



# CONTENT MARKETING

To Drive Online Sales

# In this Presentation

Here's what we'll cover:

Introduction: Why Content Marketing?

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5 Keys To Winning With Content Marketing

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Bonus Tips

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Useful Tools

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Appendix: A Step to Step Approach

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About Lo.Li. Pharma

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**WHY CONTENT  
MARKETING?**

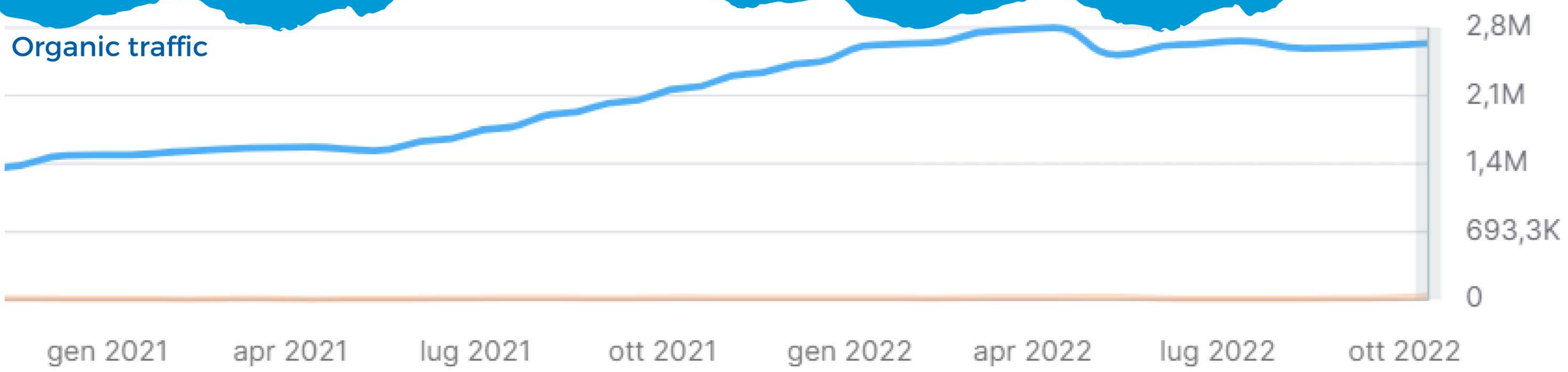
**Marketing is not  
about the product  
you sell but about  
the stories, you tell.**

**- SETH GODIN**

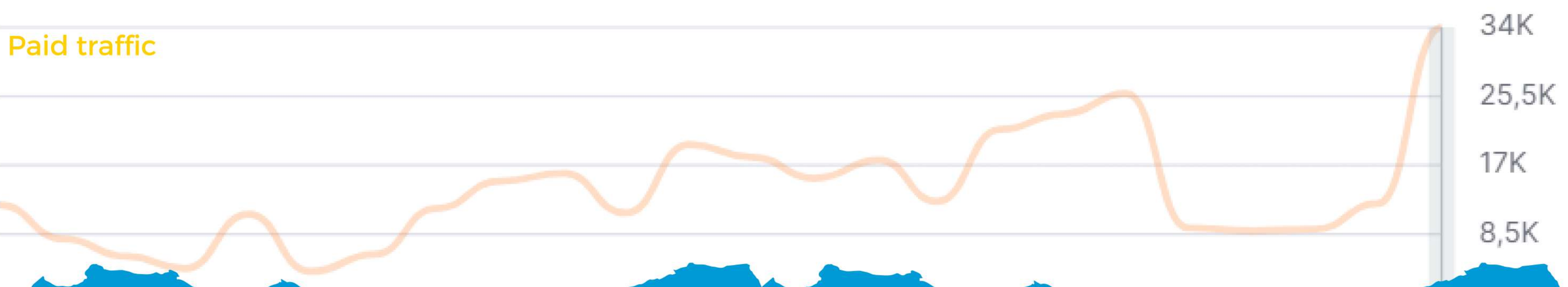


**2 main ways to drive traffic to  
your site, and therefore increase  
online sales...**

### Organic traffic



### Paid traffic





Organic traffic

2,8M

2,1M

1,4M

693,3K

0



The steady growth of organic traffic stands in contrast to the fluctuating pattern of PPC traffic, which is tied to financial investments in advertising campaigns.

