

Find Your Target Audiences and **CONNECT WITH THEM**

Healthcare professionals and health consumers are using digital channels more than ever before, and the medium's popularity continues to grow each day. Pharma marketers want to connect with these audiences and are having increasing difficulty doing so as media fragments. A critical disconnect is that pharma's commitment to digital programs within their marketing mix is not keeping pace with the rapid adoption and shift of media consumption by pharma's customers. This process is being repeated in mobile.

There are tried-and-true digital marketing components with proven effectiveness. There are also new digital capabilities becoming available faster than ever, and they are regularly redefining the competitive landscape. The pace of change is remarkable. Successful marketers need to be highly skilled at combining trusted tactics with innovative technologies to create optimal results for their brands. Additionally, it's imperative that marketers partner with industry experts who are committed to keeping current with available options, doing rigorous testing, and providing impactful recommenda-

tions for technology use that clearly fit brand objectives.

In today's industry climate, the pharma marketer's key and growing focus is targeting. You need to justify every dollar spent to drive bottom-line results. The digital channel makes that mission both difficult and easy: difficult because the audience is so massive and diverse; easy because effective use of technology can help execute pinpoint delivery to target audiences.

The right combination of reach, relevance, and retargeting can create the perfect storm that will drive the results you need. Here's how:

ACHIEVE REACH: You know your audience is out there. Cast a wide net to find them.

BE RELEVANT: You need to capture your customers' interest in your message. Be deliberate in where you express it. Deliver it when they are in that mindset.

LEVERAGE RETARGETING: When you find

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them be sure you can find them again and again. Continue your connection with them through message repetition, sequencing, or updates. Be deliberate and planned in your communication with each person. Apply elements of understanding about them to deliver greater motivation to act.

AUTHENTICATE: Better yet, for pharmaceutical marketers targeting HCPs, if you know you are reaching your specific prescriber audiences, the targeting value is greater still. List-matching to reach an authenticated prescriber audience is a very focused and

highly desirable media buy. Work with your media partners and share data.

Any one of these factors can be effective on its own, but as capabilities in these areas continue to evolve, using them in smart combinations will provide the biggest and best results for brands.

Think Differently. **CONNECT EFFECTIVELY.**

Take a chance, but be cautious.

Do something new, but hold on to what's familiar.

Spend less, but deliver big.

Be an industry leader, but show me someone else who did it first.

This is the balancing act that challenges many pharmaceutical marketers today. Here's one answer: Cookie your target audiences, but give them total control.

Every day each of us uses the Internet for business and personal reasons. With each use, our digital fingerprint builds in the background. It's the way of our new digital world. It affects us all. So why, when it comes to pharmaceutical marketing, is understanding someone's digital experiences seemingly so taboo?

One reason, of course, is fear of violating regulatory guidelines. Another is concern for negative customer perceptions (and corresponding repercussions) due to privacy issues. And a third is the absence of

clear FDA guidance with regard to digital media generally. To be sure, these are significant factors that unfortunately drive many business decisions today regardless of industry. But a little creativity goes a long way, and executing the smartest, most respectful campaigns possible is one viable solution.

So, be an innovator and create the best possible digital program that reaches your targets, and do it within the guidelines of established best practices.

Create a sophisticated mix of targeting that best achieves the proper connections with your different audience segments, and leverage contextual, interest-based, profile/registration data, and list-matching/authentication targeting methods.

Use strategic targeting to maximize exposure and connectivity with your desired audience, and follow the lead established by other respected (and regulated) industries including banking, finance, and insurance.

When you connect with

your audience targets in novel ways that leverage elements of individualized understanding or as part of an audience segment group, you greatly improve your chances of creating more effective, lasting relationships than ever before. This is the power of digital media and the future of digital CRM.

SO, TAKE THAT CAUTIOUS FIRST STEP.

- Do something familiar but in a creative new way.
- Leverage your budgets, but deliver big ROI.
- Forge a new path in pharma along the course already successfully established elsewhere.
- And in the process create unprecedented success for your brand that will have a substantial positive impact on share, revenue, and the bottom line. **PV**

eHealthcare Solutions creates custom solutions focused on digital "surround sound," both alone and integrated with traditional marketing initiatives, to connect marketers with physicians, other healthcare professionals, and health consumers.

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comScore, September 2012

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