PFS thought leadership *lead generation campaigns*

ENTER

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YOUR BRIEF

Background: Increased innovation is leading to become more marketing focussed.

, a pioneering company in the healthcare sector, has consistently delivered innovative solutions to its clients. As a part of its commitment to staying at the forefront of the industry, has recently developed a comprehensive insight into its prefilled syringe product range. This insight embodies 's deep knowledge, expertise, and the tangible benefits its products bring to healthcare professionals and patients alike.

Aim: To build a successful lead generation campaign.

To harness the potential of the prefilled syringe product range insight by transforming it into a robust lead generation campaign, ensuring that not only disseminates valuable knowledge but also nurtures and converts potential leads into loyal customers.

AGUETTANT

Vision: To become the leading voice in prefilled syringe market.

will leverage its heritage and innovation by using its insights to educate, inspire, and engage its target audience. Through this campaign, aims to set a benchmark in how pharmaceutical and medical companies leverage their industry knowledge for business growth.

Let's give your brand that additional oomph, with Agency.

OBJECTIVES

- **Audience Engagement:** Effectively reach out to and engage with healthcare professionals, hospitals, and clinics interested in or using prefilled syringes.
- **Lead Generation:** Secure a set number of quality leads (e.g., X number of email sign-ups, Y% increase in inquiries about the product range) within a specific timeframe.
- **Brand Positioning:** Strengthen 's position as a thought leader and the preferred choice in the prefilled syringe segment.
- **Content Utilisation:** Maximise the use of the prefilled syringe insight by producing a variety of content pieces aimed at different audience segments and stages of the buyer journey.
- **Feedback Loop:** Incorporate feedback mechanisms to constantly refine the campaign, ensuring remains agile and responsive to market needs.

DELIVERABLES

- **Secondary Content Pieces:** Creation of articles, infographics, and videos extracted from the primary insight tailored for different audience needs.
- **Landing Page:** A dedicated landing page for gated content, capturing lead information and providing immediate value to the visitor.
- **Promotional Strategy:** A comprehensive plan detailing promotional avenues, content calendar, and metrics for success.
- **Email Campaign:** A series of emails aimed at nurturing leads, providing them with further valuable content, and guiding them through the sales funnel.
- **Analysis & Reporting System:** Tools and dashboards to track KPIs, monitor audience engagement, and measure campaign success.
- **Continuous Optimisation Plan:** Strategies and tactics to refine the campaign based on feedback and data, ensuring remains aligned with audience needs and market shifts.

HOW DOES

thought leadership support *your market strategy:*

In the intricate and competitive field of medical industry providers, building connections, demonstrating leadership, and engaging with both professionals and patients are paramount. The challenge often lies in crafting the right content that resonates with the unique needs and expectations of this specialised industry.

Our tailored content marketing strategy is designed to help you:

01

Your Positioning:

Showcase Expertise and Thought Leadership: We'll create insightful articles and ebooks that position your organisation as an authority, offering critical insights and best practices that demonstrate leadership in the medical field.

02

Educating:

Educate and Inform: Our content will educate medical professionals, patients, and the community on essential topics, reflecting your dedication to knowledge-sharing and quality healthcare.

03

Engagement:

Engage and Connect Through Social Media: We'll craft social media posts to foster connections and conversations, enabling you to build a community that recognises and values your expertise.

04

Data:

Capture Leads and Gain Email Addresses: Through gated content, such as exclusive ebooks, we'll provide the assets to help you capture valuable leads, including email addresses, enabling targeted communication and relationship-building.

05

Bespoke Content:

Enhance Communication with Medical Providers: Our tailored content will ensure clear, concise communication with peers, partners, and regulators within the medical industry, aligning with your specific needs and standards.

It all *starts* with an insight.

Insights are not mere facts; they are revelations that provide a deeper understanding of complex issues. When leveraged effectively, they can position your organisation as a thought leader in the healthcare industry.

Here's how we do this:

01

Shaping Perspectives:

Thoughtful insights shape the reader's perspective, guiding them to see the industry, challenges, solutions, and even themselves in a new light. They lead to 'aha' moments that stick in the mind long after reading.

02

Building Trust:

By offering unique and profound insights, you demonstrate a deep understanding of the healthcare field. Readers begin to trust your organisation as a knowledgeable guide, a source of wisdom, and a leader in the field.

