

Master of Pharmaceutical Medicine
Study Unit Marketing and Sales

Digital Strategy


Pharma Online Marketing

Pharma-Online-Marketing-English

Dr. Günter Umbach
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Healthcare Business Expert

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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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Focus

"Users, users, users"

Marissa Mayer, Yahoo CEO, FTD 18 July 2012

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Trends

- 1) Effective websites
- 2) SEO
- 3) Content via
Newsletter / Blogs / Podcasts / Videos
- 4) Communities (User Generated Content)
- 5) Going mobile (Smartphones)

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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

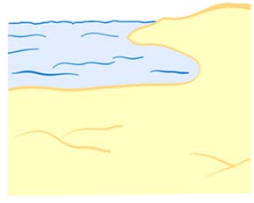
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Purpose of a Website

- 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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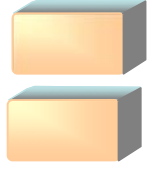
Generate Traffic



Linkedin, XING,
Facebook

My XING "Medical Advisor" Group

To your Sites



Your URLs

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Put Your Website to Work

"Webify it" = Put it online

Website = Mothership

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Make Your Website Work

High-return, low-cost tool

FAQ

Do you have them?

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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"

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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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Access

I am a healthcare professional	I am not a healthcare professional
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Videos



EDEKA Christmas clip "Heimkommen"
25 Mio Views in 5 days ➔

<https://www.youtube.com/watch?v=V64kYkgp8s>

Information Video: Company EDEKA:
0.01 Mio Views in 2 years

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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/sanofiaventsTVen>
<http://www.youtube.com/watch?v=uLSuaEPXSw0>

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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

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

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People "Google" Everything

Search-Engine-Advertising → SEA

= **Search Engine Marketing**

= Paid or sponsored links

= Pay per click (PPC)

Often: Google Adwords

Search-Engine-Optimization → SEO

= Organic / natural search results (long-term results)

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Where Users Start

Depends on the market

Google Adwords

- Mobile (Smartphone)
- Google
- Ignorance

10% →

Organic Search Resultate

90% ↘

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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) Visible, clickable words
- 6) Headlines, subheadings
- 8) Relevant text
- 9) Links ...

Tips: www.seo-pharma.de →

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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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Quiz

A

B

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Learning from Google Ads

A [Popular Ethernet Terms](#) CTR
 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

<p>A B2B Case Study</p> <div style="background-color: #e0e0e0; padding: 10px; margin-bottom: 5px;">Text only</div> <p>Plain</p> <p style="font-size: 2em; color: green;">↑</p> <p>7.2%</p>	<p>B</p> <div style="background-color: #ffff00; padding: 10px; margin-bottom: 5px;">Text and nice design</div> <p>Styled</p> <p>2.9%</p>
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Email Subject Line: Open Rates

<p>A</p> <div style="background-color: #e0e0e0; padding: 10px; margin-bottom: 5px;">How to get 10 health leads at no charge</div> <p>40%</p>	<p>B</p> <div style="background-color: #e0e0e0; padding: 10px; margin-bottom: 5px;">Here's ten health leads at no charge</div> <p>52%</p>
---	--

Based on Source: <http://www.marketingherpa.com/maaw200905.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 ↑
 23% more visitors started the checkout process, thus proving that subhead tests are important

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

113% higher conversion rate

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

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Conversion Rate

Subscribe to newsletter

A Free Updates 1.5%

B Proven SEO Tips 3%

Source: Online Test Results published by Brian Dean, <brian@backlinko.com>

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Conversion Rate

Contact

A Request a quote 0.5%

B Request pricing 1.4%

Source: Veeam Software

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Conversion Rate

Subscribe to newsletter

A Looking for more traffic?

B I Doubled My Traffic in 2 weeks +27%

Source: Online Test Results published by Brian Dean, <brian@backlinko.com>

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Conversion Rate

A Sign-up

B Login +22%

Source: Neil Patel Webinar

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Which Test Won?

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

The more direct wording got 51% more clickthroughs

B Give us your best campaign monitor ideas!

http://whichtestwon.com/archives/3407

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Google Adwords / Tools / Keyword Planer

Durchschnittliche Suchanfragen pro Monat

Psoriasis Therapie	880
Therapie Psoriasis	90
Therapie bei Psoriasis	20

Learning from Apple

Select Safari as standard browser ?

