



WHITE PAPER

Turning 1 Voice Into 1000

4 Steps to Persuade Visitors to Become Your Social Media Influencers

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HEALTH 2.0 IS HERE, PASS IT ON!

The most significant change to occur in marketing over the past decade is the groundswell of “word of mouth” marketing. The Word of Mouth Marketing Association (WOMMA) defines this approach as the use of “marketing techniques that are geared toward encouraging and helping people to talk to each other about products and services.” (WOMMA, 2010) Common types of word of mouth marketing include the following:

- Viral marketing
- Community marketing
- Influencer marketing
- Cause marketing
- Conversation creation

Social media marketing tactics may overlap among these categories, but the overall goal remains the same: empower Internet users to access information and put it to use. In the pharmaceutical and bioscience industry (Pharma), the word of mouth approach to the delivery and consumption of information has been dubbed “Health 2.0” (alternatively seen as “eHealth 2.0” or “Medicine 2.0”).

HEALTH 2.0 OPPORTUNITIES

Over 60 million adults in the U.S. alone turn to health-related Web sites, online communities, and other social media. Of these, approximately 14% engage in the conversation by posting their own content. (Manhattan Research, 2008) Others drive traffic by making repeat visits to a Web site or by referring the site to others.

Viral marketing: *Creating entertaining or informative messages that are designed to be passed along in an exponential fashion, often electronically or by email.*

Community marketing: *Forming or supporting niche communities that are likely to share interests about the brand (such as user groups, fan clubs, and discussion forums); providing tools, content, and information to support those communities.*

Influencer marketing: *Identifying key communities and opinion leaders who are likely to talk about products and have the ability to influence the opinions of others.*

Cause marketing: *Supporting social causes to earn respect and support from people who feel strongly about the cause.*

Conversation creation: *Interesting or fun advertising, emails, catch phrases, entertainment, or promotions designed to start word of mouth activity.*

(WOMMA, 2010)

Pharma marketers, therefore, have immense opportunity to see their Web site content traverse the Internet via social media channels. The following image portrays a simple example of how word of mouth marketing may generate increased Web traffic :

