



Content Marketing for the Medical Device Industry

Description: Whatever your source of marketing information is, you will see content marketing presented as the one and only key to your issues with marketing, sales, branding and even with talent acquisition. It takes less than a second for Google to come up with 4'230'000'000 results related to the search term "Content Marketing".
Is this true? Is content marketing the key to all your issues?

Objectives: Marketing techniques evolve with every breakthrough in digital technologies. Marketers adapt to these technologies with content marketing, inbound and outbound marketing, sales funnels and customer journeys, to name just a few. This workshop will provide you with basic understanding about content marketing and some tools to start developing your digital marketing strategy.

Topics:

- Marketing in the area of digital technologies
- Power of search engines
- What is content marketing?
- Is content marketing really the key to everything?
- How to develop your digital marketing strategy?
- Dos and Don'ts

Who should attend: Marketing, communication and product managers, business development managers, entrepreneurs and start-ups

Time: This half day workshop will be held on **Friday September 18th, 2020 at 13:00 – 17:00** (Workshop until 16:00 followed by Q&A and drinks session)

Location: In the offices of Effectum Medical, 4th floor, Solothurnerstrasse 235, 4600 Olten (Usego Areal)

Price: **Start-ups:** CHF 140/person **Others:** CHF 280/person.
Cancellation: free until 10 days before event, 50% until 5 days before, 100% less than 5 days before event.

Registration: Please register by sending an email to: workshops@medicalboard.ch. Please note that space is limited.

Speaker: **Gerald Barth – Marketing & Communications Specialist**

- MBA, International Business
- Diploma in Business Administration
- More than 20 years experience in international marketing and sales of medical devices
- Member of the management board of orthopedics company
- Managing director of dental implant company
- Founder of a communication agency & Co-founder of Creative Content Marketing (CCM)



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