2022

Paid traffic

34K

25,5K

17K

8,5K



# 5 KEYS TO WINNING WITH CONTENT MARKETING

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1. BE **CONSISTENT**
2. High **quality** content
3. Ensure website is **optimized** for both Google and humans
4. **Drive** people to your content
5. Maximize opportunities for **conversions**





# 1. BE CONSISTENT

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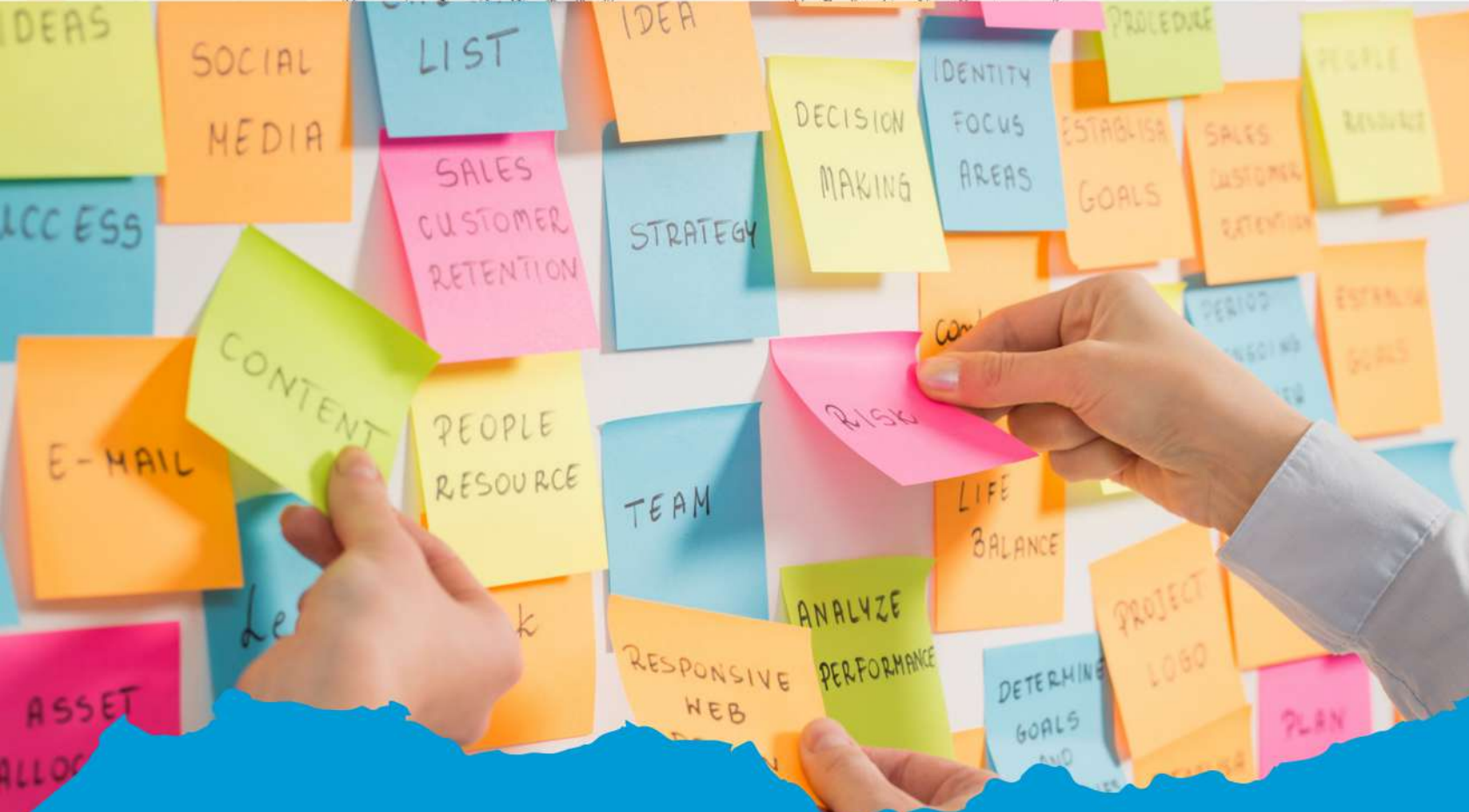
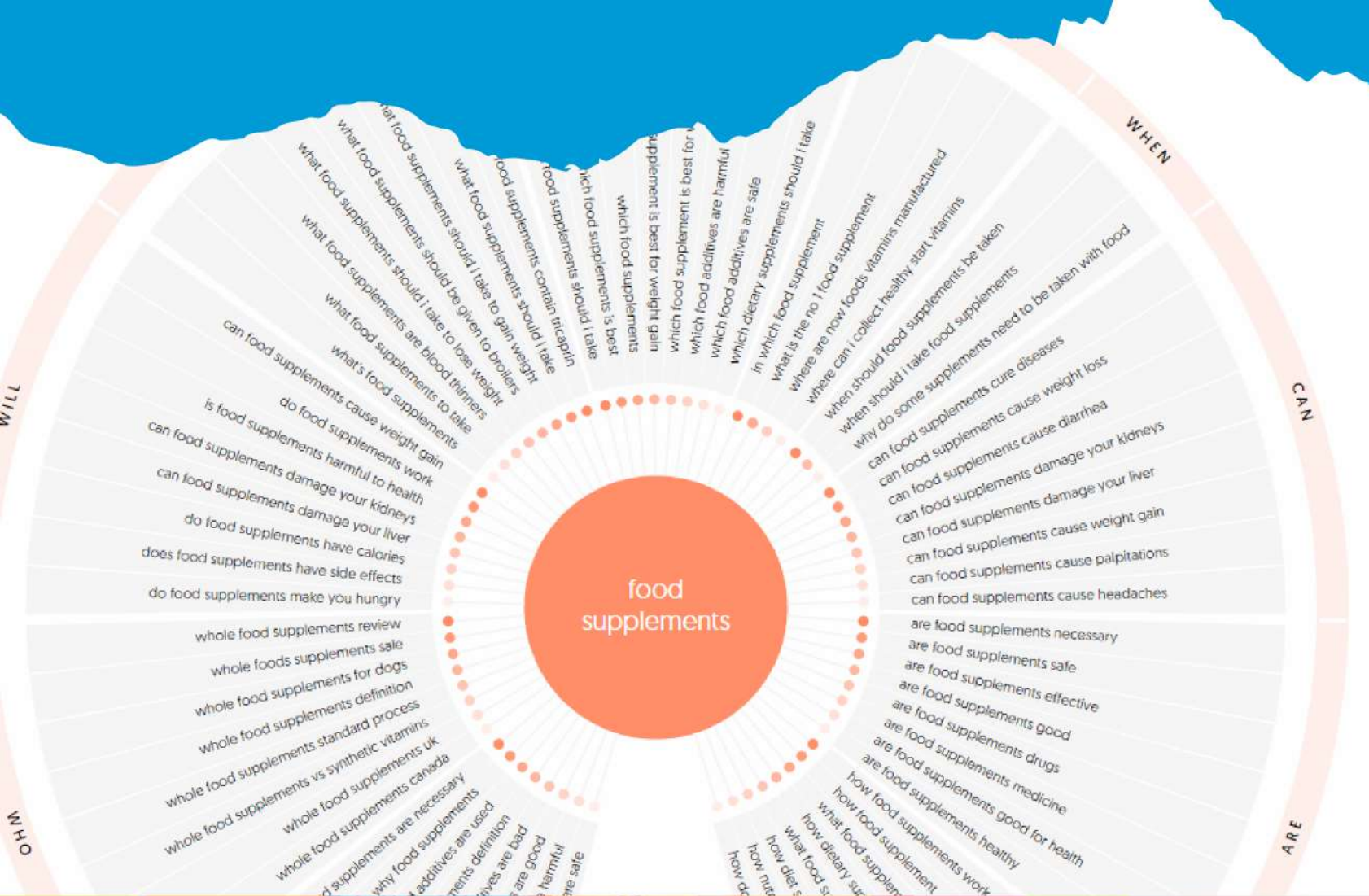
## SET UP AN EDITORIAL CALENDAR

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Finding the right topics, tone of voice and storytelling are all important but we must create habits for your customers and a scheme for your team.







# 2. HIGH QUALITY CONTENT

## ADDRESS POPULAR QUESTIONS

Many tools online, as AnswerThePublic\*, allow to investigate questions but also Google suggested results or internal feedbacks and customer care frequent questions.

