



Online promotion

1. Executive summary

Multiple research studies show that at least 40% of patients and consumers look for health information on the internet. Over 50% of this audience is female, and the more educated the individual, the more likely they are to use the web as a source of health information.

Physicians were early adopters of the internet as a resource for disease and treatment information and are now increasingly using mobile devices to access online services.

There are millions of online destinations available with health information designed for different target audiences, and it is a competitive marketplace in which to get visibility. It is therefore essential to use a variety of techniques to ensure your target audience can find your offering.

Online brand promotion is an effective, highly targeted way to identify, access and develop relationships with customers. Banner advertising, search engine marketing and content syndication are strategies capable of driving traffic to product websites as well as creating product awareness, delivering branded messages and acting as a gateway to other services.

Effective support, promotion and integration with existing or planned offline marketing tactics are essential to the success of any given tactic. By using a multichannel promotional strategy, you will maximise awareness of your brand, service or other online activity.

The challenge for healthcare professionals, patients and consumers is to quickly find reliable information for their information search.

The challenge for your company is to ensure:

- you provide relevant, up-to-date information that is valued by your customers
- your target audience(s) can find information easily



2. Background

Although the combination of online and offline will provide the best results, the use of online will generate significant results and enable you to deliver your message, form a relationship with the customer, encourage registration for future dialogue, encourage enrolment into educational/promotional programmes and help to establish your company as a source of high-quality information tools and services.

3. Techniques

The objectives of online promotional campaigns are to:

- attract customers to your offering (for example, eLearning programme, Twitter feed, Facebook page, screening programme)
- raise awareness of your company's products, services and offerings
- encourage registration and hence the start of a customer relationship
- generate interaction between your company and your customers
- raise awareness of your company as a credible and responsible player in providing information on diseases and treatments where it has an interest

A growing number of options are available, including:

- behavioural advertising
- search engine optimisation
- search engine marketing
- partnerships (content syndication and affiliate programmes)
- display advertising
- email marketing
- links optimisation
- social media hubs/viral campaigns

3.1 Behavioural advertising

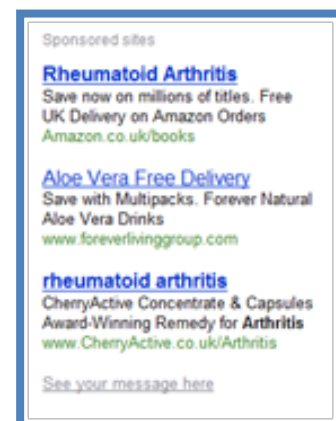
This is where you target specific audiences based on their interests/activities rather than by the current content of a publisher page. We all leave a ‘digital footprint’, a trail left by our interactions in a [digital environment](#), including our use of [TV](#), [mobile phone](#), [internet](#), [mobile web](#) and other devices and sensors.

Site owners use a portion of this digital footprint by looking at the pages people have viewed and/or the searches they have made to display content that is more relevant to their interests. It is an effective way of advertising, but many online users and advocacy groups are concerned about [privacy](#) issues around this type of targeting.

“Behavioural advertising is likely to reach an impressive 23.4% of online media spend by 2012”
Richard Sharp, Managing Director of Media, ValueClick

3.2 Search engine optimisation

Search engine optimisation can be a very cost-effective way of increasing visits to your website. Both consumers and healthcare professionals use search engines to identify internet sites that may contain information that interests them. It has been estimated that up to 80% of the visitors received at some of the larger business websites arrive there through a search engine or web directory. Search engine optimisation aims to ensure prominent (top 10) placing on search engine rankings by optimising the design and content of website pages to attract high scores when indexed by the major search engines. However, it is not a one-off exercise and needs ongoing investment and monitoring to track performance.



Case study: search engine optimisation

Monarch airlines, a UK provider of low-cost scheduled flights

Objectives

- To increase the share of search-driven traffic
- To increase the volume of online sales transactions
- To improve the cost-effectiveness of the online marketing strategy



Methodology

Research was carried out into flight-searching behaviour using a combination of keyword sources, including Hitwise UK, data from Monarch's onsite flight booking tool, search term popularity tools, competitive analysis and brainstorming. This exercise produced a comprehensive list of over 500 popular keywords used in travel-related searches that Monarch could use to attract potential visitors.

From these 500 keywords the optimisation campaign was designed to target the most popular generic terms combined with Monarch's flight destinations, for example 'cheap flights to' and 'Spain'. A full audit of Monarch's 800+ web pages was performed, assessing accessibility, relevancy and credibility – the fundamental criteria search engines use to rank sites. Once areas needing attention had been identified, Monarch's developers refined the website code and the content and delivery of new pages to improve the site and enable spiders to access and index its pages.

