

T O P T A C T I C S

Marketing to Healthcare and Pharma Companies



INTRODUCTION

Marketing to healthcare and pharmaceutical companies requires a specific strategy – an approach much different than what your average marketing agency can provide. The B2B nature of health systems, clinical research organizations and service providers boasts a confluence of characteristics that must be thoughtfully addressed to effectively market to and penetrate the complex and highly gated industry.

Strategy, Digital & Traditional

Strategic marketing is a critical first step to the success of any downstream tactic, whether digital or traditional. According to the *2017 B2B Marketing Mix Report*¹ which includes data from healthcare companies in Philadelphia and New Jersey, digital marketing is a major piece of the marketing puzzle this year while conferences are reported to be among the best lead sources, generating the greatest ROI.

STRATEGY	<ol style="list-style-type: none"> 1. Market Research 2. Brand Strategy
DIGITAL	<ol style="list-style-type: none"> 3. SEO 4. SEM
TRADITIONAL	<ol style="list-style-type: none"> 5. Website 6. Conferences & Events

Market Research

The healthcare and pharmaceutical landscape is incredibly broad; it's one of the world's largest and fastest growing industries. It consists of hospitals and health systems, medical and dental practices and other human health activities under the supervision of nurses, midwives, physiotherapists, scientific or diagnostic laboratories, pathology clinics, residential health facilities and nursing homes, among others.

As a B2B healthcare company, it's critical to understand the exact market and persona you're targeting by gaining a thorough understanding of the following dynamics:

STRATEGY

MARKET	PERSONAS
<ul style="list-style-type: none">• How healthcare and pharmaceutical companies operate internally & externally• How their brands and products are received within their niche marketplace• What opportunities, challenges and objections they are likely to face	<ul style="list-style-type: none">• What motivates your buyer personas to seek out or value your service or product• What the competitive landscape for your service or product looks like to your personas• Where your personas find their information about your service or product

Tools such as BuzzSumo, LinkedIn and HubSpot also provide valuable insight into how and where your personas find information about your products and services during the buyer's journey.

Buzzsumo

LinkedIn

HubSpot

Brand Strategy

In a saturated marketplace where healthcare and pharmaceutical companies are no longer rewarded for slight innovations, your company maintains a huge opportunity to help them elevate and differentiate. The catch? You must have not just a superior product or service, but a clear and compelling value proposition that convinces your target audience that your offering is worth their investment and energy.

“Often thought to be elusive, a brand strategy is actually one of the most utilized and tangible elements of a marketing plan. It’s what transforms a company into an entity that looks and feels like an organization other businesses want to work with.”

— Mark Schmukler, Co-Founder & Managing Partner
at Sagefrog Marketing Group

Here are the components that every brand strategy must have to cut through the marketplace clutter:

Mission Statement Help your target understand your purpose and why it is you offer what you do

Positioning Strategy Identify what makes your company a unique solution in the marketplace

Brand Messaging Platform Simply identify what makes you different and better than the competition

Concept Diagram Clearly and quickly explain your offering in a visually stimulating way

Visual Identity Make your company look like a business your targets will want to partner with

Content Mapping Generate content campaigns for your personas at each stage of the buyer journey

Search Engine Optimization

The healthcare and pharmaceutical industries are among the most competitive sectors to rank for on search engines. With content marketing at the forefront of any successful SEO campaign today, it's imperative to generate high-quality and highly specific content about your product or service.

This includes creating keyword-rich content for each step of the buyer's journey including the awareness, consideration and decision stages. Developing quality content will not just guide your leads through the sales cycle, but will help you gain linkable assets. Favored and extremely credible in the eyes of Google, this is when your content is featured on authoritative third-party news or industry sites.

