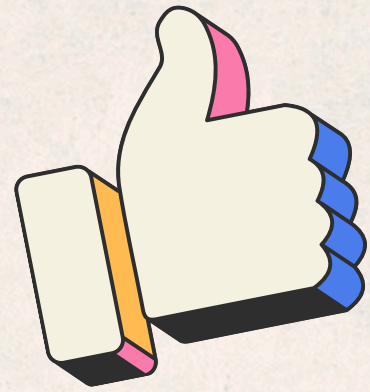
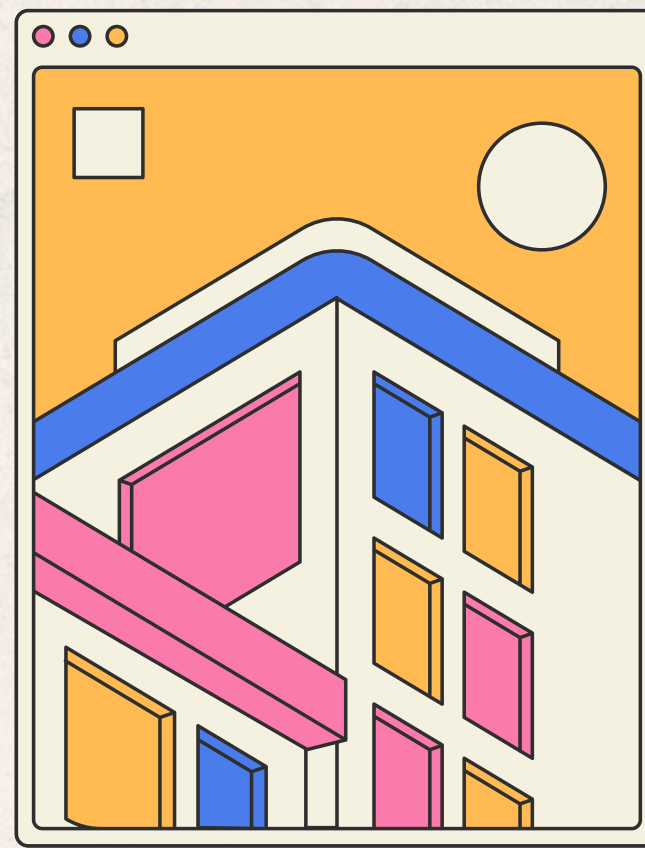
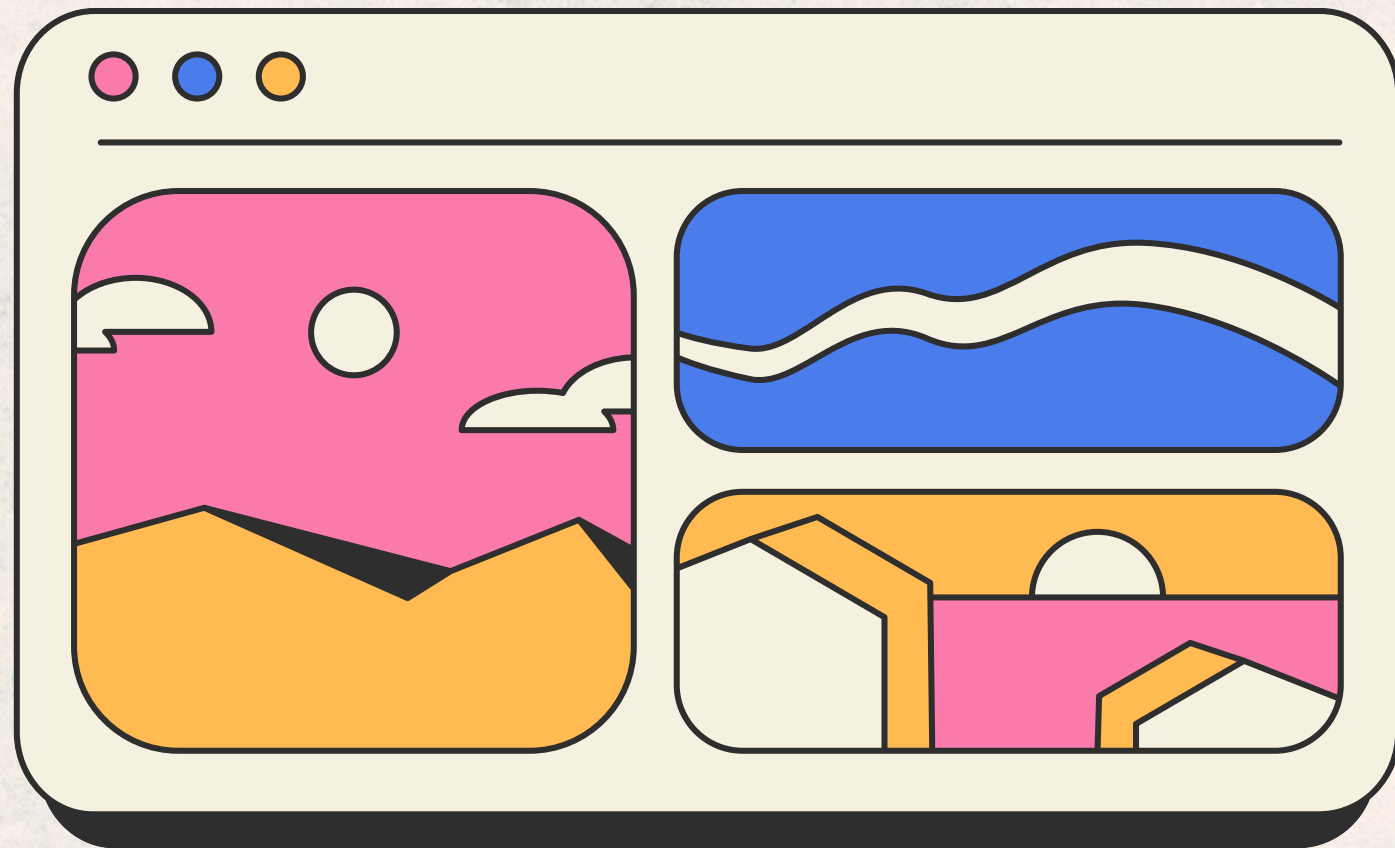


