

**SPONSORED
CONTENT**



CREATE B2B SPONSORED CONTENT THAT RESONATES WITH HEALTHCARE PROFESSIONALS

Sponsored content continually evolves as technology and creativity expand the digital experience. From rapid advancements in mobile technology and cloud-based SaaS products, to social media and user-friendly apps, emerging technologies provide new ways to both create and consume content. Here we share tips to develop successful B2B sponsored content using technology to target the medical practice audience.

Q: What is sponsored content?

A: A type of paid advertising that looks and feels like editorial content. Sponsors pay for content placements (advertisements) published on a partner website, publication or newsletter.

Q: Does the audience know it's sponsored content?

A: Yes. Sponsored content is easily identified with disclosures like “sponsored by” or “featured partner” or “powered by” or “paid advertisement.” Disclosures signify **Federal Trade Commission** (FTC) “truth in advertising” guidelines are being upheld in sponsor partnership agreements. The FTC created these guidelines to protect consumers.

BUILD STRONG AD CAMPAIGNS

It starts with strong assets

Outlined below are some commonly used assets for sponsored content campaigns. Each asset has a specific purpose for its target audience. Building a campaign is like building a house. Size, location and cost drive the decision. Successful campaigns support the sponsor’s needs and goals the way a house supports a homeowner’s lifestyle.

DEFINE YOUR SALES AND MARKETING GOALS

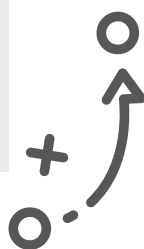
- Brand awareness, lead generation, thought leadership, subscriber growth
- How would you use the below assets in different channels?

READER TIP

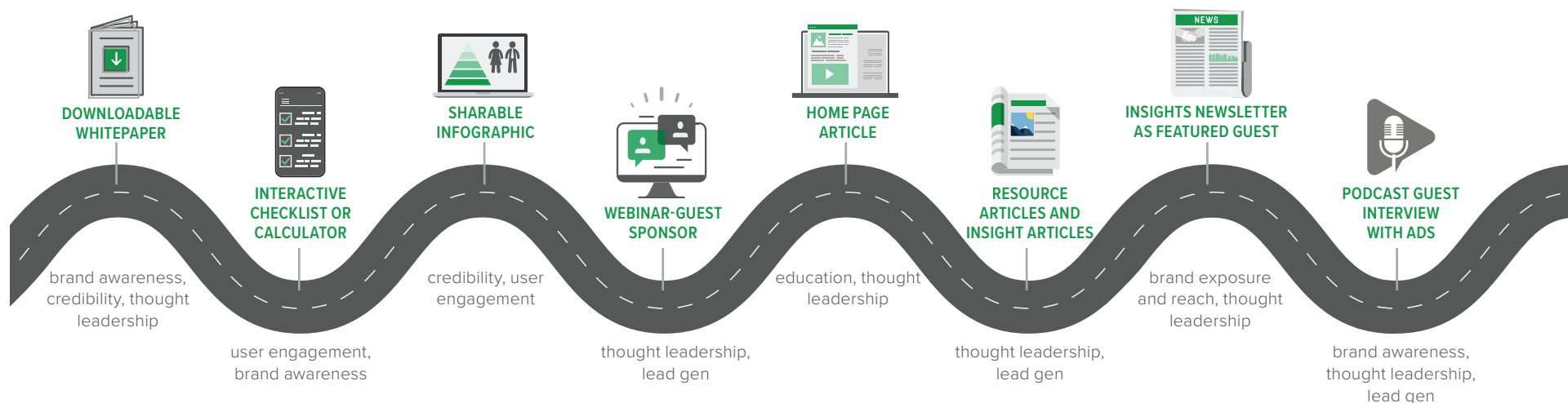
To improve sponsored content performance, marketing experts suggest placing assets across multiple channels, like websites, social media, newsletters. This helps the audience recognize brands and understand their purpose.



Successful sponsored content delivers actionable insights to well-defined audience segments. The content focus includes skill development, strategies and tools. — MGMA marketing manager



PAIRING ASSETS WITH GOALS



SPONSORED ADVERTISING TAKES A DIFFERENT APPROACH

Unlike traditional advertising, sponsored content uses more storytelling AKA brand storytelling. Longform content like this helps businesses build trust and credibility with prospects. Why? Because it invites them to learn something new — minus the hard sell.

