

SETWORKS CONTENT PLAN

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NETWORKS CONTENT PLAN

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INTRODUCTION

Thank you for presenting SETWorks' content for review! It shows that you appreciate the value of content marketing and what it can do for your business.

Below are my recommendations based on inbound best practices and my content strategy experience. In any case, you know your product and customers best, so please take these recommendations with a grain of salt.

THE AUDIT



WHY YOU'RE HERE

SETWorks has grown steadily over the past 10+ years, with 40% YOY growth in the last several years. You've been working hard to build a name for yourself in the IDD community through conferences, outreach, and word-of-mouth. But with the recent shift away from in-person events, you need a more reliable stream of traffic and leads.

On a more immediate level, you're also getting ready to launch a new website and you need to create content to support it. You've experimented with lead magnets in the past but took it down because you were getting a lot of spam!

WHERE YOU WANT TO BE

SETWorks would love to attract high-quality inbound leads through your website and improve your overall domain authority.

You would also like your content to establish you as subject matter experts in the IDD space, as well as tell your story and help you stand out among the competition.

Additionally, you want to make sure that all of your marketing efforts (emails, webinars, lead magnets, ads, etc.) work together cohesively.



TOP INITIATIVES

INCREASE TRAFFIC

If you want more leads, you need more traffic. Content marketing will help you create reliable and cost-effective sources of website traffic and quality leads.

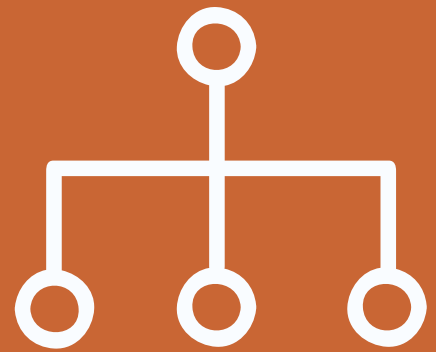
CAPTURE LEADS

If you can create just one blog post that gets a steady amount of organic traffic, an embedded link to an ebook or whitepaper will continue generating leads for you as time goes on.

BUILD BRAND AWARENESS

Quality content will not only help attract leads — it will educate your target prospects and help your brand stand out as an industry leader.

METRICS TO TRACK



Number of posts published:

Is there a correlation between publishing and traffic/leads?



Sessions:

Are your efforts bringing more traffic to your site?



Session bounce rate, average session duration & pages per session:

How well are you engaging visitors?

