



## So You Want to Create a Viral Video?

As is the case with many things, creating a viral video is much easier said than done. However, while a guaranteed recipe for creating a viral video may not exist, videos that have gone viral share several common elements. According to Dan Greenberg, co-founder and CEO of the social video advertising company Sharethrough, there are three imperative elements to creating a viral video.

The first element, says Greenberg, is to psychologically get your viewers to become motivated to share your video. “Sharing feelings is a basic human need. If your videos capture an emotion that resonates with your audience, users will share it, because they are not just sharing your content—they are sharing the feeling your video has created,” states Greenberg. In order to accomplish this, it’s necessary to create something that is emotional as well as informative.

The second necessary element to any viral video is making sure that it can be easily shared. There are a number of websites dedicated to making this easy; perhaps you’ve heard of the most popular one, YouTube? Imagine that your organization has created an amazing video, and everyone who sees

it immediately wants to share, but it’s only accessible through a link on your website. This means that viewers who want to share must e-mail a link or post it to Facebook, both of which would be great. However, if you posted the video on a site like YouTube, you would also enable viewers with blogs and websites to copy the embed code so that they could post it to their sites. And while you won’t get credit for the traffic numbers elsewhere, you will be achieving something infinitely greater—brand awareness via multiple outlets. If the video is really that great, viewers will eventually find their way to your site, even if they viewed your video elsewhere.

Finally, it’s important to do your homework. Collect any pertinent data that might help your video take off. Goldberg says that “If your goal is to make your video go viral, you need to have some data behind your



distribution strategy. Good questions to ask include: What sites generate the highest amount of sharing for the type of content you are making? Which users? What time of day do they share content most often? All of these factors need to be analyzed before you begin your distribution, in order to give your video the best chance of going viral right off the bat.”

Check out some of the videos Greenberg points to as an example at <http://hcp.lv/d7Ss3a>.

## Understanding Social Media Measurement Will Lead to Success

Creating social media profiles and establishing a following on different networks is not enough to grow your audience. In order to truly cultivate and grow that reach, it’s necessary to understand what your audience wants and what you can do to give it to them. Lee Odden, writer for the TopRank Online Marketing Blog, recently drafted 10 questions that must be answered before you can achieve social media success. Head on over to <http://hcp.lv/dbj6Z8>, and start filling out your answers today; then implement your strategies and watch your social media profiles grow.



Beginner Intermediate Advanced

## SEO Industry Continues to Evolve, Placing More Emphasis on Social

Pharma industry marketers have been flirting with the use of social media for some time now, forced to overcome a variety of obstacles and challenges created in part by FDA ambivalence. However, many big pharma companies like Johnson & Johnson, Astrazeneca, Roche, and Novo Nordisk have found successful ways to promote their products and organizations through social media, despite a lack of black-and-white FDA regulations. On the flip side, many other pharma companies have gone out of their way to avoid social media interaction for fear of drawing the ire of the FDA. But now, those organizations may need to rethink their social strategy, as social is becoming an increasingly important aspect of search engine optimization (SEO).

For those who have not yet seen the news, Facebook and Bing recently reached an agreement to begin returning results that include Facebook “Likes” by the searcher’s friends (<http://hcp.lv/cdke19>). A year ago, Google reached a similar agreement with Twitter; now users who are signed into their Google account when searching will also see search results that include the tweets of people within their social network (<http://hcp.lv/9TO4dd>). The integration of social networking into search engines is an ongoing process that does not appear to be stopping any time soon.

What exactly does this mean for pharma? The same as it does for businesses in any other industry—a successful social media presence (ie, growing numbers of interactive followers and fans) will begin to translate into SEO success. As the social/SEO industry continues to evolve, there are more opportunities for organizations to get on the coveted first page of search results. If nothing else, this change should inspire those companies without a social media plan to begin strategizing ways to use this to their advantage. It’s just one more reason to dedicate resources to building a community around your products, brands, and organizations.