If you offer an Electronic Health Record (EHR) for example, consider a content marketing campaign that includes:



AWARENESS STAGE

BLOG – The Top 10 Benefits an Electronic Health Record Provides



CONSIDERATION STAGE

CHECKLIST – How to Choose the Right EHR Provider for Your Organization



DECISION STAGE

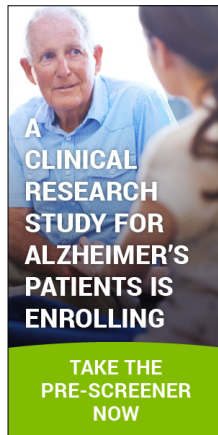
TIP SHEET – What to Expect in the First 60 Days with a New EHR System

Search Engine Marketing

Search engine marketing is a great tool for the healthcare and pharmaceutical industries in which companies face stiff competition for organic search rankings. AdWords places your ad on the top four slots of Google based on selected keywords, increasing clicks, impressions and website traffic.

Paid advertising including pay-per-click campaigns is extremely regulated in the healthcare and pharmaceutical marketplace however. In fact, Google restricts the promotion of healthcare-related content such as online and offline pharmacies, pregnancy and fertility-related products and services, medical services and procedures, clinical trial recruitment and sexual enhancement treatments.²

DIGITAL



Here are two regulations for clinical trial recruitment manufacturers and suppliers:²

- Promotions for clinical trial recruitment may not promote prescription drugs or create misleading expectations or effects of a product being tested, or imply that the product being tested is safe.
- Bulk drug manufacturers, medical professional suppliers and antibody/peptide/compound suppliers for commercial labs may advertise in Canada and the United States only.

Website Development & UX

For B2B healthcare and pharmaceutical companies that offer innovative software platforms and the latest in medical supplies and devices, boasting a modern website and user-experience (UX) is critical to credibility. The aesthetics however, are just the half of it. Today, 80% of Internet users including nearly all healthcare and pharmaceutical executives use a smartphone.³ This means that all of your digital marketing efforts are directing people to your mobile site – so it better make a positive impact.



In addition to featuring all of the elements of your brand strategy on your website, the UX is hyper-critical in getting your leads to take action. Big buttons, pleasing colors and directive words and icons help facilitate this while other back-end and external functionalities include:

Responsive Design A website that resizes and adapts to the type of device it's viewed on

Optimized Text Keyword-rich copy throughout the site and in the meta descriptions

Case Studies Proof that your product or service has worked for other healthcare organizations

Demo Scheduling User-friendly opportunities to schedule sales meetings via product demos

Educational Information Neutral content about industry trends that create a need for your offering

Contact Form With Persona Fields Form fields that help evolve your buyer persona profiles

Conferences & Events

As traditional marketing tactics, Conferences and events still rank among the top channels for driving leads and ROI. Quite evidently, events provide a platform to connect with leading professionals in your sector and provide the opportunity to showcase and demo your latest offering.

As one of the most rewarding marketing opportunities available, be sure to apprehend the full value of every event by promoting your attendance as a presenter or exhibitor, before, during and after the conference. Many B2B healthcare and pharmaceutical companies put a lot of effort into pre-show efforts to solidify meet and greets, but closing the loop once everyone's back to their work routine is the key.

**Examples of B2B
healthcare and
pharmaceutical
conferences to attend
this year include:**

- Medica
- CPhI Worldwide
- MedTrade
- Clinical Lab Expo
- Bio Pharma World Expo
- DIA



CONCLUSION

Now that you're equipped with the top six marketing tactics for 2017, including data and examples, your B2B healthcare or pharmaceutical company can get started with implementation. The *2017 B2B Marketing Mix Report* indicates that half of B2B businesses outsource their marketing. This approach can give your marketing efforts a sizable boost – especially if you choose an agency that specializes in your specific field and is familiar with your buzzwords, platforms, thought leaders and tradeshow.

For more information or help getting started, contact us at:
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References:

¹Sagefrog Marketing Group, 2017 B2B Marketing Mix Report

²Google Advertising Policy

³Impact, 31 Mobile Marketing Statistics to Help You Plan for 2017, 2016



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