03

Inspiring Action:

Thought leadership is about more than information; it's about inspiration. Your insights can inspire readers to think differently, make informed decisions, or take specific actions that align with your healthcare goals and values.

04

Creating Connection:

Insight-driven content connects on an emotional level. It resonates with the reader's experiences, fears, and hopes within the healthcare context, creating a sense of understanding and empathy.

INSIGHT EXAMPLES...

BUSTING THE MYTHS:

How High Tibial Osteotomy (HTO) Outperforms Total Knee Replacement

If we cannot keep up with demand for knee replacements, how many people will be affected?

The rise in knee osteoarthritis cases is driven by increasing life expectancy. Worldwide, knee osteoarthritis is most prevalent among ages 55-64 [REF].

Over time, life expectancy has significantly increased. In 1913, the average was 46.8 years [REF], while in 2021, it reached 77 years [REF].

Graph 1. Graph by Roser, Ortiz-Ospina and Ritchie, 2013 [REF]. The graph shows the increasing rates of life expectancy from 1770 to 2021—the data source is shown below the graph.

https://ourworldindata.org/life-expectancy

With longer lifespans, more people are reaching the age of knee osteoarthritis incidence, leading to advancements like knee replacements.

However, innovation in knee osteoarthritis treatment has stalled, making the prevalence of knee osteoarthritis a more severe issue.

Approximately 18% of people aged 45 & above sought knee osteoarthritis treatment [REF]. In some English local authorities, prevalence ranged from 15% to 21% [REF].

Within ages 45-64, 2.4 million sought knee osteoarthritis treatment in 2010 [REF], nearly the population of Birmingham in 2022 [REF].

Future Outlook

If current trends continue, knee osteoarthritis cases may double by 2035 [REF].

The UK 2021 census shows an increase in older age groups (≥65 years old) [REF]. Over 11 million people (18.6% of the UK population) were aged 65+ in 2021 [REF].

Aging contributes to knee osteoarthritis prevalence as chondrocytes lose their ability to maintain articular cartilage homeostasis [REF][REF]. With an ageing population, knee osteoarthritis cases may rise.

The UK population is projected to increase by 2.1 million to 69.2 million by 2030 [REF]. The older population in the UK is projected to grow, with people aged 65 and over making up 24% of the population by 2043 [REF]. In 2021, almost 11 million people aged 65 and over accounted for 19% of the total population, and by 2030, this is projected to increase to almost 13 million [REF].

Graph 2. Population projection of people in the UK in 2020 to 2050 by age groups using findings from D.Clark. The graph above shows an increase in elderly populations from 2020 to 2050 [REF][REF]

[REF] 1: https://www.statista.com/statistics/749073/population-of-the-uk-by-age-2017-2032/

[REF] 2: https://www.statista.com/statistics/749078/elderly-population-of-the-uk-by-age-2017-2032/

UNVEILING HIGH TIBIAL OSTEOTOMY (HTO):

The Future of Treat… Young Osteoarthritis Patients?

…ain relief and improved knee function, enabling patients to lead active …es [REF][REF].

…reserving the joint, HTO ensures more natural knee kinematics, which …ave lasting benefits for young patients [REF][REF].

…more, recent advancements in scanning technology [REF] and …pecific instruments [REF][REF][REF] have made modern HTO …es more accurate and with reduced risk.

…g Misconceptions

…n misconception is that HTO only delays the need for knee …

…s show that a significant percentage of HTO patients do …rsion to knee replacement, indicating its potential as a … [REF][REF][REF].

…nd Surgeon's Perspective

…idely can have economic benefits by reducing the …ries and associated costs [REF].

…ures take less time, allowing surgeons to treat …EF][REF][REF].

How can you give younger patients more knee OA treatment options?

High Tibial Osteotomy holds immense promise in revolutionising the treatment of knee osteoarthritis, especially for young patients.

By embracing this innovative approach, we can bridge the treatment gap, relieve patients' pain, and empower them to live active, fulfilling lives.

Learn more about HTO and how Orthoscape can help you give your patients more knee osteoarthritis treatment options.

Download the full eBook in the link below.

Download now

#KneeOsteoarthritis #HealthcareChallenges #PublicHealth #KOA #Obesity

INSIGHTS

From these we can *create a wide range of content.*

01

eBooks:

A comprehensive look at the insight, providing in-depth analysis, examples, and actionable takeaways.