A	<input type="button" value="Yes"/>	<input type="button" value="No"/>
B	<input type="button" value="No"/>	<input type="button" value="Yes"/>
C	<input type="button" value="No"/>	<input type="button" value="Yes"/>
D	<input type="button" value="No"/>	<input checked="" type="button" value="Yes"/>
E	<input checked="" type="button" value="Yes"/>	<input type="button" value="No"/>
F	<input type="button" value="No"/>	<input type="button" value="Yes"/>

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

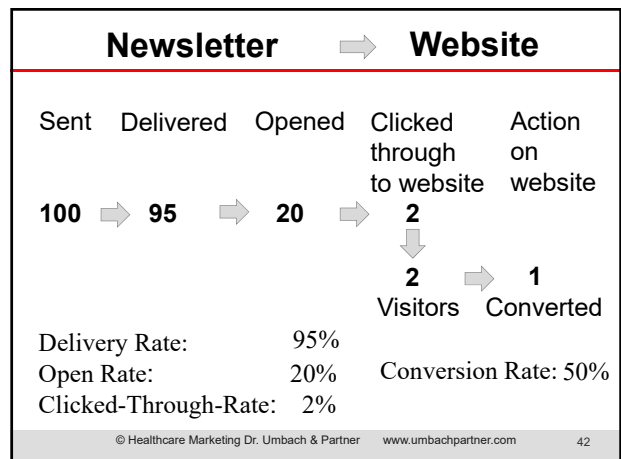
Number of new subscribers gained
Click-Through Rate to your website

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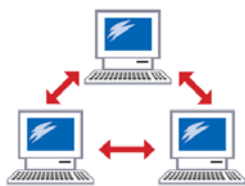
The purpose of your website is to capture visitors' email addresses

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

Build your List

"The money is in the list"

Names



Customer Relationship Management

Collect, store and update data

Start a Dialog with customers

Networking

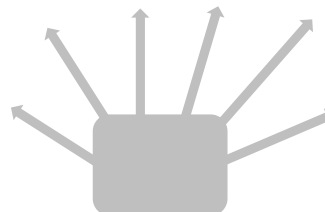


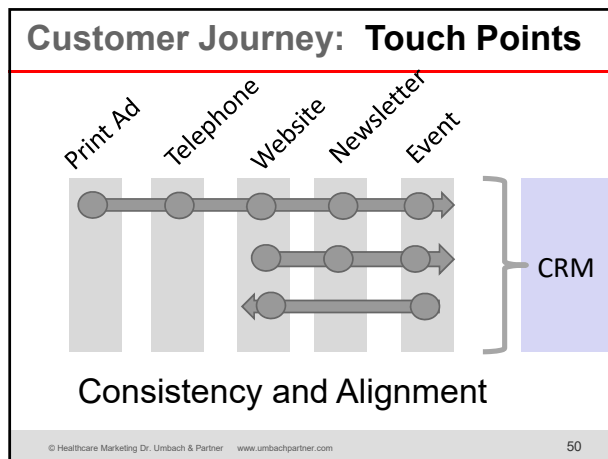
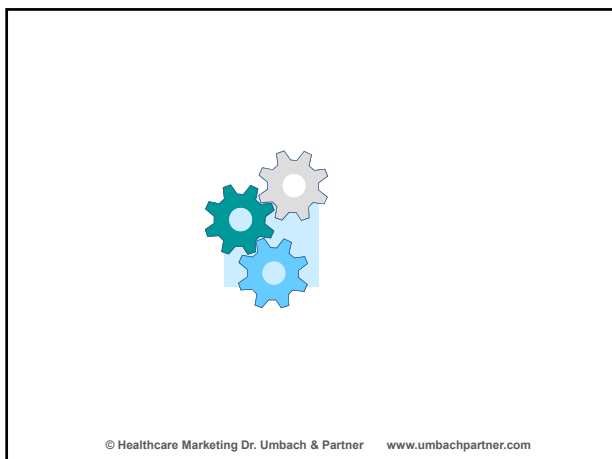
www.xing.com

www.linkedin.com

<https://www.umbachpartner.com/de/tipps-fuer-ein-gutes-xing-profil>

Multi Channel





Your Challenge

Analyze where you are
Think how you can implement
Act
Measure
Improve

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Key to Success

WIN = **Work It Now**

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Websites we should look at

Computer
Mobile Device

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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

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

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>

Some Online Marketing Abbreviations

- | | |
|--|-----------------------------------|
| ASP - Application Service Provider | CR - Conversion Rate |
| B2B - Business to Business | PFP - Pay For Performance |
| B2C - Business to Consumer | PPC - Pay Per Click |
| CPA - Cost Per Action / Cost per Adclick | PPL - Pay Per Lead |
| CPC - Cost Per Click / Cost per Customer | PPS - Pay Per Sale |
| CPL - Cost Per Lead | PV - Page View |
| CPO - Cost Per Order | SEA - Search Engine Advertising |
| CPS - Cost Per Sale | SEO - Search Engine Optimization |
| CPV - Cost per Visit | SERP - Search Engine Results Page |
| CTA - Call to Action | UGC - User Generated Content |
| CTR - Click-Through Rate | UV - Unique Visitor |

Free Tips and Ideas

www.umbachpartner.com

Password  Login for Clients

German Online Courses

German Management Newsletter