

# Social Media for the Canadian Pharmaceutical Industry

Planting Seeds Online to Cultivate your Web Presence to Reach and Engage Canadians

PMCQ Breakfast Meeting

October 19, 2010

Mark Goren

[PlantingSeeds.ca](http://PlantingSeeds.ca) | [SocialMediaMonitoring.ca](http://SocialMediaMonitoring.ca)



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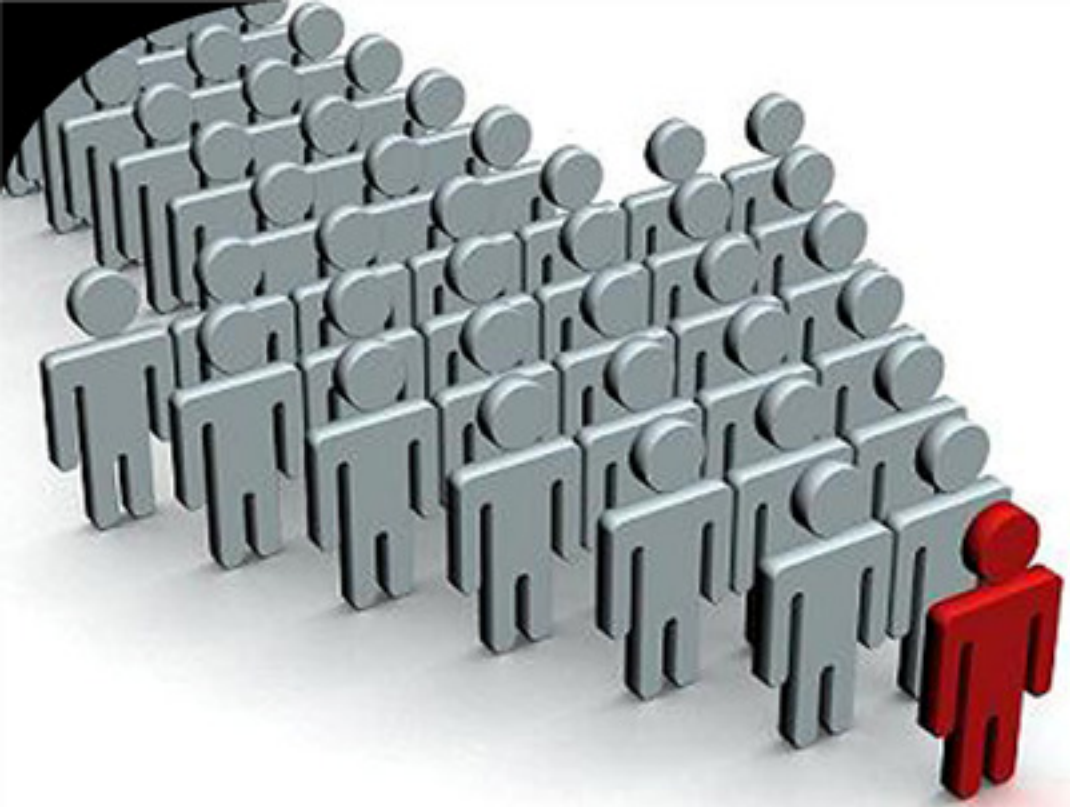


# Two Topics ~ 45 Minutes + Discussion

- Characteristics of Social Media
  - Canadian Pharmaceutical Market examples
- Social Media Monitoring
  - Overview
- #PMcq, @MarkGoren

