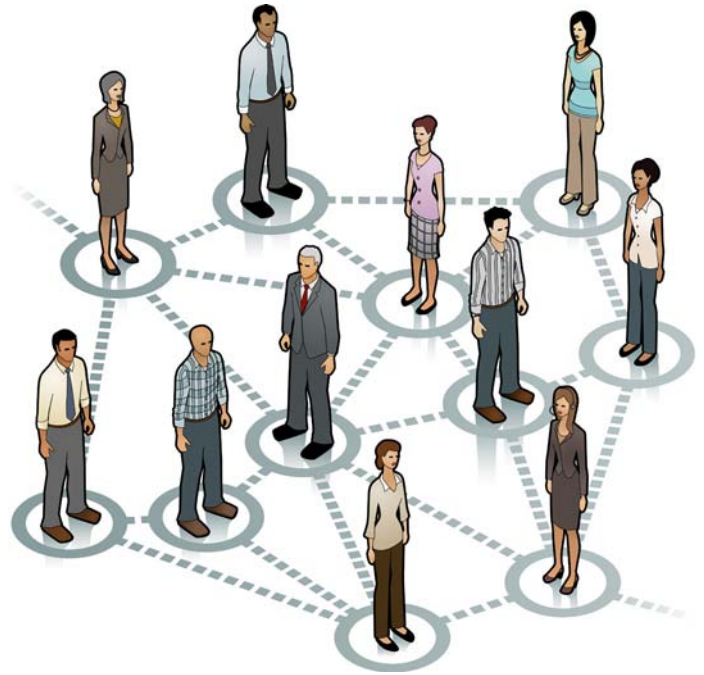


SOCIAL MEDIA MADE SIMPLE

8 Ways Healthcare Companies
Can Benefit From Social Media
Right Now



Compliments of



All media. All markets. Always creative.

www.bryantbrown.com

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Have QUESTIONS? Want more INFORMATION? CONTACT bryantBROWN Healthcare.

For nearly a decade, bryantBROWN has created medical marketing and education campaigns for consumer and professional audiences.

Our work is in all media—web, broadcast, and print—in all markets. And always creative.

We have extensive experience in pharmaceuticals, biotechnology, devices, diagnostics, hospitals, managed care, patient and professional advocacy, information technology, and more.

Our clients include Amgen, Chiron/Novartis, Medtronic, Valeant, Boston Scientific, CSL Behring, UCSF Medical Center, and the National Kidney Foundation.

bryantBROWN is a winner of the Medical Marketing Association Gold In-Awe International Award of Excellence as well as multiple Rx Club Awards and other honors.

For healthcare marketing...drug advertising...hospital advertising...medical device advertising. For web, digital, print, and broadcast solutions to the most demanding medical marketing and advertising challenges...contact bryantBROWN.



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WELCOME to the NEW WORLD of SOCIAL MEDIA.

Plenty of resources tell you *why* to use social media—how cool the many options are, with lengthy descriptions of all the bells and whistles. And there are textbooks (digital and print) on how to make your website more robust...how to create effective email and e-newsletter campaigns...how to blog...and more.

But who has time for a textbook? In theory, we could all learn to write code, too, if we really applied ourselves (same with replacing our car transmission). But we have to use our time as effectively as possible. Unless your business is writing code, you have better ways to spend your time.

Social Media Made Simple provides an overview of how to use social media and why certain media tools can benefit your brand (whether the brand is a company, organization, product, or service).

But there's more: This guide also provides an overview of how to use social media—eight pragmatic ways you can use social media to your benefit *right now*.

This isn't a textbook. It's not exhaustive; that would be exhausting. But for those of us on the go, it's a handy guide with good, practical information...links to the sites discussed...and more.

Thanks for reading! Let's start with a few fundamentals...



WHAT DO YOU MEAN BY “SOCIAL MEDIA”?

In reality, all media are “social”—the purpose of *media* (as in “middle”) is to connect people. But nowadays, the phrase “social media” more often refers to the ever-growing number of digital tools now available for business and social communications.

Social media can take many different forms, including Internet forums, blogs, microblogs, wikis, podcasts, pictures, video, and social bookmarking.

You can use social media to establish and sustain contact with customers, advocates, influencers, colleagues, the press, and any number of other audiences. You can use social media to sell, educate, and entertain.

No matter what business you’re in, you can benefit from the advantages of social media.

Social media include the following and more:

Your most powerful digital communication vehicle of all is, or should be, your website. It is the centerpiece of your social media efforts and your fundamental forum to explain who you are, what you do, and what makes you different...and better. Beyond your specific site, the web offers countless other opportunities to distribute and publicize your message...and countless techniques to optimize and market your presence, positioning, and activities.

We all know the names: Facebook, Twitter, LinkedIn, YouTube. These sites—where people network to exchange information (and opinions, photos, videos, etc.)—are enormously popular and potentially powerful marketing tools. And many businesses have embraced these social media outlets as successful product marketing tools.

But healthcare companies who receive FDA approval on pharmaceuticals, biologics, medical devices, and emerging biotechnology products need to tread carefully in this area.

The FDA has yet to issue comprehensive guidelines for the use of social media. As a result, healthcare companies are concerned about the consequences of improper marketing, which may include the cost of remedial advertising, damage to reputation, and civil fines.

That’s why it is not surprising that although many large companies may be using social media to disseminate information about corporate developments and health conditions or diseases, they aren’t using it to market their prescription products.

But that will change as the FDA clarifies its stance and marketers seize the opportunities.



Your website can help you build your database. With your database, you can maintain regular contact via email campaigns and e-newsletters—very cost-effective for you and welcomed by your audiences if you send content of value and at the appropriate frequency. A web log—a blog—enables you to position your organization as a key opinion leader and influencer, and prove it on a continuing basis. A blog enables businesses to communicate more directly and quickly with customers. And it provides a valuable opportunity to present the human side of a business.

2 REASONS TO START—OR ENHANCE— YOUR SOCIAL MEDIA EFFORTS.

1. First and foremost, social media are effective.

- Research shows that the majority of people now prefer social media to send and receive communications.
- Nearly 60% of people maintain a profile on a social networking site, while 70% read blogs, tweets, and watch user-generated videos.
- Social media campaigns are capable of delivering measurable ROI with extensive metrics. The analytics available—to help you, for example, track activity on your website or monitor response to your email campaign—can provide insights into your target audiences' psychographics.
- Social media are versatile to accommodate a wide range of content and interactivity. You can add or change content on your website, disseminate messages, receive messages, process requests for information, and more...*instantly*.

2. Social media are cost-effective.

The only significant cost involved is your time. It takes time to use social media to your full advantage. But that's true of all media. And not only do other forms of media take as much time, they often cost a lot more.



HOW WILL SOCIAL MEDIA CHANGE YOUR LIFE?

The fact is, social media might *not* change your life. Let's not overstate it—social media provide another set of tools: a nail gun where before you had a hammer. Faster, cheaper, more accurate...but somebody still has to climb the roof.

Once up and running, however, it's just possible that social media *will* change your life in one or more of the following ways:

- Social media will expand your network or business (and, if you wish, social) contacts.
- Social media may connect you with your new, biggest customer.
- Social media may connect you with someone who refers you to your new, biggest customer.
- Social media may connect you with your next, great employee.