## CATEGORIZE AND BRAINSTORM TOPICS

Use tools like Trello or Miro to create a content tank based on a limited amount of topics.  
List all the approved ideas on the editorial calendar.



# 3. OPTIMIZE THE WEBSITE

## KEEP A GOOD BACKLINK PROFILE

Create original and useful content that your niche wants to share

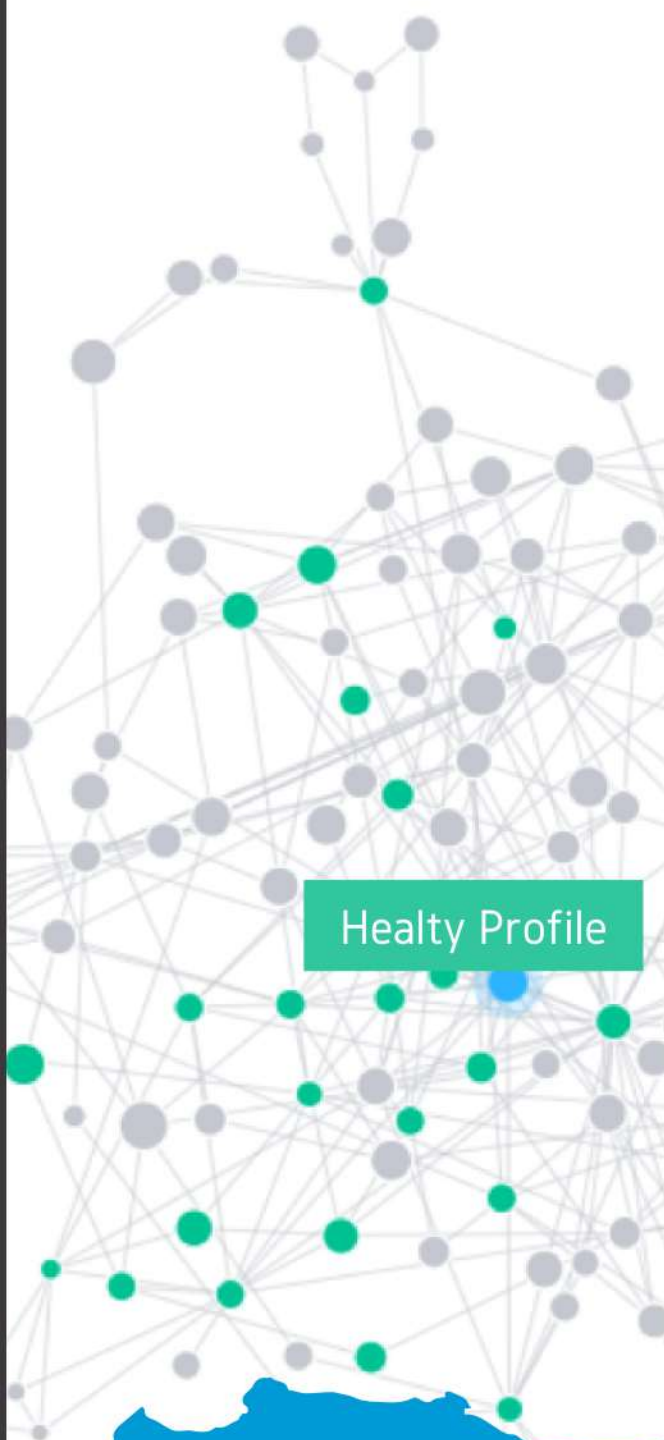
Keep updated on **trending topics**  
Create content linkable to **wikipedia**  
Get inspiration by your **competitor**  
Answer to popular **questions**

Use tools like SemRush, SeoZoom to keep track of your network.

