

MEDICAL DEVICES

CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Can you name these common medical devices?
- How well do you know the early history of medical devices?
- Which medicine do you need?



INCREASE **SOCIAL** ENGAGEMENT

LINKS TO LIVE INDUSTRY EXAMPLES

- [Check out this medical device classification quiz](#)
- [Inventors of Medical Devices - Guess!](#)



GROW **AWARENESS**



SPARK **CONVERSATIONS**

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Medical devices or Torture Devices?!
- How smart stents prevent heart attacks?
- Which medical devices can save your life?



STAY **TOP OF MIND**

COST CALCULATORS

- How can medical devices save you money and time?
- Know your average salary for a job dealing with medical devices.



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- Find out devices that improve your chances of surviving!
- How are smart stents cost effective?



CREATING **LOYALTY**

COMPETITOR FOCUSED

- How can XYZ revolutionize healthcare?
- How does ABC increase your profit margin?
- Which medicine provider is the right fit for you?



INFLUENCE DECISIONS



GROWING **MQL**