glassCanopy

Marketing to Physicians and Healthcare Systems: **eBook Samples**

Our Philosophy

At glassCanopy – we love eBooks.

They make ideal “bait” when trolling for top-of-funnel leads and create a great first impression for your brand – they also provide valuable collateral for your sales force. What’s more, eBooks can be easily chopped into SEO-optimized blog posts and provide the context needed to quickly create videos, datasheets, case studies, and other collateral.

However, to be effective, the research, writing, and overall quality of the eBooks must be top-notch. Nobody feels good about giving out their contact information in exchange for a thinly disguised sales brochure.

Many of our clients felt that no one outside their organization could write an ebook that wouldn’t come off as just marketing fluff. That was **before** they started working with glassCanopy. Quarter after quarter, we produce in-depth eBooks on technical and complicated subjects that our clients (and *their* clients and customers) love.

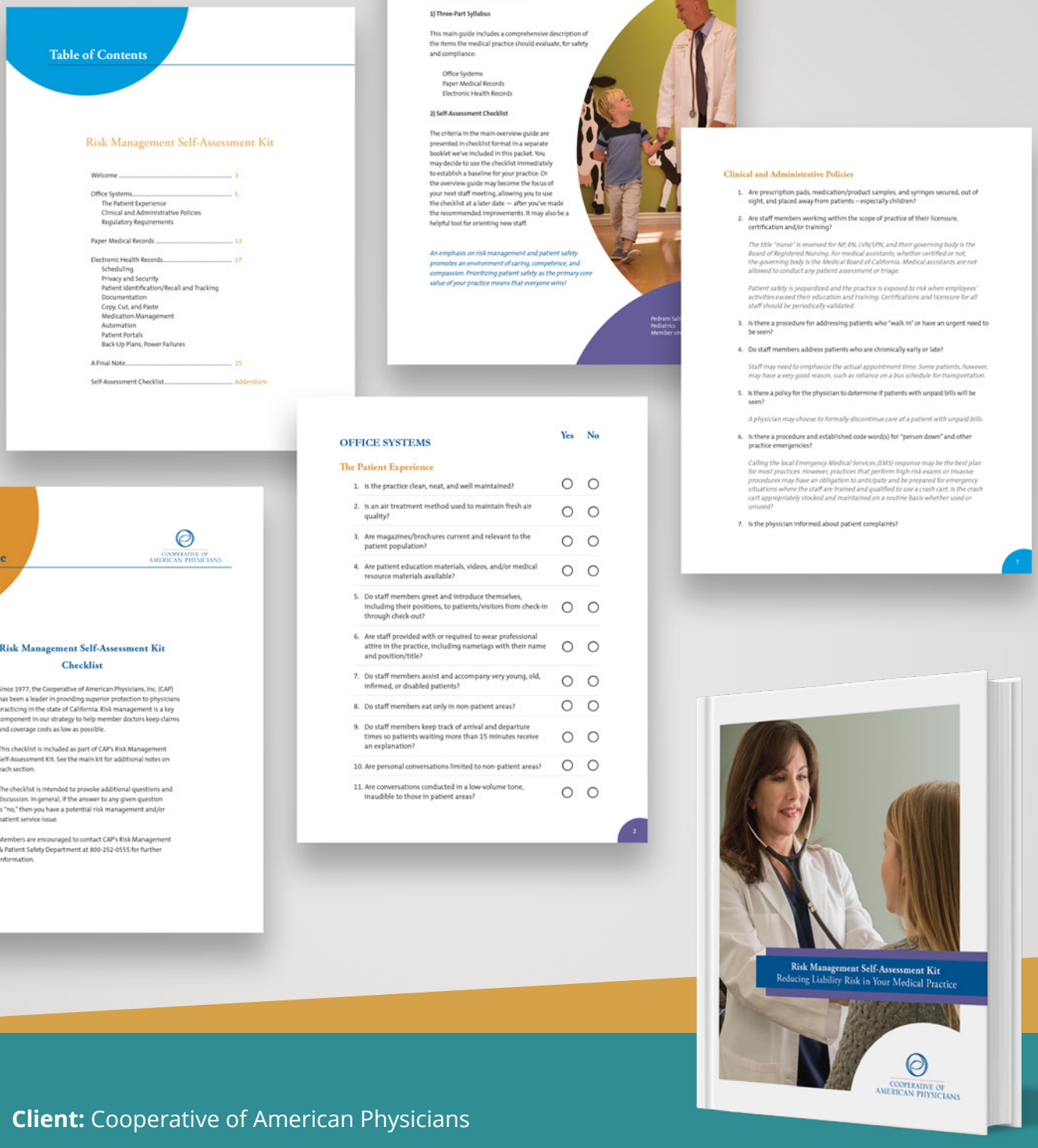
Here’s a taste of what we can do...

Client: glassCanopy

What they do: Marketing to doctors and hospitals

Summary: A comprehensive overview of how to market to doctors, beginning with audience segmentation through campaign development and reporting and optimization.

Want to read the entire 39-page eBook? CONTACT US



Client: Cooperative of American Physicians

What they do: Provide malpractice insurance to physicians in California

Summary: An eBook and printable checklist to help physicians and other healthcare leaders evaluate their risk exposure and explore the risk reduction strategies they can implement.