### Backlink Network

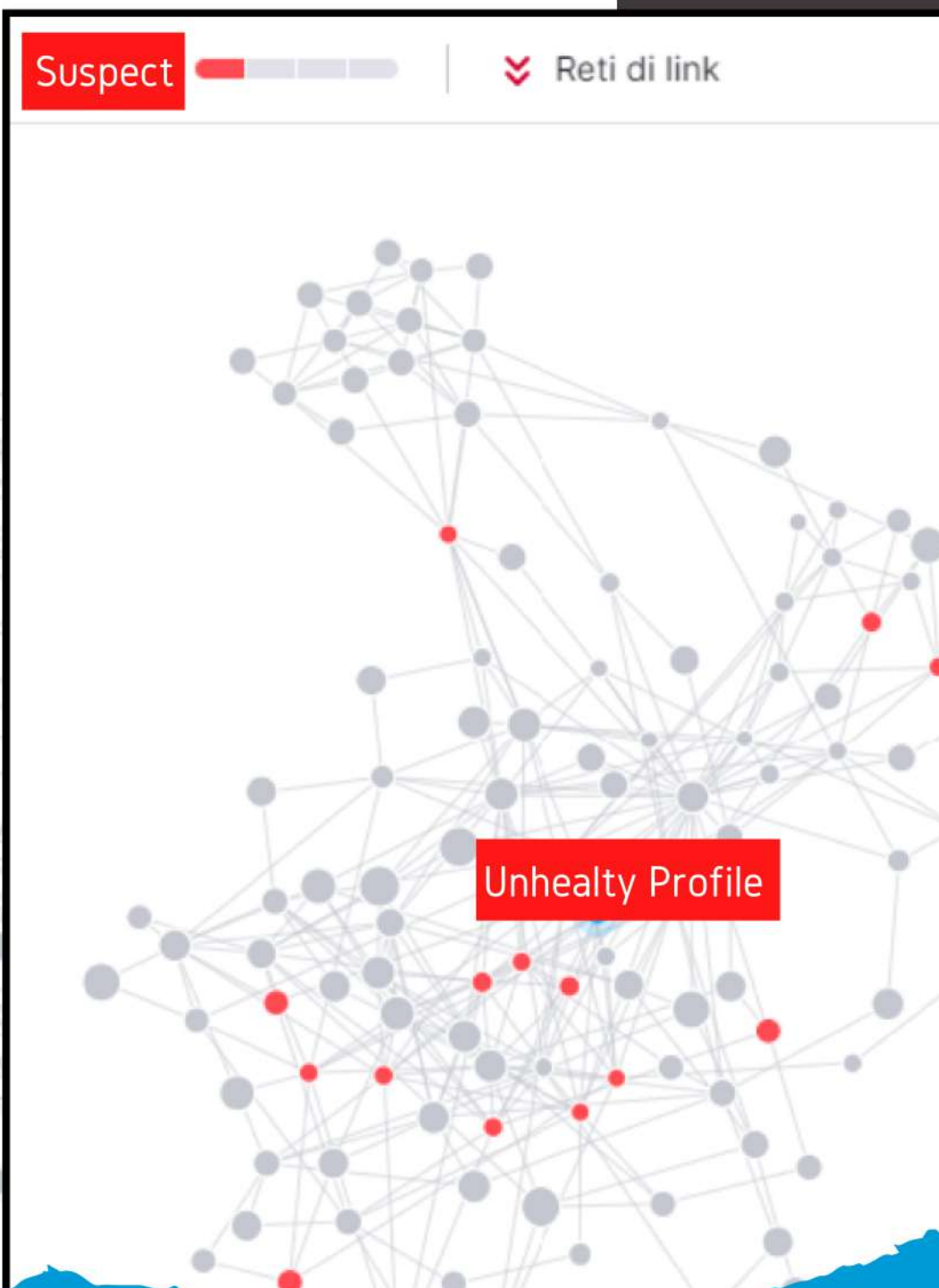
Pertinent

23% di domini pertin



Suspect

Reti di link







### 3. OPTIMIZE THE WEBSITE

## KEYWORD ANALYSIS

Use the same tools, combined with Ubersuggest or similar, to analyze keyword used by your best performing competitors.

Use those keywords to structure ALL your content around them.

You can get advantage from plugins for your web editor that give you a score on how your titles, URL, main text, table of content and meta-data is in line with the chosen keywords.





### 3. OPTIMIZE THE WEBSITE

## INCREASE CREDIBILITY & AUTHORITY

Be people oriented, show testimonials and success stories.

Build trust with User Generated Content (UGC) and KOL's.

Answer to frequently asked questions.