### Follow them on Twitter!

**Adpharmnet** – “Collecting pharmaceutical and healthcare ads from around the world and making them available online as a reference to the pharma and communications industry.”  
<http://twitter.com/adpharmnet>

**Michael Spitz** – “Senior Digital Strategist with Ignite Health, interested in all things health, technology, and communications.”  
<http://twitter.com/SpitzStrategy>

**Michelle Petersen** – “Experienced consultant on large-scale pharma events, specialist in all pharmaceutical & healthcare news for the industry.”  
<http://twitter.com/shelleypetersen>

**Nancy Cawley Jean** – “Reader, writer, mom to rescue dog, and lifelong Red Sox fan and Rler. Managing social media 4 Lifespan’s 5 hospitals in RI. My views only here - not hospitals!”  
<http://twitter.com/NancyCawleyJean>

**Rita Rubin** – “I write about drug safety, the FDA, women’s health, to name a few medical topics, for USA TODAY.”  
<http://twitter.com/RitaRubin>

Social is becoming an increasingly important aspect of search engine optimization.



### In The News...

**DigiPharm 2010: So Why Does Digital Matter Anyway?**  
<http://hcp.lv/bW2yBA>

**Huge LinkedIn Revamp Puts it into Direct Competition with Facebook and Twitter**  
<http://hcp.lv/9khJiU>

**Social Sharing Tools in Pharma and Healthcare — A New Solution**  
<http://hcp.lv/9NrEeR>

**Social Media and Healthcare Consumers: A Report**  
<http://hcp.lv/dgAw8n>

## Mark Your Calendar

### 2nd Annual Marketing Pharma and Healthcare to Women Conference

**When:** November 16-17

**Where:** Chicago Cultural Center; Chicago, IL

**What:** “The Marketing Pharma & Healthcare to

Women Conference will give you the know-how you need to increase your brand’s emotional, cognitive and financial share of the largest, most lucrative, most active segment of the pharma & healthcare market... WOMEN... Women control over 85% of all consumer purchasing including every healthcare category.” Find out more and register at <http://hcp.lv/9HciGV>.



### 4th Annual Comparative Effectiveness Research Summit for the Bio/Pharmaceutical and Medical Device Industries

**When:** November 17-18

**Where:** Hyatt Regency at Penn’s Landing; Philadelphia, PA

**What:** “There is an increased focus toward CER and EBM by the government; as well as being a part of healthcare reform efforts, the AHRQ will soon be distributing \$44 Million in grants to fund research projects to advance electronic data collection as a basis for CER. Manufacturers are challenged to generate evidence or develop their own CER studies about their products for a variety of purposes, especially to meet the demands of many reimbursement groups. At the 4th Annual Summit, we address the impact of CER on the pharmaceutical, biotech and medical device industries and discuss the real-world application of CER for health economists, outcomes researchers and others within industry.” Find out more and register at <http://hcp.lv/aqxdZm>.

## Webinar Watch

### Marketing Lessons from the Grateful Dead

“The Grateful Dead is a great case study in contrarian marketing. All of their many marketing innovations seem to spur from doing the opposite of what other bands (and record labels) are doing at the time and that has cultivated their fan base. Now businesses can learn from what they do. Join HubSpot CEO Brian Halligan and special guest presenter and acclaimed author, David Meerman Scott, to learn how to create a self-perpetuating marketing engine of passionate fans who will tell your stories and spread your ideas just like deadheads do for the Grateful Dead.” This archived webinar can be found at <http://hcp.lv/cxOhxv>.



## Facebook Secrets Revealed

Much like Google, Facebook uses secret algorithms to present the type of information that it wants you to see. For instance, did you know that you aren’t automatically seeing all the status updates and postings that all of your friends and fans are posting? Although no one outside Facebook knows what goes into those algorithms (or Google’s either, for that matter), several recent studies have revealed a few interesting findings.