02

Whitepapers:

A formal document detailing the research behind the insight and its implications, often used in B2B settings.

03

Infographics:

Visual representation of the insight, breaking down complex data or ideas into easily digestible visual chunks.

04

Articles & Blog Posts:

Shorter content pieces that delve into specific facets of the insight or provide a general overview.

05

Webinars:

Live online sessions where the insight is presented and discussed, often with the opportunity for real-time Q&A.

06

Videos and Animations:

From short explainer videos that breakdown the insight to longer, in-depth interviews or discussions about its implications.

07

Podcasts:

Conversations or interviews revolving around the insight, allowing for deep dives and multiple perspectives.

08

Interactive Tools or Quizzes:

Engage the audience by allowing them to interact with or test their understanding of the insight.

INSIGHTS

From these we can *create a wide range of content.*

09

Slide Presentations:

A series of slides offering a visual tour through the insight, perfect for platforms like SlideShare or for use in webinars.

10

Case Studies:

Real-world examples of the insight in action, showing its practical implications and results.

11

Social Media Posts:

Bite-sized chunks of the insight shared across platforms to pique interest and drive traffic to more detailed content.

12

Interactive Web Pages or Microsites:

Special web pages dedicated solely to the insight, possibly with interactive elements, graphs, and multimedia.

13

Templates & Checklists:

Practical tools that users can interact with, based on the insight, to help them apply it in their context.

14

Courses & Workshops:

Educational sessions where participants can learn about the insight in depth and practice its applications.

15

Interviews:

Conversations with experts or those affected by the insight, offering a first-hand perspective.

16

Discussion Forums & AMAs (Ask Me Anything):

Online platforms where audiences can discuss the insight, share their own observations, and ask questions.

LEAD GENERATION

We need to make a *campaign.*

There are multiple types of campaign strategies that you can use with thought leadership content:

1

Gated Content Campaigns:

This involves offering valuable content (e.g., eBooks, whitepapers) behind a sign-up form. The goal is to capture lead information in exchange for the content.

2

Drip Email Campaigns:

Once users sign up for gated content, they can be enrolled in a series of emails that further explore the topic, directing them to related articles, webinars, or additional gated content.

3

SEO and Organic Discovery Campaigns:

Optimise your articles and other online content for search engines. Once users discover your content organically, use calls-to-action within the content to direct them to related gated content offers.

4

Social Campaigns:

Monitor social media for discussions relevant to your insights. Engage in these discussions and, where appropriate, direct participants to your gated content.

5

Referral Campaigns:

Encourage those who've downloaded your gated content to refer colleagues or peers in exchange for additional, exclusive content.

6

HCP Peer Review & Testimonial Campaigns:

Share testimonials or peer reviews of your content, and use these endorsements to drive more users to your gated content.

7

Hospital Partnership & Collaboration Campaigns:

Partner with other thought leaders or institutions to co-create and co-promote content. Direct users from both audiences to a central location for gated content.

CONTENT TYPES

Ebooks: *From insight to understanding.*

An insight reveals something special about a topic, or a new way of thinking. Ebooks let us take that insight and explore it more fully. In healthcare, this means we can guide readers through complex subjects, turning a single idea into a complete story.

Our process involves:

01

Comprehensive Exploration:

Unlike shorter content forms, ebooks allow for a thorough exploration of topics. They can break down complex healthcare issues into digestible parts, guiding the reader to a comprehensive understanding.

02

Building Authority:

Well-researched and insight-driven ebooks position your organisation as an authority in the healthcare field. They demonstrate expertise, dedication to education, and a commitment to helping readers navigate the complexities of healthcare.

03

Engaging the Reader:

Ebooks provide a platform for storytelling, connecting facts with narratives that resonate with the reader's experiences and emotions. This connection fosters engagement, trust, and loyalty.