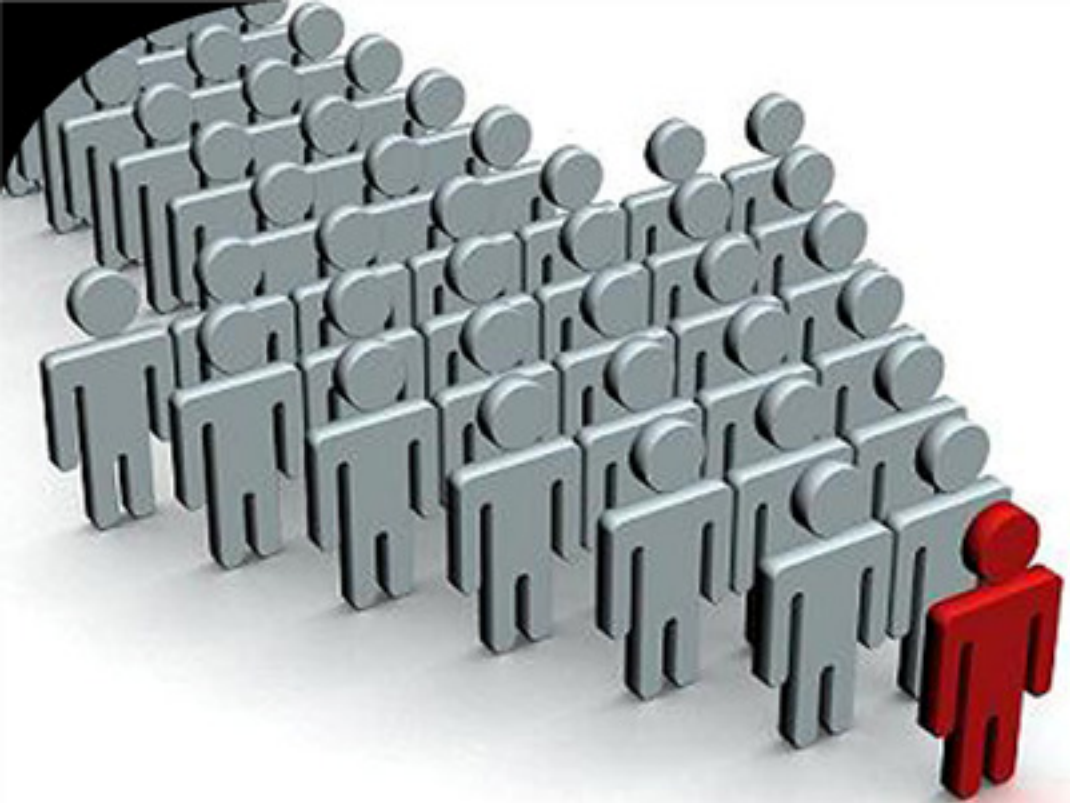
# Social Media is a Perpetual State of Dialogue





Opposite of traditional media





“The conversation is already happening with your product, so why not get involved. Companies are often afraid of negative feedback, but we have found that brand advocates balance the conversation with positive comments.”

# Three Ways to Plant Seeds

1. You plant seeds



# Three Ways to Plant Seeds

2. You rely on others to  
plant seeds on your behalf



# Three Ways to Plant Seeds

3. It just kinda happens





# Social Media Starts With Listening



1. Listening



2. Responding



3. Initiating

Taking baby steps, getting comfortable, finding your way.

# Listening is a Catalyst



Listening, Responding, Initiating

It's all one activity, an ongoing process, an approach to commit to

# Canadian Healthcare Market Examples



# Cold-FX Social Media

- Social media campaign to support sponsorship of 2010 Winter Olympics
- Four key components:
  - Customized “Athlete of the Year” video
  - Facebook Page
  - Twitter Account
  - Amazing Health Trivia Blog



# COLD-FX IMMUNITY-FX



## COLD-FX

For a chance to win a weekly Afexa Prize of our products check out: <http://trivia.afexa.com/>

Send the Gift of Good Health via our Gifting application!

Hardeep Gosal  
Online Community Mgr

## Information

Location:  
9604 20th Avenue  
Edmonton, AB, T6N 1G1

Phone:  
1-888-280-0022

Mon - Fri:  
9:00 am - 5:00 pm

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# COLD-FX

Stop Colds & Flu in their tracks!

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## Enter our Daily Trivia Contest

Win a Weekly Afexa Prize Pack and a 1 Year Supply of IMMUNITY-FX, all while being entertained by amazing health trivia!

> ENTER NOW

Demo Video



## Send the Gift of Good Health

Send the Gift of Good Health to a friend or loved one who is feeling under the weather.

Become a COLD-FX Fan to send a gift.