**Now that we have the introductions out of the way, let's move on to chapter 1:
*Build your brand by building your database.***



CHAPTER I.

Build your brand by building your database.

WHY YOUR DATABASE IS GOLDEN.

In one way or another, every business is a people business. Your database is your list of your people and their contact information, including:

- Customers
- Prospects
- Influencers
- Colleagues
- Press contacts

THE CATALYST FOR COST-EFFECTIVE COMMUNICATIONS.

Without your database, your branding and marketing efforts would be broad, expensive, and much less effective. *Mass* communication is always less effective than *targeted* communication. And now more than ever, with the prevalence and cost-effectiveness of digital social media, a robust database is invaluable.

Social media enable you to pinpoint the recipient of your message, customize your message to the recipient's specific interest or need, specify the time of delivery, include links to other information or sources of information, and then track key details of the recipient's interaction with your message. *Potentially all for just pennies per person.*

With all these advantages, it is imperative that your database be complete and up to date. Make sure that you and all individuals in your organization have opened their Blackberries, Rolodexes, and address books, and pooled their contacts. And then make sure that they continually update them—with new additions, new contact details, etc.

Beyond compiling address books, how do you build your database? You guessed it—through social media.



ENCOURAGE PEOPLE TO OPT IN. AND TELL A FRIEND.

Does your website home page invite visitors to sign up to receive more information from you? It should.

And the sign-up page should enable the individual signing up to refer colleagues to join your list as well. Likewise, your email campaigns should make it easy for recipients to refer others for a no-cost/no-obligation subscription to your emails or e-newsletters.

Social media offer you the opportunity to build and use your database on an ongoing basis.

And beyond digital social media, make sure your other communication vehicles—print and broadcast advertising, company literature, customer correspondence, and public relations programs—emphasize the value and ease of joining your database and receiving information on a regular basis.

Database Do's and Don't's

DOs	DON'Ts
Keep growing it.	Squander it by sending emails or e-newsletters that are unwanted because they are self-serving or superficial.
Keep updating it.	Abuse it by sending emails too frequently.
Keep using it.	Misuse it by selling or lending it to a third party.



BEYOND DIRECT MARKETING TO YOUR DATABASE— COMPLETE “CRM.”

Don't think of the data in your database only for direct marketing. Now, CRM (Customer Relationship Management) systems enable organizations to store, sort, and track all information regarding your contacts and your interactions with them—information that can be accessed by colleagues within your organization.

CRM is more than technology—it is a way of doing business. It reflects your emphasis on listening to your constituents...and responding. CRM data can—and should—inform your marketing and communications strategy by helping you see patterns in the behavior and beliefs of your target audiences.

With more channels being used to reach more customers, organizations can use CRM to:

- Find out about their customers' purchasing habits and preferences.
- Market more effectively to customers based on patterns of spending.
- Institute company-wide measures to improve customer service and increase sales.



CHAPTER 2.

How to craft effective email campaigns.

With a database large or small, one of the best ways to keep in touch is through email campaigns.

You can customize campaigns to your audiences by type of business, title of recipient, geographic region, time of delivery, and more.

WHAT'S SO MEASURABLY GREAT ABOUT EMAIL CAMPAIGNS? THE MONITORING, THE METRICS, THE MODEST COST!

Should you be using email campaigns as part of your marketing mix?

Yes!

Although there are many reasons to use email campaigns, here are a few of the most persuasive:

- **They're effective.** Don't take our word for it. The Direct Marketing Association (DMA) reported that in 2009, email ROI was \$43.62 for every dollar invested. With returns like that, you should be returning to email campaigns. Frequently!
- **They're cost-effective.** No paper, no printing, no postage, and virtually no production. Email is all digital—and costs a fraction of a penny for every email sent.
- **They're relatively easy.** Once an email template has been created (by you or companies who specialize in this kind of thing), you can adapt it to any message you want to communicate. Quickly!
- **They increase web traffic.** An effective email with links to your site will increase visits to your site...and your exposure to customers and prospects. And that, of course, will help improve your ranking results among search engines.
- **They produce immediately measurable results.** The beauty of an email campaign is that you can monitor and measure its success daily. When managed properly, you can see at a glance such stats as deliver and open rates, bounce rates, click-through analytics, and so much more. It's a fast, simple way to test messages and creative approaches and refine them as needed.



HOW TO CRAFT EFFECTIVE EMAIL CAMPAIGNS.

Following are tips to craft an effective email:

- **Be specific.** Select one message for your email, and detail it thoroughly. If you over-complicate your email with too many messages, people may become confused and stop reading altogether.
- **Be brief.** Detail the benefits of your brand in the most succinct manner possible. People are busy today. No one's going to take the time to read a long, drawn-out description of your brand's features and benefits.
- **Be engaging.** You know your brand better than anyone. You can probably talk about it for hours. But there's something that inhibits people when they sit down to write. Try this: when writing your email, make believe a prospect is sitting across from you. This will help you be more personal, and communicate your core benefits simply and persuasively.
- **Be careful.** Proofread, proofread, proofread! For typos. For grammatical mistakes. For awkward phrasing. If you aren't qualified to proofread, find someone who is. The cost is minimal, but the chance of making a mistake can be costly. Nothing is quite so off-putting to a potential customer as a glaring error. And with medical marketing, proofreading mistakes can potentially go beyond embarrassing and become dangerous if inaccurate information is communicated.
- **Be adamant.** Once you've made your case about your brand, tell—*don't ask*—your reader to respond by clicking on a link to your website or email address. Remember: always ask for the order!
- **Beware of the subject line.** This is, after all, your entree to the recipient, and may determine whether or not your email is opened. So when crafting your subject line, be very specific—and make it relevant to the reader.



Also, spam filters are designed to identify suspect words, which may prevent certain emails from being received. Be careful of taboo words, phrases, and symbols such as:

- x Now, stop, free, earn
- x \$ or %
- x !!!!!
- x Don't delete!
- x You're a winner!
- x Not Spam!
- x Anything that mentions explicit content or medications
- x A few others: get, offer, click here

No more "Free gift now"? You can thank "verbal gas guzzlers."

In the golden era of direct mail, "free" and "now" were must-haves in the copy (starting with the envelope teaser, followed by the inside headline, stated multiple times in the body, and restated in the conclusion). Now, they're taboo. You can thank the verbal gas guzzlers—the copywriters of 1950s, 60s, and 70s (and 80s and 90s?) advertising and direct mail campaigns—who burned up our marketing ozone. Now we're all paying for their conspicuous consumption. Thanks! You're a winner!!!!

ENGAGE A PRO.

Mass mail is impersonal. But targeted email campaigns are as personal as you can get—precisely targeted and customized to the interests, needs, and other characteristics of the recipient.

These advantages underscore the importance of ensuring that your email campaigns are well-crafted, well-designed, and well-programmed. Don't "fake it" or settle for "OK"; this is important!

If you're going to do an email campaign (and we've already discussed why it's a good idea), do it right. Contact a pro to help with design, writing, and distribution.



CHAPTER 3.