04

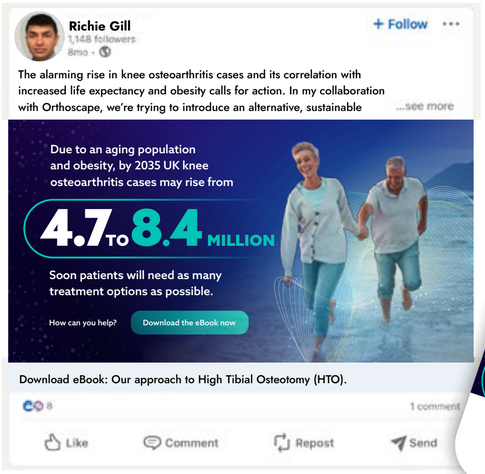
Creating Resources:

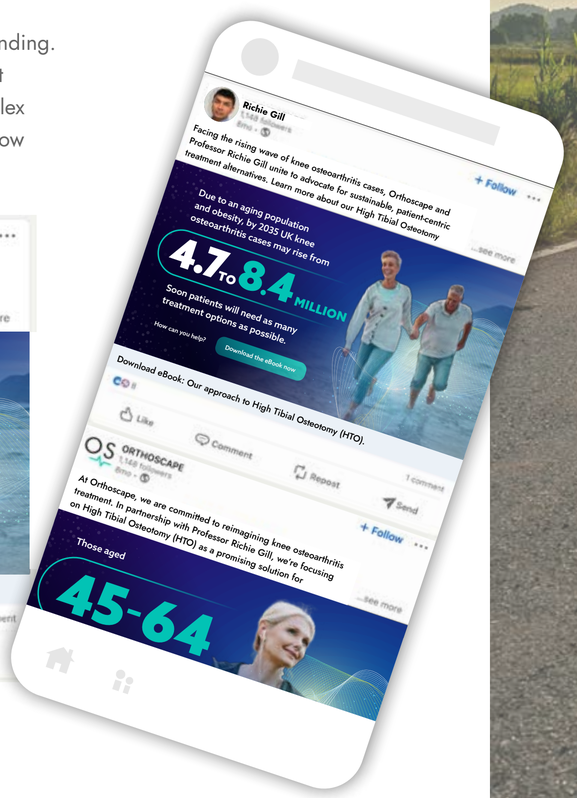
Ebooks can serve as evergreen resources, continually providing value to readers seeking in-depth information on healthcare topics. They can be referenced, shared, and used to build community and consensus.

CONTENT TYPES

LinkedIn articles: *A gateway to deeper insights.*

Articles are the bridge from curiosity to understanding. They take key insights from an ebook and present them in shorter, accessible pieces, making complex healthcare subjects more approachable. Here's how they work:





Our process involves:

01

Highlighting Insights:

Spotlighting key insights from the ebook provides readers a glimpse of the depth within, stirring interest.

02

Engaging Readers:

Articles reach a broader audience, offering an entry point for those interested in specific healthcare insights but not yet ready to delve into a full ebook.

03

Driving Action:

By building curiosity and integrating a call-to-action, articles lead readers to download the full ebook, capturing interest and encouraging further exploration.

04

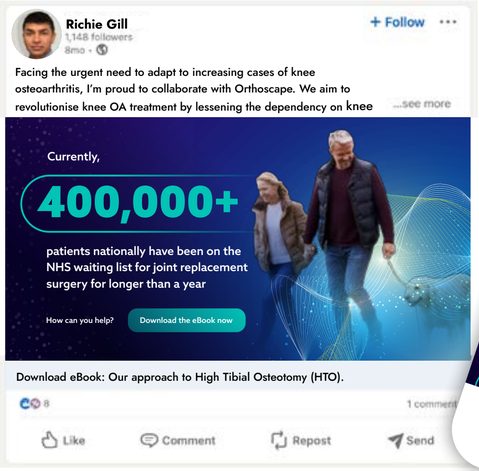
Supporting Marketing:

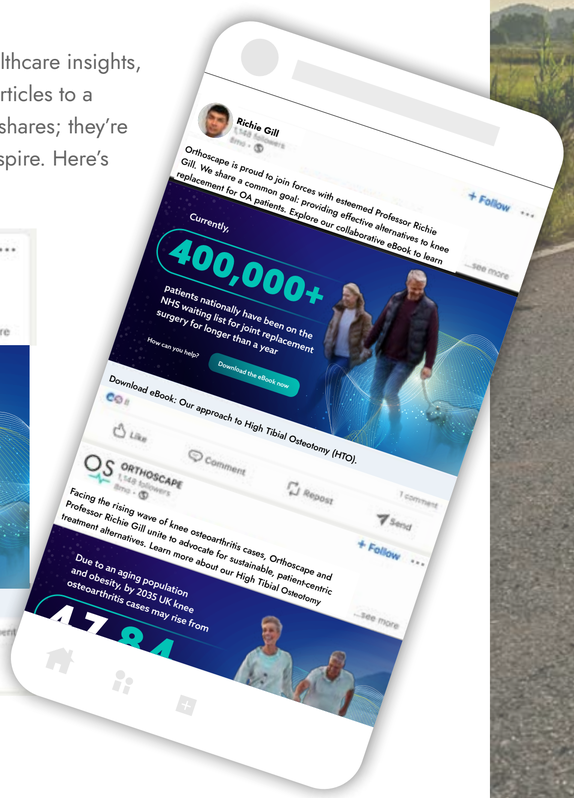
Used in social media and newsletters, articles create a cohesive campaign that promotes the ebook, reflecting quality and connecting with readers at various engagement levels.

