

Pharma Online Marketing

Pharma-Online-Marketing-Charts
Pharma-Online-Marketing-Doc

HEALTHCARE MARKETING
DR. UMBACH & PARTNER
www.umbachpartner.com
Training + Consulting

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Strategic Approach

Analysis: Investigate target group
Unmet need: Understand the prospect's problem
Positioning: Develop a powerful message
Modes of expression: Address all senses
Check: Test draft, adapt to feedback, test again
Channels: Find effective communication routes 
Success Criteria: Define performance indicators
Names: Collect and store customer contact data


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Communication Channels

Experts: Individuals, advisory boards, professional societies
Events: Conferences, workshops, presentations ...
Scientific publications: Abstracts, articles ...
Personal contacts: Connect and network with people
Market research: Interviews, focus groups ...
● **Electronic media:** Websites, videos, social media ...
Public relations: Engage the media, work with journalists
Advertising: Print and electronic adverts, brochures ...
Sales force: Train and motivate representatives ...
Direct marketing: Print and electronic mailings,
telephone service hotlines, call centers ...
Additional options: Continuing medical education,
clinical studies, sponsorships, self-help groups,
imaginative actions ...

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Channel of Increasing Importance



Online
Digital

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Key Performance Parameters


Examples

- Google Ranking
- New Leads (e.g. new subscribers)
- Unique Visitors
- Conversion Rate

➡ Revenue

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Online : Medium



Online is one of many media to convey content

"Content is king"

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Make Your Website Visible

Offline
Brochures, Print Ads ...
(leave a deeper footprint on the brain*)

↕

Online
- Onpage: SEO ...
- Offpage: Links

* Research by the University of Bangor

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Focus

"Users, users, users"

Marissa Mayer, Yahoo CEO, FTD 18 July 2012

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Purpose of a Website

- 1) To be found
URL, Landing pages, Description,
Inbound-Links, Text ... **SEO**
- 2) Inform ... **Add value**
- 3) Ask for action
• Give email address } **Conversion rate**
• Call • ... } **Provide incentive**
- 4) Enhance off-line activities **"Webify it"**

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Put Your Website to Work

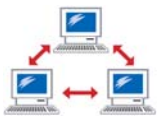
"Webify it" = Put it online

Website = Mothership

Web

How happy are your customers with your websites?

Using the Web



Write clearly

Visualize

Ensure easy navigation

Promote the web address

Measure visits

Improve continuously

A Website for the US

Disclaimer on certain websites

'You are linking to a site that contains information that is intended for consumers and patients in the United States only'



Product website with brand name

Direct-To-Consumer Marketing

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Website

I am a
healthcare
professional

I am not a
healthcare
professional

www.adalat.com

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Make Your Website Work

High-return, low-cost tool


FAQ

Do you have them?

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Trends

Web
Mobile content: Smart phones
Social Media



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Social Media: User Generated Content


Microblog	Twitter
Social Network	Facebook, Google+
Business Networks	XING, LinkedIn
Photo Sharing	Flickr
Video Sharing	YouTube
Document Sharing	Slideshare
Wikis	Wikipedia
Arbeitgeber	kununu.com, jobvoting.de
Closed Communities	coliquio.de , facharzt.de , sermo.com , my-medical-education.com

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Communities for Physicians

Example: www.sermo.com

- 1) Verify your credentials to join the free MDs-only Sermo community
- 2) Post questions to solicit colleague opinions anytime day or night
- 3) Get answers: Receive instant feedback from physicians



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Website

HCP	Patients
Password Example DocCheck	Direct-To-Consumer Communication
www.adalat.com	www.herceptin.de

Nexium web traffic > 1 million visitors purplepill
from AstraZeneca. Ranking from comScore: "Nexium tops pharma websites", Fierce Pharma, October 2008

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Access

I am a healthcare professional	I am not a healthcare professional
--------------------------------------	--

www.adalat.com

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Disease Awareness Site

Online Videos of People

Real Patients
Who Play Themselves
on Pharma YouTube Channels
Sanofi on Atrial Fibrillation