> SEND A GIFT NOW



EXERCISE YOUR MIND  
at [www.amazinghealthtrivia.com](http://www.amazinghealthtrivia.com)

Check it out



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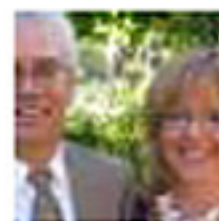
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# Key Takeaway #1

## Monitoring Guided the Effort

“They started by monitoring to find out where their consumers were online, what they were saying about the brand, the sentiments of their comments and the reach of forwarded messages.”

# Key Takeaway #2

## Compliance with PAAB

“The Cold-FX social media campaign is brilliant and appears to be well within the regulatory guidelines. You can do a lot more with consumers with an NPN product from a regulatory perspective...”

Ray Chepesiuk, PAAB Commissioner, Dec. 2009

# Key Takeaway #3

## Build a Community

- Give people something to rally around
  - Allow people to share
  - Develop a promotable element from the site

# More Than Medication

- Wellness site
  - Dedicated to sharing and celebrating the small, yet powerful, things you can do to stay healthy.





## BROWSE BY TOPICS

- ▶ EAT BETTER
- ▶ STRENGTHEN YOUR MIND AND BODY
- ▶ MANAGE STRESS
- ▶ BE IN CHARGE OF YOUR OWN HEALTH CARE
- ▶ BE BRAVE
- ▶ RELATE BETTER

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## smidge™. Healthy habits start here™.

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1. Audio: Inhale. Exhale. Breathe!
2. Interactive: Train your brain
3. Interactive: Where does it hurt?
4. Interactive: Anytime, anywhere, everyday meditation techniques
5. Video: Simple weight training at any age

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Together, we've raised a total of: \$

**50000**

in support of Canada's Paralympic Team.



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# Key Takeaway #4

## Social Media Baby Steps

- Traditional campaign with elements of Social Media:
  - Sharing tools
  - Outposts
  - RSS
  - Videos
  - Submit content (articles)
  - Polls



# Key Takeaway #5

## Mobile Apps Add Value

- Mobile Apps are increasingly popular
- An elegant free app:
  - Designed to help people create healthy habits
  - Sharing built right in
  - Reminders
  - Simple, fun



# Key Takeaway #6

## Make It About Them

- Help people promote themselves
  - Neither example promoted a product or brand
- Provide something that can:
  - Be personalized or customized
  - Facilitate sharing
  - Provide amusement or entertainment



# What is Social Media Monitoring?

- Using keywords to track online conversations
- Collecting business intelligence
- Validating or refuting beliefs
- Human analysis + reporting
- Actionable insights





# Listening Feeds Your Efforts

- Allows you to:
  - Collect intelligence
  - Guide online marketing strategy
  - Adjust / validate traditional marketing strategy
  - Establish conversation baseline
  - Roll out new initiatives
  - Measure effectiveness



# What Should You Be Listening For?

- Brand environment
- Specific class activity
- Corporate news, public facing figures
- Competition
- Industry

# Websites Being Monitored

- Social networks
- Blogs
- Microblogs
- Wikis
- Video + photo sharing sites
- RSS enabled sites

# Who Can This Benefit?

- Pharmaceutical Companies
  - Market Intelligence
  - Brand Managers
  - Market Access
  - P.R.
  - Government Affairs
  - eMarketing
  - Training
- Agency / Industry Consultants
  - Pharma Veterans
  - Marketing Strategists
  - Content Specialists
  - Creative Teams
  - Presentation Experts

# A Targeted Approach



- Collect structured business intelligence
- Create new insights for market research
- Ability to:
  - Listen
  - Understand
  - Adjust
- Listening  $\Rightarrow$  Knowledge  $\Rightarrow$  Power

# Summary

- Characteristics of Social Media
  - Canadian Pharmaceutical Market examples
  - Six Takeaways
- Social Media Monitoring
  - Overview
  - Listening  $\Rightarrow$  Knowledge  $\Rightarrow$  Power

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Planting Seeds Online to Cultivate your Web Presence to Reach and Engage Canadians

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# Discussion



# Social Media for the Canadian Pharmaceutical Industry

Planting Seeds Online to Cultivate your  
Web Presence to Reach and Engage  
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