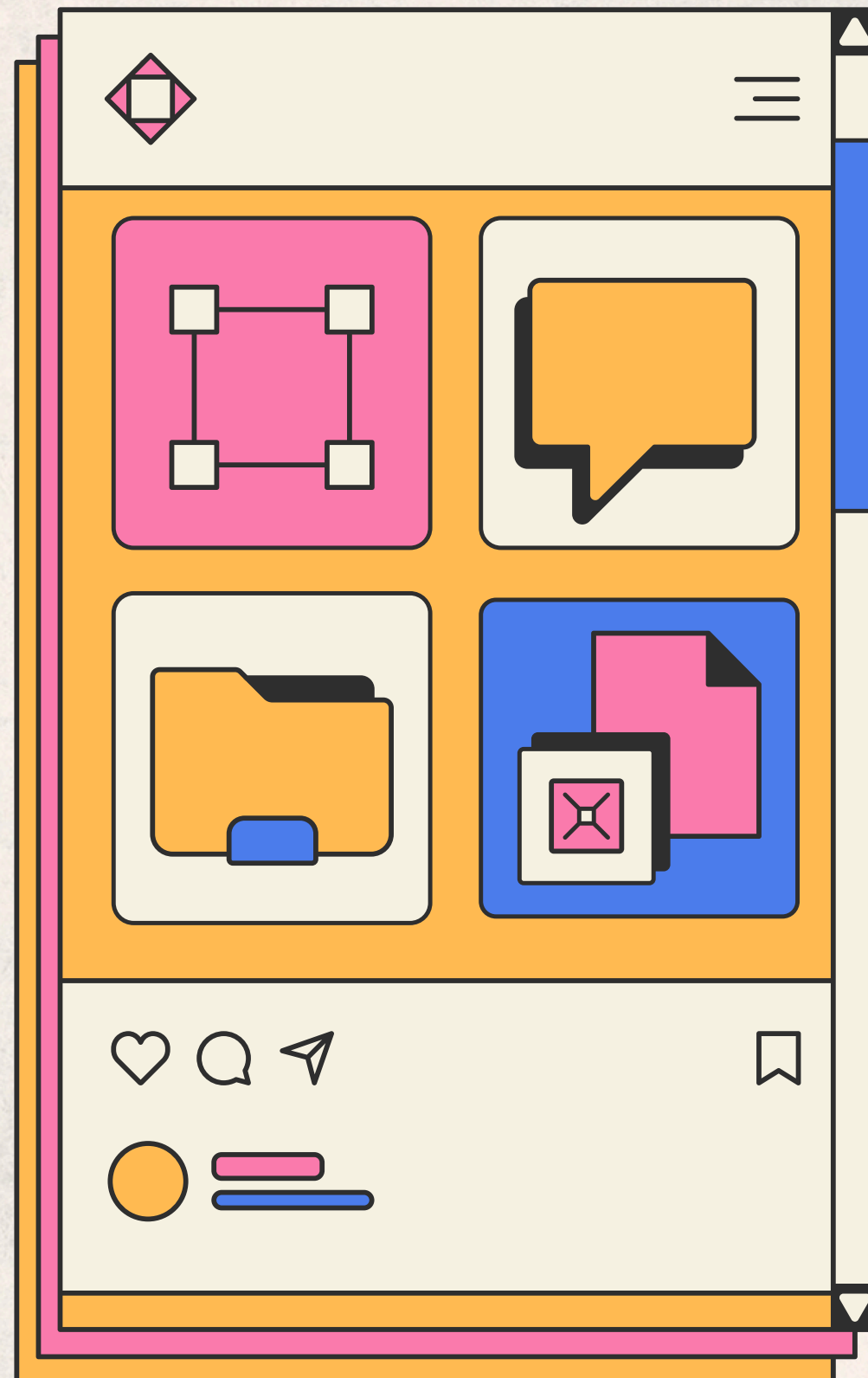
Children's Mercy Kansas City Hospital



Content Marketing Plan

By: Jalyn Henderson





Inside Pediatrics

More than a decade ago, the team at Children's Mercy Kansas City embarked on a visual journey to share the inspiring stories of the children and families that walk through their doors. The three-time Emmy award-winning series, 'Inside Pediatrics', gives an unprecedented look into the clinics and operating rooms at "one of the best children's hospitals in the nation."

The series follows patients and families through various medical journeys and highlights the relentless work of hospital staff. After years of success, it's proven to be an accessible, engaging and replicable method of content marketing.

So, how did the marketing team get to this point? Let's break down their content marketing process.

The WHO?

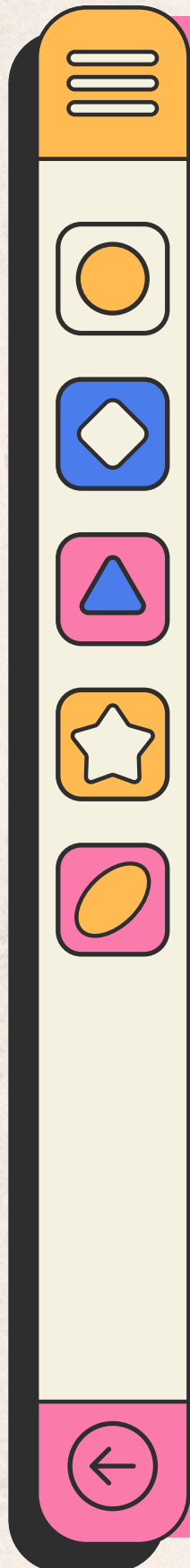
In a sentence, the **target audience** of the Inside Pediatrics series, and other Children's Mercy marketing content, is the parents of sick children.

To tap into an audience, marketers must identify an unmet need. These are the gaps or problems that consumers, in this case parents, face that don't have a clear or satisfactory solution (LinkedIn, 2023).

The unmet need in this scenario is a place to heal their sick child. The unmet emotional need, is a feeling of security in the well-being of their child.

When searching for a healthcare provider, many parents consider more than just the quality of care (Carroll, 2022). They also take into account the accessibility of the health care provider, additionally offered services and how the practice fits into the family's overall lifestyle (Rizzitano, 2021).

By having several hospital locations, thousands of doctors with varying expertise areas and showcasing the people behind the practice through the Inside Pediatrics series, Children's Mercy fills that unmet need.



The WHO?

Core emotions that align with Children Mercy's 'WHO' include fear, apprehension, grief, vigilance and trust (Decker, 2021).

01

DEMOGRAPHICS

Parents who fit under Children Mercy's target audience typically :

- Have children under the age of 18
- Have access to private or commercial healthcare
- Speak English as a primary language
- Identify as white (76%), Black (15%) or Hispanic (11%)

(Children's Mercy, 2021)

02

PSYCHOGRAPHICS

Parents who fit under Children Mercy's target audience typically :

- Serve as primary caregivers to their children
- Experience financial struggles
- Join support groups made up of other parents with sick children
- Struggle with their mental health

(Allshouse et al., 2018)

03

VALUE AND UTILITY

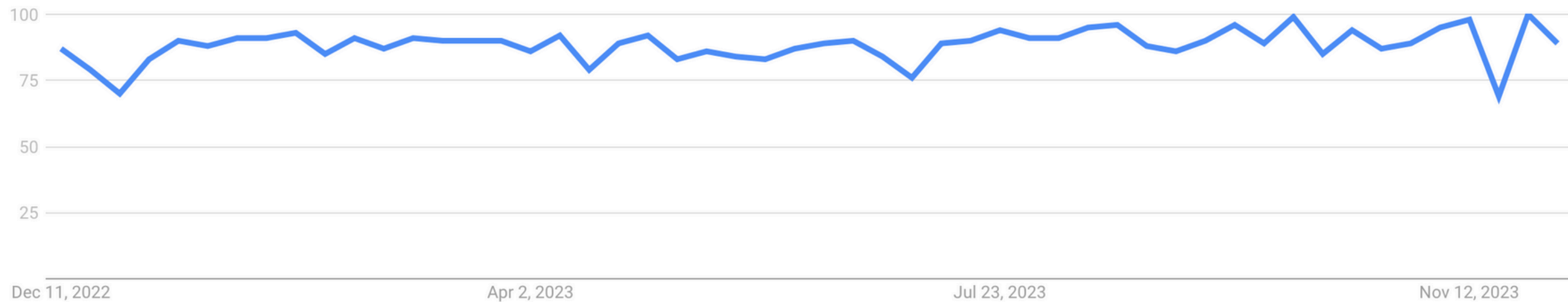
Children Mercy's main audience is looking for a healthcare provider that can heal their child.

