

One Vision Health has interviewed 100's of doctors and surgeons over the last 10 years. We have delivered search and social campaigns to the **UK's leading health brands**. We therefore have a wide understanding of what questions patients are searching for and how to gain the highest reach through digital channels.



Specialist medical content service

Our medical content service is delivered by a specialist team who have developed content campaigns for **NHS Choices**, **Specsavers**, **Spire** as well as **Nature** and **Lancet** journals.



Research & planning

We create a monthly video content promotion schedule that will take your **SEO and social media campaigns to the next level**. We also include clear monthly targets and return on investment tracking.



Questions that we can help you answer

Our specific research will be tailored to you, but here are some sample questions:

Prior to production

- Who is searching for content on this topic?
- How do different groups engage with this topic?
- What words or phrases do my target audience use?
- When searching for content on this topic?
- Where do people discuss this topic?
- What are the questions my target audience is asking most?
- What are my target audience's concerns about this topic?

Check out our video marketing best practice guide:
http://answerpack.tv/docs/best_practice.pdf

Fine tuning

We can react to changing demands and make recommendations on additional content so you receive the fastest possible return on investment.

After publication

- How many people are watching my videos?
- How are viewers accessing my videos?
- Where are viewers being referred from?
- Where do my videos rank in Google search results?
- How often and where are my viewers sharing my videos?
- How helpful do my viewers find my videos?
- What are viewers saying about my videos?
- What other content do my viewers want to see?
- Which topics, formats or experts do my viewers respond most positively to?

Offer advice on improved implementation of the channel as the website changes to maximise engagement with key audiences.