CONTENT TYPES

Supporting social posts: *Amplifying Insights and Engagement.*

Social media posts are the amplifiers of your healthcare insights, spreading key messages from your ebooks and articles to a wider, interconnected audience. They're not just shares; they're strategic touchpoints designed to engage and inspire. Here's how they function:





Our process involves:

01

Showcasing Highlights::

Selecting intriguing snippets or insights from the ebook and articles, social posts can create curiosity and direct followers to the full content.

02

Enhancing Visibility:

By leveraging various social platforms, these posts reach different demographics, increasing awareness of your healthcare insights and extending your reach.

03

Encouraging Interaction:

Crafted with engaging visuals or questions, social posts invite likes, shares, and comments, fostering community and conversation around healthcare topics.

04

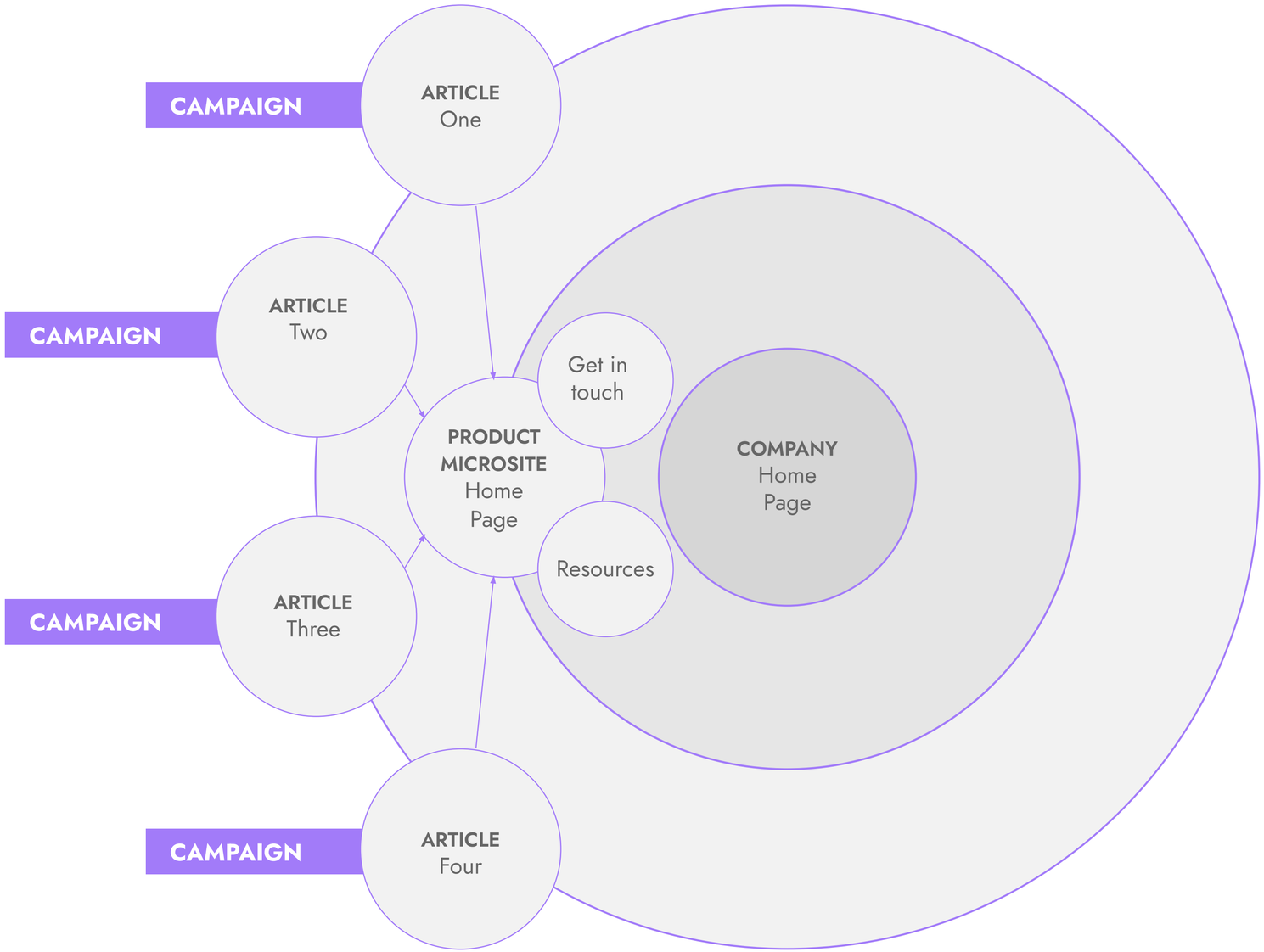
Driving Downloads:

Including direct links to the full ebook or related articles, social posts create a seamless pathway for followers to access more comprehensive information and subscribe to your content.

ECOSYSTEM

Example.

Think of our marketing ecosystem as a well-coordinated orchestra. Every piece, from emails to landing pages, plays its part. Backed by CRM analytics, they seamlessly interact, ensuring that our messages hit the right notes with our audience.



AGUETTANT

Project plan.

01

Goal Setting and Objectives

- Define specific goals for the campaign (e.g., X number of email sign-ups, Y% increase in website traffic, etc.).
- Establish KPIs (Key Performance Indicators) to measure the campaign's success.

02

Audience Research

- Identify 's target audience segments.
- Understand their pain points, needs, and online behaviour.
- Analyse competitors' content marketing strategies.

03

Content Creation

a. Secondary Content Creation

- Extract articles from the primary content for distribution on the website, blogs, and third-party platforms.
- Create infographics or short videos highlighting key points.
- Develop social media posts to promote the gated content.

b. Design and Imagery

- Design the primary and secondary content pieces, ensuring brand consistency.
- Develop or source relevant images for the content and promotional efforts.

04

Content Gating

- Choose a platform or software to gate the primary content (e.g., a landing page builder with email capture capabilities).
- Design and test the landing page for the gated content.
- Ensure a smooth user experience for content access post-sign-up.

AGUETTANT

Project plan.

05

Promotion Strategy

- Identify key platforms for content promotion (e.g., LinkedIn, industry-specific forums, email newsletters).
- Create a content calendar for regular posting.
- Initiate partnerships or guest posting opportunities to amplify reach.

06

Engagement and Nurture

- Develop a drip email campaign for those who've signed up, offering additional valuable content and fostering engagement.
- Monitor comments, shares, and feedback across all platforms to ensure active participation and address queries.

07

Analysis and Reporting

- Track KPIs using tools like Google Analytics, email marketing software, and social media analytics.
- Gather data on the number of sign-ups, content engagement, source of traffic, etc.
- Create regular reports to analyse campaign performance.

08

Optimisation and Iteration

- Use gathered data to tweak and optimise the campaign.
- Test different promotion strategies, headlines, or even content formats to see what resonates most with the audience.
- Continually update the gated content to ensure it remains relevant and valuable.

AGUETTANT

Timeline.

WEEKS
01
Audience Research

- Identify 's target audience segments.
- Research their needs, preferences, and online behaviours.
- Analyse competitors' content marketing strategies.

WEEKS
02
Secondary Content Creation

- Extract and finalise articles from the existing primary content for the website, blogs, and third-party platforms.
- Develop infographics or short videos highlighting key points from the primary content.

WEEK
05
Design & Imagery

- Design secondary content pieces, ensuring consistency with 's branding.
- Source or create relevant images and visual assets.

WEEK
06
Content Gating & Landing Page Creation

- Choose the platform or tool for content gating.
- Design the landing page and set up email capture functionalities.

T- est the sign-up and content access process for user-friendliness.

WEEK
07
Promotion Strategy Development

- Identify key platforms for content promotion.
- Draft a detailed content calendar for postings over the next 3 months.

AGUETTANT

Timeline.