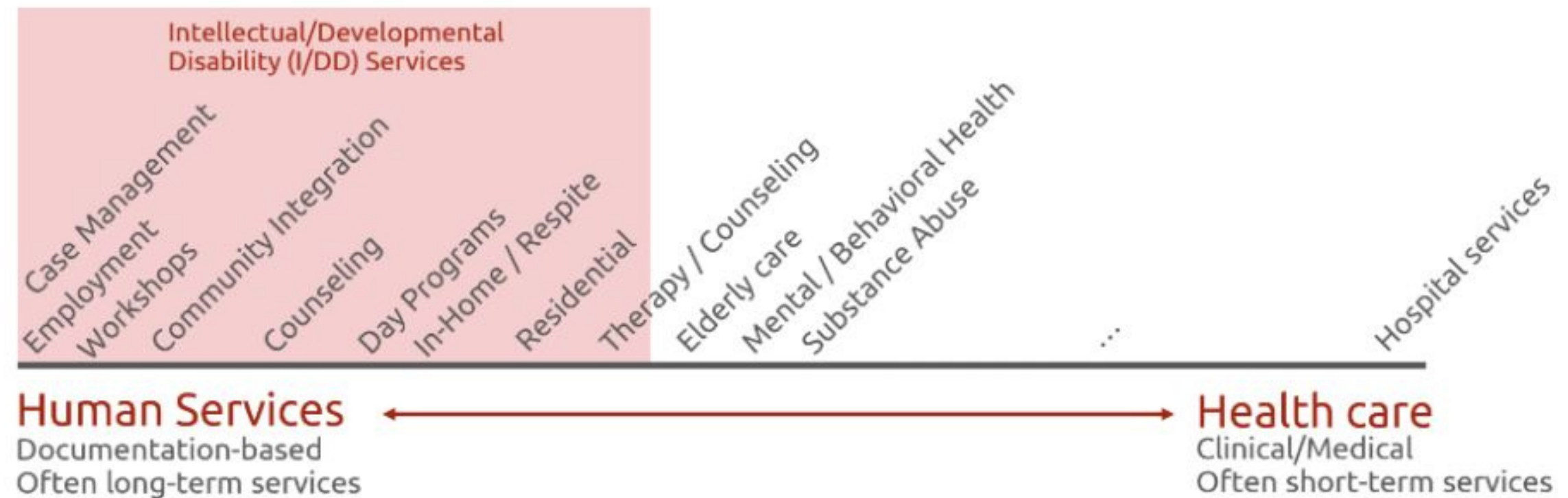


New contacts & contact conversion rate:

Is your lead magnet working to capture visitors' contact details?

YOUR CUSTOMERS

- I/DD Agencies
 - Executive director/C-level/President
 - Director/VP/Program manager
 - IT manager
- AVOID hospitals



YOUR COMPETITORS

KEY INSIGHTS TO MAKE YOUR CONTENT STAND OUT

FOCUS ON THE IDD SPACE

The majority of vendors are focused on hospitals. Your content should focus on the IDD space specifically, which aligns with how you're hoping to position yourself in the market.

CULTIVATE YOUR BRAND VOICE

A lot of your competitors' content feels cold and clinical. SETWorks' warm, friendly brand voice will set you apart.