Want to see the entire 25-page eBook, plus bonus checklist? CONTACT US

Client: Fusion Anesthesia

What they do: Billing and accounting services for anesthesiologists

Summary: A deep dive into all the secrets of anesthesia billing including how to submit a clean claim and evaluate your biller's reconciliation processes.

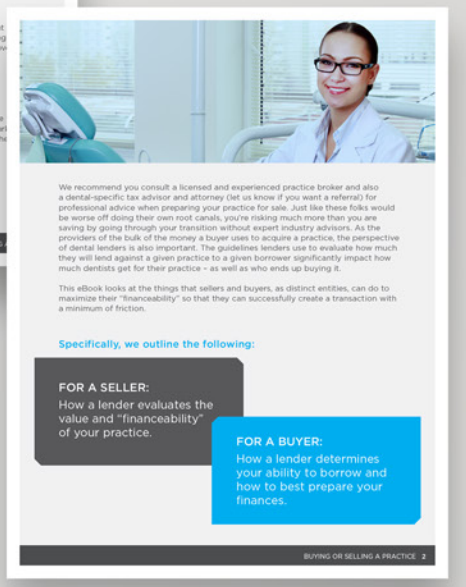
Want to see the entire 12-page eBook? CONTACT US

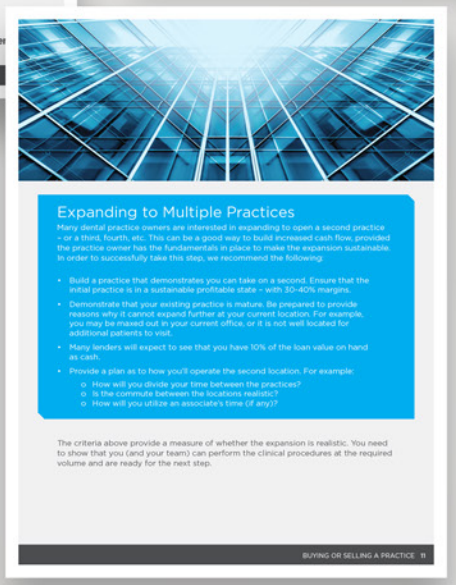
Client: Elation Health

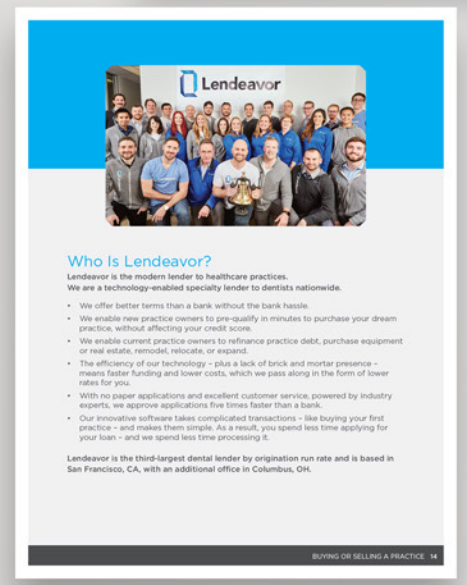
What they do: Electronic health record (EHR) system

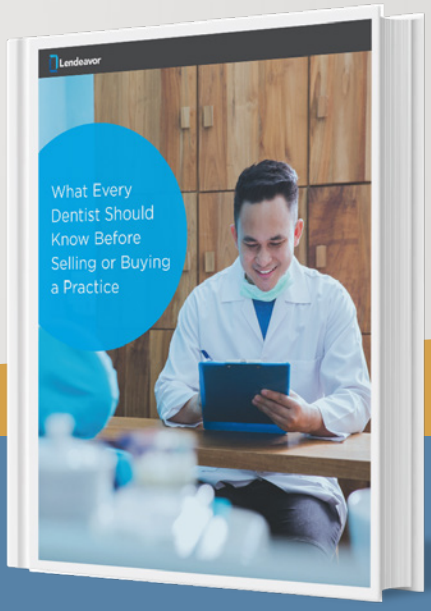
Summary: An overview of how healthcare has changed and guidance on how embracing the right technology can help practices flourish.

Want to see the entire 13-page eBook? CONTACT US









Client: Lendeavor

What they do: Dental practice and equipment loans

Summary: A guide to buying or selling a dental practice for dentists.

Want to read the entire 16-page eBook? CONTACT US

Client: PipelineRx

What they do: Telepharmacy services and solutions

Summary: An introduction to the benefits of telepharmacy for hospital and healthcare system executives.

Want to read the entire 19-page eBook? CONTACT US

About glassCanopy

You could probably write a fantastic eBook every quarter that would engage your prospects and customers... if you had the time. glassCanopy effectively creates that time by taking on all of the heavy lifting: conceptualization, research, writing, and final layout. All you have to do is provide feedback and revisions.

We then take those eBooks and integrate them into a lead generation machine that we run for you. We handle everything:

- Content creation
- Ad buy planning and execution
- Landing page and banner design
- Integrating with your CRM and marketing automation
- Lead nurture campaigns
- Closed-loop analytics, reporting, and optimization

Our core services cost between $10-25K per month plus media buys. We're best suited to companies with complex products/services with average deal sizes of $10K or more.

If you're interested in seeing what we can do for you:

Give us a call at (415) 663-7826

Send us an email at rich@glasscanopy.com

Get in touch