

Establishing Thought Leadership for a Health Technology Platform

AT A GLANCE

Establishing a compelling thought leadership platform is an excellent strategy to preserve and enhance your brand among vendors and customers. Words that inspire action can fuel overall business objectives with relatively low investment. A strategic content plan considers timing and audiences carefully, and might include talking points, advocacy articles, white papers, blog posts or case studies.

Nagel Strategies brought a complete understanding of healthcare industries, from senior health to teen mental health. Her ability to collaborate with diverse teams and to translate industry expertise into digestible and engaging materials helped meet our objectives.

WHAT I DID

Pulling from the organization's existing content and discovery sessions with leadership, I galvanized the goals and audiences into an editorial calendar that would pack the right punch. Through subsequent Q&A sessions and desktop industry research, I generated content that showcased the organization's expertise. In addition, I infused SEO keywords and associated resource links to boost web traffic.