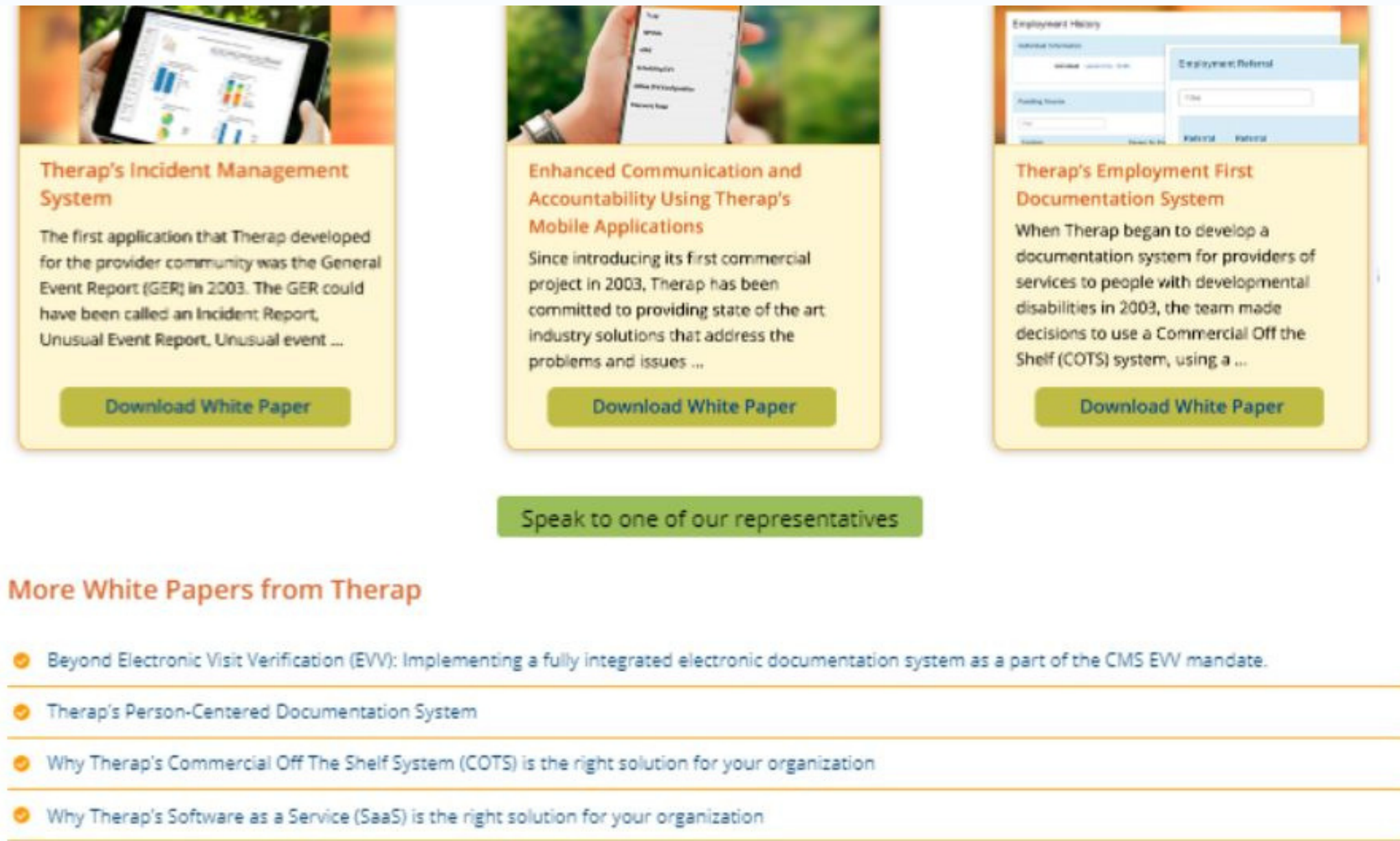
LEVERAGE YOUR TEAM'S EXPERTISE

You have consultants who specialize in IDD. This is something you'll want to leverage within your blog posts and other content to position you as an industry expert.

COMPETITORS (CONT'D)

Therap is probably your closest competition in the IDD space. Their content is heavily focused on their product, rather than on solving their customers' problems. This is an area where YOUR content can help you stand out.

In terms of "jobs to be done" I would add that paper and ad hoc systems are another competitor to think about as you're creating content.



The screenshot displays three white paper download buttons, each with a corresponding image and text:

- Therap's Incident Management System**
The first application that Therap developed for the provider community was the General Event Report (GER) in 2003. The GER could have been called an Incident Report, Unusual Event Report, Unusual event ...
[Download White Paper](#)
- Enhanced Communication and Accountability Using Therap's Mobile Applications**
Since introducing its first commercial project in 2003, Therap has been committed to providing state of the art industry solutions that address the problems and issues ...
[Download White Paper](#)
- Therap's Employment First Documentation System**
When Therap began to develop a documentation system for providers of services to people with developmental disabilities in 2003, the team made decisions to use a Commercial Off the Shelf (COTS) system, using a ...
[Download White Paper](#)

[Speak to one of our representatives](#)

More White Papers from Therap

- [Beyond Electronic Visit Verification \(EVV\): Implementing a fully integrated electronic documentation system as a part of the CMS EVV mandate.](#)
- [Therap's Person-Centered Documentation System](#)
- [Why Therap's Commercial Off The Shelf System \(COTS\) is the right solution for your organization](#)
- [Why Therap's Software as a Service \(SaaS\) is the right solution for your organization](#)

THE TOPIC CLUSTER MODEL

In the past, SEO was focused on creating individual blog posts that rank for specific keywords. The result was disorganized and confusing for readers who were looking for information about a topic.

Today, the solution is to use a topic cluster model: choose the broad topics you want to rank for, then create content based on keywords related to that topic that all link to each other.

Here's a short video if you would like to learn more: <https://youtu.be/xOGxyw9DSa8>



Graphic via Hubspot

YOUR CORE TOPICS

Your core topics are the main problems you solve for your customers. I'm suggesting the following topic clusters to start:

- Electronic billing (search volume: 880/mo)
- Case management (22,600/mo) — refine by service area
- Electronic visit verification (720/mo)
- Record management (2,900/mo)
- Practice management (2,900/mo.) — includes HR, payroll, etc.
- News & trends

You will definitely want to work on refining and adding to these themes as you see what's working but these are the biggest opportunities I'm seeing for you right now.