The opportunity to save a life is invaluable.

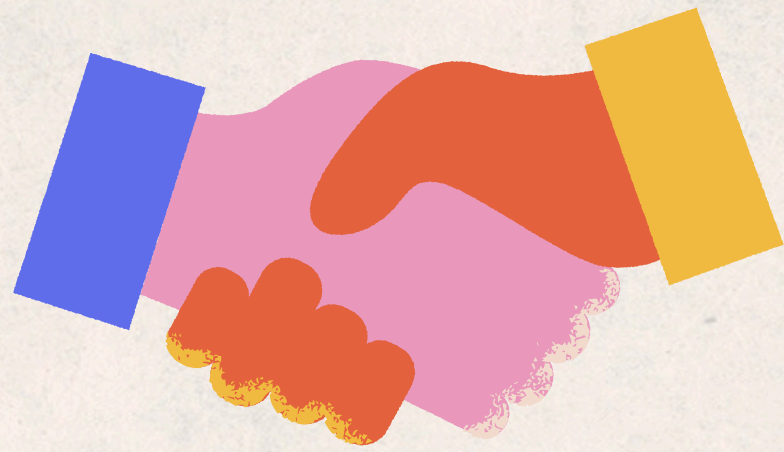
The WHY?

In order to better market the services of the hospital, the marketing team must first understand the current climate of the industry.

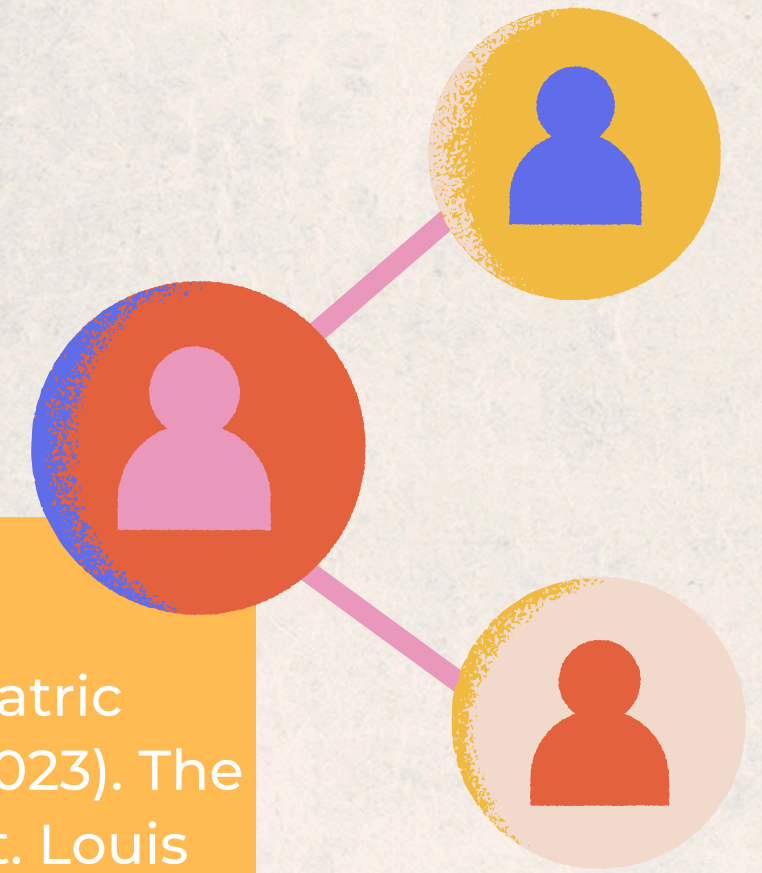
According to Google Trends, the search popularity for the term 'children's hospital' remained above 60 for the entirety of 2023 across the country. For context, the numbers on the left of the chart represent search interest relative to the highest point on the chart. A value of 100 is the peak popularity for the term.



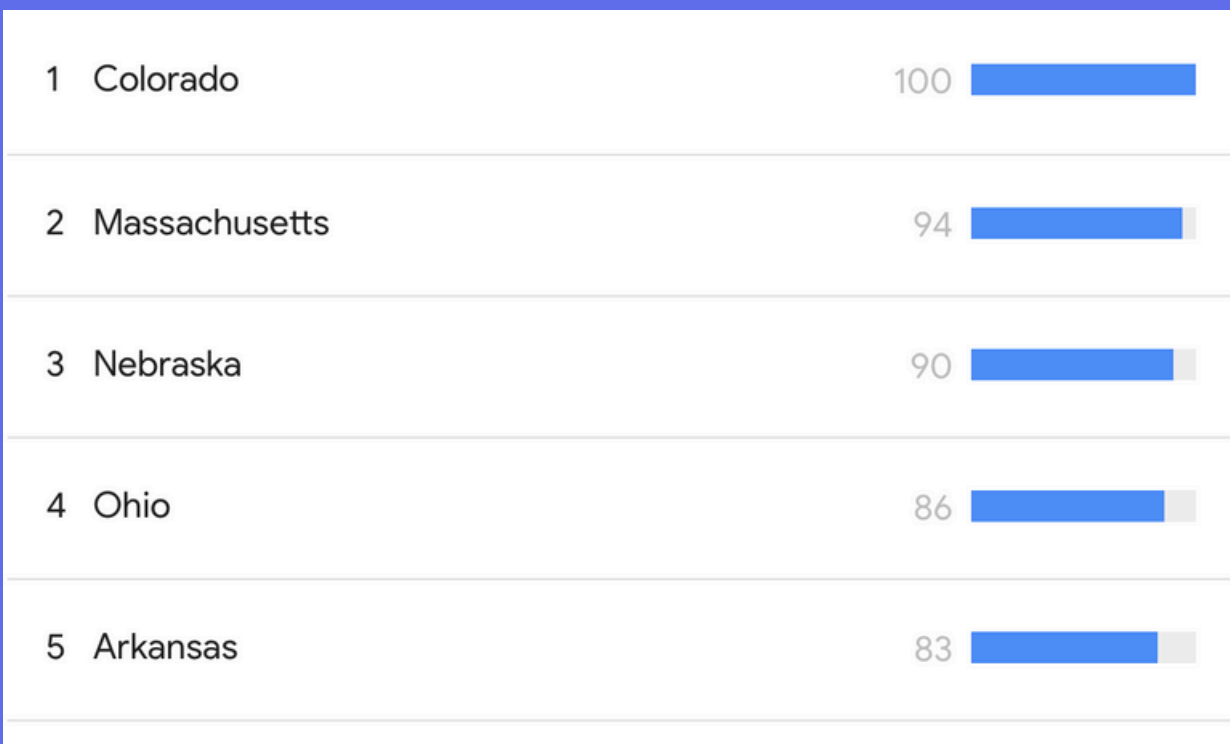
(Google Trends, 2023)



The WHY?