# 4. DRIVE PEOPLE TO YOUR CONTENT



**SOCIAL PROOF**

**CREATORS**



Use Social Media to engage with your audience and drive traffic to your website

**Survey**

- Excellent
- Very Good
- Good
- Fair
- Poor

**INTERACTION**

**LINK TO OWNED MEDIA**





# 5. FIND OPPORTUNITIES TO CONVERT

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Smartly position Call To Actions (CTA) within your content to convert visitors in buyers.

Do not be too aggressive but be sure to be in the right place in the right moment





# BONUS TIPS



- **MODULAR** CONTENT AND TEMPLATES  
SPEED UP THE CREATION PROCESS
- **MLR** SOFTWARE  
MEDICAL, LEGAL, AND REGULATORY REVIEW
- **INTEGRATED** CONTENT  
ANTICIPATE CUSTOMER NEEDS ACROSS DEPARTMENTS
- **REPORPOSE** AND REUSE  
RECYCLE CONTENT IN DIFFERENT FORMATS
- **TEST, TEST AND TEST**  
A/B TEST ALL YOUR BOTTOM FUNNEL CONTENT
- AVOID **BLACK-HAT** PRACTICES  
SHORT TERM TACTICS CAN INFLUENCE LONG TERM GOALS





## MODULAR CONTENT

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Modular content and templates together with an MLR system can speed up the process. There are plenty of softwares for this.

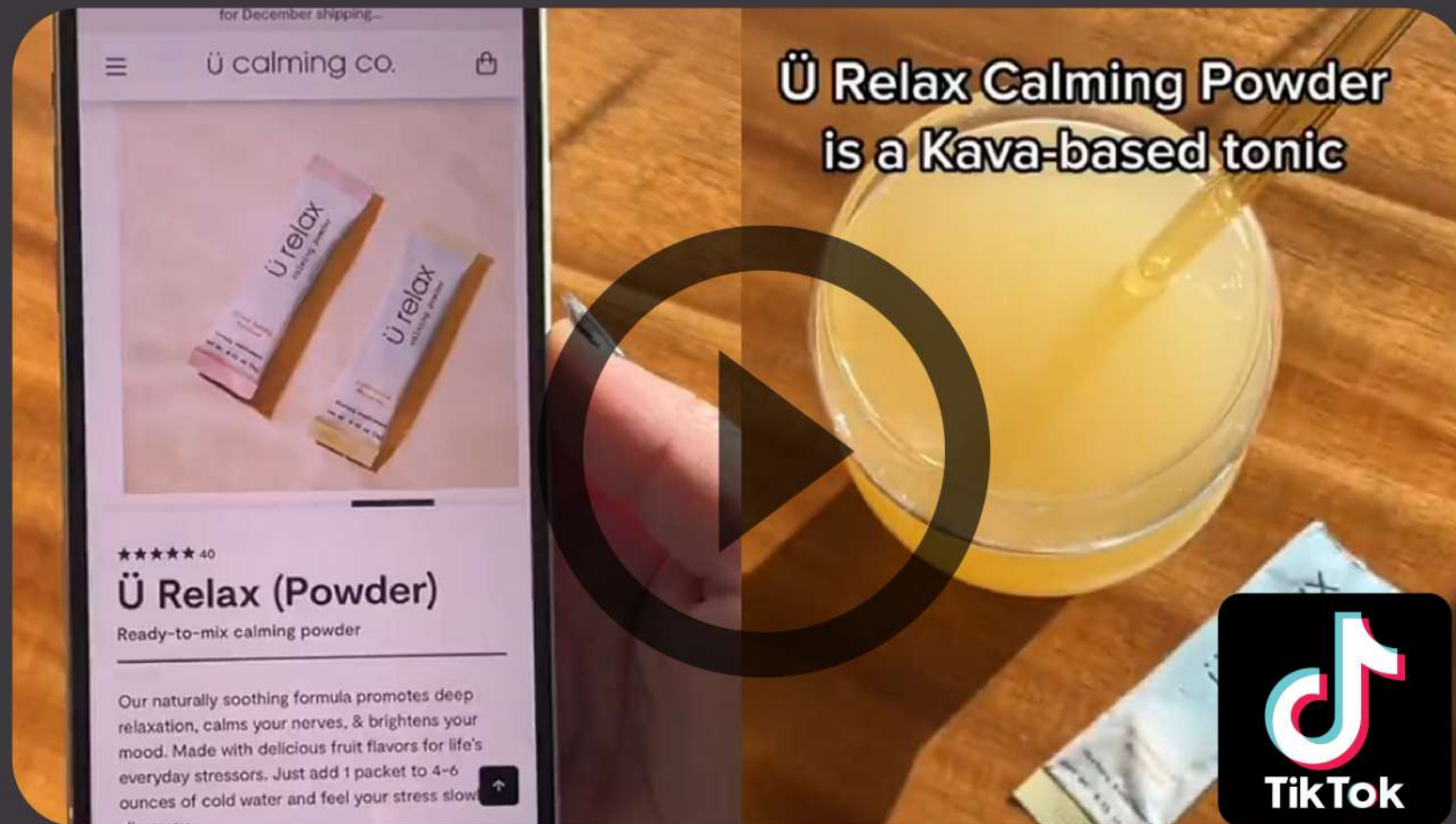
Lo.Li. Pharma International is setting up a similar library for their partners to easily mix&match modules and build their content.