The 20 websites you need to know.

You know the names: Facebook, Twitter, YouTube, LinkedIn, Wikipedia.

And because you do, you won't find them here. Been there. Done (or doing) that.

This chapter is dedicated to all those other websites you see so often as links on other websites. You may not be quite sure who they all are or what they do.

That's what you'll find below.

Of course, there are millions of websites on the Internet—and more being created every day. But the following are the ones (with links) we think you should know about.

HEALTHCARE-RELATED SITES

www.bio.org

BIO is the world's largest biotechnology organization, providing advocacy, business development, and communications services for more than 1,100 members worldwide.

www.biospace.com

The leading online community for industry news and career opportunities for life science professionals. BioSpace offers an online job board, daily biotech news feeds, and community features to connect recruiters, job seekers, and life science professionals.

www.cafepharma.com

The website for pharmaceutical and medical professionals. You'll find news, a job center, and—best of all—industry gossip!

www.fiercebiotech.com

Fierce Biotech bills itself as “the biotech industry's daily monitor.” Offers the latest news, information on events, webinars, and ebooks, and also a jobs listing.



www.medscape.com/connect

More than 125,000 participate in this physician-only site's discussion posts on clinical and non-clinical topics, CME-accredited case study discussions, and other online activities.

www.phrma.org

This site of the Pharmaceutical Research and Manufacturers of America features information on drugs in development, legislative issues affecting drug marketing, and other topics of interest to the biopharma world.

www.sermo.com

More than 115,000 physician members communicate in discussion groups, surveys, and CME programs.

GENERAL INTEREST SITES

www.delicious.com

The social bookmarking service that lets you save all your bookmarks online, share them with other people, and see what other people are bookmarking.

www.digg.com/news

Digg is the place for people to discover and share content from anywhere on the web. From the biggest online destinations to the most obscure blog, Digg unearths the best stuff as voted on by their users.

www.flickr.com

A site for you to organize and share photos and video.

www.hubculture.com

The meeting place (both virtual and actual, with events plus HubCulture "Pavilions" where members can work, lounge, and connect in cities worldwide) for "global urban influentials."

www.mixx.com

Use Mixx to tailor the content categories, tags, specific users and groups, and they'll deliver the top-rated content as chosen by you and people who share your passions.

www.plaxo.com

Plaxo's 40 million members use the service to host their address books and share messages, blogs, photos, and other content they upload to Twitter, Flickr, and more than 30 other sites.



www.reddit.com

Reddit is a source for what's new and popular on the web. Users like you provide all of the content and decide, through voting, what's good and what's junk. Links that receive community approval bubble up towards #1, so the front page is constantly in motion and filled with fresh, interesting links.

www.squidoo.com

Squidoo is the popular publishing platform and community that makes it easy for you to create "lenses" online. Lenses are pages, kind of like flyers or signposts or overview articles, that gather everything you know about your topic of interest and share it with customers and friends.

www.stumbleupon.com

StumbleUpon helps you discover and share great websites—matched to your personal preferences—that have been recommended by friends or one of 8 million+ other webservers with interests similar to you.

www.technorati.com

Increase your blog's readership by registering it with Technorati, a network of blogs and writers that lists top stories in categories like business, technology, entertainment, and more.

www.vimeo.com

A video-sharing site.

www.xing.com

Around the world every day, over 9 million business professionals use XING—the global business network—in 16 languages to do business and promote their careers.

www.ziggs.com

Ziggs is your one-stop source for creating and managing your online brand. Market yourself on the web, simplify how you stay in touch with people important to you, and network with millions of other professionals.

Like the newsstand used to be with magazines and newspapers, on the web there's something for every special interest.

CHAPTER 4.

How to blog your way to success.

Through a blog, you can position your organization as a thought leader and offer your target audiences information that shapes their decision-making...and that they can share with others.

So what are the 5 best ways to use blogging?

- 1. Show you know.** Share knowledge of interest about your brand and market. And make your brand look *modern* in the process. Providing information of benefit to your audiences enhances perception of the value of your brand. Doing it with a blog enhances perception of your brand as being technologically up to date. (How do you continue to “show what you know” over time and multiple installments of your blog? See “How to Think of Topics for Your Blog,” below.)
- 2. Strengthen your brand identity.** Blogs are now a critical part of the media mix to keep your brand top of mind. If you have a website but no blog, you’re not making the most of your branding opportunities. Quite simply, your brand identity is lacking.
- 3. Drive traffic to your website.** A good blog draws links and drives traffic to your site. That increases your exposure to customers and prospects, as well as your ranking results among search engines.
- 4. Learn what your audience thinks.** A blog provides an excellent forum for feedback. Use it to gauge reaction to your branding instantly, and make changes promptly. Plus, with blog search engine sites like **Technorati**, you can see who’s saying what about your brand elsewhere in the blogosphere.

There are, however, important considerations about providing a forum for feedback—considerations unique to healthcare marketing. In essence, if you are a medical product or service provider and you establish a forum for dialogue—whether the forum is branded or unbranded—you are responsible for its content. That means you are responsible for its accuracy and, in the case of pharmaceutical products, for the inclusion of fair balance statements.

You must not run the risk of promoting indications off label, making unsubstantiated claims, or failing to balance claims of benefits with complete safety information.



The FDA has committed to issuing clear direction on the use of social media in promoting regulated products and services. Until then, proceed with caution and remember that you can always control the messages you distribute...but once you invite “outside” contributions, you lose control. Even healthcare professionals or consumers with the best intentions and the most positive perceptions of your brand can inadvertently make off-label claims that violate FDA regulations.

5. Create a closer connection with your customers. Customers want to connect in a more personal way. Blogs enable you to “humanize” your brand and engage customers in a *conversation*. That makes your brand more transparent, more communicative, more responsive...and more appealing.

Just remember: A *conversation* involves two or more parties. You can control only what you say, but not what others say, about your brand.

Those are just five of the many reasons you should be blogging. Your brand deserves it.

HOW TO THINK OF TOPICS FOR YOUR BLOG.

How do you keep coming up with something new to say? That’s the most common question that people ask about blogging.

The first challenge in the blogosphere is to carve out a unique position. The second is to sustain your blog over time. A blog without updates, or without updates that offer substance and value, is a blog without an audience.

How do you ensure longevity?

CREATE AN “EDITORIAL CALENDAR.”

An editorial calendar outlines a synopsis and schedule of specific topics that each installment of a blog will cover.

Have a clear agenda.

As with all aspects of a good blog, an editorial calendar demonstrates an *agenda*—in every sense of the word. It shows that the blog has a point of view...clear, prioritized key messages...and a logical, realistic timeline for communicating them to the target audiences.

Example: If your blog is about your product, your audience will seek information on its features and benefits elsewhere; use your blog to talk about the unmet need the product was designed to solve...the unseen genius of its design...the people who designed it... success stories of people using it...other unmet needs you’re addressing...questions from customers...and more.



Support the strategic and tactical plan.

It's important to tie the editorial calendar to other activities. A blog is one tactic among many communication vehicles you use. Each should stand strong on its individual merits. But the real power of your plan comes from the synergy of multiple, related tactics working in concert. One plus one can equal three.