Within the country, the five states that searched 'Children's Hospital' the most were as



(Google Trends, 2023)

THE NUMBERS

The state of Missouri has 27 Pediatric Hospitals (Missouri Dept. of Health, 2023). The top hospitals in the state include St. Louis Children's Hospital, SSM Health Cardinal Glenn Children's Hospital and Shriner's Children's St. Louis Hospital.

Of Kansas' 122 Hospitals, only one of them specializes in treating children - Children's Mercy (Kansas Hospital Association, 2023). This is a data-point the hospital's marketing team can take advantage of.

It's important to note that three of the five states with heightened search interest are within reasonable driving distance of Children's Mercy locations.

A content marketing approach is likely the best way to attract parents because marketers can focus on the tailored healing and comfort-driven experience that only Children's Mercy can offer.



The WHAT?

As the second-largest generation (Pew Research Center, 2019), Millennials across the country are quickly transitioning into adulthood, with 40 percent of them identifying as parents (Gross & Hart, 2017). Growing up around the same time as the internet, Millennials are seen as tech savvy and heavily interested in staying connected online (Watson, 2023). According to a study by Laura Ceci, the generation spends an average of 105 minutes per week watching video content on their phones.

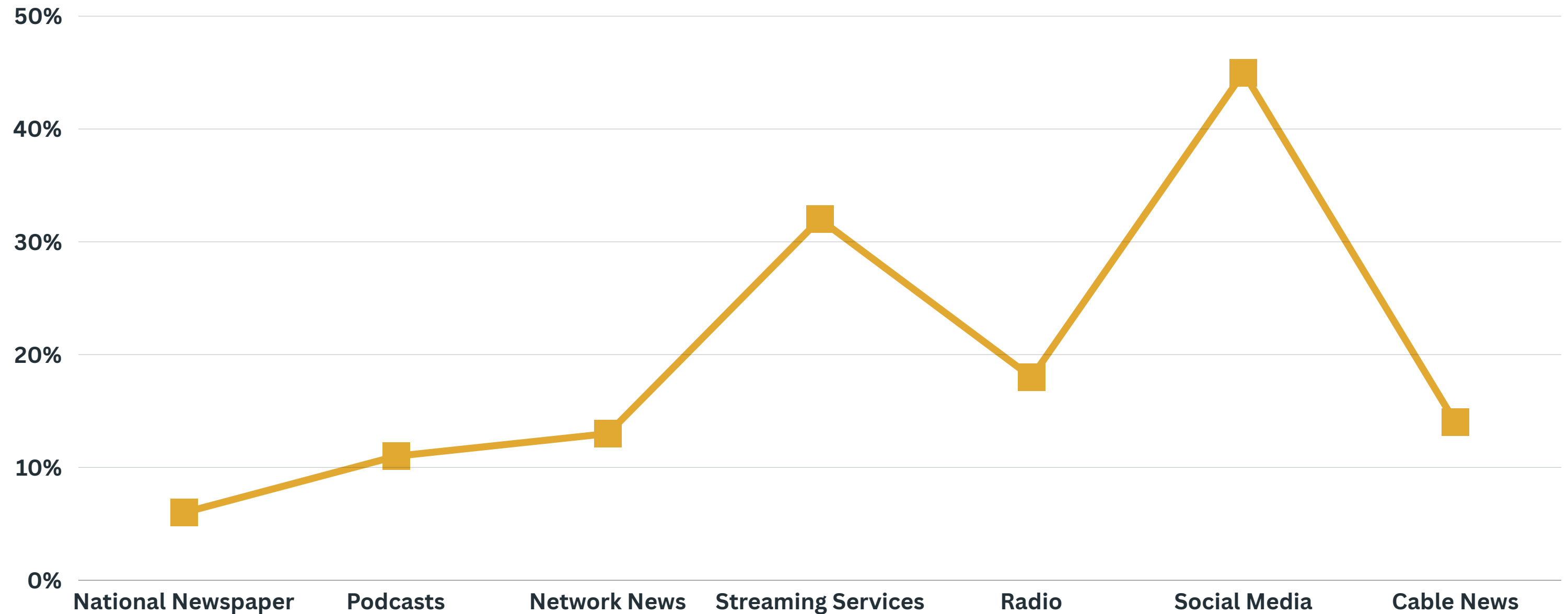
So how is this information related to the content marketing plan for Children's Mercy?

This data, as well as other points, provides a launching pad for ideas on how to best connect to the hospitals' target audience - Millennial parents.

The WHAT? Analysis

Although data specifically focused on pediatric-related content is limited, information regarding the news consumption habits of Millennials is widely available. The below graph visualizes the daily use frequency of various media for news consumption, that could be translated into the marketing realm.

Frequency of using selected news sources among millennials in the United States



(Watson, 2023)

The WHAT? Analysis

Since social media platforms are one of the best places to strategically place content for Millennial parents, let's dive into the top three.

- Facebook - it's the most popular and well-known social media platform, especially for Millennials.
- Youtube - 73% of adults use the platform due to its' superior optimization and ability to search directly for content.
- Pinterest - 69% of users are between 18 - 49 years old. The app also focuses heavily on parenting and health content, which lends itself to the Children's Mercy mission.

(AHA Media, n.d.)