After optimising the site, a link-building program was put in place to help further improve the site's popularity.

Results

The campaign is delivering over 200,000 visitors a month and has produced 143,213 flight bookings. An analysis of return on investment showed that for every £1 invested in the campaign, £360 of revenue was generated. In a year, natural search revenue rose by 56%. This performance exceeded all of Monarch's other online marketing activity.

This campaign won a Business Performance Award from the Institute of Direct Marketing for Digital Acquisition.

Key learning

Intelligent choice of keywords to optimise a site is a very cost-effective method of attracting customers to a website.

3.3 Search engine marketing

Search engine marketing, often referred to as 'pay per click advertising', involves sponsoring specific search terms or groups of search terms to guarantee clicks-through. Overture, Google and a growing number of companies offer search engine marketing services.

Search engine marketing also ensures that customers searching for information on specific products or disease areas view the information that is most appropriate to them. Furthermore, the ability to continuously monitor online promotional campaigns and to track users through your website provides valuable information on customer relationship management, allowing you to optimise your marketing campaign.



Getting the copy right in the advert is crucial as you need to ensure that only the target audience is enticed, and you have only a limited number of characters.

You pay for placement based on the competitiveness of the keyword. Most adverts appear on the right-hand side and you can specify how far down the page it appears, for example position 4. The lower down the page, the less expensive the placement.

If the sponsored advert gets more clicks than the top ranking site via organic search, it automatically appears at the top of the page:

[Eliminate Heartburn Pain](#) - www.BanishHeartburnForever.com Sponsored sites
Get Information To Cure Heartburn Pain

[Targeted Cancer Therapy](#) - www.NovartisOncology.com Sponsored sites
Novartis Provides The Latest Cancer Research Findings, News, & More.

For example, buying the keyword 'asthma' could guarantee appearing within the top five results for this search. Search engine optimisation and search engine marketing are strategically essential and permanent marketing for any web presence.

Which keywords to choose and how much to pay take time, but in general the more niche or specialised the term, the more relevant the results for the site and the user

"Day in, day out, month in, month out, Google consistently produces more revenue per sale. It's so cost-effective to pay per click for Google customers, because we know the quality of leads is very high"

Trevor Rowley, Managing Director, Postoptics

Case study: search engine marketing

Audible.co.uk is a wholly owned subsidiary of Audible Inc. (www.audible.com), the internet's leading spoken audio source. Audible.co.uk offers a powerful collection of more than 17,000 audiobook bestsellers and classic audio titles.

Objective

As an online company reliant on a strong visibility in search engine listings, it was imperative that Audible's pay per click campaign was well targeted. In the crowded online book market, downloadable audiobooks are not an obvious choice for consumers, so the campaign was tasked with raising awareness and drawing new customers in.

Methodology

It was found that Audible's search market was not only very small, but also had a method of search that changed on a regular basis.

Their previous pay per click approach employed just one basic Google campaign, which was not adequate. A further 22 dynamic campaigns were run across Google, 22 in Yahoo and also in MSN.

Results

- Search traffic sprung from 11,060 clicks a month to 49,166 clicks (an increase of 344%)
- Average search volume increased from 1,177,043 impressions to 18,399,251
- Year-on-year conversions increased by 78%
- Average cost per acquisition targets were beaten by £60

Key learnings

If done well, pay per click advertising can reach a niche audience very effectively.



3.4 Partnerships (content syndication and affiliate programmes)

There may be other opportunities for promotion outside the pure advertising approach. One potentially very effective route is developing a partnership with a third party.

This partnership is likely to be with a site that already has an audience that is relevant to your needs. There are a number of different approaches:

1. **Sponsorship approach:** your company could partner with a relevant site on a straightforward commercial basis. The site gives prominence to your site URL or your brand, product or service via sponsorship credits in return for cash. This is different from advertising in that you are more embedded in the site
2. **Content provision (syndication):** your company could provide content for a website or portal that targets physicians or patients. The site gets valuable content that it would otherwise have

to research or source itself and your company gains exposure to its content for free or at a low cost

3. **Service provision:** many sites appreciate that anything that adds value to a customer's visit is likely to encourage return visits. Your company could choose to provide online tools to a site, such as compliance tools and diaries, which improve the site's usability. In return, your company gets branded exposure to the site's audience

The rationale for sponsored content is that high levels of traffic already exist for these sites. Customers find syndicated content to be valuable, as trust levels for these sites are high. Low production costs and a proven ability to impact on behaviour make syndicating/sponsoring text-based content an attractive marketing tool.

Sites that accept this type of content include general health sites and portals, non-profit sites, patient support sites and lifestyle sites. Their primary influence is on consumer awareness and education.