CONTENT RECOMMENDATIONS



CONTENT OFFER CONCEPT

Suggested title: ***X Ways IDD Agencies Can Maximize Billable Hours***

Goal: Lead generation

Content details:

- SETWorks' mission is to empower IDD agencies to focus on what they do best — helping others. With that in mind, let's create a lead magnet with ideas for how agencies can increase their billability.
- The goal is to provide a helpful resource, so these should be quick, easy-to-implement tips that will make an immediate impact. A good rule of thumb is that it should take 10 minutes to implement and readers can see results in an hour or two.
- Of course, these tips will only take readers so far — so let's close by describing how SETWorks can help increase billability.
- Conversion path opportunity: *Request a demo*

CONTENT OFFER CONCEPT

Suggested title: ***When Binders Aren't Enough: 5 Ways to Become a Data-Driven Organization***

Goal: Lead generation

Content details:

- Let's refresh your existing lead magnet, *5 Things to Do to Become a More Data-Driven Organization*.
- You've got a great start, but the content feels a bit lean for a lead magnet. I'd love to flesh this out a bit more and have it be a 4-7 page eBook that will offer a ton of value in exchange for someone's email address.
- Let's include more examples and information specific to IDD agencies, statistics, etc. to make this feel hyper-relevant to your audience.
- Conversion path opportunity: *Request a demo or contact sales*

5 things to do to become a more data-driven organization

"Data-driven organizations have a 5%–6% greater output and productivity than their less data-driven counterparts."

Brynjolfsson, E., L. M. Hitt, and H. H. Kim.

1. Begin with a data strategy

Before thinking about what data to track and how to track the data, begin by outlining ways data can be leveraged to help you succeed with your business and organizational goals. Effectively tracking organizational outcomes (and downstream KPIs, metrics, scoreboards, etc.) is a key component to this. Once a data strategy has been defined, move backwards to define what data is actually needed to report on the chosen measures. Quick access to important measures is essential for a data-driven organization, and can only be achieved with a disciplined organization (a data-driven culture, see #2 below, and data consistency, see #3 below) and a data management system (see #5 below) with advanced reporting capabilities.

It is all too common that organizations find themselves urgently needing data to report on how they are tracking against specific measures and find they have not been capturing all the necessary data all along.

2. Build a data-driven culture

Create a culture that is collaborative, inclusive, open, inquisitive, and data-literate (see #4 below). Having everyone on the same page regarding the importance of data (and what data needs to be captured) has the pleasant side-effect of naturally helping everyone understand the importance of the data they are responsible for tracking, which increases staff compliance with data tracking, data completeness, and quality.

CONTENT OFFER CONCEPT

Suggested title: *The Benefits of SETWorks: Cost and Time Savings For You*

Goal: Sales enablement/outreach

Content detail:

- Let's refresh the content in this document to make it more clear and persuasive, as well as update the data if necessary.
- Something like this could work well in your email outreach efforts. It could also be a valuable tool for your sales team.
- Conversion path opportunity: *Request a demo*

The New Model: Cost and Time savings for you.

Cost	Time																														
<p>Cost comparison: SET-Works vs. Competition</p> <table border="1"><caption>Cost Comparison Data</caption><thead><tr><th>Individuals served per year</th><th>SET-Works (Cost per month)</th><th>Competition (Cost per month)</th></tr></thead><tbody><tr><td>0</td><td>\$2000</td><td>\$500</td></tr><tr><td>25</td><td>\$2000</td><td>\$1000</td></tr><tr><td>50</td><td>\$2000</td><td>\$1500</td></tr><tr><td>100</td><td>\$2000</td><td>\$3000</td></tr><tr><td>150</td><td>\$2000</td><td>\$4500</td></tr><tr><td>200</td><td>\$2000</td><td>\$6000</td></tr><tr><td>250</td><td>\$2000</td><td>\$7500</td></tr></tbody></table>	Individuals served per year	SET-Works (Cost per month)	Competition (Cost per month)	0	\$2000	\$500	25	\$2000	\$1000	50	\$2000	\$1500	100	\$2000	\$3000	150	\$2000	\$4500	200	\$2000	\$6000	250	\$2000	\$7500	<p>Billable Time per staff per day</p> <table border="1"><caption>Billable Time per staff per day</caption><thead><tr><th>Scenario</th><th>Hours</th></tr></thead><tbody><tr><td>With SET-Works</td><td>6</td></tr><tr><td>Without SET-Works</td><td>4</td></tr></tbody></table>	Scenario	Hours	With SET-Works	6	Without SET-Works	4
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How can SET-Works be so inexpensive?
SET-Works was built from the ground up to handle all of your data effortlessly without extensive additional cost on our end.

