

Learning from Content Marketing

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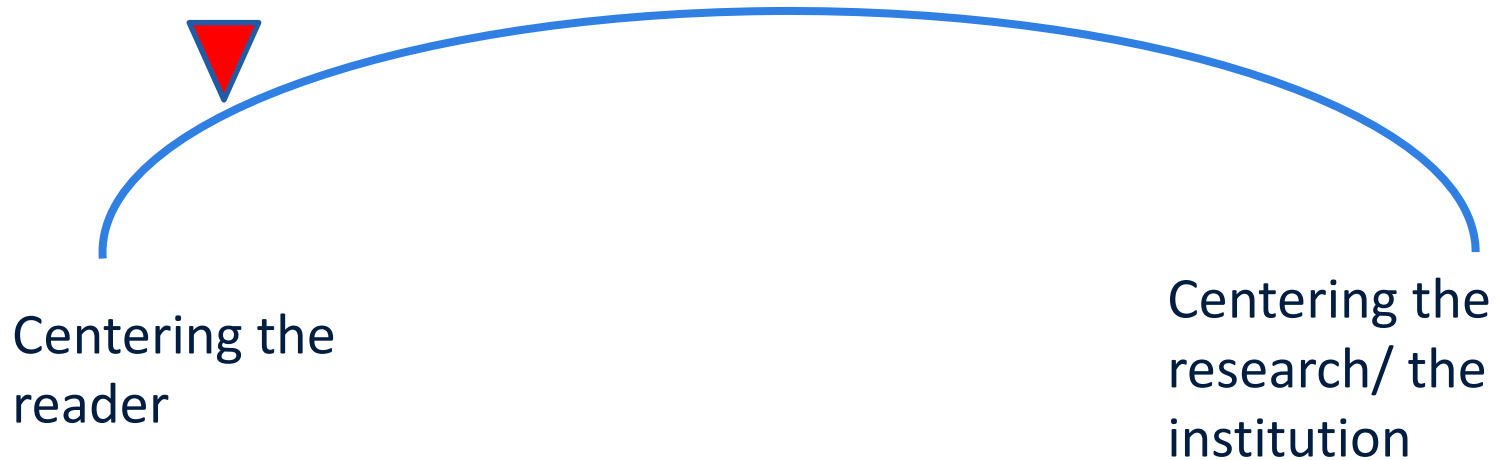
Philadelphia, PA



Jefferson
Thomas Jefferson University

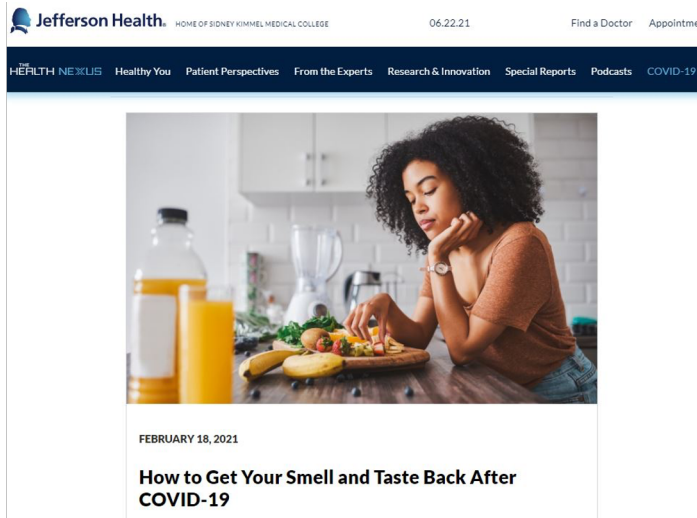
What is Content Marketing?

Definition: It is the process of creating relevant, useful content for consumers without selling or pitching a product.



How do we know it's what readers want?

How to Get Your Smell and Taste Back After COVID-19



- 1.4 million unique views, since Feb 2021
- Top story on the site

Is It Seasonal Allergies or COVID-19



Loss of smell can happen with seasonal allergy, but may also be an early sign of COVID-19 disease. Doctors weigh in for the answers.

- 155 K unique views, since May 2020
- Top 5 stories on the site

But how does this promote research?

How Women Runners Can Avoid Stress Fractures



Women are twice as likely to develop stress fractures from running as men. Physicians and runners give tips on how to minimize risks and recover from injury.

Research: Rehab scientist Theresa Freeman's studies on stress fractures in women

How to Manipulate Brain Waves for a Better Mental State



Understanding activity in the brain to help with sleep, stress and focus.

Research: Epilepsy expert Michael Sperling's work on brainwaves theta for memory of place

The process for developing stories

Inside out:

- Start with the research
- Use search tools like Google Trends/Search to find commonly searched queries
- Center the question, include the research as one tip among many, or as the news peg

Outside in:

- Start with the question
- Find topics of high interest and low coverage for best SEO
- Find your researchers/physicians who can weigh in
- Cite studies that support the advice

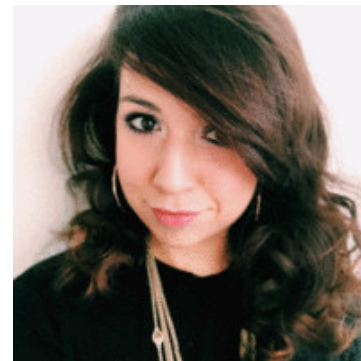
Why use content marketing for research promotion?

- It can be a helpful frame and approach
- It offers immediate feedback in terms of readership metrics
- It can lead reporters to us
- At 1 million+ unique views, it begins to compare with media coverage
- It gives an otherwise disinterested reader a reason to explore and trust our research and experts

Experts whose work I mentioned in this talk:



Karuna Meda



Jessica Lopez



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Thomas Jefferson University