3.5 Display advertising

Advertising can engage and draw in a potential customer and generate traffic from a broad consumer audience or a niche healthcare professional audience, depending on placement of the advertising.

The options are numerous and using a mixture of formats will deliver the best results. It is therefore recommended that you commission a toolkit of advertising formats to ensure you can communicate to potential customers with maximum impact. Developing a number of different formats also ensures you can have a presence in a number of different site locations and that you minimise 'wear out' when a campaign to drive traffic might last 3 months or more. The toolkit should consist of the following elements:

3.5.1 Banners



Horizontal banners (46 × 60 pixels) are the standard promotional format and allow a reasonable amount of detail to be communicated via animation. These normally sit at the top of site pages.

A good banner needs to have clarity and animation, communicate quickly and have a clear and compelling call to action – 'click here'.

3.5.2 Buttons



Buttons are a small visual representation of the site, often a logo or visual metaphor. Buttons should be used only in conjunction with other formats, as they provide insufficient space to deliver strong messages.

A good button tends to reflect the branding, catch the eye and draw attention to the action required.

3.5.3 Skyscraper



A skyscraper is essentially a banner (120 × 600 pixels) that is placed vertically down the side of a website page. It operates in exactly the same way, but combining formats enables you to dominate the target media and maximise impact. When formats are used together, the messaging should be related but not necessarily the same, for example a banner could promote the health information aspect of the site and another format could promote a questionnaire, such as a mood survey to see if the visitor might have a depression-related condition.

Consider your chosen media when deciding which format or combination of formats you will use. Not all formats are supported by all sites. Question the click-through rates on the different formats and locations. If a niche audience is required, ensure the banners are targeted and not ‘run of site’ (meaning the banner will appear regardless of the page visited on a particular website).

Run-of-site banners are more useful on lifestyle sites to attract the broadest range of consumers to the information. The click-through rate will be lower but the absolute number will probably be higher.

Targeted banners will appear only on specific pages, for example a migraine questionnaire might be promoted on Migraine and headache-related pages for the most targeted traffic. The number of clicks may be smaller but the percentage of clicks or the click-through rate will be higher.

Use of larger online advert sizes, and even homepage takeovers, is increasing across leading websites such as The Telegraph, The Guardian, Wired, YouTube and many more. They have high visibility and high impact without being intrusive. The popularity of these formats is likely to grow.

3.5.4 Rich media

Rich media refers to online advertising that uses a range of interactive digital media, including streaming video and audio. The adverts usually change as a user's mouse passes over. They are used in different ways:

1. **Expandable banners:** expand in size whenever a user moves the mouse over the banner or clicks to interact with it
2. **Floating banners:** appear as a layer on top of the user's current page. They can move across the page in a variety of shapes and sizes and may change into an in-page advert on the same page or a smaller floating reminder advert which continues to float above the page
3. **Page overlays:** move within a transparent layer over a page within a limited area
4. **Pop-ups/popunders:** launch a new, smaller browser window that appears above the open page
5. **Transitional or interstitials banners:** appear between one page and another as the user clicks through the site

The defining characteristic of rich media is that it exhibits dynamic motion. This motion may occur over time or in direct response to user interaction. It does not rely on a click-through to another site, and can provide an experience and pass on information within the format itself. As a result, the levels of engagement are higher than with flatter media.

Rich media can also be developed for mobile advertising.

The ability to show video, capture consumer data and even allow a purchase within an advert is a reality that should be considered a component of online marketing campaigns

Rich media enhances reporting and learning with the capability to track many engagement metrics that can be used to evaluate and optimise (statistics regarding time spent with advert or mouse-over, for example)

Case study: rich media

Objective

To raise awareness of a Coen brothers' film, A Serious Man, on TimeOut's website. The advert needed to complement the TimeOut feature that included a timeline of all the Coen brothers' films shot across America.

Methodology

An interactive elastic advert that sat on the film section of the TimeOut website was developed. The four tabs of content mirrored the magazine supplement, offering a 60-second video trailer, transcript of the Coen brothers' interview and film synopsis.

Additionally, an interactive map of America detailing every Coen brothers' film was developed. Each icon on the map represented a theme of the particular film.