If your blog is about your brand, make sure your blog is on message and also on schedule with the rest of your strategy and tactics—your sales cycle, conference exhibits, advertising, and PR.

An added advantage of an editorial calendar: For blogs with advertisers or sponsors, an editorial calendar helps advertisers plan their promotions (and expenditures) around upcoming content of the blog that relates to their agenda.

STAY FLEXIBLE.

A blog is a conversation. Welcome and take advantage of every opportunity to generate a response from—and respond to—your audience. Always be ready to respond to other bloggers in the blogosphere. And to respond to news in your industry and other related areas of interest.

Use the editorial calendar as a helpful outline. Follow it as closely as possible, but never let it constrict. Leave yourself room to be spontaneous and address truly topical issues. Have an idea that you feel passionate about but isn't on the editorial calendar? Go for it anyway. That's what blogs are for.

Ultimately, what readers want from a blog is an *interesting and sustained point of view*.

- How to make it interesting? Talk about fresh ideas in a fresh way.
- How to make it sustained? Develop a firm but flexible editorial calendar.

CHAPTER 5.

Understanding SEO, SEM, and website analytics.

MORE INTERACTIVITY.

Every website can be improved. Perhaps it should have more information...or less. Perhaps it has the right amount of information but some is out of date. Perhaps it could be better designed or better written. And perhaps it could be more *interactive*.

Make sure your site downloads quickly, which impacts its web search crawler “spiderability.” (Slow downloads are often the result of home page file size or “dirty” code.)

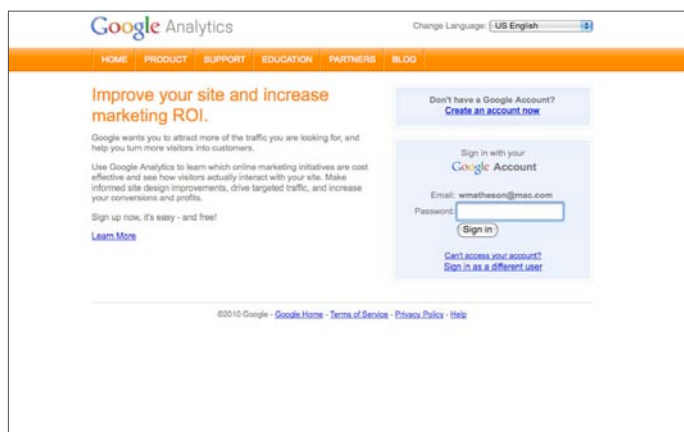
Make sure that you use the wide range of interactivity tools to enable your visitors to receive information from you, and share it with you and, if appropriate, other visitors: opt-in programs, message boards, discussion groups, ListServes, and more.

MORE INFORMATION ABOUT TRAFFIC ON YOUR SITE.

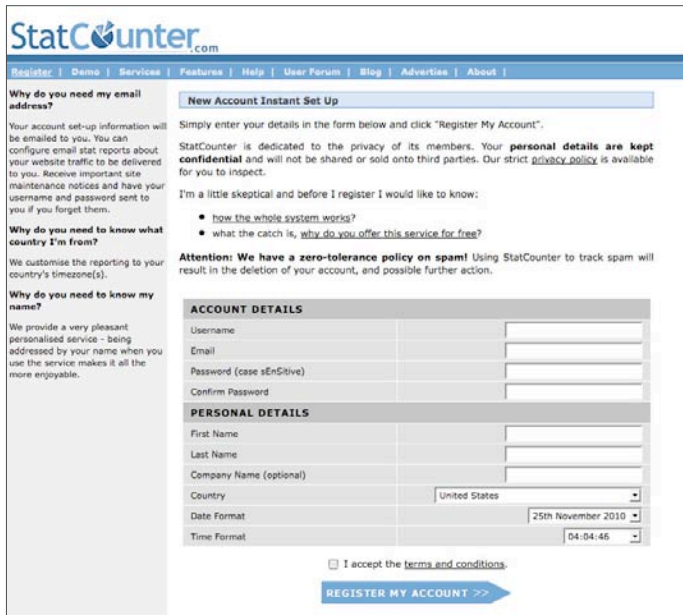
Regardless of how much interactivity you’ve built into your website, do you know just how much it’s being used? Do you know who’s visiting your site and when? And where they come from? And where they spend the most time on your site? And where they go when they leave?

Use a service like Google Analytics or StatCounter to see how visitors interact with your site. This will help you make improvements, increase traffic, and boost conversions.

Sign up for Google Analytics at:



Sign up for StatCounter at:



MORE SEARCH ENGINE PRODUCTIVITY.

The search engine world is a battlefield. But with the proper planning, preparation, and armaments, you can improve the volume or quality of traffic coming to your site through search engines.

Search engine optimization

Optimizing your site for search engines involves writing, designing, and programming it to enhance relevance to the primary keywords in your market and to remove impedances to search engine “webcrawlers.” Optimizing means tailoring your site to the very specific terminology of your market segment.

Optimization also refers to video and other content on your website. You can optimize your site by crafting the video file title, description, and keywords appropriately so video search sites such as Truveo can find it: <http://www.truveo.com/>

You also can make your video accessible to search services that accept RSS feeds, such as Blinkx (<http://www.blinkx.com>) and Yahoo Video: <http://video.yahoo.com>

And you can upload them to sites such as YouTube: <http://www.youtube.com>



In all cases, provide links back to your website, microsite, blog, and other communication vehicles.

Search engines process this data and refer “organic” traffic—people who are looking for your brand or *your* type of brand. But organic traffic is subject to numerous variables such as changes in search engines’ formulas for calculating keyword preferences and website traffic...or changes in the audience’s preferred terminology in your market, which changes keywords.

Search engine optimization is essential, but it doesn’t guarantee traffic to your website or blog.

Search engine marketing

Search engine marketing entails paid advertising on search engines—“pay-per-click” (PPC) advertising—as well as potentially on third-party sites (similar to advertising in magazines and newspapers before their near-extinction).

Pay-per-click ads can take a variety of forms. For example, on Google, they may be “sponsored links,” which may be shaded and at the top of the search results page, or may be stacked in a column on the right-hand side of the page.

This type of advertising enables you to reach people actively seeking you or what you do. You can control costs—you pay only when people click on your ad, and you cap the amount you will pay each month. (Once your ad has generated the clicks for which you’ve budgeted, it is removed as a sponsored link and goes back to the general listings, with its rank in the listings determined by the site’s optimization, traffic and links to it, and other factors.)

There are numerous outlets for pay-per-click advertising campaigns, such as Google, Yahoo, Bing, and Facebook.

Make sure your campaign is on strategy, consistent with your brand messaging, and regulatory-compliant. Plan your campaign with an experienced marketing partner...