Thomas E. Weber, a writer for the website The Daily Beast, recently conducted a rather interesting study to determine just what actions altered the way Facebook interacted with users. To do this, he set up an experiment with a volunteer by the name of Phil Simonetti, who allowed him to dictate his Facebook habits to see what would happen under certain circumstances. By doing things like interacting with other users, posting numerous updates, and messing around with settings, Weber found a

number of interesting things:

Facebook has a bias against newcomers. Weber had Simonetti post all kinds of status updates with varying lengths and frequency, all to no avail; his “friends” weren’t seeing any of those lonesome updates in their feeds. The reason? Facebook has a Catch-22. The more popular you are, the more your updates and interactions are noticed. The problem is that it’s hard to become popular when you’re starting out on an island by yourself. So Weber instructed Simonetti’s friends to start interacting with him, and, presto! His updates and interactions started to appear in news feeds.

If you stalk others, it will not help you become more “popular” in Facebook’s eyes, but if others stalk you, it will help your updates to be more visible to friends.



Submitting links is more valuable to Facebook than status updates.

Nothing here will likely impact your Facebook strategy dramatically, but it is good to understand how things are weighted on Facebook. Even more interesting, there are certain settings that you can tweak to adjust how many of your fans’ or followers’ updates you see. To learn more about those settings and some other Facebook secrets, check out <http://hcp.lv/ahPHQL>.

## Watch, Listen, Learn



### Watch: 10 Memorable Viral Videos of 2010

As you already read, creating a viral video is the holy grail of marketing, but it can be incredibly difficult to capture lightning in a bottle. One way to help understand what goes into making a viral video (aside from reading your recent issue of *Avatar*), is to check out what videos have already achieved viral status. Check out the 10 most memorable videos of 2010 at <http://hcp.lv/ccD5C2>.



### Listen: DocCheck Survey of Social Media Use by Physicians

“A conversation with Dr. Frank Antwerpes, President, DocCheck Medical, about the recent survey of the DocCheck physician online community regarding use of social media.” Check out this podcast at <http://hcp.lv/cbqmgH>.



### Learn: Seven Reasons Why Pharmaceutical Marketers May Jump into Social Media

“As prescription drug companies seek more ways to connect with patients, drive product sales, and respond to continued government and regulatory pressures, social media has become an attractive—and often effective—channel for pharmaceutical marketers.” That might be a bit of an understatement; however, there are some good points made in this post, with links to other useful resources as well. Check it out at <http://hcp.lv/cLY96i>.



### Bonus! Pixels and Pills Packs Pharma Punch

The beauty of Twitter is that you can stumble upon all kinds of new and useful resources at any given time. This month's find is Pixels and Pills, a blog that is described as “a collaborative effort between some passionate professionals in the Pharmaceutical Marketing and Communications space.” Visitors will find several videos with KOLs from different sectors of the pharma industry and an impressive blogroll list to other useful resources. Check it all out at <http://hcp.lv/cUt8LC>.

## Avatar Live Provides a Free, Interactive Platform for Discussions, Events

If you've taken part in live chats and discussions over the past couple of years, you've likely seen a platform called Cover It Live. Since its release in late 2007, Cover It Live “has been used by thousands of writers to engage millions of readers around the world. It is actively used both by traditional bloggers as well as those in mainstream media.” In order to access the platform, users sign up for a free account on the website and fill out a registration form. Once that is completed, they enter information about the event they want to cover and receive an embed code (just like you would find on every YouTube video) for the Cover It Live platform, which users can post to their own website.

Cover It Live includes many cool features and can be used to set up a discussion with an audience, or it can even be used to set up an enhanced Twitter feed by topic or selected users. It also allows for multiple people to become “producers” or “moderators,” ensuring that the user has total control of what is being posted to the discussion or feed. Cover It Live “powers the social experience for 120 million monthly unique visitors on more than 450 of the world's leading digital properties,” so the next time you are trying to set up an interactive chatting platform, be sure to check out what they can provide at <http://hcp.lv/bLDwK6>.



Avatar is online!

[www.avatarnewsletter.com](http://www.avatarnewsletter.com)



# HCP Live

HCP Live is the pre-eminent online source for physicians and other healthcare professionals who are looking for information, tools, and techniques to improve patient care.

Now Available!

MD Magazine  
for the iPad

Go to iTunes to  
download a **FREE** copy!