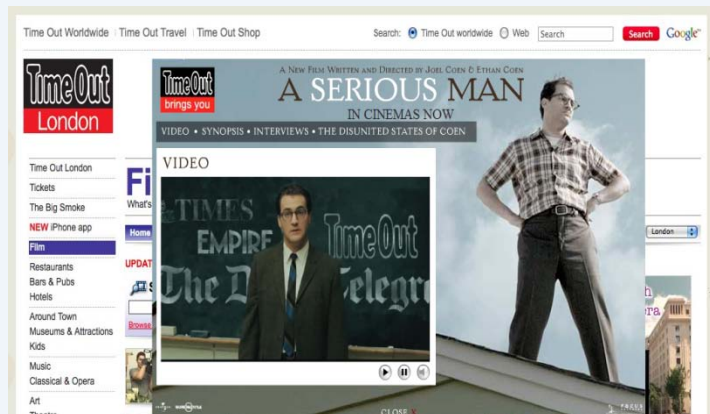
Results

- Impressions served: 620,947
- Average advert duration: 99.22 seconds
- Advert time users spent watching the advert: 51.16 seconds
- Total interactions: 108,433
- Interaction rate: 17.46%
- Total expansions: 106,253
- Total expansion rate: 17.11%

Key learnings

Rich media adverts have the ability to engage users and encourage them to watch video footage. Teasers such as these can then attract users to activities such as going to the cinema.

Rich media can be applied in pharmaceutical marketing, for example raising awareness of the signs and symptoms of stroke for the general public and in the use of stroke scales for physicians.



3.5.5 Mobile

Mobile advertising is set to rise dramatically, although the pharmaceutical industry may be slower to engage.

To accommodate the wide range of mobile phone capabilities, ideally you need to produce and provide adverts in a several dimensions to ensure they match the mobile phone model's capabilities and best fit the mobile phone's display (as these vary greatly). This approach helps to ensure a good user experience and increases the effectiveness of the process and campaign.

Some publishers and advert-serving solutions provide a capability to re-size the advert dynamically to match the mobile phone's screen dimensions and capabilities.

Case study: McDonald's Finland wanted to test the impact of a location-targeted mobile advert campaign on attracting customers into their restaurants

Objective

To entice mobile-connected consumers to come to a nearby McDonald's restaurant.

Methodology

The plan called for targeting consumers within a certain distance of a McDonald's restaurant, with a location-aware advert heralding a special offer which would, in turn, trigger a mobile map and directions to the nearest restaurant.

Enabled by NAVTEQ LocationPoint™ Advertising, McDonald's delivered location-relevant mobile adverts to users of Nokia Ovi Maps when they were within 5 miles of any of McDonald's 82 restaurants in Finland. The advert campaign promoted a McDonald's cheeseburger for €1. Consumers clicked on the adverts to see promotion details and receive directions to the nearest restaurant.

Results

- 7% click-through rate
- Of the users who clicked through, 39% selected the click-to-navigate option which offered 'drive to' or 'walk to' directions to the nearest McDonald's restaurant
- Positive return on investment

Key learnings

Location-based advertising is a powerful means of converting a passer-by into a paying in-store customer.

Location targeting combined with click-to-navigate functionality in a mobile campaign like this one is transforming mobile into a direct response channel for advertisers such as McDonalds.



3.6 Email marketing

Email allows the largest amount of information to be delivered to the recipient and therefore can be the best method of communication.

There are three different ways in which email marketing can be used. The first two options are used to attract visitors to your offering with the intention of encouraging them to register/interact once there. The third method involves using the email addresses of registrants as the foundation of an ongoing relationship to develop trust and loyalty. The three methods are as follows:

1. Use third-party lists to send information relevant to the offering. The information sent in the email to this list **must** be consistent with the type of information for which the recipient has registered. Use this tool carefully, as receiving email in this way may not be well received and may be perceived as spam.
2. Sponsoring third-party emails involves putting a message on the email being sent from a third party. For example, if an entertainment site sends emails on the latest movie releases, you could sponsor or put an advertisement on the email, with a message or game to help you identify triggers for heartburn. This method is more commonly used in communications to healthcare professionals, such as sponsoring the table of contents email for the British Medical Journal.
3. Email updates to your registered user database. This method values your customers by providing them with targeted, relevant information. Remember to ensure the data protection notice on your website accurately reflects the way in which you intend to use the email

addresses. Once the site has registrations, email becomes the foundation of follow-up relationship marketing, which will be used to build trust and loyalty. It is therefore essential that the communication:

- adds value
- is relevant
- is in a tone consistent with the website
- is non-promotional

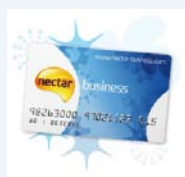
A good email is one which, in addition to the criteria above:

- has an engaging title
- meets the specified information needs of the recipient
- is brief and to the point
- leads the user to more relevant information on the relevant website through well-labelled text links
- contains an option to unsubscribe
- has an identified sender, for example infomaster@your company.com

Success is based on well-targeted, engaging messages. The only way to target properly is to segment. A great way to engage is to personalise, and the only way you know whether you can become more targeted and more engaging is by testing.

Case study: email marketing

Nectar Business was launched in 2005 as the first large-scale UK business-to-business loyalty programme. It allowed businesses to collect Nectar points on their business expenditures through a range of participating brands.