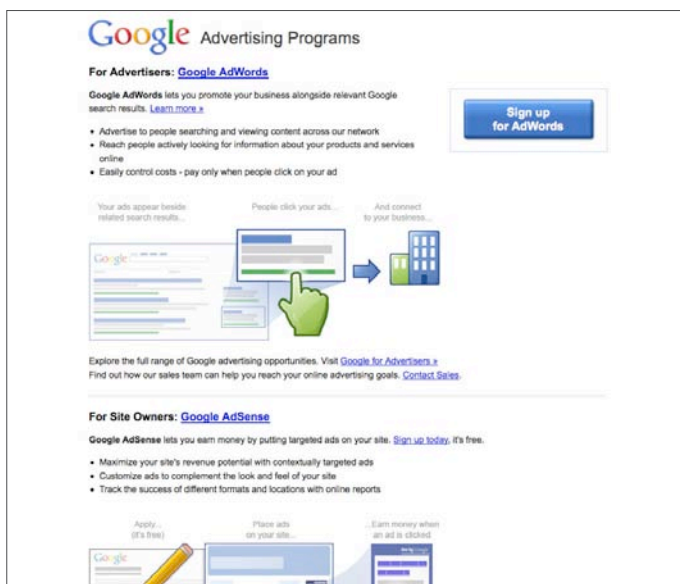
bryantBROWN Healthcare



The screenshot shows the bryantBROWN Healthcare website. At the top, there is a navigation menu with links for Work, Experience, Capabilities, Our Firm, Blog, News, and Contact. Below the navigation is the company logo and tagline "All media. All markets. Always creative." A main banner features a photo of two men and the headline "SIDING WITH PATIENTS". Below the banner, there are several content blocks: "EVERYWHERE IN HEALTHCARE" with a sub-headline "For nearly a decade, bryantBROWN Healthcare has created medical marketing and education campaigns for consumer and professional audiences in all media.", "WORK" with a sub-headline "See samples of award-winning work in all media.", "EXPERIENCE" with a sub-headline "Delivering complete capabilities to a wide range of healthcare clients." and logos for Amgen, Medtronic, CSL Behring, and Boston Scientific. There are also sections for "BLOG - Healthcare Marketing Advertising", "NEWS", and "SOCIAL MEDIA MADE SIMPLE".

bryantBROWN can create and manage campaigns on the following search engines:

Google Adwords



The screenshot shows the Google Advertising Programs page. It is titled "Google Advertising Programs" and is divided into two main sections: "For Advertisers: Google AdWords" and "For Site Owners: Google AdSense".

For Advertisers: Google AdWords

Google AdWords lets you promote your business alongside relevant Google search results. [Learn more >](#)

- Advertise to people searching and viewing content across our network
- Reach people actively looking for information about your products and services online
- Easily control costs - pay only when people click on your ad

A diagram illustrates the AdWords process: "Your ads appear beside related search results..." (showing a search result with an ad), "People click your ads..." (showing a hand clicking on an ad), and "And connect to your business..." (showing a building icon).

Explore the full range of Google advertising opportunities. Visit [Google for Advertisers >](#)
Find out how our sales team can help you reach your online advertising goals. [Contact Sales.](#)

For Site Owners: Google AdSense

Google AdSense lets you earn money by putting targeted ads on your site. [Sign up today.](#) It's free.

- Maximize your site's revenue potential with contextually targeted ads
- Customize ads to complement the look and feel of your site
- Track the success of different formats and locations with online reports

A diagram illustrates the AdSense process: "Apply... (it's free)" (showing a pencil icon), "Place ads on your site" (showing a website with an ad), and "Earn money when an ad is clicked" (showing a dollar sign icon).



Yahoo Sponsored Search

YAHOO! ADVERTISING
Advertiser & Agency Solutions

Boost your sales by advertising in Yahoo! search results.

They say location is everything. We couldn't agree more. Advertising in Yahoo! search results is an effective way to help your business grow. It's simple. It's affordable. And it works.

Let's get started.

Please fill out the form below ("" are required) and we will contact you to discuss your business needs.

***Please select the advertising solutions you're interested in: (one or more may apply)**

Search Marketing Display/Banner/Video Advertising
 Mobile Search Marketing Mobile Display/Banner Advertising

***Tell us about your monthly online advertising budget.**

Less than \$5,000 \$5,000 - \$20,000 Greater than \$20,000

***Tell us about your company.**

First Name Last Name Email
 Your Job Level Your Job Function
 Company Name Phone Number (no dashes) Ext.
 Company Website Industry
 Are you an agency?

***What country are you considering advertising in?**

In the News

View a tutorial on the Yahoo! network to learn how we can help meet your brand awareness or performance campaign goals.

The Power of Yahoo

SCIENCE + ART + SCALE

When it comes to moving the needle for your business, rely on the power of three.

[Read More](#)

Bing/Microsoft adCenter

Microsoft Advertising
adCenter

Sign up for Microsoft adCenter account

It's quick and easy to sign up, and it's absolutely free. Your account is charged when someone clicks your ad. After you finish signing up you can create your first campaign.

1. General information 2. Payment information

Account information

Country or region: *

First name: *

Last name: *

User name: *

Password: * 6-16 characters, with no spaces

Confirm password: * 6-16 characters, with no spaces

Secret question: *

Answer: *

Email address: *

Confirm email address: *

Company information

Company name: *

Industry: *

Address line 1: *

Address line 2:

City: *

Country or region: *

State or province: *

ZIP Code or postal code: *

Need help?

[Live Chat](#)

Click to chat with a search specialist. You can also phone us at:

(800) 518-5689
(TTY) 800-877-9580

Hours of operation:
(Eastern Time)
Monday-Friday:
7:00 A.M. to midnight
Saturday:
9:00 A.M. to 9:00 P.M.

Ask.com SponsoredListings



The screenshot shows the Ask.com Sponsored Listings landing page. The main heading is "Grow Your Business with Ask" with a "Get Started!" button. A graphic of red house icons is positioned to the right. Below the heading, a sub-heading reads "Search Engine Marketing is Easy with Ask Sponsored Listings" followed by a short paragraph. On the right side, there are sections for "Learn More" with links to Pricing, Benefits, Local Advertising, and Our Network, and a "News" section mentioning the launch of PureLeads. The footer contains navigation links for Advertisers, Developers, and Publishers, and a copyright notice for 2010 Ask.com.

Facebook Sponsored Ads



The screenshot shows a Facebook profile for Sue Smith. The page features several sponsored advertisements on the right-hand side. The ads include: "Need Social Media Help?" from a company offering viral social media promotions; "Christine Miller Martin" from warburgrealty.com, advertising real estate services; "NKP Medical Marketing" offering a "FREE WEBSITE EVALUATION" for 500+ plastic surgeons; and "Chicago Dentures Quiz" from eziprize.com, offering a free assessment for dentures. The background shows the standard Facebook interface with a profile picture, cover photo, and a list of posts.



Once you start participating in a pay-per-click advertising campaign, you gain access to a dashboard showing extensive analytics regarding the traffic your campaign generates: which words visitors search for, how many people visit your site, when they visit and for how long, where they came from (directly or through a search engine, for example), what action they take while visiting, and so on.

Here's what a Google Adwords dashboard looks like:





CHAPTER 6.

Developing brand advocates.

Social media is all about *spreading the word*—quickly, efficiently, and to a targeted audience. The “word” can come back to you in all forms: referrals, reciprocal information (or promotions), and comments—positive and negative—regarding your brand.

Regarding negative comments...Read them. Act on valid, constructive criticism. Respond only when necessary. And *never* get defensive.