## TEST FOR CONVERSION

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Continuously A/B test the elements of your own content to optimize conversions. Small elements might have a great impact.





\*<https://bit.ly/3UfQo39>

## BONUS TIP: REUSE YOUR CONTENT

Choose the right format for the channel where you target is.

Example: wish to expand to adolescents? use TikTok short videos with the following rules:

- 6-10 sec long for best performance
- Proven hook (eg. What I Ordered Vs What I Got)
- Eye-catching transitions
- 3 value propositions maximum\*



Check out this example



Citazione e link ad articolo Meg ???

## "Top 10 Digital Healthcare Marketing Tips for 2023"



"While marketing of highly specialized, targeted food supplements such as Inofolic®, Delphys®, and Tiroxil® 4.0 has traditionally been focused on in-person visits to healthcare providers and pharmacists, there is an emerging trend to incorporate digital promotional activities to both healthcare professionals and consumers in a variety of markets worldwide. "

👉 [Read the full article](#)





**CONTENT MARKETING**

**Think it as a  
marathon  
not a sprint.**



**GIVE VALUE TO YOUR  
CUSTOMERS  
BEFORE CELEBRATING  
YOUR SUCCESS.**

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**REFRAME EVERY STORY TO KEEP YOUR  
CUSTOMER THE HERO**





# USEFUL TOOLS

## SEO - BACKLINKS - KEYWORDS - COPY - TOPICS

<https://www.semrush.com/>

<https://answerthepublic.com/>

<https://coschedule.com/headline-analyzer>

<https://seoscout.com/tools/keyword-combiner>

<https://neilpatel.com/it/ubersuggest/> (Chrome extension)

## PROJECT MANAGEMENT - BRAINSTORMING - EDITORIAL CALENDAR

<https://trello.com/>

<https://miro.com/>

<https://www.hootsuite.com/>

## DESIGN

<https://www.canva.com/>

<https://elements.envato.com/>

## MODULAR CONTENT AND MLR

<https://www.veeva.com/eu/products/vault-promomats/mlr-review/>

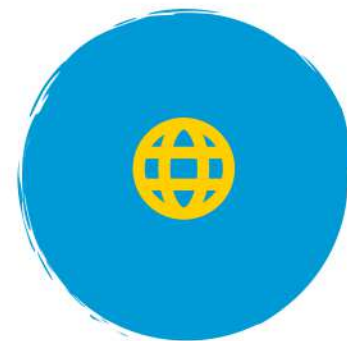
<https://www.activator.cloud/>





**We are ready to support all our  
Partners with their digital projects.**

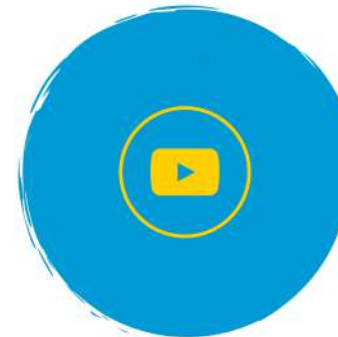
**Thank You!**



**Website**



**Linkedin**



**Youtube**





# APPENDIX

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## A STEP BY STEP APPROACH

1. Think of a **strategy**
2. Prioritize **quality**
3. Choose the right **type**
4. Select the **topics**
5. Find the best **distribution** channel