Despite many collectors building up high point balances, not all of them took the opportunity to spend these points. Research highlighted a key barrier to spending points in that business owners often didn't have the opportunity to search for and select rewards. Nectar Business has a key challenge to keep valuable collectors engaged by encouraging them to redeem points.

Objectives

- **To make spending points even simpler.** Business owners could call and discuss any reward ideas with a Nectar Business representative, making it simple and quick to spend their points.
- **To keep collectors engaged with Nectar Business.** Collectors who redeem their points for rewards are more engaged with the programme. By encouraging high-value collectors to

spend their points through a hassle-free channel, they were also driving engagement.

Methodology

The Silver Service campaign was sent as an email to 2800 high-value collectors. An additional 1500 high-value collectors received a Silver Service direct mail. This split was based on collectors with and without an email address.

Collectors call a dedicated phone number and speak to a Silver Service representative, providing a one-to-one service for collectors to spend points with. The representative can also provide ideas and recommendations for how collectors can spend their points.

Results

The campaign achieved strong results:

- Email open rates: 42%
- Click-through rates from email: 13%
- Customers who spent points: 28%

Among targeted collectors, the email delivered an 80% increase in the number of collectors redeeming and an 87% increase in the number of points redeemed.

“The Silver Service campaign has allowed us to create a strong new kind of relationship with our most valuable collectors. By offering a very personal level of service, we have engaged, motivated and inspired these collectors to redeem their points.”

Amanda Auld, Marketing Manager, Nectar Business

Key learning

Using customer insight, a targeted email with a good value proposition results in good campaign engagement.

3.7 Links optimisation

Links from other websites are an important way of improving visitor levels to your website. Search engines love sites with many integrated links, both to and from a website, and consequently raise the ranking of well-linked sites higher in the search results.

Consumers appreciate well-linked sites because they provide a road map for them to find the right content for their needs.

A links optimisation strategy improves the ranking of a website, increases traffic to the site and provides a better service to site users, improving the number of repeat visits.

1. **Within company links:** it is important that the full weight of your company’s online resources is properly harnessed to drive traffic and increase search engine rankings. It is important that any relevant company sites in your market and globally have a link through to any new offerings. Consider regulatory environments before initiating
2. **Other opportunities:** to maximise the success of any links strategy, it is important to be proactive. For patient initiatives, patient support group sites, research organisation sites and government sites should also be considered. For physicians, this may extend to third-party disease portals and those offering continuing medical education

It is important that any website from which you proactively seek a link should be **highly relevant and high quality**. It is also desirable for the site to be in the **language of your website** to avoid annoying visitors who have followed a link expecting information in the same language as the source site. Other desirable qualifications include high visitor levels and a good reputation.

3.8 Social media hubs/viral campaigns

The social web needs to be weaved into your company’s digital assets. The use of viral campaigns can be very effective in this space as they spread rapidly and can engage large audiences. Once embedded, you can publish, share and promote your quality content, such as videos, blogs, viral games and articles. From a recent study of top businesses you can see the value they place on social media and how it adds value:

Primary Benefits FIGURE 3

QUESTION: What have been the three primary benefits that use of social media has brought to your organization? (Select up to three)



Study by the Harvard Business School 2010:

<http://www.slideshare.net/SocialMediaCuts/harvard-business-review-potential-von-social-media>



3.8.1 Facebook

- Create a Facebook page around a specific campaign
- Post any news releases to Facebook
- Advertise on Facebook (targeted)

Facebook is the second biggest website by traffic behind Google, and the average Facebook user has 130 friends

3.8.2 YouTube channel

Use of YouTube depends on what you want to promote and who the target audience is, but some examples are listed below.

Upload videos of:

- interviews with internal company experts who are passionate about what they do
- interviews with customers (for example, satisfaction with service/education)
- what your company is doing regarding corporate social responsibility
- specialist seminars and slide sets

3.8.3 Blogging

Create a blog and evolve it into a social portal by including these features:

- Retweet buttons
- Facebook social plugin (this will then update everyone who 'likes' your company)
- Facebook share feature
- Embed and feature YouTube videos on the blog in the side panel and in posts
- Place a LinkedIn share button at the top of each post

3.8.4 LinkedIn

- Place your company's Twitterfeed on its LinkedIn profile
- Link to Facebook on the profile via a URL
- Link to your company's blog from LinkedIn
- Activate the LinkedIn blog feature panel

3.8.5 Twitter

- Retweet buttons on your blog
- Tweet buttons on your email
- Tweet special messages to your brand's followers
- Create multiple Twitter accounts that communicate to each of your customer groups

Using location-based marketing: “2011 will be the year that marketers fully understand how to exploit location-based online advertising. Facebook Places, Four Square, GroupOn and Google Maps are some of the front runners in this space, but the real benefit will be seen by brands and the millions of small to medium-sized local businesses that can use these for promotion”

“Initially, people added a blog to their main website. I think the future is much more integrated, where social is part of everything you do, every website”

Dries Buytaert, founder of Drupal

Case study: viral campaign via Facebook

Objective

Rackspace provides managed hosting/email solutions. The company has built its reputation around a commitment to customer support, which it calls ‘fanatical support’.

