



The iApotheca 30-Day Content Marketing Challenge

Day 1

Key Takeaways

- () Creating relevant content is important for an amazing user experience. This not only makes your site a great resource for patients, it helps with SEO.
 - () Your content should:
 - Educate your readers.
 - Position you as a thought leader.
 - Establish strong relationships.
 - Increase patient loyalty.
 - Engage your patients.
 - Boost business growth.
 - () Buyer Personas are a great tool for strong, targeted content that your readers will love.
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Action Items

- ☐ Check out the recommended articles on building buyer personas.
- ☐ Download the buyer personas and print them out to work on throughout the day. **Bonus Points:** Hand one out to each of your staff and have them each fill one out too. By the end of the day you should have several personas ready to work with.
- ☐ As you're talking to patients and customers today, think about how you can create content to address their needs & help them meet their health & wellness goals.



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Day I

Notes

My Action Items

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