

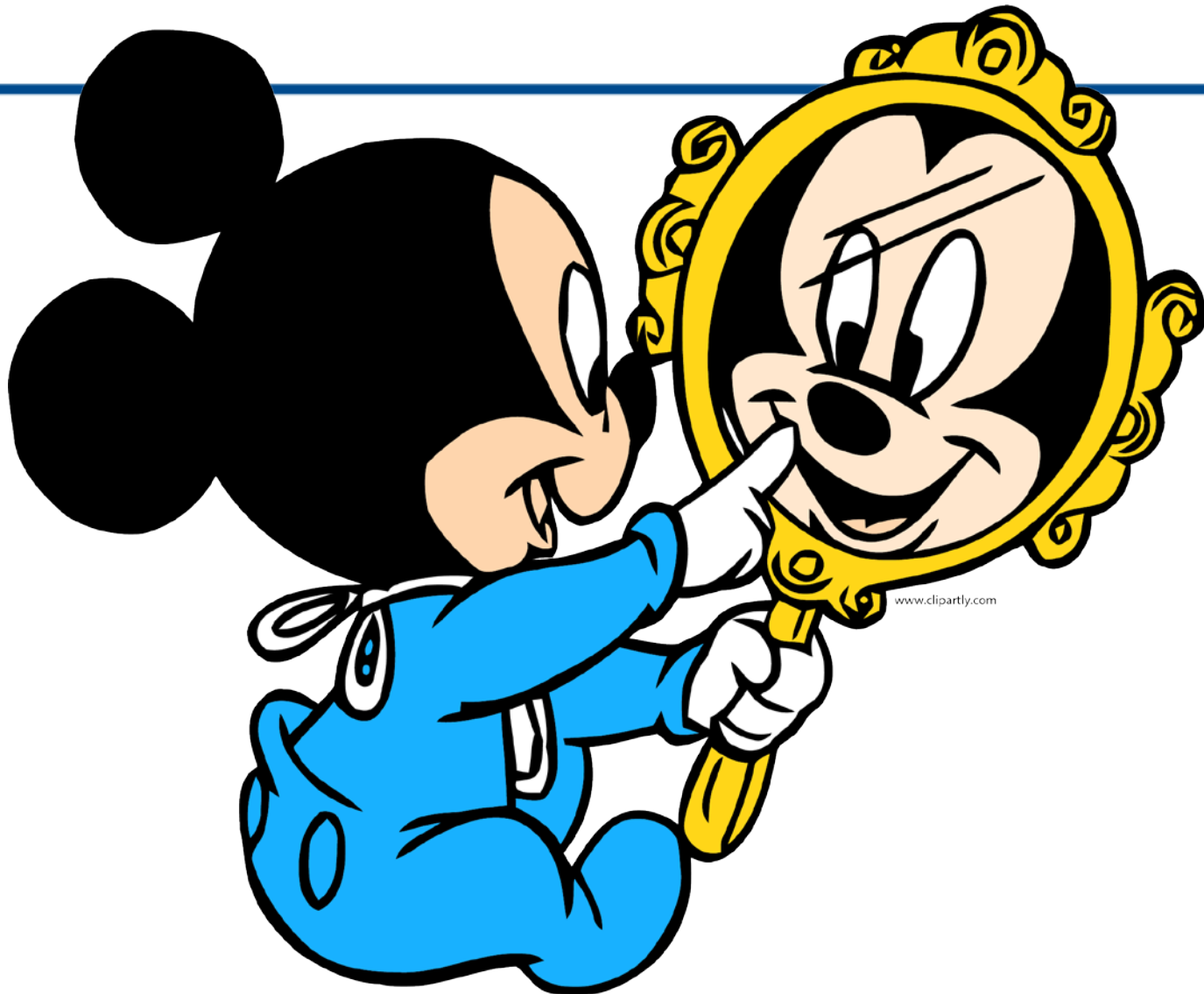


Creating Value—and Positioning Your Brand—Through Digital Health Content Marketing