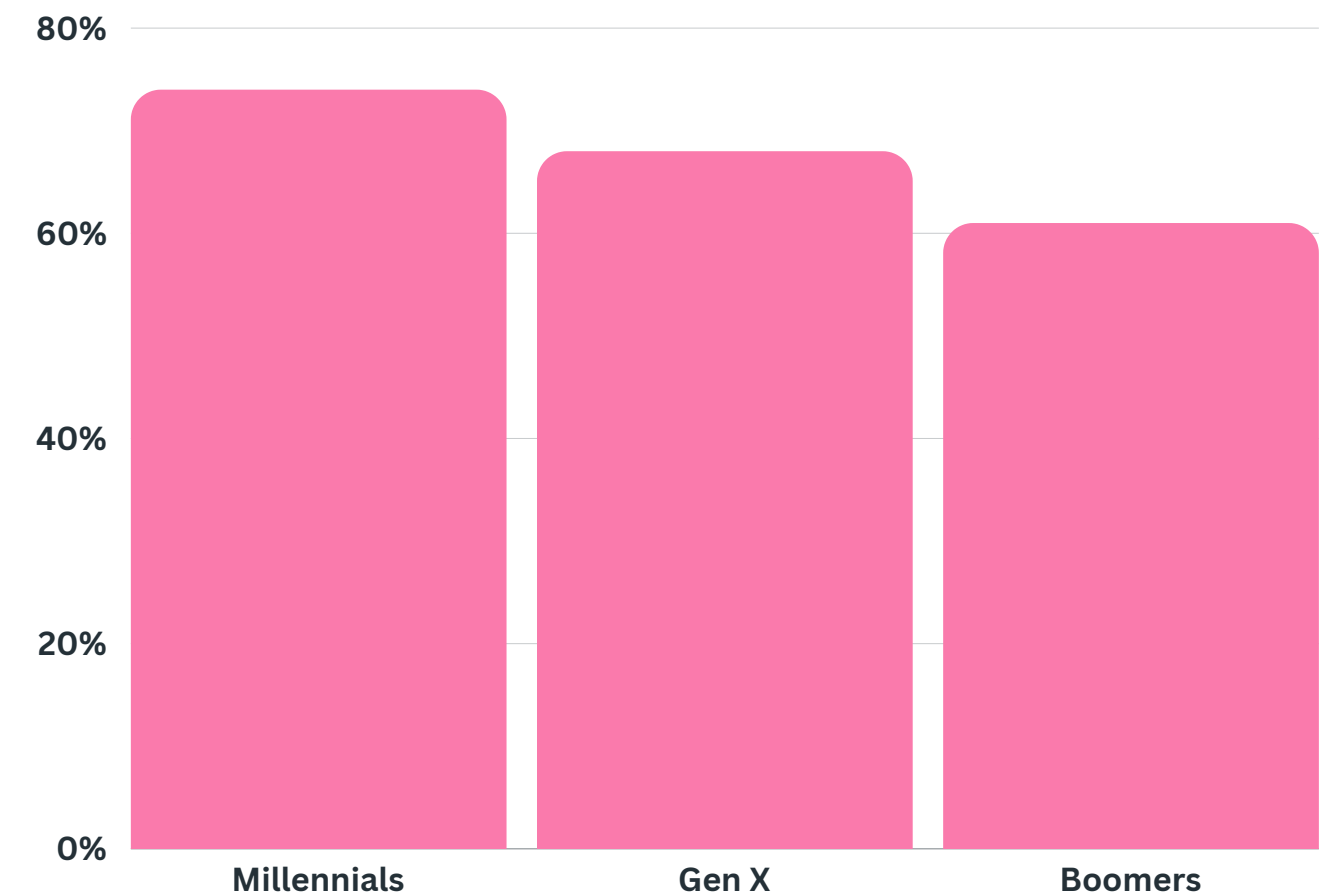
To better connect with a Millennial audience, Children's Mercy should:

- Be Authentic
 - A push for more influencer-based and user-generated content has aided companies in maintaining their authenticity while selling products.
- Personalize Content
 - Companies like Spotify, TikTok and Instagram have excelled in curating content specifically for its users, leading to more brand loyalty.
- Have a Consistent Social Media Presence
 - Millennials use social media daily. Maintaining a consistent presence helps keep brands on top of mind.

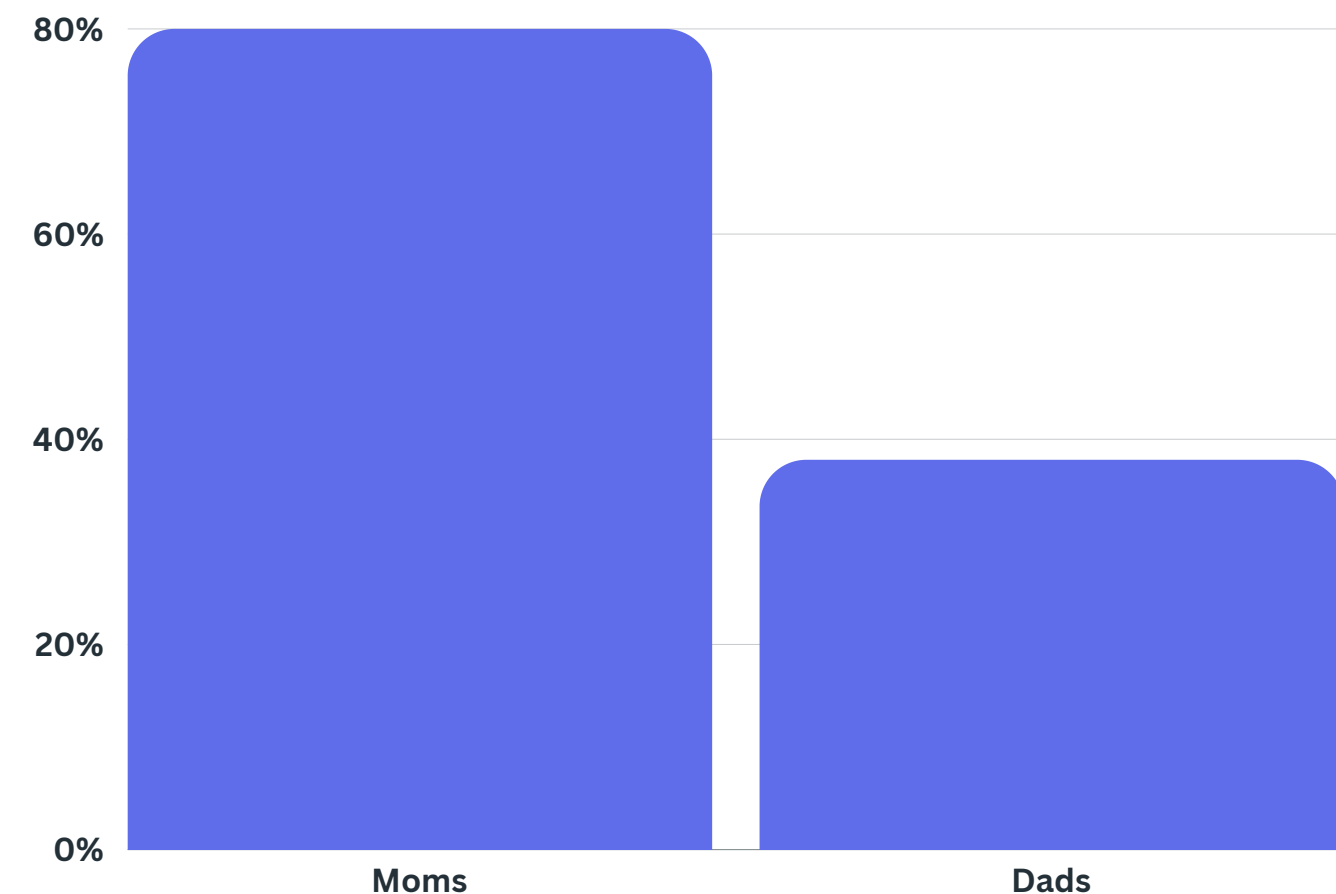
(University of Southern California, 2023)

(AHA Media, n.d.)

Parent Engagement on Facebook



Parent Engagement on Pinterest



The WHEN?

A Customer Journey Map

In this stage, the customer researches new solutions to the problem.

Research

In this stage, the customer receives the product or service.

Delivery

Awareness

In this stage, the customer realizes that they have a problem.

Section

In this stage, customers have chosen their solution and are ready to buy a product or service.

