

ALLIED HEALTH
marketing

5 Tips on How to Market Your Health Business with Video

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Now more than ever, our attention is hard to capture, and it's even harder to keep.

The businesses we love and trust have become relationship gurus when it comes to drawing us in and keeping us interested — despite distractions like social media noise and binge-watching marathons.

Once a brand grabs us with content that makes a meaningful connection, we've truly stepped into the courting phase. We could be looking to be inspired, to feel good or be in any of the universal content moments that define why we engage online. But the outcome is always the same: it's a relationship now, and the content a brand offers us from this point forward will decide whether we want to take that relationship to the next step.

So, you have the attention of your audience, you have to keep them interested. The best way to do this is by giving them more of what you know they will love. The secret to that is knowing exactly what makes them tick.

1. Have a purpose to your content. Work out what your followers and clients want to know about and supply them with meaningful content.

2. Know when to share your content. There is no point in creating amazing content and have it sit dormant on your website for the occasional reader to find. Work out when you should be posting to reach your largest audience.

3. Include video into your content strategy. Video is a powerful force that you need to harness, whether you create it yourself or

curate it in compelling ways. Video is so critical to a brand's success because it's a medium that can capture and connect with an audience on all fronts: sight, sound and motion.

4. Monitor your results! Knowing the content that performs best on your social and email platform allows you to repurpose and create similar content. It also helps you to understand what doesn't work so you can learn from that and tweak your strategy.

5. Test and try new things! Don't be afraid of trying new things when it comes to marketing. If it works, great - adjust and add it to your marketing strategy going forward. If it doesn't work, reflect on where it might have gone wrong, fix up any errors and try again. Keep trying new things - you might be surprised.

Even the best marketing strategies need to keep evolving, and our relationship with our clients and customers is no different.

Open lines of communication between a business and its consumers lead to the best relationships, and to the most consumer-focused innovation. It has to be a give and take where we exchange our feedback and insights for a world filled with better content, unparalleled customer service and products tailored to exactly who we are.

Listening to feedback helps businesses grow, but acting on that feedback wins loyalty for life.

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