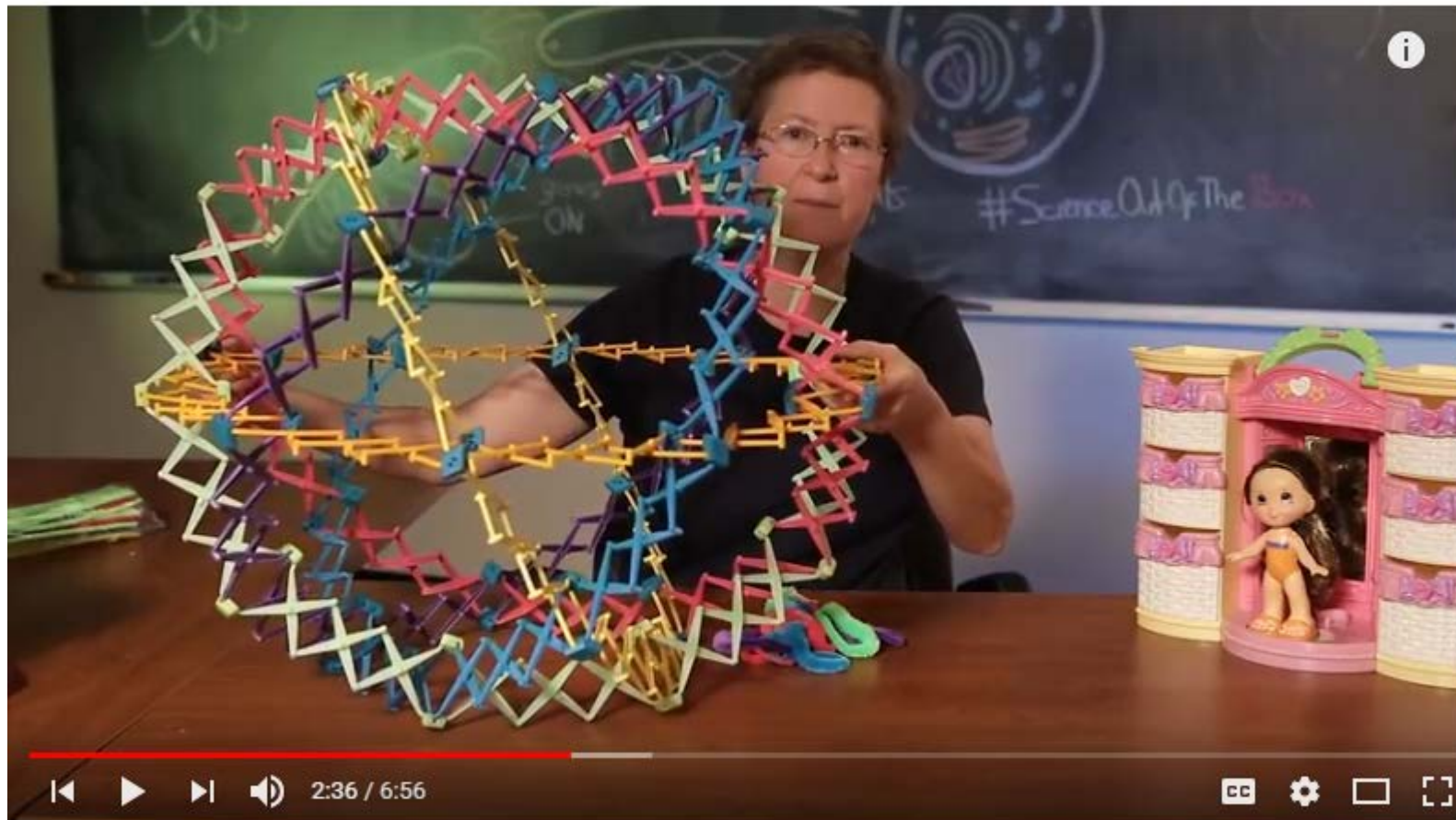
Lindsay Rothstein, Senior Director, Marketing & Communications, Johns Hopkins Medicine International

Aaron Watkins, Senior Director, Internet Strategy, Johns Hopkins Medicine

Be true to your brand.



Be authentic.



Be authentic.

