



Life Science Marketing Group



North Carolina Biotechnology Center

April 28, 2020

12:00	Welcome, Announcements & Housekeeping Items
12:05	Optimizing Your Social Media Strategy
12:45	Q&A
1:00	Wrap up

May 12
Virtual
Program

Intentional Evolution: How Marketing Can Impact Organizations



Tom Triumph
Triumph Consulting



Optimizing Your Social Media Marketing Strategy

DIGITAL MARKETING VS. SOCIAL MEDIA



The evolution of social media



#1



#2



#3



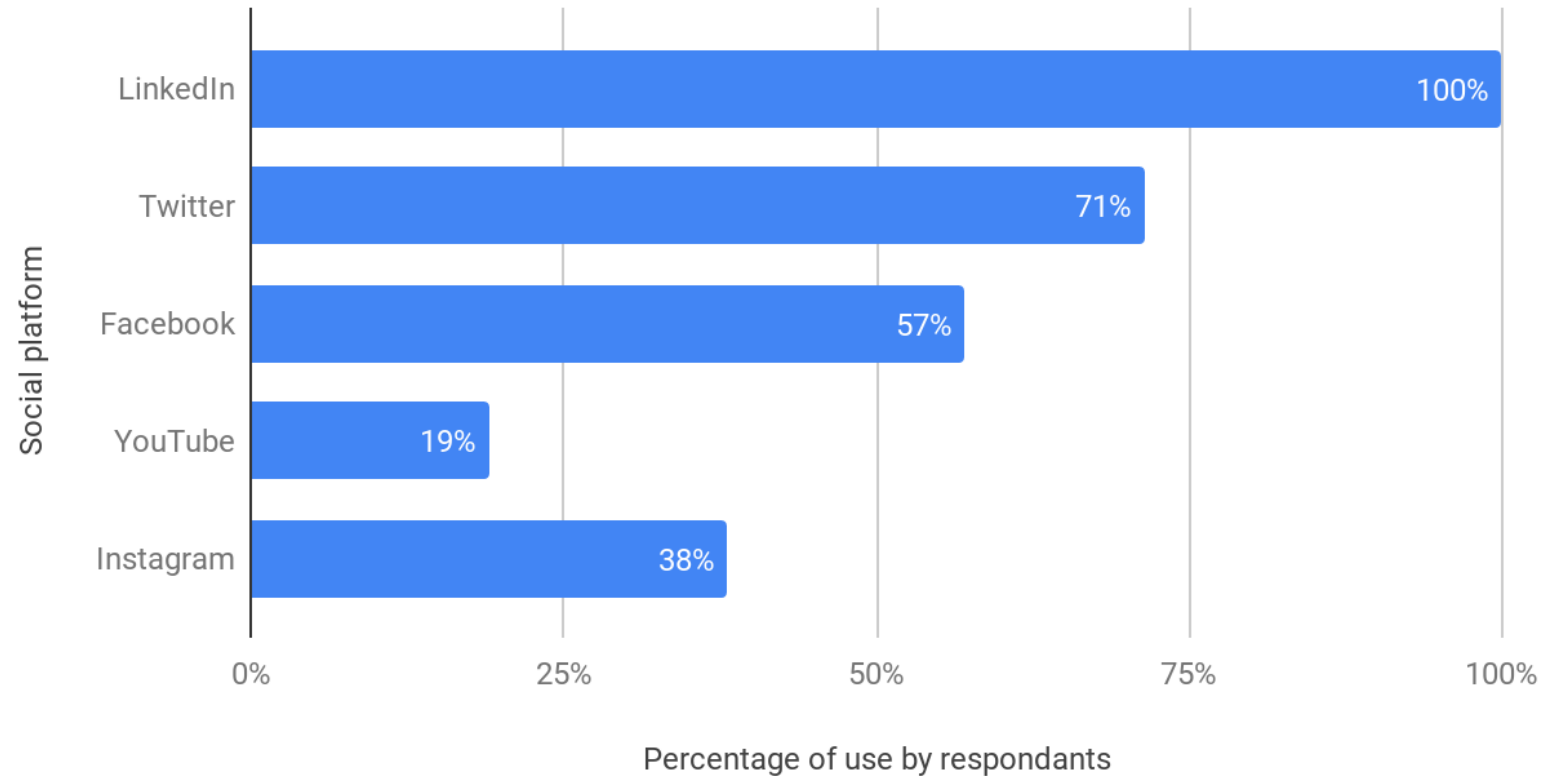
#4



#5

What social platforms are life science companies using?

