



# Connected Content: Using Data to Unite Search and Social

Martin Mikek, MD | Co-CEO & Co-Founder, Carely Digital

October 2025 Edition 2

## Introduction: Content as a Catalyst for Healthcare Leads

In today's digital world, content has become one of the strongest drivers of patient acquisition. Around 7% of all Google searches are health related, nearly a billion queries every day. In Europe, almost half of all people seek medical information online before making a decision.

This shift has changed how clinics and doctors compete. Patients expect to find answers, guidance, and reassurance online. High-quality content builds trust and credibility, helping people see a healthcare provider not only as a service but as an expert they can rely on. When done well, content marketing attracts more qualified leads at a lower cost and keeps generating visibility long after publication.

Social media adds another dimension. It is where many people discover new providers and form first impressions. Yet, social content fades fast and is rarely searchable. Once engagement drops, it disappears, leaving no lasting footprint. The question is how to combine the staying power of searchable content with the immediacy of social media.

## Content as the Foundation of Trust, Authority, and Thought Leadership

Patients want to know the people who will care for them. Before booking, they look for expertise, empathy, and communication style. Content helps them see these qualities long before the first appointment.

When doctors share useful insights, they reveal how they think and communicate. Educational articles and videos show both skill and personality. Searchable content is key here. It appears when patients actively seek answers and keeps working over time.

Social content adds warmth. Short posts, stories, and updates make expertise feel approachable and keep doctors present in patients' minds. Though social posts fade quickly, they help people remember the face and voice behind the information.

Together, searchable and social content combine knowledge with personality. Search builds confidence in competence. Social builds familiarity. When aligned, they make patients feel they already know and can trust their doctor.

## Different Stages of Patient Intent: Searchable vs. Social Content

Patients rarely book after one interaction. Their journey moves from curiosity to research to decision. Each content type meets them at a different moment.

Searchable content reaches people who already have a question or need. When they look for treatment options or recovery advice, they are ready to act. Meeting them with clear explanations or short expert videos often leads directly to consultation.

Social content connects earlier. Short posts or reels on everyday topics catch attention and build familiarity, especially among younger audiences. They create recognition, even when no immediate need exists.

Viewed together, searchable and social content form a sequence. Social creates awareness. Searchable content provides depth and proof. When both are consistent, patients move naturally from awareness to confidence and finally to contact.

## Building a Combined Strategy for Maximum Impact

The strongest results come from uniting searchable and social content into one system. Each plays a different role but serves the same goal: visibility, familiarity, and trust.

Searchable content is the foundation. It gives lasting visibility and attracts patients with clear intent. Articles, guides, and videos should answer common questions in simple language. Published consistently, they become a trusted library that patients and search engines return to.

Social content is the amplifier. It draws attention to searchable materials and shows the human side of care. Posts can highlight insights from articles or videos, share everyday moments, or offer quick advice. Planned together, both channels tell one continuous story that brings people closer to booking.

## Optimizing the Relationship Between Searchable and Social Content

Social media remains an important way for patients to discover healthcare professionals, yet organic visibility is short-lived. Most posts reach only a small share of followers and lose momentum within hours. This makes it essential to understand which content deserves extended reach through promotion and which can stay organic.

First-party analytics reveal this with precision. By connecting social engagement data with visits to searchable content and, ultimately, with confirmed appointments or treatments, they show which social interactions generate meaningful outcomes. Instead of measuring likes or clicks in isolation, healthcare marketers can see which posts drive traffic that converts and which topics lead patients to take the next step.

Attribution models then connect the stages of this journey. When a patient first sees a social post, later reads a detailed article, and finally books an appointment, both content types share credit. These insights guide selective promotion, focusing investment on social messages that reliably send high-intent visitors to searchable assets.

The result is a system where social activity creates awareness and familiarity, searchable content builds depth and authority, and first-party data keeps both working in sync. This alignment ensures that every piece of content contributes not only to visibility but also to measurable growth.

## Conclusion: Turning Visibility into Measurable Growth

Searchable and social content are most effective when they work together. Search builds long-term visibility and trust by answering the questions patients actively ask. Social establishes the first connection, helping patients recognize and relate to their caregivers. First-party analytics offers the potential to turn this relationship into a growth engine. It can show how social activity fuels interest in searchable content and which interactions lead to real patient outcomes. With this insight, clinics and doctors can refine what they publish, promote what works, and build a measurable system of continuous growth. One built on education, trust, and connection.