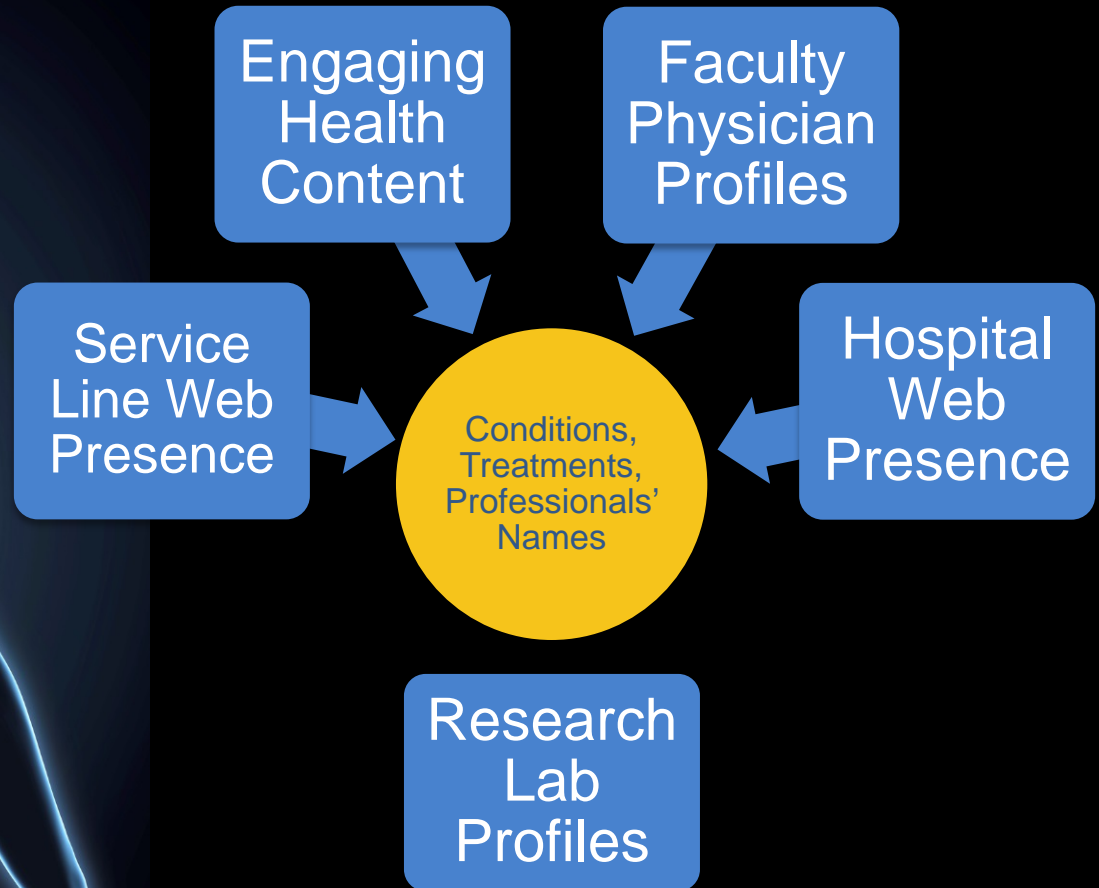


Be authentic.



No matter what a person learns on our site, the most important factor in their decision to us is their first contact with one of our employees.

Be consumer-focused.



Be integrated.



Goal #1



Goal #2



Goal #3



Be integrated.



Golden Year Guardians: 11%



Autumn Years: 8%



Power Elite: 7%
(114)*



Blue Sky Boomers: 8%



Thriving Boomers: 7%



Singles & Starters: 8%

Be engaging.

YOU MIGHT ALSO LIKE



Can a Mediterranean Diet Save Your Life?
[Johns Hopkins Medicine](#)



Healthy Slow-Cooker Recipes



Minestrone With Parmigiano-Reggiano

Recommended by **Outbrain**

Articles & Answers

Ask the Expert **Discovery** Prevention Well-Being

DISCOVERY

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FONT SIZE  PRINT THIS PAGE 



Brain Tumors: What Can DNA Tell Us?

Two recent studies show that analyzing some brain tumors' DNA markers can help doctors classify them more accurately.



Caffeine Has Positive Effect on Memory

Does caffeine enhance your long-term memory? Yes, according to Johns Hopkins University research.

Find a Doctor

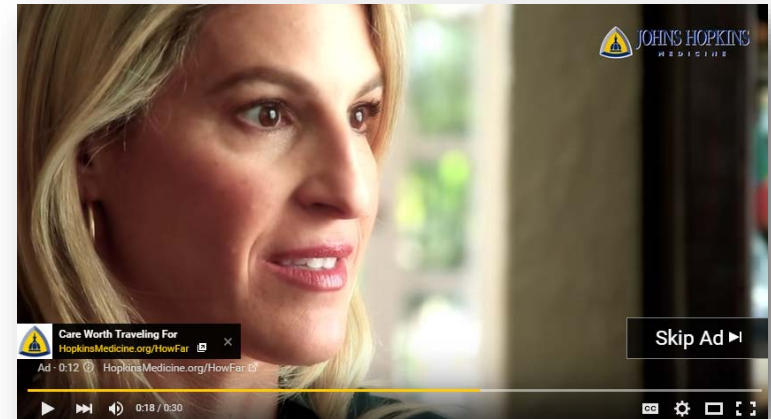
Search for a Johns Hopkins expert by last name, specialty or other keyword.

