

# MARKETING DURING TOUGH TIMES

You know you need to keep marketing, especially during tough times. “Thought leadership” is more than a buzzword – it’s what your audiences crave when things seem uncertain. And when your competitors are falling silent, you need to stay the course and be there for your audience.

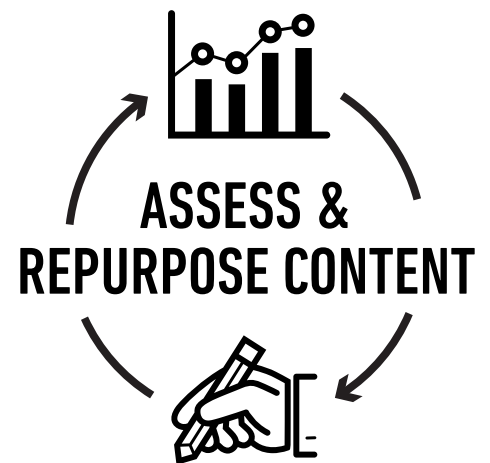
## HERE’S HOW TO GET STARTED:

### Assess Your Existing Content

- ▶ What existing content do you have currently?
- ▶ Of that content, which resonated most with your audience?
- ▶ What content is still relevant today?
- ▶ What content can you reuse?
- ▶ What content can you repurpose?

### Thought Leaders

- ▶ Turn to your thought leaders for their insight and suggestions on hot topics
- ▶ Assess their expertise and pitch stories to media with a relevant current-event spin
- ▶ Ask them to share relevant news stories, and generate fresh, topical content highlighting SMEs in the company or in conjunction with partners
- ▶ Find out which journals or industry publications would best showcase their expertise and develop pitches for spin-offs or updated pieces from your existing content
- ▶ Have them share curated content along with their specific insights on social media
- ▶ Encourage them to share video or audio snippets of themselves, answering common questions or tackling an industry pain point



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# REPURPOSE YOUR EXISTING CONTENT

Repurposing your content is a cost-effective way to get more mileage out of it quickly.

Content	Ask	Repurpose
<b>Blog post - signal</b>	Is this information still valid, but dated?	Update facts and stats, update links, add new imbedded links
<b>Blog posts - multiple</b>	Which can I combine?	Create a downloadable e-book
	How can I see this through the lens of current events?	Identify what your audience needs in the current situation and create a fresh angle to present the information
<b>Blog series</b>	Who would most need this information?	Create an email drip campaign
<b>Articles</b>	Can I reach a new online audience with this?	Pull out keywords and write as a blog post, optimizing tags and keywords for increased SEO
	What are the key points, tips, or stats?	Transform these into an infographic or series of infographics
	How can I give my audience a new way to get this information?	Turn into podcasts or audio-only videos recorded in an in-home setting
<b>List-based articles</b>	Which are the strongest points?	Expand each point into its own blog post or article
<b>Interviews</b>	What information do I still have from this?	Transform into Q&A style piece; re-read transcripts or listen to interview and tease out information for a new story; take a strong portion of the interview and expand upon it via a blog, podcast, video, etc.
<b>Trade show booth</b>	How else can I engage with potential audiences?	Create a virtual booth equipped with content, audio, video, and lead gen
<b>White paper</b>	What are the key points?	Create infographic or simple explainer animation video
<b>Data set</b>	What story is this data telling me?	Write a blog post with charts and graphs Pair with a short informative, animated video
<b>All content</b>	What content has been best received by my audiences? Which content has led to the best conversions?	Use quotes as teasers on social media to drive fresh traffic to existing content
	What quotes can I pull from this?	Utilize content in all digital and paid advertising – Google AdWords, retargeting, social ads, etc.

## HAVE QUESTIONS? WE CAN HELP!

Successful marketing is a long game. But showcasing your thought leaders and expertise in an authentic, engaging, strategic way is critical for long-term success. It takes effort to create a strategy, but it's proven that smart, intentional marketing pays off.

Working with an experienced health science marketing partner can help. At SCORR, we have expert resources ready to assess your content, repurpose it, and create new assets to facilitate the buyer's journey. We can keep you in front of your audiences with SEM, paid and earned media, social media, and more. Reach out to discuss how we can be your full-service marketing partner.