# STRATEGY

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- Set up a **specific goal**  
"increase sales", "expand the target" etc.
- Set up **short term and long term KPI's**  
engagement first and then sales
- Set up **personas**  
Study a segment and customize the message





# QUALITY

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- BE **CONSISTENT**  
ADD THE CORE MESSAGE IN EVERY TOPIC
- DEFINE THE **KIND OF STORY**  
EDUCATIONAL, ENTERTAINING, VALUE-DRIVEN ETC.
- FOLLOW **STORYTELLING** RULES  
FAMILIAR RULES LEAD TO EMOTIONAL RESPONSES
- INCLUDE **HUMAN** CHARACTERS  
SHOW PEOPLE AND EXPERIENCES





# TYPE

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- DETECT THE RIGHT **CHANNEL**  
BE WHERE YOUR CUSTOMER IS
- UNDERSTAND THE **CUSTOMER CONTEXT**  
FRUITION HABITS INFLUENCE THE FORMAT
- EVALUATE YOUR **TEAM SKILLS**  
QUALITY STANDARDS ARE GETTING HIGHER
- KEEP IN MIND **SEO**  
FORMAT CORRECTLY FOR GOOGLE READABILITY





# TOPICS

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- INVESTIGATE **PERSONAS**  
CHALLENGES, QUESTIONS, COMPETITOR GAPS
- CREATE **CATEGORIES**  
3-5 CAT. SPECIFIC BUT BROAD ENOUGH
- ESTABLISH **HABITS AND PATTERNS**  
REPETITIONS REINFORCE CUSTOMER'S MEMORY
- **STRUCTURE** THE CONTENT  
BECOME AN AUTHORITY FOR GOOGLE



# DISTRIBUTION

## USE THE **P.E.S.O** MODEL\*

- **PAID** ADVERTISEMENT  
BEST WAY TO REACH THE RIGHT PEOPLE
- **EARNED** MEDIA  
ACQUIRE FREE PUBLICITY FROM BLOGGERS, MAGAZINES, PODCAST ETC.
- **SHARED** CONTENT  
REFRAME AND INCENTIVIZE SHARING
- **OWNED** CHANNELS  
GIVE PRIORITY AS WE FULL CONTROL

\*Spin Sucks by Gini Dietrich





mindexil®

Dalla ricerca



Inofolic®NRT

Il tuo alleato contro i disturbi della menopausa



Acquista su Amazon!

Il blog dedicato alla menopausa

Uno spazio dedicato alle donne, dove trovare tante informazioni per conoscere a fondo questo particolare momento della vita.



Orientarsi

Salute

Fertilità

Alimentazione

Attività fisica

# LO.LI PHARMA DIGITAL PROJECTS

Lo.Li Pharma channels include a mix of useful content on blog and socials, inhouse e-commerce and Amazon links.

mindexil®  
Energia per la mente

Vitamine B5 + B12

Formulazione a base di vitamine e sostanze naturali

Acquista su Amazon

Mindexil® Energia per la mente

Prenditi cura del tuo benessere mentale in modo intelligente



STUDIO E LAVORO



SENZA CAFFEINA



PACK 100% RICICLATO

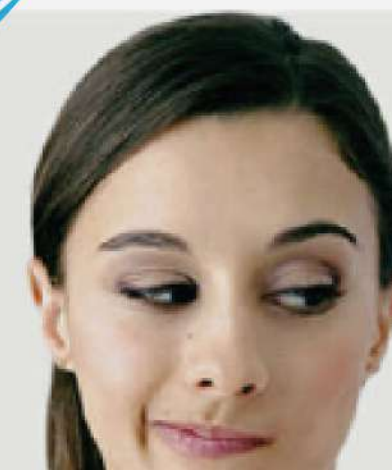
Zyxelle®

Mini guida pillola

I bene

9 Novem

In cosa cor  
segni e sin





# Our Brands

Lo.Li. Pharma International currently offers 35 products within 15 unique product lines. In each, you will find innovation and research, unique formulations developed to increase therapeutic options for clinicians, and line extensions for your long-term growth and success.



Visit us to know more and get info to in-licence our products

[www.LoLiPharmaInternational.com](http://www.LoLiPharmaInternational.com)