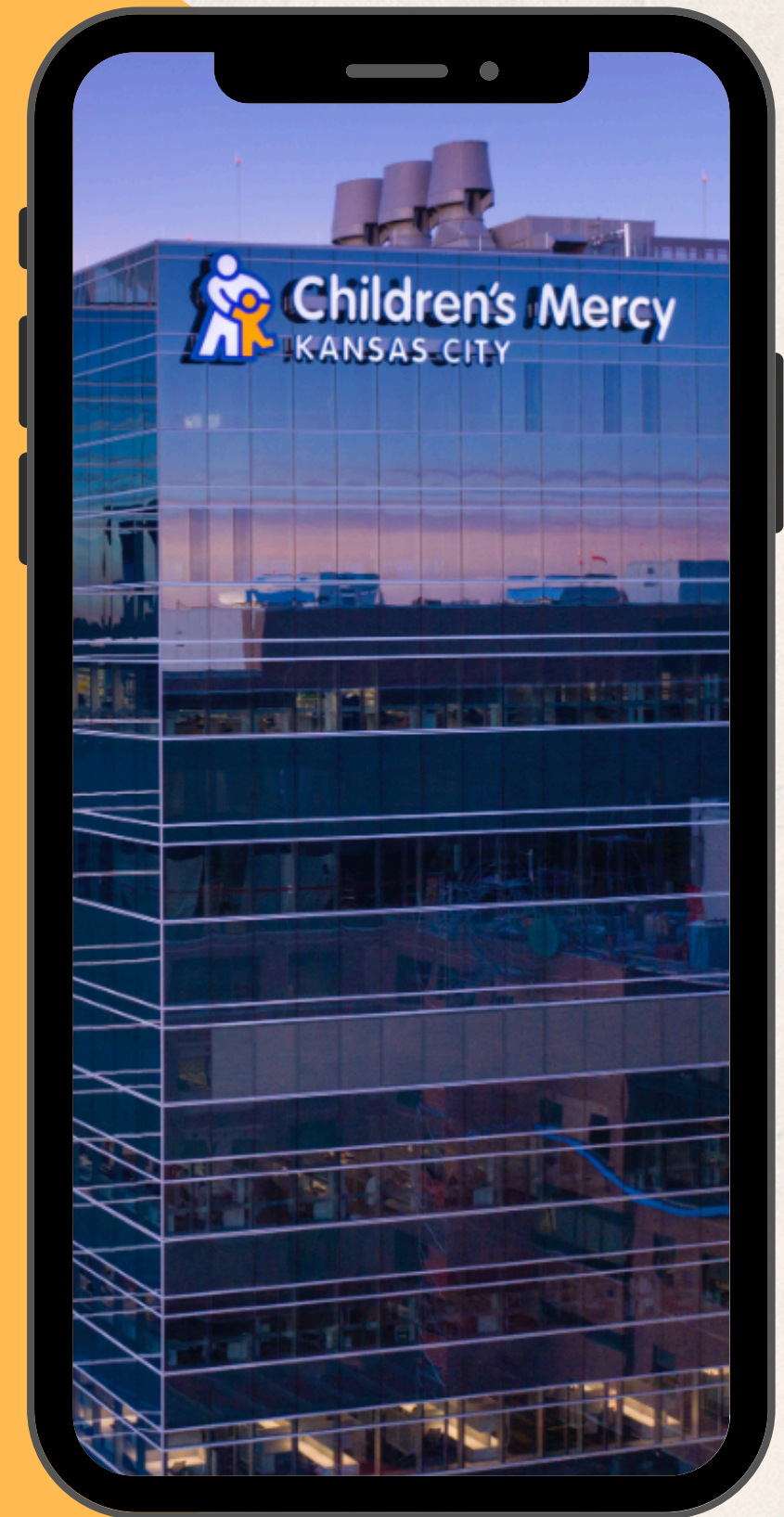
Follow-Up

In this stage, the brand works to retain the customer and initiate brand loyalty.

The WHEN? Analysis

The Inside Pediatrics series perfectly fits into the Research stage of a customer mapping journey. After receiving a diagnosis, the targeted audience - parents and loved ones of sick children - will search for well-known and respected children's hospitals. In addition to the hospital website and related news articles, consumers will have access to Inside Pediatrics, which provides a personal and in-depth look into the hospital and the staff that support it. By providing content that captures the entire lifespan of an experience at Children's Mercy, parents and loved ones can get a better understanding of the services and opportunities the hospital provides.

Knowing the stages of a customer journey map and when to connect with consumers is critical (PlaybookUX, 2019) because people are looking for an immediate solution (a cure, surgery, etc.) to their problem (their sick child). Making contact with a consumer as early as possible, in this instance, is key.





The WHERE?

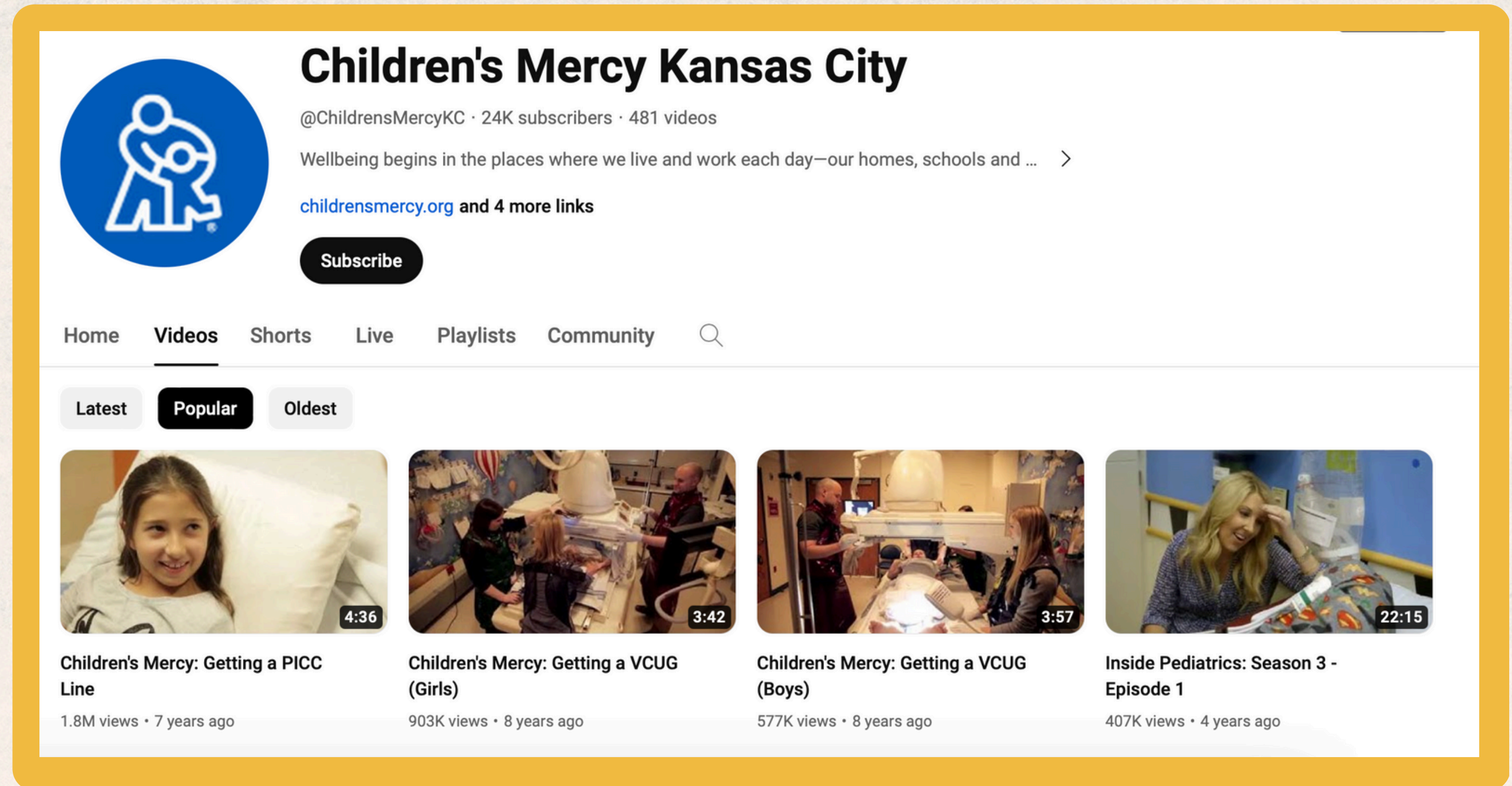
In most cases, the best place to market company content is on an 'owned' platform like a blog or website. This is called the marketing **hub** of a company (Hipkin, 2021). The other, 'rented' platforms you may use to market content, like social media channels or newsletters, are considered the **spokes**.