WEEKS
08-10
Engagement and Nurture Strategy

- Develop the drip email campaign strategy and content for new sign-ups.
- Draft, design, and schedule initial email communications.
- Set up monitoring systems for comments, shares, and feedback on promotional content.

WEEK
11
Analysis and Reporting System Setup

- Set up required tracking on the website, landing pages, and other platforms.
- Integrate tools and dashboards for data aggregation.
- Test the complete system to ensure accurate data capture.

WEEK
12
Soft Launch

- Start the promotion on a smaller scale to test the waters.
- Monitor the initial response and user interaction.

WEEKS
13-16
Full-Scale Promotion

- Roll out the promotional strategy across all identified platforms.
- Implement the drip email campaign for new sign-ups.

WEEK
17
Initial Analysis and Optimisation

- Analyse the first month's data.
- Identify any tweaks or optimisations needed based on user engagement and feedback.

BUDGETS

Your overview of the activities and costings required.

1) AUDIENCE PERSONA RESEARCH:	*£1,000*
2) SECONDARY CONTENT CREATION:	
Articles, infographics, videos and animations	*£9,500*
3) CONTENT GATING AND LANDING PAGE CREATION:	
Landing page Hosting	*£3,550*
4) PROMOTION STRATEGY DEVELOPMENT:	
Promotion on third-party platforms	*£2,500*
5) ENGAGEMENT AND NURTURE STRATEGY:	
Email campaign	*£2,275*
6) ANALYSIS AND REPORTING SYSTEM SETUP:	
Analytics tools	*£1,050*

TOTAL BUDGET: **£19,875**

FAQs

Q: How will your insights align with your healthcare brand's marketing strategy?

A: Our insights are derived from in-depth research and analysis of your target audience and industry trends. They are designed to align seamlessly with your existing marketing strategy, providing a coherent foundation for content that resonates with your healthcare audience.

Q: What steps do you take to ensure content accuracy and compliance within the healthcare field?

A: Our content creation follows strict guidelines and undergoes rigorous quality checks by healthcare experts. We ensure full compliance with industry regulations, reflecting professionalism and credibility that align with your brand's reputation.

Q: How can your content support our lead generation goals?

A: Our crafted ebooks, articles, and social posts are designed to engage your target audience and drive them to gated content, capturing email addresses. This strategy aligns with lead generation goals, providing valuable touchpoints to nurture potential customers.

Q: How will the content integrate with our existing marketing campaigns?

A: We provide content deliverables ready for integration into your existing campaigns. The creation process involves collaboration with your team to ensure alignment with your brand's voice, style, and overarching marketing objectives.

Q: Can we expect collaboration and revisions in the content creation process?

A: Our amends process is designed to ensure that your content passes a wider stakeholder review from legal, regulatory and compliant. We will support you with three rounds of amends as part of this agreement (one for each stage) and ensure that any further amends are charged at the same hour rates used to create this project.

Q: How will your social posts drive engagement towards our ebooks and articles?

A: Our strategically designed social posts highlight key messages from your ebooks and articles, creating curiosity and interest. They serve as entry points, guiding readers to explore the full content and engage further with your healthcare brand.

FAQs

Q: What differentiates your content creation process in the healthcare sector?

A: Our focus on research-driven insights, collaboration, and adherence to healthcare standards sets us apart. We tailor content specifically to your healthcare audience, reflecting your brand's expertise and values.

Q: How flexible are your timelines, considering our dynamic marketing schedule?

A: We understand the fast-paced nature of marketing and work closely with you to establish timelines that align with your schedule. Our process is designed to deliver quality content within a timeframe that supports your marketing initiatives.

Q: Can you provide examples of successful content creation for other healthcare clients?

A: Certainly! We can share case studies or examples that showcase our expertise in creating content for healthcare clients. Our portfolio reflects our commitment to quality, relevance, and alignment with industry-specific goals.

Q: How do you ensure that the content reflects our position as a thought leader in the healthcare field?

A: By starting with research and insights, we craft content that embodies your healthcare expertise. Our process emphasises your unique perspective and leadership in the field, positioning your brand as a trusted authority.

BENCHMARKING

	AGENCY Medical Marketing	Healthcare Agency	General Agency
Healthcare experience	✓	✓	
Healthcare sales and marketing industry expertise	✓		
Checked by healthcare panel of experts	✓		
Messaging: Legal and regulatory checks	✓		

AGENCY
medical marketing

THANK YOU FOR YOUR TIME

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