<http://www.youtube.com/sanofiavalisTVen>
<http://www.youtube.com/watch?v=uL5uaEPXSw0>

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Patients

www.ms-gateway.com

Betaferon / Betaseron, BayerSchering

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Online-Community

www.patientslikeme

Do you have a life-changing condition?
Learn from the real-world experiences of other patients like you

Example for "Health 2.0"

UCB and PatientsLikeMe Partner to Give People
With Epilepsy a Voice in Advancing Research

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Sponsored Educational Websites

Example: Communicate trial results
Option: "Study group website"

- Sanofi and BMS
http://en.sanofi-aventis.com/biaries/20081101_current-oasis7_aha_en_tcm28-22885.pdf
- MG Biotherapeutics
http://www.mgbiotech.com/research/AC/Comp_en_p_01_flag/results.asp
- Bayer
<http://www.adalat.com/scripts/pages/en/professionals-home/events/highlights-2006/esh-mad/interviews/index.php>
<http://www.adalat.com/scripts/pages/en/professionals-home/tools-services/adalat-interactive/Adalat.pdf>
- AstraZeneca
[http://www.incicalation.net/NewsItem/CURRENT-OASIS7_Doubling-clopidogrel-dosing-has-fav.aspx?mid=5&usachannel="](http://www.incicalation.net/NewsItem/CURRENT-OASIS7_Doubling-clopidogrel-dosing-has-fav.aspx?mid=5&usachannel=)

CURRENT OASIS-7: Doubling
clopidogrel dosing has
'favorable net clinical benefit'

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People "Google" Everything

Search-Engine-Advertising-Leute → SEA
= **Search Engine Marketing**
= Paid or sponsored links
= Pay per click (PPC)
Meist: Google Adwords

Search-Engine-Optimization-Leute → SEO
= Organic / natural search results
(long-term results)

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Web: Investment?

Where people start

Google Adwords	%
Paid: Sponsored links	
Organic:	%
Search results	

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Ensure People Find You

SEO: Search Engine Optimization

www.united-domains.de →

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SEO = Search Engine Optimization

- 1) URL = Web address = Domain
- 2) Title tag 60 bis 80
- 3) Description tag 200 bis 240
- 4) Visuals with ALT tag
- 5) Right visible and clickable words
- 6) Inbound Links ...

1 - 5 Onpage 6 Offpage

Tips: www.seo-pharma.de →

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http://www.hqrankings.com/useless-seo-tactics-303

Quiz

A

B

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Learning from Google Ads

CTR

A [Popular Ethernet Terms](#)
3 Page Guide - Free PDF Download
Complex Words - Simple Definitions
www.bb-elec.com

B [Popular Ethernet Terms](#)
Complex Words - Simple Definitions
3 Page Guide - Free PDF Download
www.bb-elec.com

The CTR =Clickthrough Rate is the percentage of people searching who actually click. If 100 people search, and one person clicks through: 1% Clickthrough Rate
www.perrymarshall.com/google/day2.htm

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Electronic Newsletter: Open Rate

A B2B Case Study **B**

Text only
Plain

Text and nice design
Styled

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Email Subject Line: Open Rates

A **B**

How to get 10 health leads at no charge

Here's ten health leads at no charge

Based on Source: <http://www.marketingherpa.com/maaw2009/35.html>

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Which Test Won?

A **30-Day Free Trial on All Accounts**
Sign-up takes less than 60 seconds.
Pick a plan to get started

B **30-Day Free Trial on All Accounts**
"Extremely useful"
"Exceeded our expectations"
"Simply brilliant"

http://whichtestwon.com/?page_id=1900&pollid=17

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Which Test Won?

A **Risk Free**
Email
Access it Now

B **Create Your Profile for**
Free and Unlimited Access
Email
Access it Now

<http://whichtestwon.com/order-form-headline-length-test+results?pollid=11>

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Which Test Won?