Once a Rackspace customer, defection is unlikely as ‘fanatical support’ goes on forever. Humour and involvement bring messages alive, so Rackspace felt that an interactive viral campaign involving humour would reach the widest audience possible and direct people to the Rackspace website. It would be entertaining and memorable, and would encourage the users to involve friends and business associates.

Methodology

The concept developed was the ‘Old Timer’s machine’ viral, which showed people what they would look like in 20 years’ time when they were still Rackspace customers. Users simply uploaded an image of themselves or a colleague, or searched Google for a famous stand-in. Once the image had been uploaded, the user, as makeover artist, could manipulate it using a series of simple tools to add grey hair, baldness, wrinkles and various outrageous accessories to mimic the effect of age. The results were shared by users by social community websites such as MySpace and Facebook, as well as by forwarding the link by email.

A budget of £20,000 was allocated to cover the creation of a viral and email fulfilment, and 2000 Rackspace customers from across Europe, the Middle East and Africa were selected to receive a link to the Old Timer’s machine by email. They were the seeds from which the campaign would spread to a much broader target audience.

Results

In 6 months, 25,000 people globally generated 162,866 page views, creating and sharing images of themselves. The number grew from personal referrals, links from referral sites such as stumbleupon.com (12,766 visits) and coolsiteoftheday.com (1730 visits) and links from social

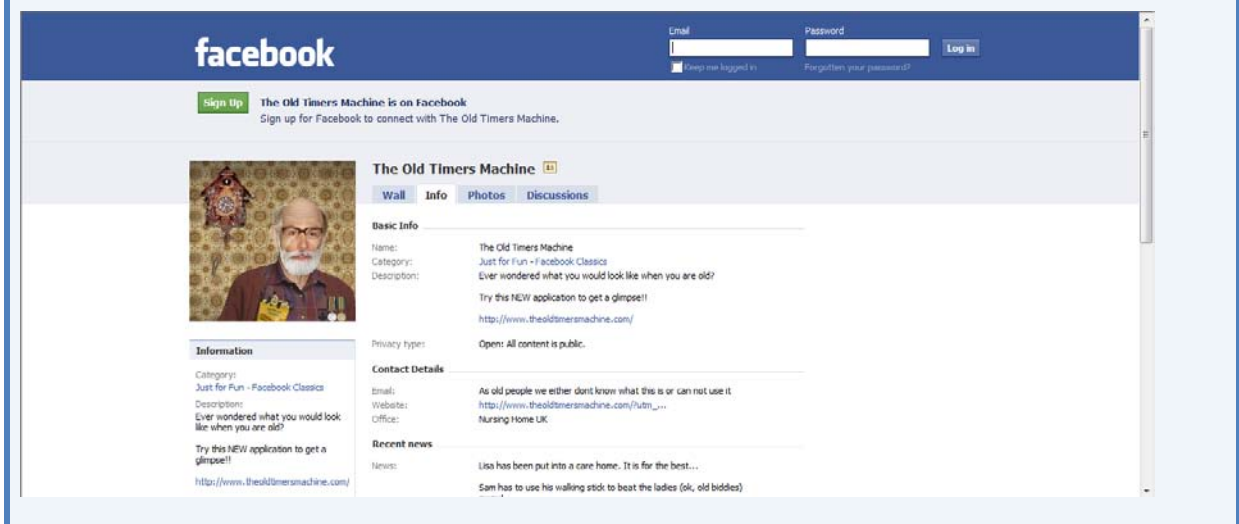
networking sites. The machine was also located 964 times via Google. The concept has crossed cultural and linguistic borders. It was enjoyed by users in 112 countries, giving a response rate of 1250%.

It was not a business-generation exercise, but Rackspace received the added bonus of an estimated £48,000 of new business attributable to clients accessing the Rackspace website from the viral.

Fabio Torlini, Marketing Director at Rackspace, says, “The Old Timer’s machine fitted in with our ethos and certainly made the point about us being ‘fanatical forever’. To spread a brand message this quickly and effectively shows the power of viral marketing when it’s done properly.”

Key learning

It is possible to use a viral campaign to create customer engagement and to potentially drive sales. The concept has to be well thought through and executed to be successful.