Go

Search the Health Library


Get the facts on diseases, conditions, tests and procedures.

Go



Be where they are.

77% of health activity begins here

Search 

What are they looking for?

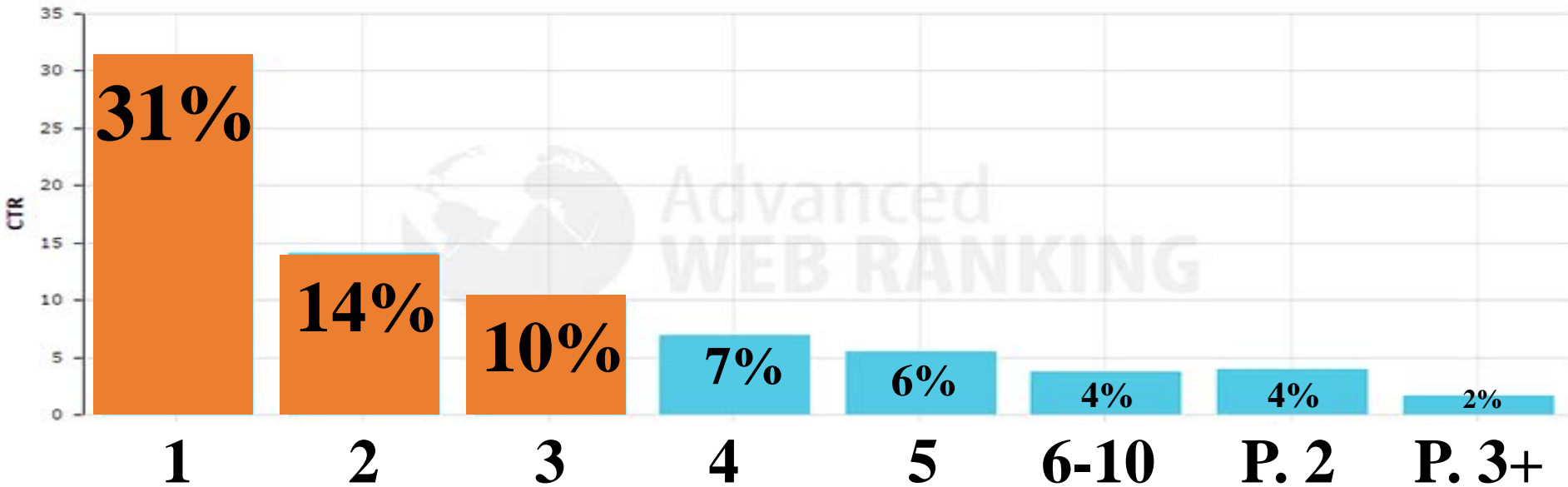
- conditions or diseases
- treatments or procedures
- names of doctors or other health professionals

Source: Pew Internet, The Social Life of Health Information, 2012



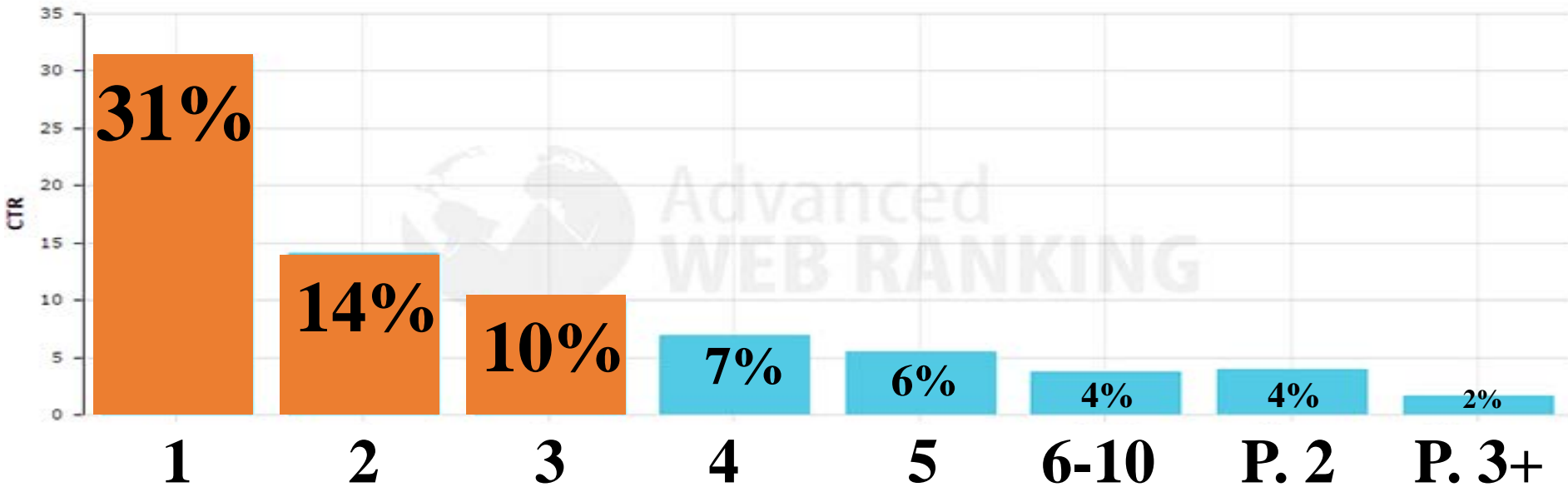
Be where they are.

