



Content CONNECTING Resources

General Content Marketing:

<http://contentmarketinginstitute.com/2013/10/content-strategy-content-marketing-separate-connected/>

<http://contentmarketinginstitute.com/developing-a-strategy/>

<http://www.quicksprout.com/the-advanced-guide-to-content-marketing/>

<http://www.toprankblog.com/2014/02/social-media-content-marketing-success-2/>

<http://adage.com/article/digitalnext/7-branded-content-campaigns-2012/238910/>

<http://www.sproutcontent.com/blog/bid/104542/Top-Content-Marketing-Mistakes-Many-Businesses-Make>

Defining Your Content Marketing:

[What is Content Marketing? - Content Marketing Institute](#)

[Content Marketing Definition - Heidi Cohen](#)

[What is Content Marketing? 11 Definitions | Social Media ...](#)

[Why Content Marketing is a Definitive Method for Success in ...](#)

Defining Your Content Brand:

[Ask an Expert: How to Become a Content Brand - iAcquire](#)
[7 Big Brands are Succeeding in Content Marketing...You ...](#)
[Power Your Business Storytelling By Creating a Content ...](#)
[Six Principles of Great Content Brands - MarketingProfs](#)

Goals of Your Content Marketing Strategy:

[Understanding Your Content Marketing Objectives](#)
[15 Ways to Align Your Content Marketing Strategy With ...](#)
[5 Business Goals Of Content Marketing - Forbes](#)
[21 Content Marketing Goals - SlideShare](#)

Your Content Market Research:

<http://contentmarketinginstitute.com/2010/06/content-strategy-discovery/>
<http://contentmarketinginstitute.com/2011/03/buyers-consume-content/>
[How To Do Content Marketing Research For A Blog Post](#)
[How to Research and Plan a Content Marketing Campaign](#)
[How to Research and Develop Ideas for Stellar Content ...](#)

Creating Your Content Brand Strategy:

[Brand Content Strategy: How to Build an Audience, Get ...](#)
[Brand Alignment and Content Strategy | Marketing Land](#)
[Five brands with effective content strategies | Econsultancy](#)
[Aligning Your Content Strategy With Your Brand | soldsie](#)

Identifying Your Content Topics:

[3 Steps to Identify Blog Topics that are Relevant to Your ...](#)
[How to Identify Content Topics That Hit Home With Your ...](#)
[Inbound Marketing in Healthcare: What Are Your Patients Looking For?](#)

SEO:

[7 Step SEO-Based Content Marketing Plan: From Keywords ...](#)
[Writing SEO Content For Your Website - College of Marketing](#)

Sharing Your Content:

[How a content-sharing plan can help your post go viral ...](#)
[Tools to Help You Plan and Share Great Content | Social ...](#)

Visual Content:

[5 Content Marketing Trends for 2016](#)
[How to Use Visual Content In Your Content Marketing | Viral ...](#)
[How to select the right visual content to use in your b ... - Curve](#)
[9 Forms of Visual Content You Need to Know About \(2013, but still relevant\)](#)
[10 Stunning Examples Of Visual Content Marketing](#)
[How to Keep Infographics from Ruining Your Visual Content ...](#)
[5 Do's and Don'ts When Creating Infographics for Visual ...](#)

Audio:

[How To Create Amazing Audio Content - SteamFeed](#)
[Audio Content: 5 Tips for Professional Quality](#)
[The Entrepreneur's Guide to Audio Content – How \(and Why ...](#)

Video:

[Tap into the Thriving Video Content Scene: 5 Types of ...](#)
[8 Video Types to Add to Your Content Marketing - Search ...](#)
[4 Types of Videos Every Content Marketing Strategy Should ...](#)
[How to Use Video Content to Drive Awareness, Leads, and ...](#)

Interactive Content:

[GUIIdeas: What is Interactive Content?](#)

[Stop Writing Blog Posts: Ideas for Interactive Content - Portent](#)

[4 Rules For Creating Interactive Content For A Multi ...](#)

Your Story:

[Turning Content from 'Meh' to Wow With Storytelling ...](#)

[How Use Storytelling to Cut Through the B2B Content Clutter](#)

