

Compelling content  
is the key to healthcare  
marketing results.



# Red House Content Marketing

There's an old marketing biz saying: you can't bore someone into reading your content. And in today's saturated marketing environment, that saying has never been more true. To grab attention today, you need content that is consistent, targeted, relevant—and above all, compelling.



# Be more than content with your content.

At Red House, we have the expertise and services you need to put together a plan that delivers content your audience values and reaches them when and where they are most receptive.



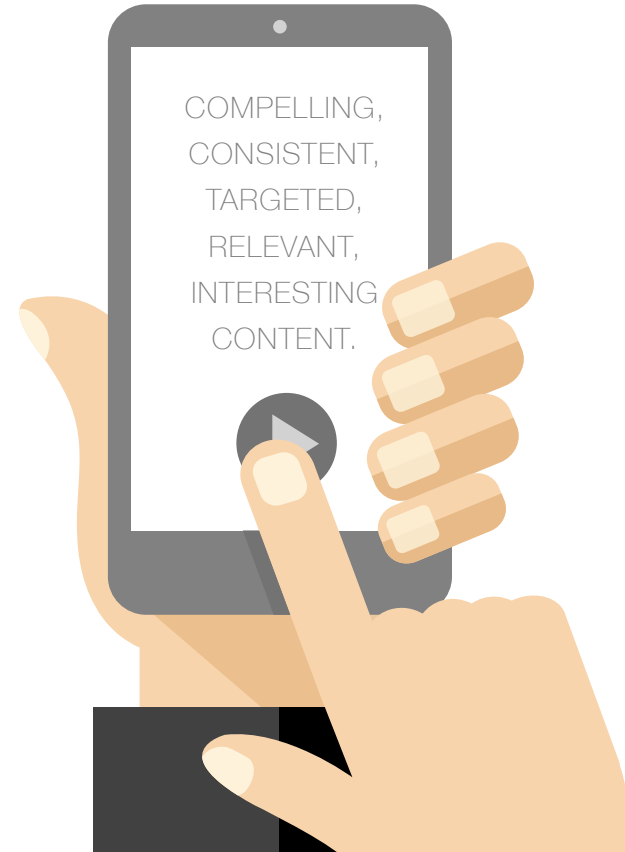
## **CONTENT STRATEGY >**

Our focus on strategy and process leads to content programs that are compelling, actionable and consistent across channels. We get to know your prospects through research, determine the assets they need through assessment, build a messaging architecture to inform and prioritize communications, and set your solutions apart through proper positioning. The results: more influencers primed to influence, and more buyers ready to buy.



## **CONTENT DEVELOPMENT >**

Fueled by quantifiable data and first-hand insights, Red House marketing content is designed to connect with B2B decision makers and inspire action. The media, narrative, tone, depth and cadence are informed by your prospects' preferences, and we'll ensure that copy is worth reading, hearing or watching.



# Red House Content Services

## RESEARCH

- Online surveys
- One-on-one interviews
- Personas

## ASSESSMENT

- Content audit
- Gap analysis

## MESSAGING

- Overarching
- Segmented
- Proof points

## POSITIONING

- Brand & product
- Mission
- Vision
- Value proposition

## EDITORIAL CONTENT

- Articles
- Blogs
- Case histories
- eBooks
- Infographics
- Newsletters
- Podcasts
- Reports
- White papers
- Thought leadership videos
- Webinars

## EDUCATIONAL CONTENT

- Blogs
- Checklists
- Comparisons
- Demo videos
- Explainer videos
- eBooks
- FAQs
- How-to guides
- Infographics
- Podcasts
- Testimonial videos
- Webinars

## PROMOTIONAL CONTENT

- Brochures
- Fight cards/battle sheets
- Case histories
- Websites
- Microsites
- Presentations
- Promotional videos
- Product overview videos
- Sales sheets

## TECHNICAL CONTENT

- Demo videos
- Sales sheets
- Product technical videos
- Fight cards/battle sheets
- Presentations
- FAQs
- How-to guides
- Webinars

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Here are three  
simple ways to  
learn more.

1. Visit us at [redhousehealthcare.com](http://redhousehealthcare.com)
2. Email [consulting@redhousehealthcare.com](mailto:consulting@redhousehealthcare.com)
3. Call Steve Reeves at 770.475.2103

