



CONTENT STRATEGY

Build a content calendar on all topics, patient FAQs, How to's, patient journeys interviews, podcasts, hot topics, etc. You will cover for the month to stay consistent.



Custom Branding

How will you watermark or feature your brand or logo on video? Create an intro/outro template you can use for all videos and as CTA.



Feature the Doctor

Decide who is the face of specialist your audience will connect with.



Optimize

Discuss which platforms you will be sharing the video on and optimize them for those platforms. You can do this using hashtags, tags, and titles.



Patient FAQs

What are the most popular questions your patients ask the providers and start building videos there?



Google Suggest

What is your target audience searching for related to your specialty? Find content ideas using Google Suggest or YouTube Suggest.



What do you want to rank for?

Research some SEO for your speciality what procedures, services, speciality or surgeries do you want to rank for? Dive into those topics as the specialist.

GETTING STARTED WITH VIDEO CHEATSHEET



RECORDING VIDEO

Keep it simple, point, and shoot. Don't overcomplicate it with expensive production that will limit your capability to record consistently



Camera

How will you watermark or feature your brand or logo on video? Create an intro/outro template you can use for all videos



Sound

Invest in a microphone. Rode boom mics are great or you can find a laval microphone on Amazon that hooks into your phone.



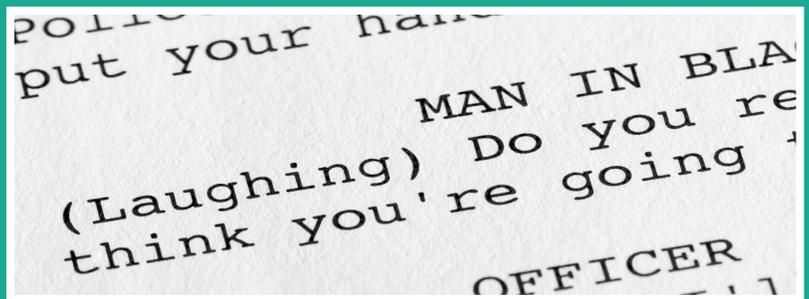
Lighting

Avoid natural light. Make sure you invest in some lighting, there many options that are affordable on Amazon.



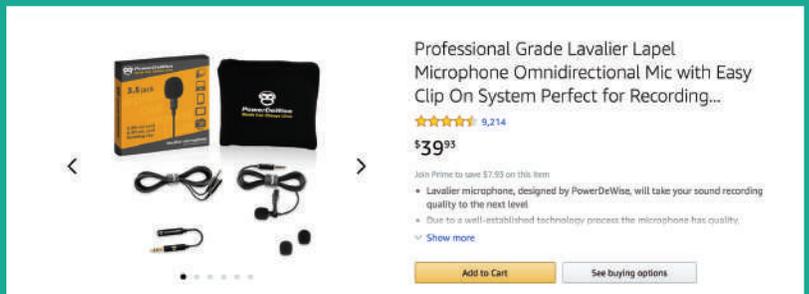
Rev.com

Add captions to your videos to help increase views.



PromptSmart Pro

Improved recording efficiency and trim down the number of takes by leveraging a handy mobile teleprompter app.



Lapel Microphone

A laval microphone is easy to use and helps improve production quality.



TRENDING VIDEO

Increase your chances of shares and likes by consistently sharing video. When recording try to record at least 5 videos at time. That way you can stay ahead of it and make the most of your time.



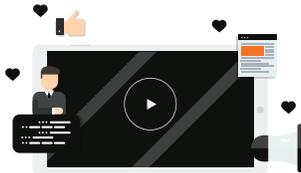
Optimize

Optimize your video for success. Title your video based on your SEO research or what patients are looking for.



Content

Grab their attention with bold statements and relatable content that pulls viewers in and want to watch!



Engage

Once you share your video optimize it and engage with your audience in a timely matter. Engage and comment on other's content too! Remember it's called "social" media!



Lose lengthy intros

Skip the lengthy introduction of name, title, etc. Simply customize the video in editing with your name and title on a graphic or in the intro graphics.



Keep it short

Keep your video, generally, to under 2 minutes. Attention spans are short and you want to make the most out of the viewing time. Don't be afraid to split ideas into several videos.



Share your secrets

Get to the point and deliver real value with insider or expert secrets. Give it all away!

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HEALTHCARE MARKETING



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