



Choosing the Right Content Creators to Execute Your Digital Marketing Goals

By Wendy Lewis

In 2023, it is increasingly important to focus on your creative to stand out in digital media.

Content creation is an integral part of effective digital marketing and brand-building. This may include producing written, audio, or visual information for content marketing platforms, like websites, social channels, blogs, and e-books. The best content strikes just the right mark, in the best format, and with eye-catching visuals to communicate the precise messages you want to deliver in a memorable and informative way. When you post content that doesn't feel personal, it can have the reverse effect; it can undermine what you are trying to achieve.

Producing unique content should have an end goal in mind, such as to target a specific audience, like affluent women over 40, and stimulate a response, including following your Instagram, visiting your website, making an appointment or a purchase.

THE NEW CONTENT CREATORS

There is a new crew of professional content creators, or 'creators' as they are called that are like the new influencers. They are in demand for their unique talent, originality, and passion for effectively communicating messages to the right social media audiences, at the right time. The advantage of working with creators is tapping into their creativity and deep connections within their own networks.

As some of these creators may be young and new to our world of injectables and breast implants, it's important to make your goals and expectations crystal clear from the outset. Take the time to provide direction in terms of your brand, style, and positioning as well as the specific audiences you want to gain traction with. If the creator is reasonably local, invite them to your practice to learn about what you do and to meet the whole team. Take the time to review the rules governing patient privacy at the outset.

TAKING CARE OF BUSINESS

It is important to set project goals from the very beginning. Just like working with influencers, a detailed contract should be drafted for both parties to sign before embarking on a project. The document should include an NDA, scope of work, terms, deliverables, payment, timelines, and revisions. If the work product is intended to live on the creator's social channel or channels, those specifics should be included as well as an approximate date to go live and for how long. The contract should also include an exit clause if the relationship does not work out.

USING CREATORS TO ELEVATE YOUR BRAND

Assign someone on your marketing team to develop a relationship with the creator and be responsible for managing the process. Share a brand book that carefully maps out the style and tone of the communications you want to achieve. This should include key messages, look and feel. If they are creating content for placement on your own channels, the style and imagery should be consistent for each piece of content they craft to stay on brand.

If it is your first time working with the creator, share some examples of what great content looks like to you, as well as what you want to avoid. Visuals will make these points much clearer than just words. Provide specific goals to evaluate the process without stifling their creative juices too much.

Make sure the creator has an open line of communication with a team member to answer questions as they arise. Creatives tend to have their own style and work process, so be prepared to let them do their thing at their own pace. However, put deadlines and guidelines in place. For example, creating a series of videos may take longer than just text-based material.

When working with well-known creators, leverage their popularity. Let your brand and mission fit into their style rather than the other way around. If you ask them to change their

style to fit the brand, you may sour the relationship. Their followers may also lose interest in the content they are putting out, which would defeat its purpose.

GIVING FEEDBACK GENTLY

Sometimes getting the right messages across can be tricky in the healthcare and aesthetics categories, so ground rules should be established from the outset.

There are many reasons why their content shared may not hit the right tone early in the relationship. There may have been a misunderstanding over instructions that are too open to interpretation. Providing feedback gently will help guide their work without causing any ill will or undesired hissy fits. One or two rounds of feedback are reasonable. If more is needed, re-examine the path of communication to improve efficiency. When the relationship isn't working, it is prudent to just move on.

As with influencers who have tens to hundreds of thousands of followers, try not to break up with a creator with a high level of notoriety on a sour note. Many of them consider themselves to be 'artists' and can be prima donnas.

When the relationship is on good terms, it can lead to generating great content that truly delivers results for your practice.

Wendy Lewis is the Founder & President of Wendy Lewis & Co Ltd Global Aesthetics Consultancy since 1997, a marketing communications boutique in New York City specializing in beauty, wellness and aesthetics. Their clients include skincare, medical devices, start-ups, aesthetic practices and medspas. An award-winning writer, she serves on the Editorial Board of "Prime International Anti-Ageing Journal," and regularly contributes to "Aesthetic Society News," "Practical Dermatology," "Modern Aesthetics," and many other publications. Wendy is a frequent speaker, course instructor, and presenter at conferences and webinars in the US and globally. She is the founder of the LinkedIn group, Global Aesthetics Professionals, with over 5,000 members. Her first textbook, Aesthetic Clinic Marketing in the Digital Age (Taylor & Francis) will launch a second edition in 2023.

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