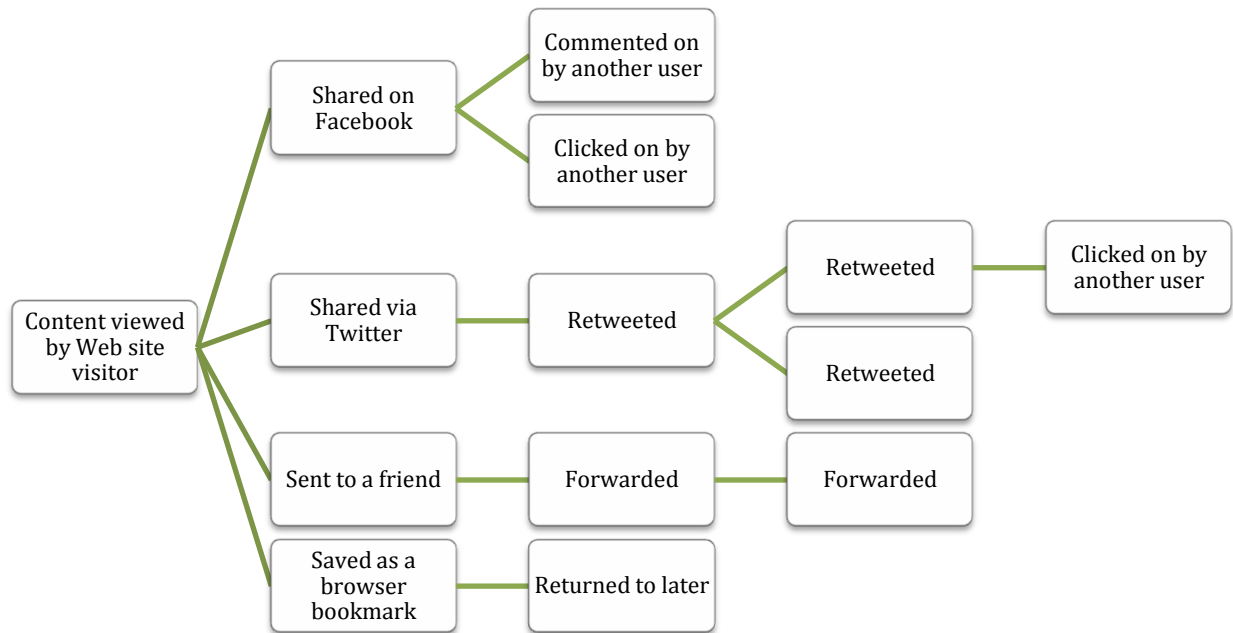


Figure 1: How word of mouth marketing works

To persuade Health 2.0 consumers to become social media influencers, therefore, Pharma marketers need to follow these four steps:

1. Know the audience
2. Give the people what they want
3. Say “okay” to re-gifting
4. Follow up on trends

STEP 1: KNOW THE AUDIENCE

When the topic is health, each person using the Internet has a unique combination of interests, opinions, and needs. This fact presents a challenge for Pharma marketers, because trying to meet all possible needs can dilute the overall message. Commonalities must be identified and, from them, targets can be selected. The following factors impact the effectiveness of Pharma marketing efforts:

- Demographics – Age ranges, gender/social roles, socioeconomic statuses (including access to healthcare), and locale all influence the frequency and types of online resources accessed by users.
- Difficulty of diagnosis – Internet users with health conditions that are difficult to pinpoint often go online to do research on their symptoms.
- Complexity of treatment – Users who are prescribed rigorous therapies go online to set up regimen reminders and learn about complementary treatments. Caregivers of patients with complex treatments look for resources to help them understand and fulfill patient needs.
- Rarity of condition – The rarer the health condition, the less likely it is to find local resources for support. Therefore, users look for online communities and information about the experience of other patients.

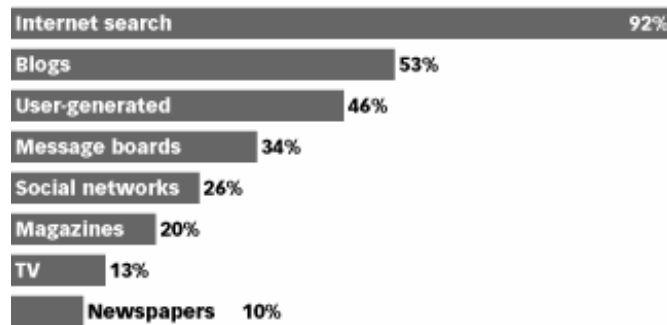
STEP 2: GIVE THE PEOPLE WHAT THEY WANT

Now that you have a good idea of who's looking for information, craft your content with your users' concerns in mind. What questions are in their minds, which would cause them to look for answers? For a branded drug Web site, consider questions such as these:

What should I tell others?
 Why did my doctor prescribe this? **Is it safe?**
Am I the only one? How will it affect my lifestyle?
How do I take it? What are the possible side effects?

Answer the users' questions through a mix of relevant copy and media. Consider, too, the places that users look for answers and make sure that you appear in all appropriate venues. The following graph depicts the sources users look to for help in making purchase decisions, including those related to Pharma:

Media Used Frequently* by US Internet Users** to Find Information to Help with Purchase Decisions, March 2010 (% of respondents)



Note: n=1,085; *respondents who chose "frequently" or "all the time";

**BlogHer site users only

Source: BlogHer and iVillage, "2010 Social Media Matters Study" co-sponsored by Ketchum and The Nielsen Company, April 15, 2010

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www.eMarketer.com

Figure 2: Media used frequently by US Internet users to find information to help with purchase decisions (Majority of Top Media Destinations Are Social, 2010)

In addition to answering your users' questions, it is important to provide convenient ways to save the information for future reference.