Of course, one type of negative comment that demands attention is drug adverse event reporting. If an individual reports a side effect issue with your pharmaceutical product, you are obligated to report it to the FDA.

With positive comments...“Merchandise” them! Customers and associates who speak out on behalf of your brand are your best salespeople.

Here too, however, a word of caution is in order. If you are marketing heavily regulated products, as is the case for pharmaceutical and biotechnology companies, merchandise positive comments only if they are *on label*. You are obligated to ensure that you never facilitate the dissemination of unsubstantiated claims about your product. And taking the passive approach—“We didn’t say it; it was a comment from a member of the public”—isn’t acceptable.

MAKE THE MOST OF YOUR ADVOCATES.

There are numerous ways people can advocate for your brand, company, or programs such as your website and other initiatives:

- They can refer other customers to you.
- They can link their website to your website.
- They can provide testimonial quotations or videos—or product demonstrations—for your website, email campaigns, e-newsletters, blog, and other communication vehicles...as long as these testimonials adhere to the labeling of your product.
- They can be a resource for prospects and the press seeking an unbiased opinion regarding your brand.
- Advocates can mentor other customers who are new to your brand.
- Their firsthand experience can inform responses to questions you receive about your brand on your website and in follow-up to your email and e-newsletter campaigns.
- Through *their* social networks, advocates can distribute information and updates regarding your brand.



NURTURE YOUR ADVOCATES.

Remember, your advocates can be your most persuasive salespeople. Be grateful for their support, and nurture your relationship with them.

Give them credit whenever credit is due. Make sure that you attribute advocates' comments to them. Thank them in the programs to which they have made a contribution. Their recognition helps enhance perception of them as the thought leaders they want to be...and you want them to be. Use them often—but not *too* often.

Once you've established a relationship with an advocate, the two worst things you can do are 1) let the relationship languish, and 2) overuse it. Underexposure will squander your opportunity and potentially leave your advocates feeling unwanted; overexposure will diminish the impact of your advocates' support—it will wear down both your audience and your advocates.

So how often is too often for capitalizing on opportunities with your advocate?

There's no hard, fast rule. Use professional judgment—feature advocates selectively. At the same time, ensure your communication campaign is comprehensive and cohesive. If the advocates are in your email campaign, they should be on your website too. And in your literature and other communication tactics.

One more guideline for working with brand advocates: If you pay them for their support, they are no longer perceived as objective sources of information; instead, they are employees. They may still be advocates, but now their evangelism is an official capacity whose primary motivation can no longer be seen as pure enthusiasm for your brand.

Paid advocates are, of course, acceptable and quite common. Paid KOL advisory boards and other programs can be very helpful tools for understanding your market and exerting peer-to-peer influence. However, they must disclose their relationship with you, which changes the nature of their brand advocacy.

There's just nothing quite like unpaid individuals advocating for your brand because they choose to of their own free will; that's what makes their support so powerful.

A great example of product advocacy: Apple.

Think of all the websites, chat rooms, and publications devoted to Macintosh computers and the passion that “Mac vs. PC” inflames.

The thousands and thousands of Mac advocates endlessly discuss what’s new, right, and—yes—wrong with Mac computers, ancillaries, stores, service, advertising...you name it.

Thanks to this advocacy, Apple can sell millions of iPads and next-generation iPhones the week they’re launched...with customers camping out the night before stores open, ready to be the first on their block—and the first on their blog—to chat up the triumphs and shortcomings of not just the Apple product, but the Apple *experience*. Soon, the whole community chimes in. And the buzz builds.

Eventually, they’ll start buzzing about the next big thing. But that, of course, could come only from...Apple.

In the healthcare market, there may be products and services that inspire avid supporters (as well as detractors) nearly as impassioned as Apple customers; however, by virtue of FDA governance of medical communications, pharma products and other types of medical brands do not start, sustain, encourage, or participate in any forum where claims—good or bad—may be made about their product without the necessary substantiation and fair balance.

CREATE A COMMUNITY FOR YOUR ADVOCATES.

At the very least, create a website, or a section of your site, for your advocates to share information and discuss common issues, including:

- The attributes of your brand.
- The benefits they value most from your brand.
- Their experience and techniques for advocating for your brand.
- The rewards of telling others about your brand.
- What they plan to do next in support of your brand.

In providing a forum, just remember that you are responsible for all content—whether you say it or someone else does—appearing on your site.

Beyond the value they provide to your sales and marketing efforts, your group of core advocates is an excellent resource to research product changes you are considering, advertising campaign concepts, the content of educational materials, and other day-to-day issues. In this way, your



advocacy group becomes your advisory board, helping to guide you in understanding and tracking your constantly evolving market.

In addition to the opportunity to participate in research to improve products and communications for them and their peers, you may also wish to offer this important audience services such as:

- Advance alerts of company news—sent via email or instant messaging.
- A dedicated e-newsletter.
- The forum to meet in person at upcoming conferences.
- Discussion guides, FAQs, data sheets, or other information that might support your advocates' efforts.
- Tools to organize information and materials related to your advocates' involvement with your brand (zip drives, folders to archive literature, and so on).

ADVOCATE.

Just as you hope customers and associates will advocate for your brand, they and others hope you will do the same.

Social networks such as LinkedIn make it easy to provide recommendations (which go on an individual's or organization's profile page and also get emailed to all their contacts as a "LinkedIn Network Update").

Here, too, it's a question of balance. If you recommend everything and everyone, your recommendation isn't worth much. Conversely, if you don't recommend anyone, your recommendation may be considered lacking in credibility.

Evangelize selectively. Support the brands and people that you feel most strongly about, and that can benefit your business in return. Allow your individual, organizational, or brand name to be used in other brands' communications only when there is minimal risk to your brand. (There is never no risk—if any company or product develops problems, the people and organizations that endorsed it also get swept up in the problems.)

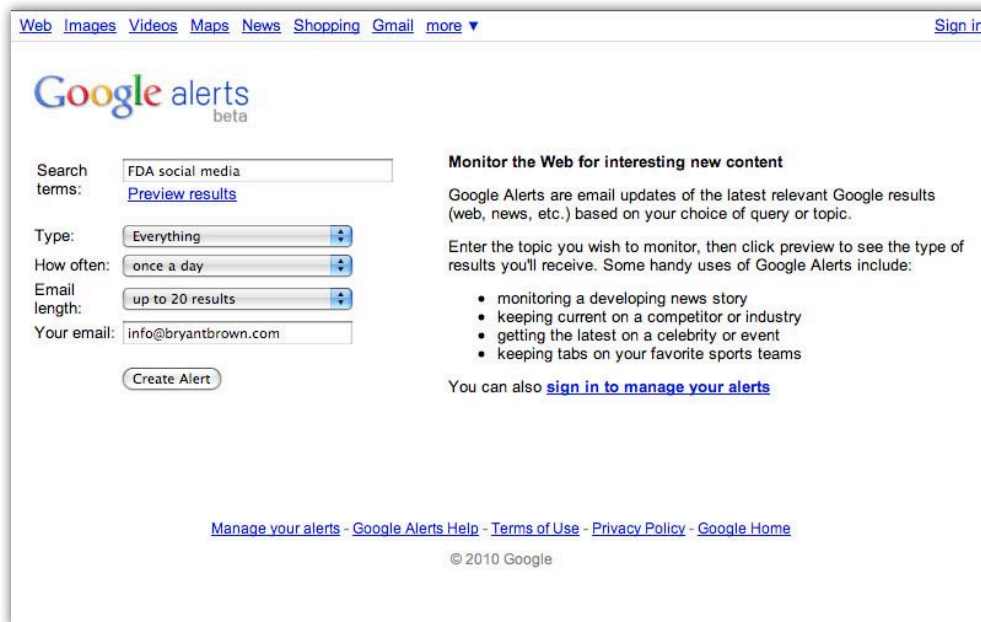
And remember, digital social media are fleet but not necessarily fleeting. You can post content instantly. But you can also plan on it residing somewhere in cyberspace forever.