To market the Inside Pediatric series, in particular, it would be beneficial to host the content on owned and rented properties to get as much viewership as possible. Let's take Youtube for example. The platform is the world's second largest search engine after Google (Sheikh, 2022). In addition, the platform has more than 2 billion monthly active users, 73% of them being between the ages of 36 and 45 - a prime age range for our target audience (Gomez, 2023).

Taking this information into account, it can be assumed that if people are using Youtube to search for a high-performing and trustworthy children's hospital, it's likely that Children Mercy's profile will show up.

The WHERE? Analysis

Here's a look at the Children's Mercy Youtube page. The profile has 24,000 subscribers and is consistently updated with new content. Inside Pediatrics videos typically receive around 30K views, with many of them even hitting the 100K threshold. It's likely that Youtube's search optimization and algorithms help boost the content, in turn boosting visibility.



The screenshot shows the YouTube channel page for Children's Mercy Kansas City. The profile picture is a blue circle with a white icon of a person holding a child. The channel name is "Children's Mercy Kansas City" with 24K subscribers and 481 videos. The bio states "Wellbeing begins in the places where we live and work each day—our homes, schools and ..." and includes the website "childrensmercy.org" and 4 more links. A "Subscribe" button is visible. The navigation menu includes Home, Videos (selected), Shorts, Live, Playlists, and Community. The video list is sorted by "Popular" and shows four videos:

Video Title	Views	Age	Duration
Children's Mercy: Getting a PICC Line	1.8M views	7 years ago	4:36
Children's Mercy: Getting a VCUG (Girls)	903K views	8 years ago	3:42
Children's Mercy: Getting a VCUG (Boys)	577K views	8 years ago	3:57
Inside Pediatrics: Season 3 - Episode 1	407K views	4 years ago	22:15

The WHERE? Analysis

In this case, posting content on a spoke like Youtube can help Children's Mercy create authority and trust around its content because potential patients can interact with the hospital and directly see its interactions with other people. The platform can also help generate more organic online traffic and help with overall keyword ranks (Kadish, 2021).



**Inside Pediatrics: Season 3 -
Episode 3**

156K views • 4 years ago



**Inside Pediatrics Season 3: Zei's
Story**

47K views • 4 years ago



**Inside Pediatrics: Season 3 -
Episode 4**

148K views • 4 years ago

The HOW?

By creating the Inside Pediatrics series, the Children's Mercy marketing team partnered with people who can authentically and accurately advertise the services the hospital provides - their patients. There are no better people to tout the work of the hospital than the children and families the hospital is helping to save. Content marketing is about creating valuable, relevant, and consistent content to attract and retain a clearly defined audience (Content Marketing Institute, n.d.) - and Inside Pediatrics does just that.

Although it's difficult to tell exactly how many patients came to Children's Mercy as a direct result of the Inside Pediatrics series without ample data, it is possible to quantify the work of the hospital.

In 2022, Children's Mercy had a total of 599,438 visits. The community of hospitals admitted more than 14,000 children and provided more than \$1 million worth of uncompensated care (Children's Mercy Kansas City, 2023).

The HOW? Analysis

The Return on Investment and Key Performance Indicators are necessary in identifying whether or not a marketing campaign was effective (Callahan, 2019). Below are potential ROI markers and KPI's the Children's Mercy marketing team could utilize to better understand the impact of the Inside Pediatric series.

RETURN ON INVESTMENT

Cost per acquisition: The the total amount of money spent on the campaign divided by the number of generated acquisition

Engagement: The frequency and quality of patient interactions. Examples include social media commenting, sharing, and liking

Conversion Rate: In the healthcare world, this is when a person schedules an appointment

(Hindman, 2022)

KEY PERFORMANCE INDICATORS

Number of visits: This KPI tracks the volume of patients that are seen in a practice per month

Overhead Rate: How much it takes to run the practice compared to how much revenue it generates

Total Revenue: The grand total of money that comes into the practice per month. Can be broken down into patient revenue and insurance revenue