55% of searchers click on the first 3 positions in Google.



Be where they are.

| | keywords | traffic | value |
|-----|----------|---------|--------|
| JHM | 91k | 1.0M | \$2.6M |



Be reassuring.



hopkinsmedicine • Following

hopkinsmedicine Repost from @allchildrens

...

When a child has a critical illness the thought of falling behind in school shouldn't be added stress for families. Our Patient Academic Services team connects hospitalized students with the lessons they need to keep up with their classmates.

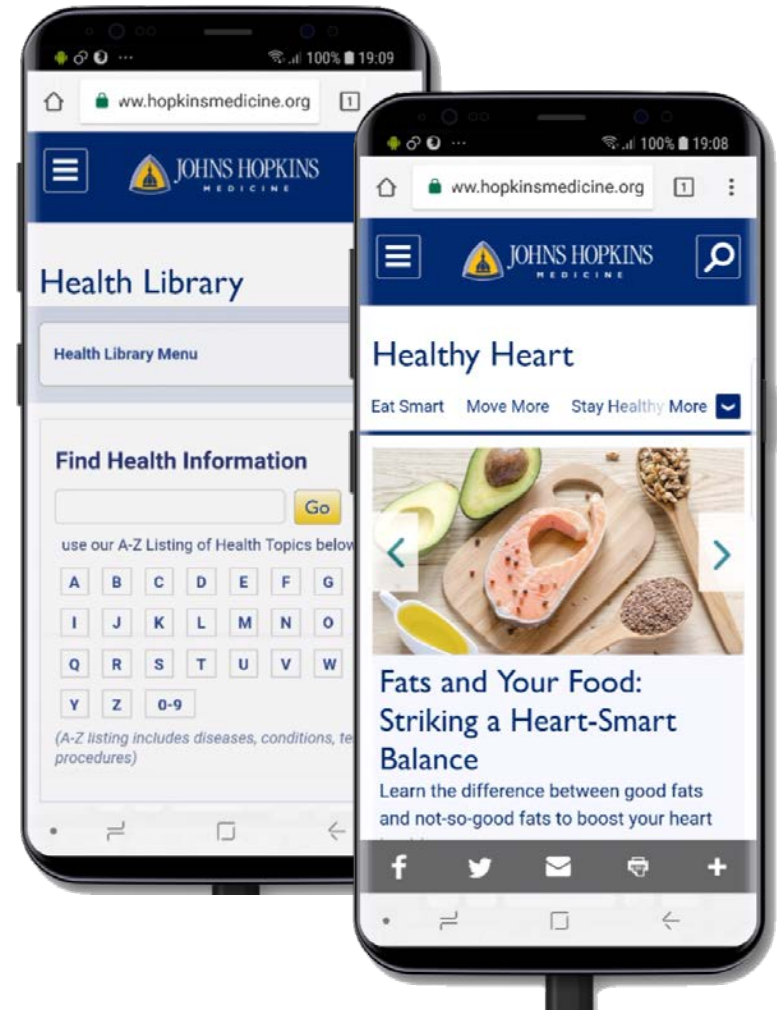
•

#AllChildrens #AllChildrensHospital #pediatric
#childrenshospital #forthe kids #kidshealth
#pediatrics #childrenshealth #StPete
#igersStPete

madds.deleon Love this initiative

Be mobile.

65% of health-related traffic on our site comes from a phone or tablet.



Be forward thinking.



