

Digital Strategy


Pharma Online Marketing

Pharma-Online-Marketing-CSL

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Channel of Increasing Importance

 Online / Digital

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Online Marketing

- Visible websites
- Online videos, podcasts
- Newsletter, blog
- Collect email addresses

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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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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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Purpose of a Website

- 1) To be found **SEO**
- 2) Provide useful content **Add value**
- 3) Call to action **Provide incentive**
 - Give email address
 - Download
 - ...
- 4) Enhance off-line activities **"Webify it"**

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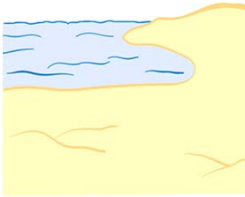
Put Your Website to Work

"Webify it" = Put it online

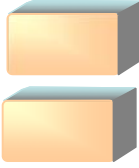
Website = Mothership

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Generate Traffic



To your Sites



Your URLs

Linkedin, XING,
Facebook

My XING "Medical Advisor" Group

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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



Website

HCP

Password
Example DocCheck

www.adalat.com

Patients

Direct-To-Consumer
Communication

www.herceptin.de

Nexium web traffic > 1 million visitors purplepill
from AstraZeneca. Ranking from comScore: "Nexium tops pharma websites"

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

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=V8dK3jg8R8c>

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/sanofiavalentisTV/en>
<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

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	10%	
<ul style="list-style-type: none">- Mobile (Smartphone)- Google- Ignorance		
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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<http://www.hghrankings.com/useless-seo-tactics-303>

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.

Quiz

A

B

Learning from Google Ads

[Popular Ethernet Terms](#)

CTR


A 3 Page Guide - Free PDF Download
Complex Words - Simple Definitions
www.bb-elec.com

[Popular Ethernet Terms](#)

B 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

Electronic Newsletter: Open Rate

A	B2B Case Study	B
Text only	Text and nice design	
Plain	Styled	
 7.2%	2.9%	

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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
40%	52%

Based on Source: <http://www.marketingherpa.com/maw2009/35.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 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://ehichitestwon.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

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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Newsletter → **Website**

Sent	Delivered	Opened	Clicked through to website	Action on website
100	95	20	2	1

↓
2 Visitors → 1 Converted

Delivery Rate: 95%
Open Rate: 20%
Clicked-Through-Rate: 2%
Conversion Rate: 50%

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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

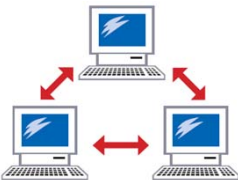
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Build your List

"The money is in the list"

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Names



Customer Relationship Management

Collect, store and update data

Start a Dialog with customers

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Your Challenge

Analyze where you are

Think how you can implement

Act

Measure

Improve


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Key to Success

WIN = **W**ork **I**t **N**ow

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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	PPF - 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