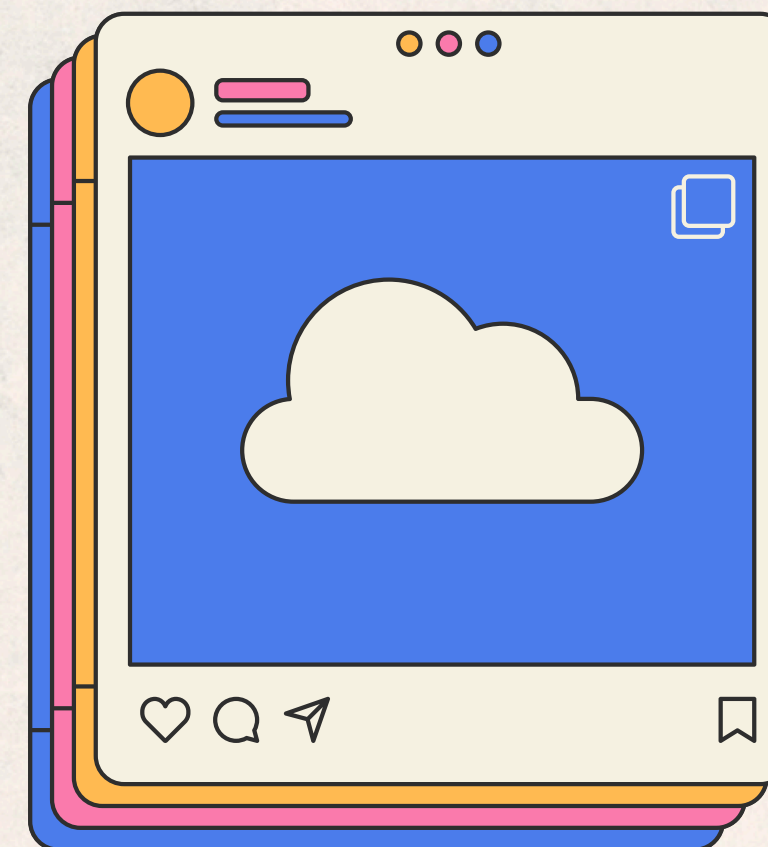
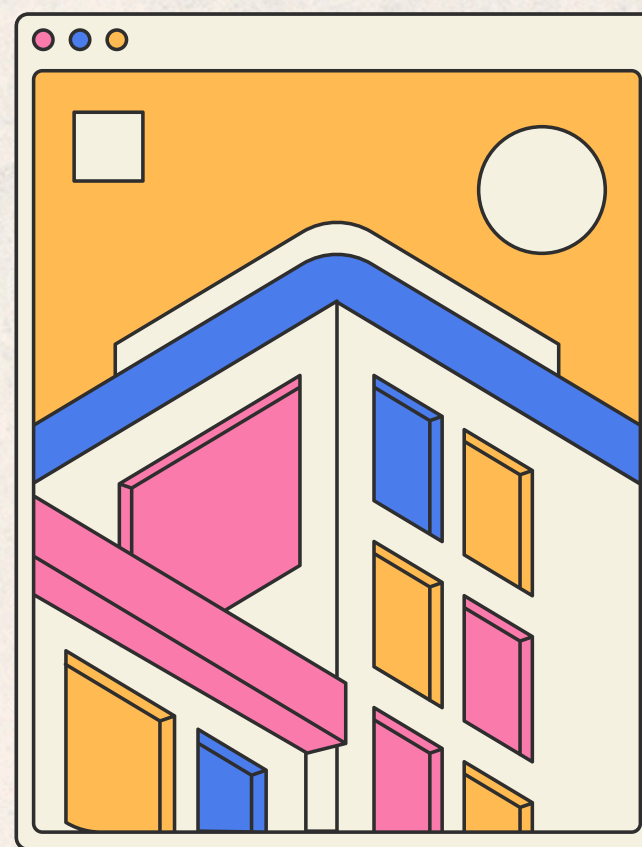
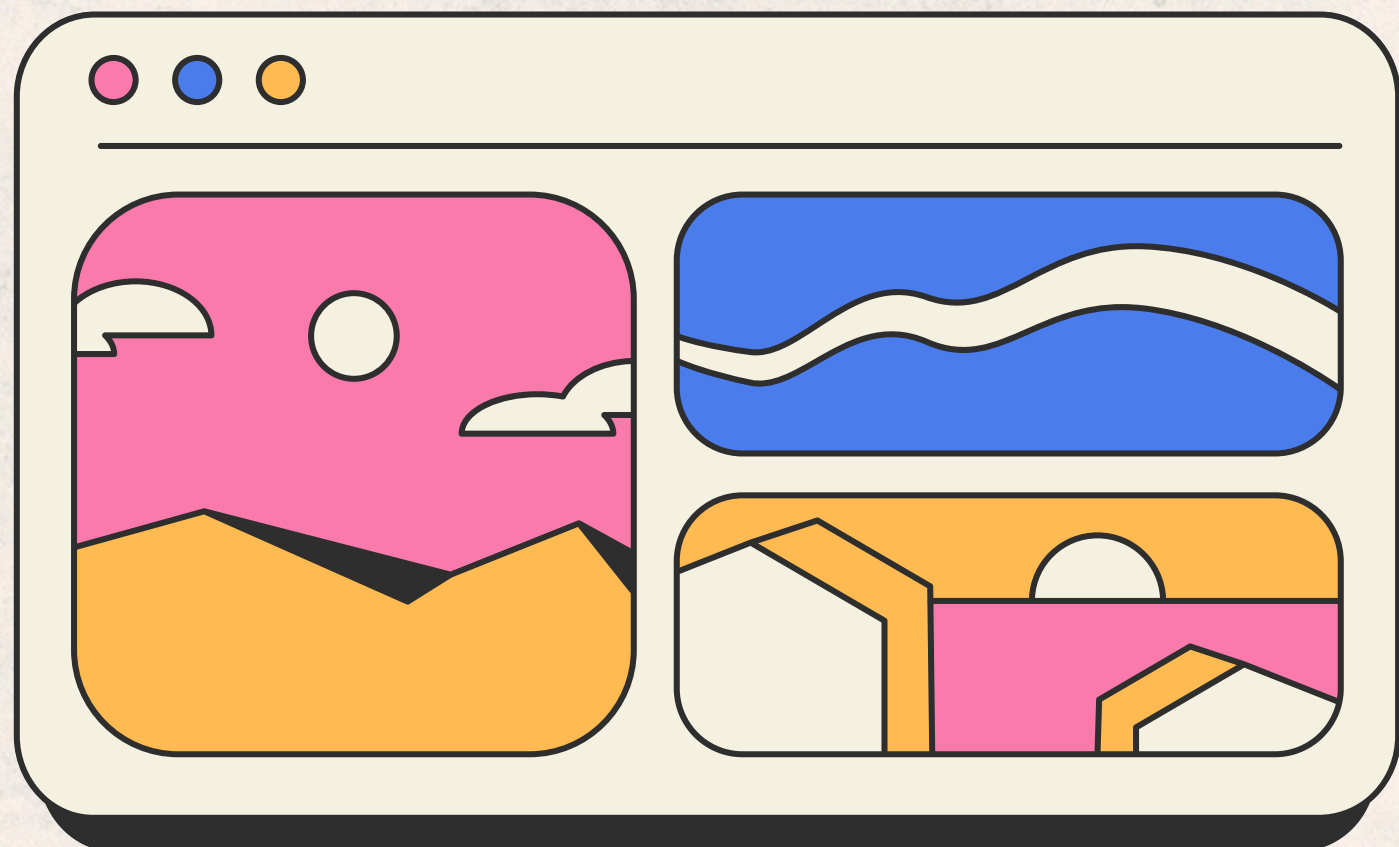
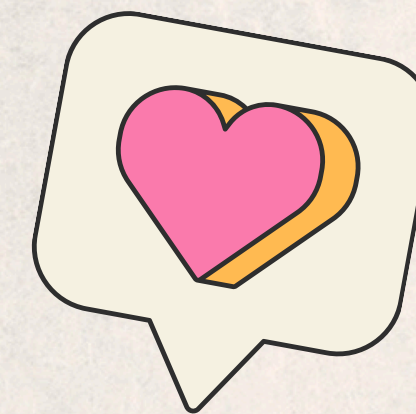
(Vaughn, n.d.)

Assessment

The Inside Pediatrics series is a great example of content marketing because it fully emerges consumers into the Children's Mercy experience. By telling the stories of various patients, their families, and hospital staff, the marketing team at Children's Mercy has successfully shown; the authenticity of the brand, the quality of care the hospital provides and the seamless integration of care into consumers' lives. This method of storytelling and marketing captures and retains audiences because it's a genuine campaign that's accessible and informs. As a result, this series builds trust with audiences and provides and opportunity for consumers to make conscious and credible decisions when it comes to their child's care.



Thank you!



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