

# your guide to new media marketing

From the Publisher of **mdng**

## Q Twittorial

- It's time to learn how Twitter can help you better perform your job

Twitter is the current social networking craze. It's a microblogging site that allows users to send out "tweets," which are messages that are limited to 140 characters. To put it into perspective for you, anyone can send out updates ("tweets") that are equal to the number of characters in this very sentence. Tweets can be about whatever the user wants, and range from "Just woke up. Heading to the grocery store" to "Looking for a good article on pros and cons of e-mail marketing? Check out <http://tinyurl.com/dlfs04>." Obviously, the latter is a more productive use of time, and you probably don't care about anyone up-



dating you on going to the grocery store. However, you can choose the updates you receive; if you opt to "follow" somebody, each time you log on, you'll be able to see their most recent tweets. This means you can set up your Twitter account so that you

are receiving up-to-the-minute info on the subjects that you want to be in the know about. To really delve into the benefits of Twitter, check out this presentation created by a staffer from the *New York Times*: <http://tinyurl.com/d31r8h>.

## Q What's with the TinyURL thing?

Throughout this issue of *Avatar*, you'll find links to resources online that begin with <http://tinyurl.com>. If you are not familiar with this handy resource, it's a simple way to turn a monster-size link into, well, a tiny URL. If you ever need to shorten a link for convenience or want to make sure you can squeeze a URL into a Tweet (see "Twittorial"), visit TinyURL.com and let them take care of the problem.



## Q Strengthen Your Marketing with an Integrated Approach

- How print ads can create more traffic and lead to online success

*Avatar* is meant to keep you abreast of the tools and techniques you can use to ensure that your new media marketing is a success. However, that doesn't mean that you should only be concentrated on new media; it's extremely important that you employ a well-integrated marketing approach. Recently, the Magazine Publishers of America released a report that stressed the importance of combining online and offline media in order to increase traffic to websites. Among the report's overall conclusions were:

- Offline media actually "perform well in driving web traffic and search – often better than online media, even when URL addresses are often missing."
- When looking into the role that "individual media play in driving web results, magazines most consistently drive web traffic and search."

To read the entire report, "How to Drive Online Success: Increasing Web Traffic and Search," visit <http://tinyurl.com/dnfhe9>.

key:  beginner  intermediate  expert

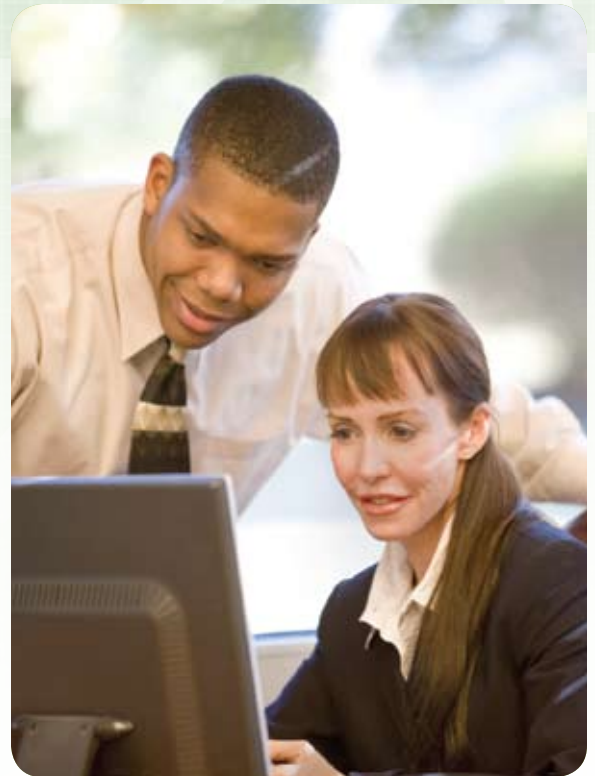
# E-mail Deemed a “Crucial Weapon” for Marketers Fighting a Recession

- Why you should be using e-mail campaigns

The Email Census 2009, recently released by Econsultancy and Adestra, contains data that asserts the necessity of using e-mail campaigns in a recession. Here are some of the highlights from the census:

- 78% of company respondents now rate e-mail as “excellent” or “good” for return on investment, higher than for any other digital marketing channel
- Only 18% of companies know what percentage of their e-mail budget is lost through non-delivery
- A lack of e-mail strategy is likely to be regarded by company respondents as a barrier to effective e-mail marketing, according to 44% of e-mail marketers
- 42% of e-mails (by volume) sent by responding organizations are acquisition-focused, whereas 58% are retention-based e-mails
- Unfortunately, the research also shows that 42% of e-mail marketers do not know their ROI from their e-mail marketing campaigns
- 47% of respondents reported using application service providers/hosted service as a method for e-mail marketing, far and away the most popular approach

To read more details of this study, please visit <http://tinyurl.com/dkwev8>.



## Quotable

“While the e-channel marketing mix is customized for each business, there are foundational tactics that work for many brands such as having a strong website, implementation of a search engine marketing campaign, online advertising and e-details or case studies. Moreover, it is important to find customized Web solutions that may involve third-party portals.”

– Amy Chafin,  
Specialty Marketing Manager, Eli Lilly

## Webinar Watch!

Marketwire and Expansion Plus have teamed up to create a webinar series titled “Your Social Media Roadmap,” which uses case studies to provide tips and strategies for your social media marketing. The first webinar in the series, “Setting Your Baseline and Determining Goals,” took place on March 19. The second webinar, “Researching and Planning,” was on April 16. The May 21 installment, “Choosing Your Tactics,” will feature Rebecca Lieb, editor and consultant, and vice president of eConsultancy. To see more details on this series, and for information on how to register, visit <http://tinyurl.com/cd5pp9>.



## STAT!

According to the Manhattan Research ePharma Physician v8.0 study, released in 2008, “physicians desire to receive the majority of their pharmaceutical and device product information through online and other electronic sources. Currently, physicians conduct 41% of their pharmaceutical research online, but expect to increase that percentage to over 50% in the near future.”

<http://tinyurl.com/5qwl2w>

# Mark Your Calendar

## The 4th Pharmaceutical Relationship Marketing & Sales Congress

- When:** May 19, 2009  
**Where:** Doubletree Hotel; Princeton, NJ  
**What:** This Congress is “the forum for the industry to explore meaningful ways to develop and nurture lasting relationships with patients and physicians.”

Find more info and register at <http://tinyurl.com/dm8xpl>.

## The Healthcare Communication & Marketing Association 2009 Annual Event

- When:** June 17-19, 2009  
**Where:** The Westin Jersey City Newport; Jersey City, NJ  
**What:** Healthcare marketing and communication professionals from across the nation will gather at this event to “celebrate the year’s outstanding work and top healthcare marketers at the 2009 HCMA IN-AWE and Delta Awards ceremony.”

Find out more and register at <http://tinyurl.com/cf2jbq>.

## CampusRXBio Opens Doors for Those Interested in Pharma Careers

- Curious about job opportunities? Have a family member or friend who is looking to go into pharma marketing?

CampusCareerCenter.com, the nation’s leading campus recruitment company, has just launched CampusRXBio, a new website “designed for students, recent graduates, and alumni interested in exploring a career in the biotechnology, pharmaceutical, and life sciences industries,” that connects “employers with the members of [their] extensive database of students, alumni, and experienced talent who are seeking careers in both technical and non-technical roles.” A quick glance at the site ([www.campusrxbio.com](http://www.campusrxbio.com)) reveals an impressive, user-friendly layout that enables visitors to easily search job listings, find blog postings about the latest industry news, and even post a resume. Job listings can be sorted by category, the type of commitment being sought after (part time, full time, internship, etc), and by state. Employers also have the ability to promote opportunities and raise awareness about the positions they have to offer. Be sure to check out the site for more info!



## Salesforce’s Service Cloud Teams Up with Twitter

- The time to jump on the Twitter bandwagon is now

Now that Twitter use is growing exponentially, companies are paying more attention than ever, realizing that the platform offers them a powerful marketing tool. Salesforce isn’t wasting any time; earlier this month, the company announced that it will be integrating a customer service platform, called Service Cloud, with Twitter. The aptly titled program, Salesforce CRM for Twitter, is now available in beta form.