- **Skill Development Articles** — development
- **Tips** — make something easy
- **Strategies** — process improvement
- **Free Tools** — timesavers

Audience perception of traditional advertising vs sponsored content? Traditional advertising includes printed display ads, direct mail, TV commercials, radio ads.

Traditional Advertising	Sponsored Advertising
Feels invasive	Feels welcoming
Sales dominant	Information focused
Self-serving	Resonates with readers
Serious or funny	Serious or funny
Fast	Slow

READER TIP

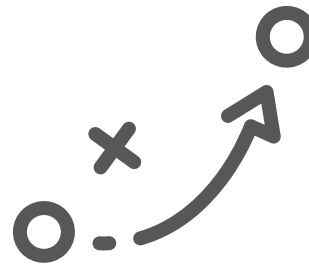
Free tools like downloadable spreadsheets are some of the best possible shares because it creates user interaction.



MAKE IT COMPELLING

Content that talks to the audience starts with a hook that pulls them into the story. Create interactive stories that educate, entertain and inspire. That's how to make it compelling.

- **Make it memorable**
 - Leave a good impression
 - Share something useful
 - Solve a problem easily
 - Use light conversational tone
 - Did you say ask a question? Yes, do that too.



KEEP FEEDING THEM WELL

? ISSUE

How would you know which content resonates best with customers?
That depends how well you know your customers and competitors.

! CASE IN POINT

A recent survey by [Content Marketing Institute](#) reported that **61 percent** of marketing professionals struggle to develop content that appeals to customers at various stages of the buyer's journey.

- **38 percent** of respondents reported challenges when differentiating their products and services from their competitors.

💡 SOLUTION

Offer Diverse Content – Audience attention span is short. It operates like the silver ball in a pinball machine. It darts in all directions, pops up, moves sideways and back and forth. Then it spins all the way around. Down the shoot. Game over.

Long story short.



The audience is unpredictable. Just like the pinball.

- Based on consumer behavior report by [Salesforce](#), the audience bounces around on multiple topics. Offer variety to keep their attention. And keep them scrolling.

Top Pick Topics

- Business Trends
- Thought Leadership Spotlights
- Customer Success Stories
- Timely Newsworthy Briefs
- Equality and Sustainability Features

The MGMA content team helps sponsors build effective campaigns based on our extensive knowledge of the medical practice management audience. Let us help you select topics, position content and customize messaging that reaches your B2B audience.

 *Customer data demonstrates that vendors who take advantage of our content team perform far better compared to vendors that work independently. — MGMA marketing manager* 

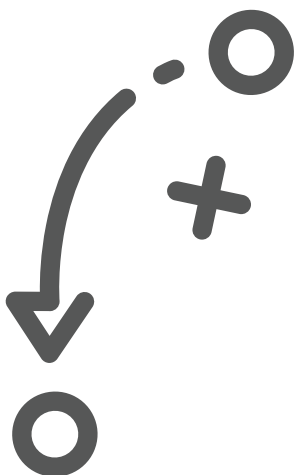
PERFORMANCE MEASUREMENT TOOLS

Tracking campaign performance lets you know whether the ad spend or investment delivered value. [Marketing experts](#) recommend reviewing analytics reports on all touchpoints — like websites, search engines and social media sites with your sponsored content. Also review Key Performance Indicators (KPIs).

KPI Checklist

- **Point Per Click**
 - Open rate, click through, cost per click, conversions
- **Social Media**
 - Likes, shares, follows, profile visits, reach, (followers and non-followers) total impressions
- **Podcast**
 - Subscribers, ratings, downloads, shares, comments, ad placement
- **Video or Webinar**
 - Views, average view duration, unique viewers, comments, impressions
- **Sponsored Articles and Blog Posts**
 - Page views, average time on the page, geographic, comments





MGMA is here to help develop sponsored content campaigns that target your goals and deliver results.

GET STARTED

SOURCES

[Hubspot-2022 Marketing Trends Report](#)