4. Media selection

Once you have developed an advertising campaign, you need ensure it is seen in the right environment by the right potential customers. Advice on the media options is desirable, as is the purchase and negotiation to get preferential prices. These are some of the steps you can use to select your media and optimise your coverage.

1. **Identify your target audience:** understand their demographics and interests
2. **Ensure your media choice is targeted:** the media should fit your needs. Choose only sites that deliver the relevant audience for your initiative

3. **Look at the visitor numbers:** the media should be capable of delivering significant numbers in their particular market. Very small sites tend not to be able to deliver the kind of numbers that enable advertising to work effectively, but used in combination with other offerings they may be worth considering, especially for niche audiences
4. **Native language:** choose only sites that are in the language of your online offering. This is essential for consumer communications
5. **Health sites:** consider these as part of the media mix as they have the most relevant and easily converted audience
6. **Healthcare portals:** often have a well-developed media strategy (for example, British Medical Journal and New England Journal of Medicine), with good opportunities to target by area of interest and geographical area
7. **Lifestyle sites:** can drive the volumes for consumer campaigns and offer an opportunity to reach new customers and some segments that are more difficult to reach via health-orientated sites. This is very dependent on the campaign

Brand fit: any site chosen should match certain requirements in terms of:

- **quality**
- **reputation**
- **relevance**
- **ethics (use of email etc)**

Specific site selection will vary by market, customer segment and the campaign objectives.

5. Delivery metrics

Once you set up and initiate your online promotional campaign, it is essential that you can measure its effectiveness. In this way you will be able to change and optimise your initiative to get the best results.

5.1 Click-through rates

These are the benchmark by which we judge the efficacy of a campaign. They are literally the percentage of advertisements displayed that were clicked. Each click brings the user to the advertised website.



In terms of a benchmark for success, it is very difficult to give guidelines in this area because there are so many variables involved, such as the nature of the offering and target audience. However, in general you will get a lower click-through rate for consumers than for professionals because of the competition for attention.

The following measures allow you to calculate the size of a display campaign:

- Target click-through rate: 0.2% to 0.3%
- Target cost-per-click: approximately £3-6

5.2 Registrations

If the object of the campaign is to generate registrations to form the basis of an online relationship, the metric of interest is the number of clicks resulting in registration. This can be measured using the tracking and tagging tools outlined below.

5.3 Site tagging

A tag allows you to see which pages have been visited. The key pages of the site need to be tagged to follow the behaviour of a visitor through the site. These pages should include the homepage, key areas and any pages that ask for registration. Ideally, a unique page that follows the registration process (this will probably be your 'thank you' page) should also be tagged.

5.4 Tracking and reporting

It is highly recommended that all visitors and all of those who click on a banner or link are served a 'cookie'. A cookie is a marker that sits on the visitor's computer and uniquely identifies the user when they come to your site. This usually works in conjunction with site tagging. If all visitors are served a cookie, you are able to track their progress live around the site, enabling you to highlight where the site is successful and where it is not. This information can be used to optimise the site's architecture and understand which content is the most attractive.

5.5 Optimising the advertising campaign

Because everyone who has been exposed to the advertising has been served a cookie, you can ascertain which sites, which channels within sites and even which creative work within sites work most effectively. This will allow you to invest more in aspects of the campaign that work well and move away from the less effective routes. It will also allow you to see which routes direct the most traffic and, more importantly, which routes result in the most registrations.



Display promotional report: consumer campaign

Site name	Booked impressions	Impressions delivered	Clicks	Click-through rate	Cost per click (£)
Ask a Patient	15,000	826	37	1.21	0.50
50 Connect	1,082,123	552,646	1408	0.25	3.14
NetDoctor	130,000	75,346	224	0.30	7.57
GMTV	213,300	109,749	323	0.29	3.40
Media Brokers International	571,429	535,411	452	0.08	4.15
GPnotebook	160,000	166,029	320	0.19	12.50
mediLexicon	Unlimited	130,289	448	0.34	0.15
iVillage	187,500	166,936	146	0.09	18.29
handbag.com	433,509	399,313	937	0.23	4.26
medicdirect	430,000	65,540	272	0.42	2.24
Yahoo	250,000	189,707	815	0.42	2.89
Discovery Health	125,000	88,375	264	0.30	3.90
Totals	3,597,861	2,480,167	5646	0.34	~5

From a report such as above you can clearly see the sites which are delivering the best value. Ideally, it would also show how individual adverts are performing, and you can see over time that unless you update these responses, rates will drop.