SAVING BOOKMARKS

One of the most common ways that Internet users save a reference to content is through bookmarking its location online. Local bookmarking is done using the bookmark/favorites feature of standard and mobile Web browsers. Social bookmarking combines the benefits of local bookmarking with the easy access and share-ability of social networks. Though local bookmarking has been around much longer than social bookmarking, it is far from becoming obsolete. Therefore, providing easy access to both of these bookmarking methods in the context of your site content is a good way to drive traffic.

Local bookmarking: Saving the URL of favorite content to the bookmark or favorites feature of a Web browser on a specific device.

Social bookmarking: Saving the URL of favorite content, along with user-defined metadata that describes the content, to a Web site that allows the user to access the link from anywhere as well as share it with others.

STEP 3: SAY “OKAY” TO RE-GIFTING

If your site content is relevant to a visitor, chances are high that it is also relevant to that user’s personal network—friends, family, and colleagues. Conveniently placing sharing or forwarding features around your content enables users to let the technology represent their own voices in spreading the information.

SHARING ON SOCIAL NETWORKS

As mentioned earlier regarding social bookmarking, the ability of users to share favorite content on social networks can provide exponential increases in site traffic. Facebook, Twitter, LinkedIn, and other networks have hundreds of millions of active users, with tens of millions posting content daily. To be a topic in this posting activity, users must have easy ways to share your site content.

SENDING EMAILS TO FRIENDS & COLLEAGUES

Depending on the user, email may be the preferred channel for sending a link to favorite content. The method is direct—a single sender personally chooses the recipients rather than posting to the broader audience of a social network. It is pervasive – many mobile phone plans have less expensive options for accessing email versus full Web data. And it spans many demographic differences –many older users have become email users but have yet to adopt social networking.

STEP 4: FOLLOW UP ON TRENDS

A key factor in planning for the future growth of your content is to analyze the traffic of your site and the usage of the features mentioned above.

BUILD ON HOT CONTENT

Evaluate the content that is most often shared, sent, or saved by users. Those pages or topics are considered valuable enough by the users for them to expend their own time and energy in furthering your message. Expand these areas by providing more information and enhancing content through media. Give the users even *more* of what they want.

ESTABLISH YOUR OWN PRESENCE ON POPULAR NETWORKS

In analyzing the share activity of your site, a short list of social networks will bubble up as the most popular for your site audience. Ensure that your company has a strong presence on each of those networks, and go beyond company bios – include some of the hot content mentioned above and provide ways for users to interact with your social pages.

CONCLUSION

Pharmaceutical and bioscience marketers need to pay attention to the social media marketing space, as it provides immense potential for them to extend their reach and persuade users to carry on their messaging on their behalf. To encourage this behavior, marketers need to incorporate features into their Web sites that make it easy for Health 2.0 consumers to “pass it on.” The best-in-class solution to include these features on Pharma sites is the **share»send»save** sharing tool.



First released in early 2010 by Intouch Solutions, the **share»send»save** sharing tool gives users the ability to **share** content on social networks, **send** site links to friends or colleagues, and **save** sites to their browser bookmarks. Unique *fit for Pharma* features allow clients to capture the power of social marketing without sacrificing brand integrity or regulatory compliance.

Clients see the following marketing improvements:

- » *Increased site traffic*
- » *Higher search engine rankings*
- » *Better brand awareness*
- » *Broader target reach*

share»send»save records numerous data points regarding the usage of the **share**, **send**, and **save** features on your site. In addition to the raw data, detailed reports from **share»send»save** analysts provide the complete picture of how a site’s content is being spread through the online world and how a site can be improved to increase traffic. For more information about **share»send»save**, including its privacy policy and terms of service, please visit sharesendsave.com.

ABOUT INTOUCH SOLUTIONS®

Founded in 1999, Intouch Solutions Inc. is a privately-held, full-service pharmaceutical digital marketing agency headquartered in the Kansas City area with a branch location in Chicago. Intouch specializes in high-quality, cost-effective, digital solutions for the pharmaceutical and health care industries. In addition, Intouch provides consulting services in areas such as social media, analytics, SEO, and usability. Contact Intouch at getintouch@intouchsol.com or visit www.intouchsol.com on the Web for more information.

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