Because of this we are able to handle more of your individuals without breaking your bank.

What's included in the above cost?
SET-Works: The entire package, no extra costs and no increasing annual costs.

Competition: Approximate cost for Case Management, Staff Management, and Billing modules. Price is an approximation based on last known cost. Cost per individual increases per year. The above cost is based on costs for first year of service.

What if we serve more than 250 individuals per year?
We work directly with clients to determine fair pricing based on the number of consumers served and on the number of internal or associated sites, offices or departments using the application.

How does SET-Works save me time?
To name a few:

- Automating and simplifying workflows
- Eliminating duplicate work
- Shifting non-billable time to billable
- Standardizing and automating billing
- Storing data once, keeping it forever
- 360 degree view of your agency
- Being accessible anywhere
- Assisting with job matching (for employment services)
- Keeping an audit trail for you
- On the fly spell checking
- Having electronic signatures
- Everything being in one place

CONTENT OFFER CONCEPT

Suggested title: *How {Client} Achieved {Big Result} with SETWorks [Case Study]*

Goal: Brand awareness, sales enablement

Content details:

- Case studies replicate word-of-mouth marketing, which has been a key part of SETWorks' growth. Let's create a long-form case study that demonstrates how a specific client has used SETWorks.
- Describe their business, the need for a solution, the decision process, implementation, and results.
- Once this is created, you can leverage it around your website, in your sales process, at conferences, in email campaigns, etc. You can also repurpose it into a blog post, newsletter article, slide deck, social media blurbs, etc. — the possibilities are endless!

BLOG CONCEPT

Suggested title: ***Cloud-Based Software: A Must-Have in the Age of Remote Work***

Goals: Thought leadership, but may have some SEO value around cloud-based software (880/mo.)

3 ways digital software is important in the age of working remotely

Subhead: How adapting to the times future-proofs your agency

When the COVID-19 pandemic began to take on full force in March, IDD agencies alongside much of the world had to make rapid adjustments in order to continue to serve their clients.

There were many growing pains as these adjustments were made.

As we continue to adapt, it is important to take a step back and look at three of the ways implementing cloud-based software is crucial in our new age of working from home.

If you haven't taken the leap to going cloud-based, here are some points to think through as we continue to adapt to an ever-changing world.

1. Cloud-based systems allow for collaboration

Using cloud-based systems for documentation, scheduling, time & attendance, billing, and client information has proved to help the transition go smoothly.

These systems that allow anyone with access to sign in and see what the day's activities are, and manage their clients within the same system have allowed for better agency collaboration that is almost as good as talking in person.

Content details:

- Let's refresh your article "*3 Ways Digital Software is Important in the Age of Working Remotely*". This article is great and still super relevant! I know you mentioned that it was used as newsletter content, but I don't see why you couldn't also publish it on your blog.
- I would update the title (above), flesh the content out a bit more, and add a call-to-action.
- Conversion path opportunity: *When Binders Aren't Enough: 5 Ways to Become a Data-Driven Organization*

BLOG CONCEPT

Suggested title: ***New Year, New Look: The 2021 SETWorks Brand Refresh***

Goal: Brand awareness

Content details:

- Announce SETWorks' brand refresh and what it means for your customers.
 - Why you did the refresh
 - What's included (logo, colors, etc.)
 - What it means for clients and the SETWorks team
- Conversion path opportunity: *Request a demo*
- Note: I would add a "Product Updates" tag within your blog so that as you announce new features and updates, you can keep them all organized.

BLOG CONCEPT

Suggested title: *X Myths About EVV, Debunked*

Goal: SEO

Keyword(s): electronic visit verification (880/mo.)