CHAPTER 7.

Web alerts: what they do, where to find them.

There's a lot of chatter out in cyberspace—on the web and in the “blogosphere.” It's important that you know what is being said about your market, your customers, your competitors...and *you*.

Take advantage of “web alerts,” a very valuable, free service. Choose from multiple providers of this service, including:



Web Images Videos Maps News Shopping Gmail more ▼ Sign in

Google alerts
beta

Search terms: [Preview results](#)

Type:

How often:

Email length:

Your email:

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

You can also [sign in to manage your alerts](#)

[Manage your alerts](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#)

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GOOGLE ALERTS

- Set up a “News” alert to receive notice of recent news articles containing your search terms of choice. Make sure, of course, that your company name is among your search terms.
- Set up a “Web” alert to receive notice of web pages using your search terms.
- A “Blog” alert informs you of blog posts using your terms.
- A “Video” alert notifies you of the latest videos matching your search.
- A “Comprehensive” alert aggregates results from all of the above sources.

GOOGLE ALERTS TIPS

If your search terms produce too many unwanted matches, narrow your focus. For example, put quotation marks around a phrase containing search terms. This directs Google to search only for that phrase in that order. For example, let's say your company is called "Total Solutions." Alerts using this phrase will produce only results that contain the exact phrase you placed in quotation marks.

One caveat: In its searches, Google ignores most punctuation. So your Google alert search for Total Solutions might also produce the following result—a web page or blog with the phrase:

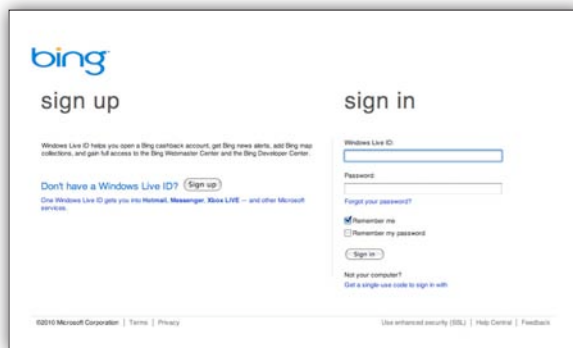
"Compensation for this challenge is \$1,000 total. Solutions are due in 24 hours."

Depending on your search terms—and how common they are in the sequence you designate—this can happen. But usually, putting quotation marks around your company name will suffice, especially if your name is less common than "Total Solutions."

Still getting unwanted results? You can narrow your search further by following a search term with a minus sign. Not surprisingly, "Total Solutions" produces way too many results that have nothing to do with what *you* do. So eliminate any areas that are not of interest. Example: "Total Solutions" -plumbing.

Here are six more resources that can help you monitor news about your company online:

BING NEWS ALERTS



The screenshot shows the Bing sign-up and sign-in interface. On the left, there is a 'sign up' section with a link for 'Don't have a Windows Live ID?'. On the right, there is a 'sign in' section with fields for 'Windows Live ID' and 'Password', and options for 'Remember me' and 'Sign in'. At the bottom, there are links for 'Terms', 'Privacy', 'Use enhanced security (SSL)', 'Help Center', and 'Feedback'.

Results are aggregated from the top social media sources, such as Flickr, YouTube, Digg, Delicious, Twitter, and more. Like the other services, you can subscribe to your results by RSS or email.



TECHNORATI



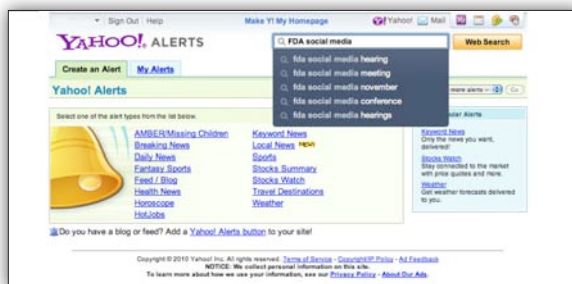
If you have a blog, then you *have* to be on Technorati—the largest blog search engine in the world. When you register your blog, Technorati tracks “blog reactions,” or blogs that link to yours. Search for your brand on Technorati, and subscribe to RSS alerts so that when someone blogs about you, you find out.

TWITTER SEARCH



Using Twitter Search, you can locate any instances of your name and decide whether you want to tweet back or not.

YAHOO! ALERTS



Yahoo! Alerts is a free, personalized notification service that instantly informs you of what you consider important and relevant via email, instant message, pager, or cell phone.

A FEW WORDS ABOUT RSS

RSS (which stands for “Rich Site Summary” or “Really Simple Syndication,” depending on whom you ask) delivers syndicated news, blog entries, videos, and audio feeds from the web.

You specify the types and sources of feeds you wish to receive. For example, you can opt to get health news or entertainment news or obituaries or the most emailed news stories.

Most of your favorite news sites and blogs likely offer feeds you can subscribe to. On their websites, look for links with the term “RSS,” “XML” (which stands for “Extensible Markup Language”), “subscribe,” “syndicate,” or “feed.”

You may also choose a free service such as [Google Reader](#) to manage your subscriptions.

WHY AND HOW TO JOIN THE DISCUSSION.

So you receive alerts of online discussion regarding your organization, or you see stories from your RSS feeds that relate to your business. Now what?

No matter what, if any, further action you take, keep monitoring the discussion and news updates. News travels fast, so don’t ignore alerts (that’s why they’re called “alerts”) or let them pile up. Stay on top of possible news or chatter about your brand.

Join it when appropriate:

- **Be active** when you have a message to distribute and the web is the right medium, or in the mix of media, to do it.
- **Be proactive** when you anticipate questions or problems.
- **Be reactive** when questioned.

And whether the situation calls for being active, proactive, or reactive...

- **Be discreet.** Ensure that the web is the appropriate forum to distribute your message. It will travel worldwide and endure. It will be open to comment and criticism.
- **Be diplomatic.** If you must disagree with a member of your target audience, do so politely. Never criticize your company, your people, or your competition. Your comments couldn’t be more public and, once made, can’t be suppressed.
- **Be articulate.** How well you craft your message is a reflection of the quality and integrity of your organization. Ensure your social media messages are professional—clear and compelling.
- **Be brief.** You’re busy. Show you know your audience is, too.
- **And never—never—be defensive.** Stay on message and state your position, not why you think you’re right and someone else is wrong.