A **Tell us what we can do better**

B **Give us your best campaign monitor ideas!**

<http://whichtestwon.com/archives/3407>

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Website Checklist

25 Points

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Website Checklist I

- 1) Do search engines find your website?
- 2) Does the user quickly know who you are and what you do?
- 3) Do you offer useful content in a concise way?
- 4) Why should the user contact you?
- 5) How easy can the user contact you?
- 6) Does your website support your off-line-activities?
- 7) Is site load-time reasonable?
- 8) Is the font size easy to read?
- 9) Adequate text-to-background contrast
- 10) Spacing is easy to read

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Website Checklist II

- 11) Flash, add-ons, pop-ups are used sparingly
- 12) Effective layout
- 13) Essential content is above the fold
- 14) Simple, straightforward, user-friendly navigation
- 15) Clear and compelling headlines and subheadlines
- 16) Design, styles and colors are consistent
- 17) Links are easy to identify
- 18) Logos and images are clickable
- 19) Meaningful URLs
- 20) Terms of use and privacy policy

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Website Checklist III

- 21) Sitemap
- 22) Onsite-Search
- 23) TITLE Tags
- 24) Images have appropriate ALT Tags
- 25) Clean, clutter-free HTML code

More Tips:

<http://www.seo-pharma.de>

<http://www.pharmaonlinemarketing.com>

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Emails that make a difference

Consider everything we've discussed, especially the following:

- Ask: Would a phone call be better?
- Send it to the right people
- Keep it short and simple
- Add value

Newsletter

Lilly

Dear Reader,

Welcome to our ed*Newsletter
(Levitra is never mentioned)

www.ed-magazin.de

Your Email Identity

Best regards,
Alexis Papadopoulos
Company XYZ

Suggested Signatures

Alexis Papadopoulos Product Manager Examplex

Alexis Papadopoulos Marketing Manager Examplex

Alexis Papadopoulos Medical Advisor Examplex

www.examplex.gr

Emails

40 emails per day
x 200 working days
= 8 000 product messages sent

Automatic communication with
no additional cost

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Newsletter

"95% of companies use email marketing. It remains the most cost-effective way to communicate with your customers and prospects"
www.clickback.com

➔ Write good newsletters

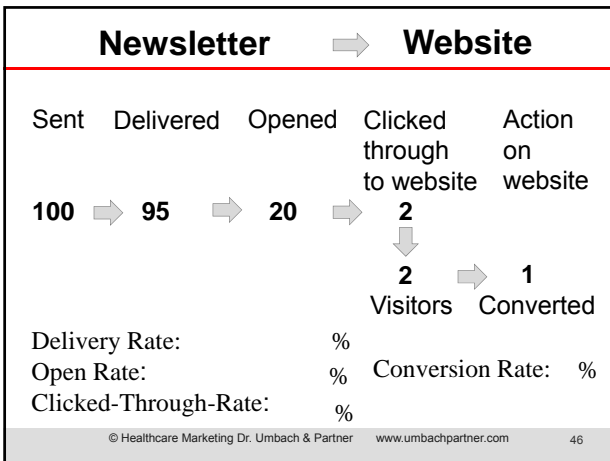
Number of new subscribers gained
Click-Through Rate to your website

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Newsletter ➔ Website

Delivery Rate
Open Rate
Click-Through Rate ➔ Unique Visitors on
the right website
"Landing Page"

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Facebook in B2B

Around 1000 million users

But: Only 0.06 % are clicking on ads

GM cancels marketing budget

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Landingpage

A transactional landing page seeks to persuade a visitor to fill out a form or act in some way (with the ultimate goal of selling a product).

Usually some minimal amount of visitor information is required, typically an email address – to "capture the lead" and add the prospect to a mailing list.


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The purpose of your website is to capture visitors' email addresses

17 % of Americans create a new email address every six months
JupiterResearch

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Names




Customer Relationship Management

Collect, store and update data

Navigate → Valuable clients

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Websites we should look at



Computer

Mobile Device

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Free Tips and Ideas



www.umbachpartner.com
Password → Login for Clients



Free German Online Courses



Free German Management Newsletter
www.tipps-trends.com



Free audio book "Successfully
Marketing Clinical Trial Results:
Winning in the Healthcare Business"