Social Media Platform Usage



Users responding to COVID-19

- Daily app usage up 20% among consumers in Q1 2020
- Facebook and Instagram have upgraded video features
- More interactive engagement
 - Challenges
 - Workouts
 - Using Live features for webinars
- Unemployment leads to spike in LinkedIn job searches

Brands responding to COVID-19

 Nike  @Nike · 3/21/20

Now more than ever, we are one team.
#playinside #playfortheworld

**IF YOU EVER DREAMED OF PLAYING
FOR MILLIONS AROUND THE WORLD,
NOW IS YOUR CHANCE.**

Play inside, play for the world.



Wendy's  @Wendys · 1d

Picking up a new hobby. Come paint with us on Twitch. twitch.tv/wendys



160

103

1,614




Life science companies responding to COVID-19

- Announcing critical partnerships
- Updating stakeholders on regulatory milestones
- Highlighting new drug and vaccine discoveries and clinical trial entry
- Addressing needs of health care workers and plans for producing PPE equipment
- Event updates and webinar announcements


Growing your audience

Build your following *within* social platforms








North Carolina Biotechnology Center
10,524 followers
2mo • Edited •

More details about the **Eli Lilly and Company** announcement yesterday. Lilly officials said they chose **#NorthCarolina** over competing sites primarily because of our **#workforce** capabilities. <https://lnkd.in/eWvFfhV>



Lilly Building \$474M Pharma Factory in RTP, Hiring 462 Workers
ncbiotech.org

   254

 Like  Comment

Be the first to comment on this

Organic impressions: **9,715 Impressions**

Show stats ▾



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2020 is off to a great start for the NC **#lifescience** community. Today NC Governor Roy Cooper announced that **Eli Lilly and Company** will invest \$474 million and create 462 new jobs in Durham County. **#TransformNC**



   232 · 10 Comments

 Like  Comment

Organic impressions: **11,095 Impressions**

Show stats ▾


#LifeScienceMarketing

Build your following *within* social platforms

#LifeScienceMarketing

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Merck's recent announcement will create 55 new jobs at its Wilson plant over the next two years. This expansion comes on the heels of the \$680M investment announced in July and brings Merck's total investment in NC to \$1.6 billion. #TransformNC
https://lnkd.in/e_hNaGV



NCBIOTECH News

Merck Announces an Additional \$57M Investment at Wilson Plant
ncbiotech.org

35

Like Comment

Be the first to comment on this

Organic impressions: 1,774 Impressions Show stats

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Exciting news for Merck and the City of Wilson regarding Merck's continued investment in #NorthCarolina

North Carolina Department of Commerce
6,141 followers
3mo •

#NCCommerce Secretary Copeland just announced a second expansion for Merck! The global #pharmaceutical company will add 55 more jobs in Wilson County while investing \$57 million in the City of Wilson ...see more



30

Like Comment

Be the first to comment on this

Organic impressions: 2,216 Impressions Show stats

Draw more attention to your brand



Gaining #organic reach

- Stick to no more than 2 hashtags per post
- Use hashtags within post copy if possible, make it easy to follow
- Do your research and be intentional
 - You want to use hashtags that are active, but don't have too big of a following