Content details:

- I love how you're thinking about having a main EVV page (www.set-works.com/evv) that links out to other resources and blog articles. This is exactly how the topic cluster model I mentioned earlier works!
- For SEO purposes, the main page should answer any question or search query someone might have about the topic — what is EVV, how does it work, etc. — which will make them want to click on to your page from the search results. From there, you can link out to more specific pieces of content (including this blog article).
- In this article, let's debunk some of the most common myths and misconceptions people may have about EVV.
- Conversion path opportunity: *EVV email series*

BLOG CONCEPT

Suggested title: ***What Providers Need to Know About the COVID-19 Vaccine & IDD***

Goal: Thought leadership

Content details:

- Explain how COVID-19 affects people with IDD and what agencies need to know about the vaccine.
 - Summarize the current research and information about COVID & IDD
 - When will the vaccine be available for providers?
 - What will this mean for the IDD industry?
- Additional resources:
 - AAIDD State of the Science: https://www.aaid.org/docs/default-source/publication/state-of-the-science-on-covid-19-and-people-with-idd---dec-2020.pdf?sfvrsn=25893421_4
 - CDC: <https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/people-with-disabilities.html>

BLOG CONCEPT

Suggested title: ***IDD Software 101: What is IDD Software?***

Goal: Awareness, SEO

Keyword(s): IDD software (10/mo)

Content details:

- I loved the idea of "How to Choose the Right IDD Software" from your blog topic list! However, I'm recommending breaking it down into several different blog posts. This will allow you to get more SEO mileage out of it, as well as provide more detailed content in each post.
- SETWorks is currently ranking 13th for "IDD software" which has a low search volume but is highly relevant
- In this first article, let's create a "101" primer on what IDD software is, what it does, and who it's for.
- Conversion path opportunity: *Request a demo*

BLOG CONCEPT

Suggested title: ***X Biggest Benefits of IDD Software***

Goal: Awareness, SEO

Keyword(s): IDD software (10/mo)

Content details:

- This article will be a follow up to "*IDD Software 101: What is IDD Software?*"
- You could write these as a series, or publish one per month until you have them all done.
- In this second article, let's describe the benefits of using IDD software such as better data, improved efficiency through automation, etc.
- Be sure to include a link back to the first article, and vice versa!
- Conversion path opportunity: *Request a demo*

BLOG CONCEPT

Suggested title: ***Signs Your Agency Needs IDD Software***

Goal: Awareness, SEO

Keyword(s): IDD software (10/mo)

Content details:

- In this third IDD software article, let's describe some of the symptoms people might experience when they need IDD software.
- Ultimately, these blog articles can be stitched together to create an "Ultimate Guide to IDD Software" that can serve as an evergreen or downloadable resource.
 - Future article topics: How much does IDD software cost?; How to choose the right IDD software for your agency
- Conversion path opportunity: *Request a demo*

BLOG CONCEPT

Suggested title: ***How to {Eliminate Pain/Solve Problem}, According to {Client Name/Industry}*** [Case study]

Goal: Brand awareness, although there may be some SEO value around the client's name, industry, and problem

Content details:

- I'm recommending creating a full case study as one of your evergreen content pieces. Let's repurpose the transcript from that interview into a short Q&A-style blog post.
- These types of posts can maximize your reach, especially if the interviewee shares the article with their network.
- Conversion path opportunity: *Download the full case study*

BLOG CONCEPT

Suggested title: ***X Predictions for IDD Services in 2021***

Goal: Thought leadership, may have some SEO value around IDD services (50/mo)

Content details:

- From vaccines to telehealth, let's explore the trends that will shape IDD services in the coming year — with one of these trends being digitization and the use of IDD software.
- This can be updated annually if we think it would provide value.
- Later in the year, we can do a "look back" article and review how these predictions held up.
- Conversion path opportunities: *When Binders Aren't Enough: 5 Ways to Become a Data-Driven Organization*

BLOG CONCEPT

Suggested title: ***March is Developmental Disabilities Awareness Month***

Goal: SEO, brand awareness

Keyword(s): Developmental Disabilities Awareness Month (260/mo.)