[Brand Storytelling: How to Find Your Story - Content ...](#)

[Story in Healthcare: Are You StoryTelling or Story DOING?](#)

Repurposing Your Content:

[How to Repurpose Campaign Content for Different Channels](#)

[Repurposing Content - The Complete Guide To Building ...](#)

[3 Strategies For Repurposing Content - HootSuite Social ...](#)

[The Ultimate Guide to Repurposing Content - The Buffer blog](#)

Where to Share Your Content:

[Where Should I Share My Social Content? | GroSocial](#)

[How to...know where to share your stuff | Content Amp](#)

[Content Strategy: Where Do You Share? - Michael Boezi](#)

[Healthcare Social Media: Docs on Social?](#)

Content Marketing Through Email:

[Content to Share Through Email - Mequoda](#)

[Content Marketing: 3 tips for producing engaging email ...](#)

[7 rules of content marketing in email - iMediaConnection.com](#)

[10 Examples of Brilliant Email Marketing \(and Why They're ...](#)

Creating “Viral” Content:

[Creating Viral Content? - Social Triggers](#)
[Viral Content \[INFOGRAPHIC\] | Social Media Today](#)
[5 ways to make your content go Viral on Social Media](#)
[How to Make Your Content Go Viral - Mashable](#)

Mobile-Friendly Content (“Mobile-Responsive”):

[Why mobile-friendly is no longer a nice-to-have for your ...](#)
[Make Your Text Content Mobile-Friendly - SitePoint](#)
[Want To Make Your Content Mobile-Friendly? Answer ...](#)
[7 Tips for Creating User-friendly Mobile Content - Zemanta](#)

Going Global with Your Content:

[Blog Strategies: Writing to Different Target Markets - Ariad ...](#)
[Breaking into a New Market? Try Content - Rock the Deadline](#)
[Marketing to Different Cultures: Ads That Work \(and Ads ...](#)

How to create content that elicits emotion:

[The Science of Emotion in Marketing - The Buffer blog](#)
[What's the Key to Viral Marketing? 'Emotional' Content](#)
[Emotional Engagement Is the Key to Viral Content Marketing](#)

Ethical Content Marketing:

[Is Your Content Curation Ethical? - Content Marketing Institute](#)
[Content Marketing Code of Ethics](#)
[5 road rules for ethical content marketing | memeburn](#)
[Healthcare Content Marketing Manifesto | Russell Faust](#)

What to do about plagiarism:

[How to Avoid Plagiarism: 7 Steps \(with Pictures\) - wikiHow](#)

[What to Do When Your Web Content Gets Plagiarized ...](#)

[Dealing with Plagiarism of your work | Blog - Tim Potter](#)

Making sure that Your Content is Unique:

[Copyscape and Copyscape FAQs](#)

[YouTube video: How to use Copyscape](#)

[Best 5 Free Alternatives to Copyscape](#)

Tips for Outsourcing Your Content Marketing:

[How and When to Outsource Your Content Marketing ...](#)

[Done-For-You, Turnkey Healthcare Branding / Content Marketing](#)

How to choose images for your content:

[How to Choose Vibrant Photos for Your Content](#)

[How to choose the perfect stock image for your content ...](#)

[How to Choose Images That Really Work for Your Social ...](#)

[Truly FREE Stock Photos and Images – Pixabay](#)

[Truly FREE Stock Photos and Images - Pexels](#)

If you're serious about growing your healthcare practice – whether you're a physician in solo practice, the practice manager for a group practice, or the chief marketing officer for a hospital – *you must be found!*

And the only way to be found in this digital age is to provide what your patients (and your future patients) are *looking for online*: Health information. Accurate, useful health information. Content...

Content that answers their questions. Content that engages them. Content that establishes your practitioners as experts, as the trusted go-to resource for their care.

Take your content to the next level...

The sections above roughly parallel the topics in our new Healthcare Content Brand Course at the [Healthcare Content Academy](#).

After perfecting the course for nearly two years (!!), the course is nearly completed – including 30 step-by-step videos, a great course book, course workbook, work-sheets, and eBooks!

So [CLICK HERE](#) to be notified when it goes live.

And drop me a line to let me know what topics you want added before it launches.

Thanks!

