision now. Content at this phase should demonstrate economic value and assist the influencer in securing purchase approval.

This basic 4-phase sales funnel can be expanded to include additional phases such as loyalty and advocacy once you've developed a substantial installed base. The simplest way to get started is to write the job description for your content, then execute.

G3 Medical Marketing specializes in downstream marketing for med tech, healthcare IT, hospitals and provider networks. We provide strategy and execution services to drive growth and sales performance.