According to a news story (<http://tinyurl.com/ccoaue>), the integrated service will combine “concepts like online customer communities, social networking, knowledge base information, and making data from cloud services like Facebook and Twitter available to e-mail, phone and chat-based customer service representatives.”

Read more about the integration in an interview with CEO Marc Benioff at <http://tinyurl.com/dnby9d>.

## Follow them on Twitter!

Now that you know how to use Twitter to your advantage, it’s time to get going! After you’ve taken a second to create an account, utilize the search function and start looking for contacts and members who will keep you informed on breaking industry news. To get you started, here are a few members you may want to follow:

DigitalPharma  
<http://twitter.com/DigitalPharma>

PharmaNews  
<http://twitter.com/PharmaNews>

PharmaTV  
<http://twitter.com/PharmaTV>

Pharma Connections  
<http://twitter.com/pharmaconnect>

Pharma\_tweet  
[http://twitter.com/Pharma\\_tweet](http://twitter.com/Pharma_tweet)

# Watch, Listen, Learn.

## Watch: Inside Pharma's Market

Predicting the “outlook for big pharma as the second quarter is just around the corner, with Barbara Ryan, Deutsche Bank senior pharma analyst, and CNBC’s Mike Huckman.” Aired on Monday, March 30.

<http://tinyurl.com/dhf96t>

## Listen: Pharma Marketing Talk

John Mack, creator of “Pharma Marketing Blog” and publisher of *Pharma Marketing News*, runs a biweekly podcast called “Pharma Marketing Talk.” Check out some past podcasts, where you’ll find interviews with industry leaders and discussions on hot topics in the pharma world.

<http://tinyurl.com/4ygbgk>

## Learn: Pharma's Facebook

Be sure to check out this article online, as it explores the ways in which the pharmaceutical industry is utilizing one of the most successful stories of the Web 2.0 era – social media. Author Peter Houston specifically discusses the ways that the professionally centered social media site LinkedIn is being used.

<http://tinyurl.com/c58mon>

## Pharma Dollars Going to the Digital Side

- Why it pays to invest in your digital branding

*DMNews* reporters Mary Elizabeth Hurn and Chantal Todé wrote an article earlier this month documenting that the new pharma marketing trend is to focus a little more on digital media. This is a direct result of the economy causing some pharmaceutical companies to cut back on their sales reps, but it doesn't hurt that “approximately 60% of physicians are already using or are interested in using physician online communities such as Sermo and Ozmosis,” and that these physicians “write an average of 24 more prescriptions per week than physicians with no interest in online communities,” according to the article. Read it in its entirety at <http://tinyurl.com/c9eqpr>.

## Pharma and Social Media Marketing

- Abide by the “rules” and your social media strategy will thrive

With so many marketers in every industry turning to powerful social media giants like YouTube, Facebook, LinkedIn, and Twitter, it's important to create and follow industry standards and rules regarding promotion and marketing. Some pharma companies that have jumped on board



the social media marketing train have been reprimanded by the FDA due to misleading product claims. Because the FDA has yet to specifically address the use of social media, it has created a gray area that may deter further use of social media as a marketing tool. But this should not be the case, according to Dr. Jean Ah Kang, special assistant to Tom Abrams at the FDA's Division for Drug Marketing, Advertising, and Communications. She recently explained that “It's not the medium, it's the message. We do recognize the importance of social media, like Web 2.0, and we recognize that it is reality and it is here to stay.” In other words, as long as marketers are including all the necessary information and are not overstating efficacy or omitting any important risk information, social media can be used as an effective marketing strategy. To read the latest on the pharma industry's evolving relationship with social media, check out this article: <http://tinyurl.com/dd3mgb>.

## Impact of E-marketing for a Mature Brand

- Learn how to react to a competitor's OTC switch

Physicians Interactive brings you this case study, which explains how to utilize multi-wave e-detailing solutions to consistently engage targeted physicians; measure physician “intent to prescribe” and increase in NRx; and integrate the e-detailing initiative with the current sales team targeting and alignment to deliver complementary and value-add services. Check out the details, including project timeline and performance, at <http://tinyurl.com/cpau44>.



# HCP Live.com

Healthcare Professionals Network

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.