CHAPTER 8.

Repurposing social media content across all media.

The content you create for one social media purpose offers opportunities for further use in other social media as well as offline media outlets...and vice versa. The cross-platform, cross-promotional possibilities are countless.

For example, let's say you are going to exhibit at an upcoming conference...

- Announce your conference participation on your website home page.
- Offer more details on a conference microsite.
- Send an email with a link to the microsite.
- Promote your conference participation in a pre-meeting edition of your e-newsletter.
- Archive your e-newsletter on your website.
- Develop literature to distribute at the conference.
- Include your website URL in all literature.
- Provide downloadable PDFs of your literature on your website.
- Announce the conference on your Facebook page; include a link to your microsite.
- Before, at, and after the conference send Twitter tweets providing updates on your activities and including a link to your microsite.
- Run an ad in the online and print versions of the conference program.
- In the online ad, include a link to your microsite.
- In your print advertising, offer your e-newsletter and provide your website URL.
- Post photos of your exhibit booth—or of you and customers and colleagues—on your Facebook page and your website.
- Offer a comment about the meeting on your LinkedIn page.
- Send invitations to the contacts you met at the meeting to link with you on LinkedIn.
- Send a post-conference email to your database—thanking those who visited you at the meeting and looking ahead to your next activities.
- Write an e-newsletter article about your successes at the conference.

These are just a few examples. The goal is to distribute your message through all appropriate online *and* offline media, and capitalize on cross-fertilization.



MORE BANG. LESS BUCK.

With so many—and so many cost-free—options to network and to distribute your messages, you can now amortize the cost of those efforts that aren't cost-free—literature writing, design, and printing...or exhibit booth development, for example—across more applications.

But how do you ensure consistency and control? The plethora of social media outlets and the capability to distribute messages to any and all audiences *immediately* make it essential that you ensure consistency across all of your communication vehicles.

How? The key is a firm foundation. Ideally, before you begin actual development of any tactics in social media or any other media, you will develop two elements that can guide and streamline all your efforts, save you time and money, and produce a cohesive, powerful outcome:

- **Message platform**

The platform consists of two key elements:

- Your positioning statement tailored to each major audience. Whether it's your company, your product, or a new program, everything has a position: its niche, purpose, and distinction. Articulate it for each audience.
- Your key audience benefits, tailored to each audience and prioritized in order of importance. With your positioning statement firmly in place, you always have your main point as the anchor for development of any communications. And with your benefit statements, you have your most important points to support your positioning.

From this “menu,” you can create the text for any communication in any medium for any audience.

- **Brand concept**

The message platform provides the textual foundation of your communications. The *brand concept* provides the visual foundation—the imagery, color palette, font, balance of negative space, and other elements that give your company, product, or program its signature look and “personality.” Just as with the text, the concept must be on message, and support the positioning and identity of you and your organization. Additionally, it must fulfill two other key criteria:

- It must be distinctive. The objective is to create a concept that is appropriate to you and accessible to your audiences, but also fresh and new.
- It must have “legs.” The concept must work across all audiences and a range of media, and be enduring—not trendy and immediately dated...not uninspired and quickly tedious for both you and your audiences.



HOW IS THE CONCEPT EXPRESSED?

Your message platform can be as simple as a Word document. However, what form does your brand concept take? It can take one of several:

- **Your highest-priority tactic to be developed.**

On one level, this makes sense—whether your next initiative is to create or upgrade a website...develop an e-newsletter...or prepare an online ad, you can just create your new brand concept in the context of creating that specific tactic. The potential risk, however, is that focusing on one tactic may prohibit you from seeing the proverbial big picture. If the tactic you absolutely must develop next is a banner ad, is that the forum you want to dictate the concept you will apply in the future to your website, e-newsletter campaign, exhibit booth panels, sales literature, and other applications? Yes, your concept must adapt to every tactic, but, ideally, that's the sequence: the concept first, the adaptation to specific tactics second.

- **A “poster”? A “homepage”?**

The goal of the brand concept is to decide what all your communications will generally look like for potentially months or years to come; it's a very important exercise. Give yourself ample time and room to experiment.

You may want to start with just an assemblage of clipped pictures, typefaces, color swatches, even quotations that embody the “spirit” of your organization or initiative. Tack them to a bulletin board or tape them to the wall. Put your positioning statement (or statements, if you have variations customized for each audience) up for referral, too.

Then your objective is to create a mock poster or homepage—a large rectangle containing the following:

- A main image.
- A headline—the creative “title” that sums up your positioning regarding the issue at hand.
- Your logo. If you don't have a logo or need a new one to go with your new brand concept, consider logo development a parallel but separate initiative. Lock down on your concept before turning attention to the logo.
- Your tagline—the creative expression of the key distinction of your company, product, or program.

Before you finalize it...scrutinize it. Criticize it. Revise it. Revise it again. Get it right; it matters.



Then, once it's set, by building on this strong foundation—your message platform for text, your brand concept for organization of your visual elements—you can create any tactic...and know that all tactics are consistent and cohesive.

Your audience sees your message online, in email, in print, at events, and elsewhere. And in every instance, you display the same core look and language.

The synergy of multiple communications in multiple media is powerful: **1 + 1 = 3.**



CONCLUSION:

Start using social media *now!*

Move more aggressively in new media or lose mindshare and market share.

Start using social media—or use it more—*right* now. Here's action you can take immediately before you even get up from your desk:

- Join—or update your listing on—Google Alerts, LinkedIn, and similar sites. It takes just minutes.
- Pull up your database. (If you don't have one, start one now.) Read through it. Is it current? Update it. Make sure all the people in your organization open their Blackberries, Rolodexes, etc. to contribute to the database; make updating and adding contacts a responsibility shared by everyone in your organization.
- Organize contacts into major categories: customers, prospects, colleagues, the press, etc.
- Highlight contacts who are current or potential advocates.
- Note three topics you'd like to address with customers in a blog, email campaign, or other program.
- Visit your website. Note the changes you'd like to make in content and structure.

Contact a communications professional *today* to help you manage your social media activities. Our recommendation:

bryantBROWN Healthcare

Visit www.bryantbrown.com, call us at 310.406.2460, x101, or email bob@bryantbrown.com.

HAVE QUESTIONS? WANT MORE INFORMATION?

Contact bryantBROWN Healthcare.

For more than a decade, bryantBROWN has created medical marketing and education campaigns for consumer and professional audiences.

Our work is in all media—web, broadcast, and print—in all markets. And always creative.

We have extensive experience in pharmaceuticals, biotechnology, devices, diagnostics, hospitals, managed care, patient and professional advocacy, information technology, and more.

Our clients include Amgen, Chiron/Novartis, Medtronic, Valeant, Boston Scientific, CSL Behring, UCSF Medical Center, and the National Kidney Foundation.

bryantBROWN is a winner of the Medical Marketing Association Gold In-Awe International Award of Excellence as well as multiple Rx Club Awards and other honors.

For healthcare marketing...drug advertising...hospital advertising... medical device advertising. For web, digital, print, and broadcast solutions to the most demanding medical marketing and advertising challenges... contact bryantBROWN:



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