Content details:

- Provide fun, helpful ideas for how agencies can participate in Developmental Disabilities Awareness Month in their communities.
- This is seasonal content, but can be updated each year if we think that provides value. Otherwise we can tweak the content to be evergreen.
- More information: [Developmental Disabilities Awareness Month – NACDD](#)
- Conversion path opportunity: *Subscribe to the blog*

BLOG CONCEPT

Suggested title: ***Top X Reasons for Denial of Payment (And How to Avoid Them)***

Goal: SEO

Keyword(s): denial of payment (70/mo.), CMS denial of payment (10/mo.)

Content details:

- Explain the main reasons why billing gets denied, and what agencies need to be aware of.
 - These can be minor issues like typos or address errors, as well as bigger issues like authorizations or missed deadlines.
- Tease SETWorks' electronic billing solution throughout.
- Conversion path opportunities: *X Ways IDD Agencies Can Maximize Billable Hours*

BLOG CONCEPT

Suggested title: ***Self-Care for Service Providers During COVID-19 (And Beyond)***

Goal: Brand awareness

Content details:

- Especially during the pandemic, service providers have faced unprecedented challenges. Let's create an article on how IDD providers can manage stress and avoid burnout.
- This is something agency directors can share with their staff, and could be repurposed for a newsletter.
- Opportunity to differentiate SETWorks by showing that you care about your clients' well-being.
- Conversion path opportunity: *Subscribe to our email list*

BLOG CONCEPT

Suggested title: ***Caseload Management: How to Balance Caseloads & Prevent Burnout***

Goal: SEO

Keyword(s): caseload management (110/mo.), caseload management approach (50/mo)

Content details:

- High turnover and uncertainty due to the pandemic are making caseloads more difficult to manage.
- Let's highlight some of the approaches providers and agencies can take to ensure caseloads are balanced, especially when things are shifting constantly. We can tease SETWorks' solution throughout as a way to make this much easier.
- Conversion path opportunity: *X Ways IDD Agencies Can Maximize Billable Hours*

BLOG CONCEPT

Suggested title: ***Client Data Protection: How to Protect Client Data in 2021***

Goal: SEO

Keyword(s): client data protection (90/mo.), how to protect client data (10/mo.)

Content details:

- Cyber security threats like malware and phishing attempts are on the rise, and criminals are targeting patient/client data.
- Explain current statistics/trends and what providers can do to prevent them, including using cloud-based software.
- This can be an annual article if we think it can be updated yearly to provide additional value. If it only needs updating occasionally, we can change the title to be evergreen.
- Conversion path opportunity: *When Binders Aren't Enough: 5 Ways to Become a Data-Driven Organization*

NEXT STEPS



SET UP A CONTENT CALENDAR

This will help you know what needs to be created and when, so you can allocate your time and budget effectively. It's an essential piece to have in place before you start creating any new content.

Since you don't have a dedicated content management system like Hubspot in place, I recommend using Asana. Here's a good article that will walk you through it:

<https://asana.com/guide/examples/marketing/editorial-calendar>

Let me know if you want to discuss this further!

CREATE/UPDATE CONTENT

Make the tweaks I've suggested above to your existing blog content, lead magnets, etc. I can help with this if you'd like, or you can do the actual updating in-house.

Develop new blog content. I recommend 3-5 articles for your launch (this can include the updated articles above) and a minimum of one post per week after that, though this will depend on your resources. I can help with this if you'd like or you can share the content plan above with another writer.

Plan and create your lead magnet. I recommend doing this in anticipation of traffic growth so that you have a solid lead capture tool in place. Again, this is something I can help with if you'd like.

SET UP ANALYTICS

You mentioned you have Google Analytics in place. I would recommend setting up a dashboard to track the metrics discussed in this deck (other than number of posts published, which will be something you can keep tabs on in WordPress).

SET UP YOUR FOLLOW UP CALL

Set up your follow up call. Once you and your team have had a chance to review, click here to schedule our next call:

<https://ChristineLellis.17hats.com/p#/scheduling/kxkxpcsvxnrxhrtprxhzzhcrqbkwhdr/s/24676>

I'll be happy to answer any follow up questions you might have and discuss how we might continue our work together.



THANK YOU!