5.6 Social channels

Examples of metrics for social media:

- YouTube: channel and video views, subscribers, clicks-through
- Facebook: page views, video views, number of members, those who 'like this', times shared and discussion activity
- Twitter: number of followers, retweets (by others), mentions and listings

6. Regulatory considerations

Regulatory interpretations vary considerably from country to country, and regulations and self-regulatory codes of practice apply. Before creating the promotional plan, you should consult with your national promotional nominated signatories to see what you can and cannot do and promote in your region.

What can you do?

There is quite a lot that can be done within promotional regulations, even in markets where the promotion of prescription medicines is not allowed.

Generally, you **can** advertise:

- product-specific and disease information to healthcare professionals
- official prescribing information texts, including patient information leaflets
- disease information for patients, carers and consumers
- balanced treatment information (non-promotional)
- compliance and concordance for patients who have already been prescribed a medicine

Some companies are being very cautious and not even undertaking search engine optimisation on patient sites. In reality, this will result in incredibly low participation and it begs the question why have a site at all.

7. Budget and timescales

Once the plan has been developed, which would take 2-3 weeks including contacting media owners, adverts and copy would need to be developed and approved. This is a limiting factor and also depends on the complexity of the adverts, for example if you want to use rich media and/or video.

The quickest stream to implement is search marketing, where identifying keywords, writing the copy and purchasing the space can be completed in a couple of weeks.



Content syndications and partnerships take longer to develop as they are relationships-based. Link optimisation also falls into this category.

What is important is that you have a promotional plan that spans the year using different methods at different times combined with ongoing activity, such as search engine optimisation.

Budget is a hard one to pin down and is very dependent on your target audience. Large consumer campaigns can be costly as you inevitably require many users to participate. Marketing to physicians can be less costly overall, but media owners charge premium rates as they understand the value their customers pose for business.

The good news is that with the advent of social media, it is possible to get wide exposure for a very small investment. However, it takes more thorough risk assessment and bravery on the part of marketers.

8. Summary

There is an ever-growing list of options for online promotion and it is possible to spend a great deal of your precious budget fruitlessly without reaching and/or motivating your target audience.

It needs careful planning based on customer insight to develop a successful multichannel promotional programme.

The impact of online promotion is measurable. Using cookies and tags, you can measure where your traffic is coming from. You can see which media is likely to generate the most registrations and you can change and optimise your campaign while it is still running.

Including social media in your company's digital assets will ensure you have reach, when executed in the right way, including two-way dialogue.

9. Glossary of terms related to online promotion

General terms	
Above the fold	An advert placed on a web page in such a way that you do not need to scroll horizontally or vertically to view it
Advert views	The number of times an advert is shown
Affiliate programme	Where affiliates are paid when their marketing efforts boost sales and generate revenue for the advertiser. Affiliate marketing programmes create a win-win situation for everyone concerned
Advert space	The space on a web page that is used for placing and showing adverts
Animated GIF	Animated GIF (graphical interchange format) is very commonly used, especially in the form of banners which display graphical images one after the other. Generally, moving images and banners are effective in catching the attention of online surfers, and in most cases register a high click-through rate
Banner	A graphic, often animated, placed on a website as an advert
Click	Mouse click on a banner
Cookie	Technology used in banner tracking (among other purposes) to identify unique viewers and visitors to banners and websites
CPA / CPL	Cost per action / cost per lead: the advertiser pays the publisher for the advert only when it leads to the completion of a desired action, such as a confirmed sale or registration
CPC	Cost per click: cost of advertising based on the number of clicks received
CPM	Cost per mille (1000 impressions) of a banner
CPR	Cost per registration (on website)
CTR	Click-through rate: ratio of advert clicks to advert impressions
E-toc	Email sent to users who have registered to receive an electronic table of contents for the journal

Frequency cap	Allowing individual users to see a banner a restricted number of times. Used where the banner is eye-catching and could irritate, and sites where users visit frequently to increase the number of people looking at those web pages
Geo target	Target users of a site by which country they live in
Impression	Where a page containing a banner has been opened and potentially viewed
ROS	Run of site: scheduling internet advertising where adverts run across an entire site, often at a lower cost to the advertiser than purchasing specific site sub-sections
Spider	A computer program that browses the internet in a methodical, automated manner. It then indexes these pages, making them searchable within search engines
Tag	A small piece of code added by media owners to allow tracking of banners and emails
Traffic	The number of visitors who come to the website. Every website hopes to receive a large number of visitors, both repeat and new visitors, increasing the number of page views on the site. However, more traffic doesn't always mean more sales
Visits	The number of unique visits to a website in a given period of time



Internationally agreed banner sizes (in pixels)	
Full banner	468 × 60
Half banner	234 × 60
Vertical banner	120 × 240
Square button	125 × 125
Button 1	120 × 90
Button 2	120 × 60
Micro button	88 × 31
Skyscraper	120 × 600