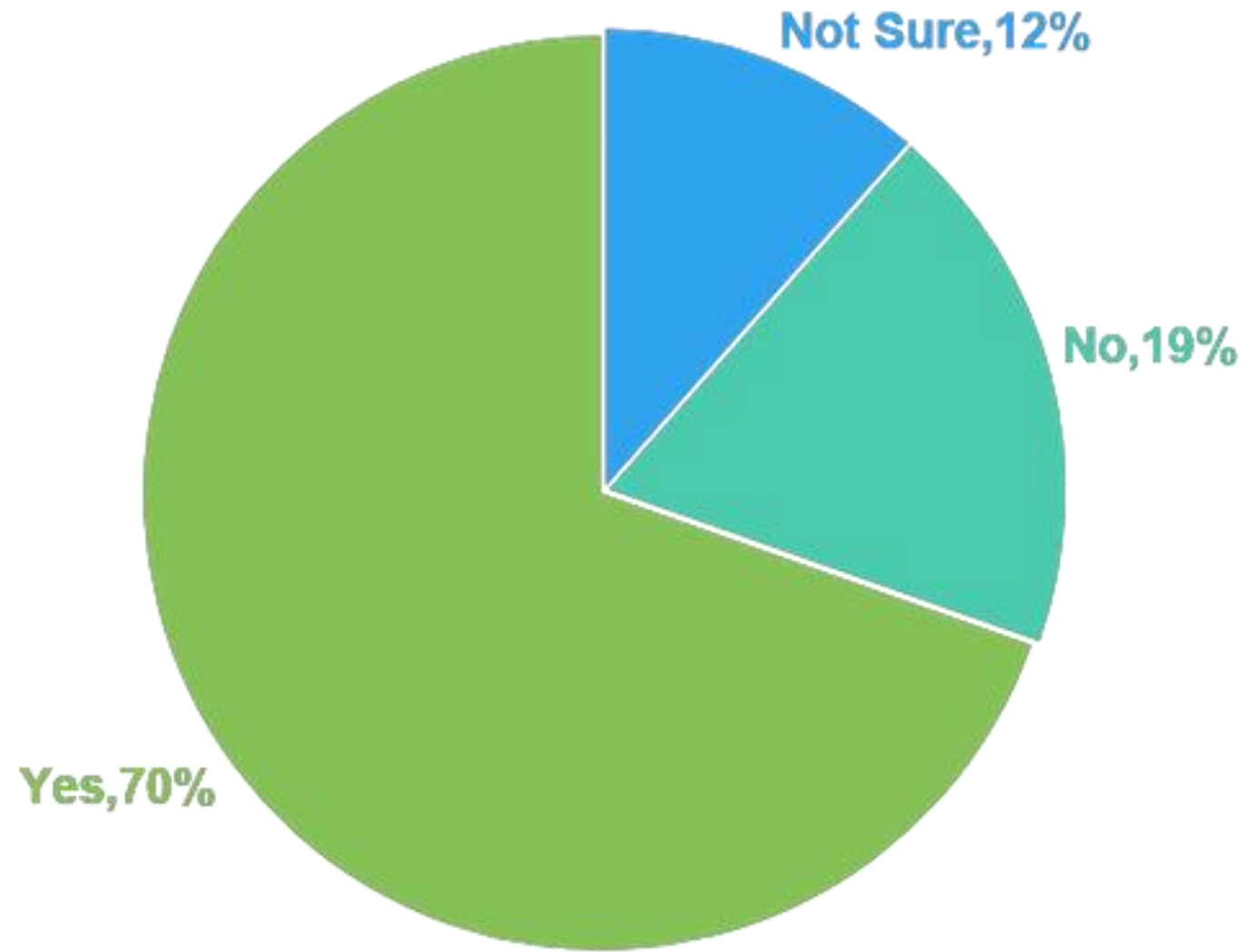
People don't buy what
you do, they
buy why you do it.

SIMON SINEK

The power of content marketing

(the backbone of your social strategy)

**Are you
actively
investing in
content
marketing?**



The backbone of your social strategy

- “How can you (as a business) help solve my (me, the customer) problem?”
- Generate interest in your products and services
- Drive traffic to your website

What types of content are users consuming

What kind of content are users consuming?

- 50% of consumers prefer video content over other forms of content such as emails, social, and blogs
- Marketers who use video see a 54% increase in brand awareness with their content among audience members
- Social media and video viewing are the two most popular online activities

What kind of content are users consuming?

- Blogging: listicles are the most popular type of blog format
 - e.g. “3 ways to use our product”
- 66% of marketers create blog posts to share with their audiences on social
- Using stats creates trust for the visitor
- Opportunity to show expertise in your industry

What kind of content are users consuming?

- Case studies
- Infographics
- Testimonial graphics
 - Staff to highlight brand culture
 - External/consumer to highlight benefit of your business

Understanding your audience

Who are life science companies trying to reach?

- Biotech/Pharma
 - Decision makers (VPs, Directors, CxOs)
 - Life science companies
 - Research and sales managers
- Health care
 - Public and global health professionals
 - Large health systems and employers
- Communications/Marketing/Corporate
 - Product Managers
 - Marketing Directors
 - Business Development
- Investors

Social listening vs. social monitoring



Social Listening

- How to track, analyze, and respond to conversations across the internet
- Identifies trends in your industry
- Measures performance of social strategy
- Helps maintain a strong reputation
- Helps to discover new product ideas
- Identifies new business opportunities
- Tracks competition

Social Monitoring

- Method of looking for all your mentions of your brand, products, hashtags, employees, competitors, and customers
- Puts your brand and your buyer/customer/client persona in the audience together
- Gives opportunity to listen to third party

Measuring the impact

Social media key performance indicators

- Reach
- Engagement
- ROI
- Retention and loyalty

How to measure ROI

- Social Media success is ultimately defined by what revenue is coming in
- Putting systems in place to track ROI
- Do a social media audit
- Sales cycle also depends on social media success

How to measure ROI

The ROI of a social media action is calculated by dividing the net income by the cost and then multiplying it by 100.

If I had a new product campaign and it cost \$3,000 to promote on Facebook and Twitter and once completed make a profit of \$9,500. It would be calculated as such:

$$[(9,500) / 3,000] \times 100 = \uparrow 317\%$$

Key points to remember

- Understand your client/customer persona
- Developing a strategic plan takes time and patience
- Content, content, content
- Listen to your audience and monitor how your brand is responding
- Determine what metrics are important for your business



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Katie Daugherty
Content Marketing Manager
NCBiotech



Thank you for participating



Tune in again for our May 12 program!