

# Pharmaceutical Companies and Social Media: Developing New Strategies



**Jena Cutie**  
[jena@saaraams.com](mailto:jena@saaraams.com)

**Karthika Karindalam**  
[karthika@saaraams.com](mailto:karthika@saaraams.com)



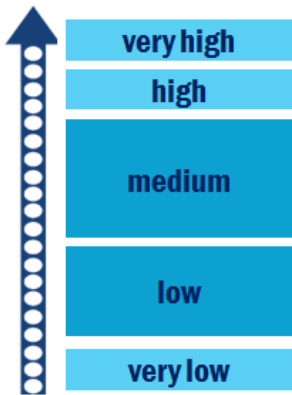
# Executive Summary

## Best Practices and Strategies

How do we benchmark social achievements?



Benchmarking social media ROI shows achievement builds up in phases



Where are pharma's social media success stories?



Sanofi, AstraZeneca, Pfizer, Roche, and J&J dominate pharma's social



## Pharmaceutical Industry Trends

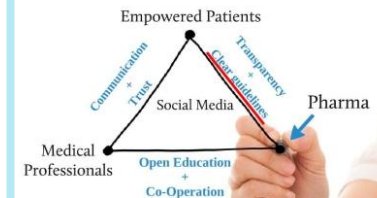
Where on social media should pharma engage?



Pharma's audience is larger on Facebook but Twitter yields higher ROI



What drives consumers to be social about health?



Consumers are drawn to official healthcare providers on social media because they crave more care



# Marketing is turning social—even in the pharma industry

## Pharma online marketing reached \$1 Billion in 2010

### US Pharmaceutical and Healthcare Industry Online Ad Spending, 2009-2014

*billions and % change*



*Note: includes drug manufacturers and marketers, doctors, hospitals and other entities that deliver health services, such as health maintenance organizations*

*Source: eMarketer, July 2010*

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

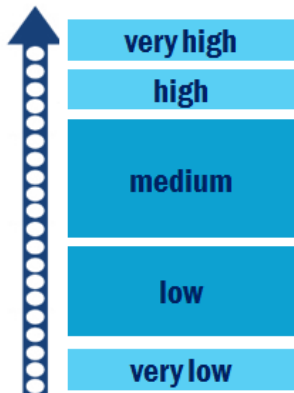
# Part I – What is social ROI?

## Best Practices and Strategies

**How do we benchmark social achievements?**



Benchmarking social media ROI shows achievement builds up in phases



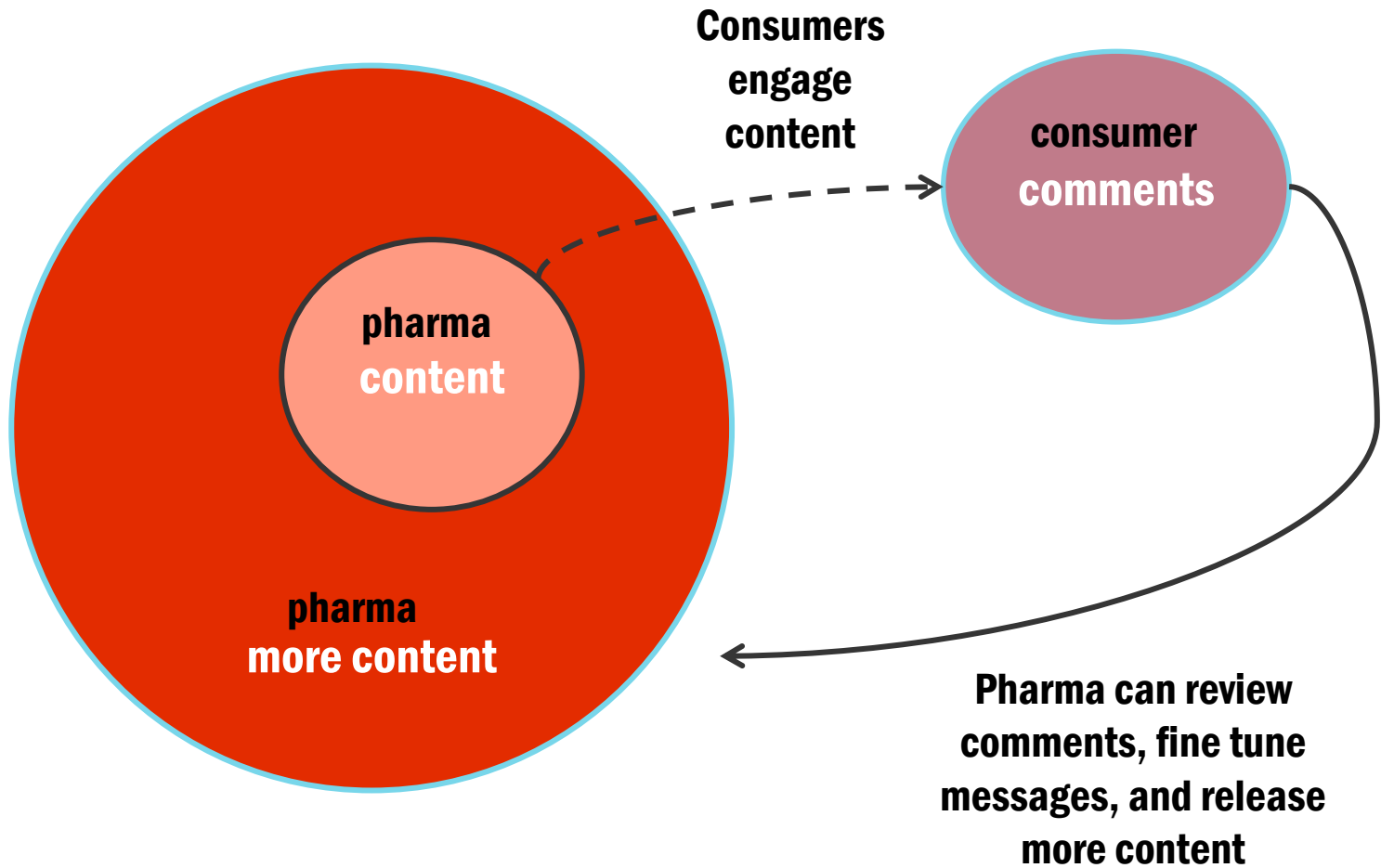
### Definitions:

- **Social feedback**
- **Engagement and trust**
- **Proxy ROI model for Twitter**

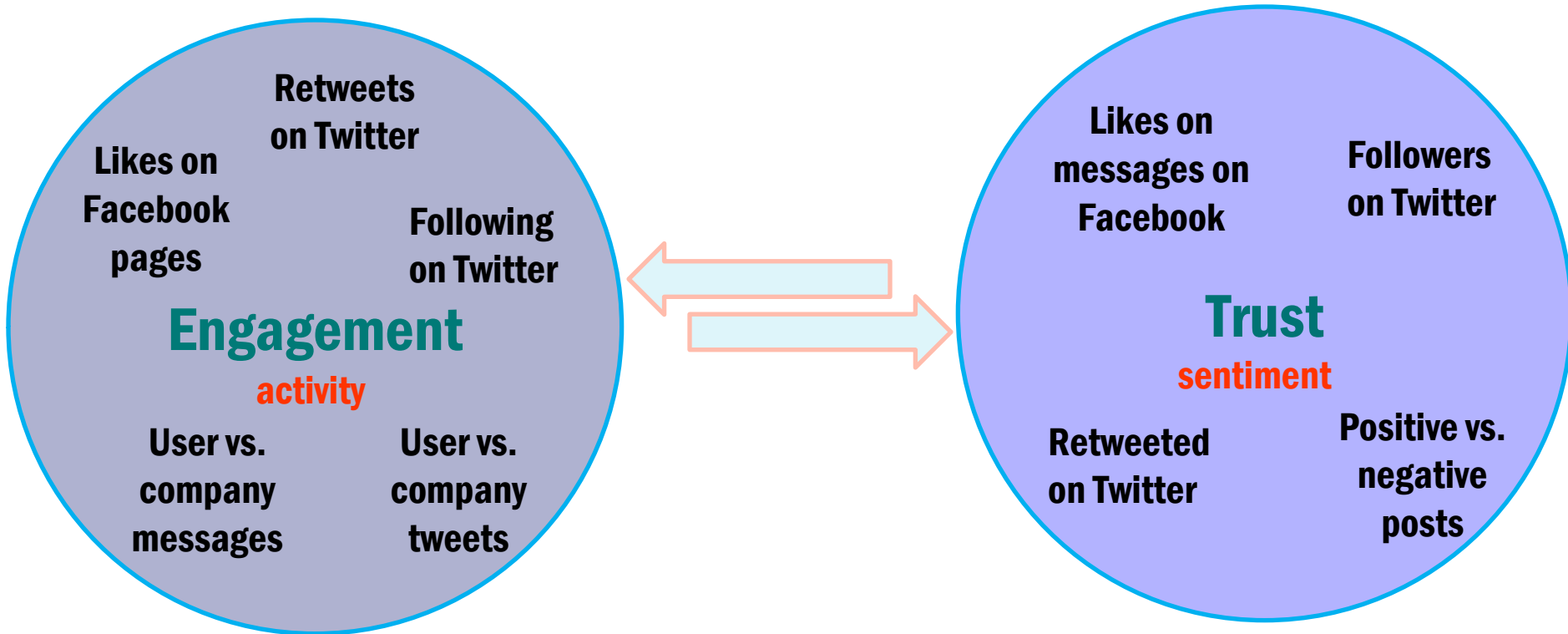
### Conclusion:

**Sanofi and AstraZeneca attain highest levels of engagement and trust**

# Social investment generates its own feedback



# “Engagement” and “trust” are proxies for return on investment”



# Pharma engagement levels develop in phases

## Pharma Benchmarks

## Peak Engagement ROI Score

90percentile  
(retweets/tweets)

very high

AstraZeneca

9

high

Sanofi

4.8

Glaxo-Smith Kline

2

Merck

1.8

Roche

1

Pfizer

1

low

Novo Nordisk

1

Johnson & Johnson

1

Boehringer-Ingelheim

1

Bayer

1

Eli Lilly

0.8

Astellas

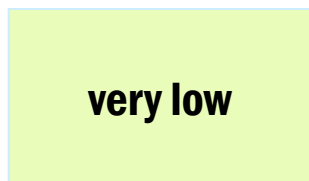
0.8

very low

0 1 2 3 4 5 6 7 8 9 10

T8

All Twitter pages over 24 months (Jan 2011- Dec 2012)





# Sanofi & AstraZeneca's trust level is superior

Pharma Benchmarks

Peak Trust ROI Score

90percentile  
(retweeted/tweets)

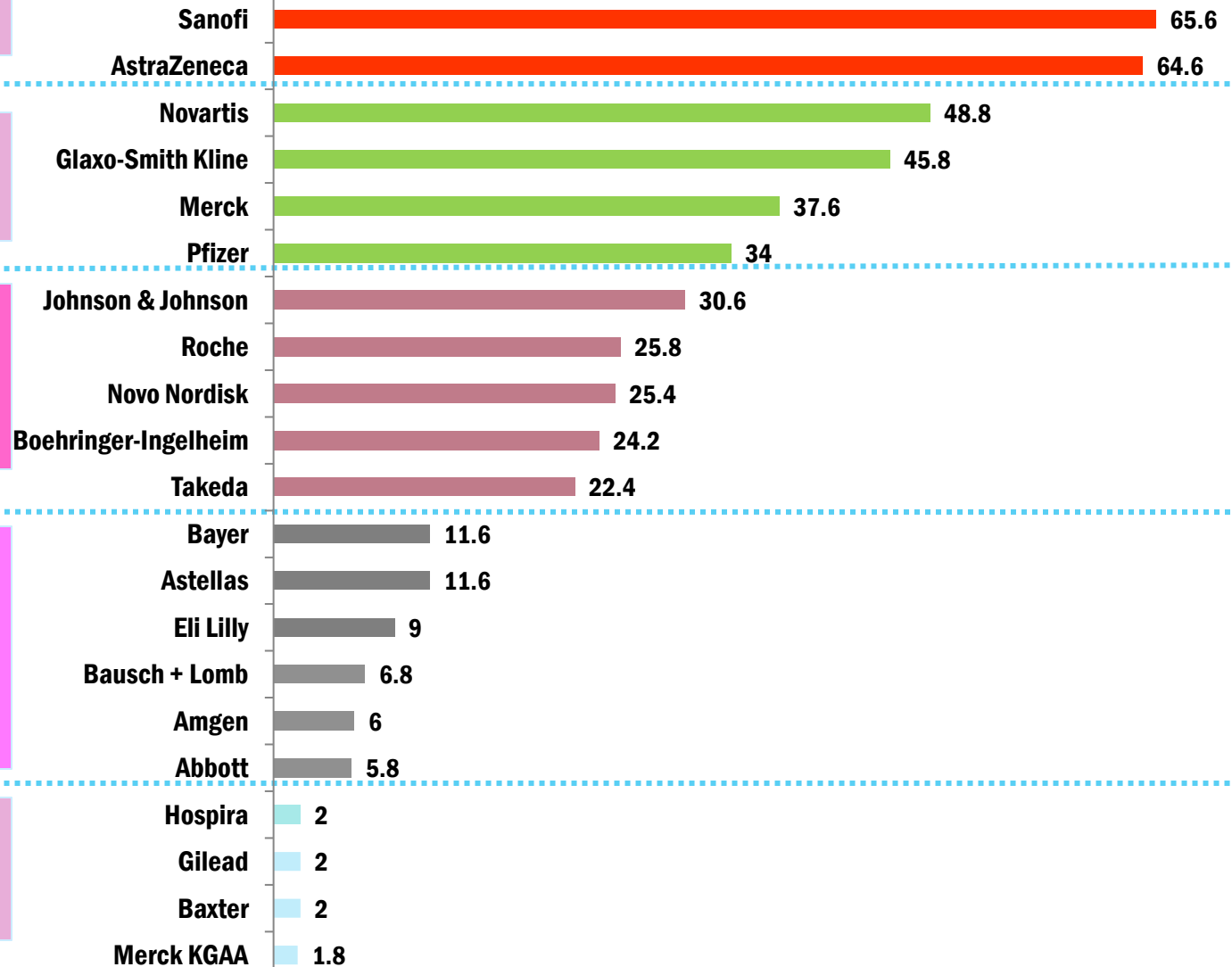
very high

high

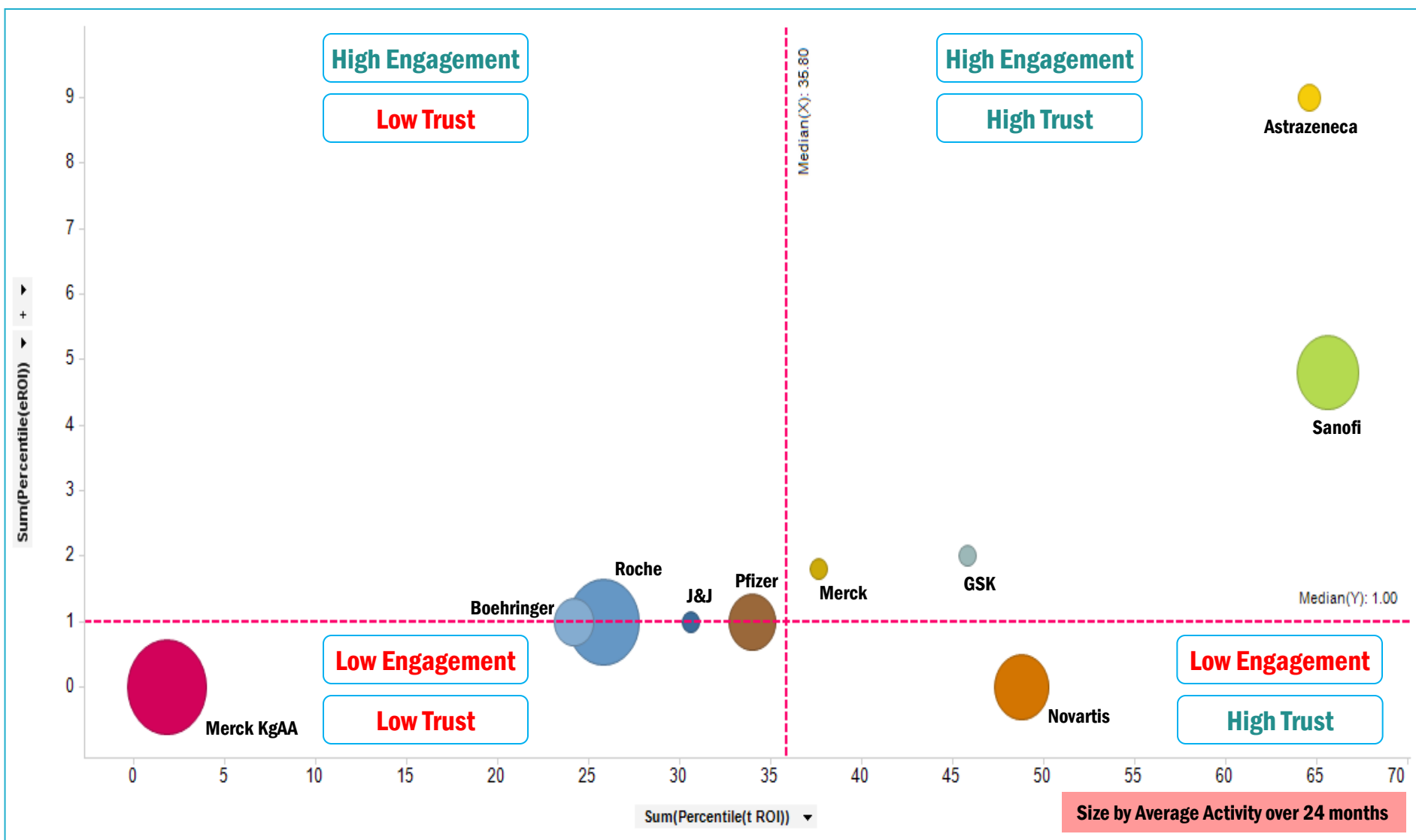
medium

low

very low



# Engagement & trust depend on content over volume



# Part II –Where does pharma have social success?

## Best Practices and Strategies

### Definitions:

- social feedback loop
- engagement and trust
- proxy ROI model for Twitter

### Twitter findings:

**Sanofi and Roche attain high levels of engagement, highest level of trust**

## Where are pharma's social media success stories?

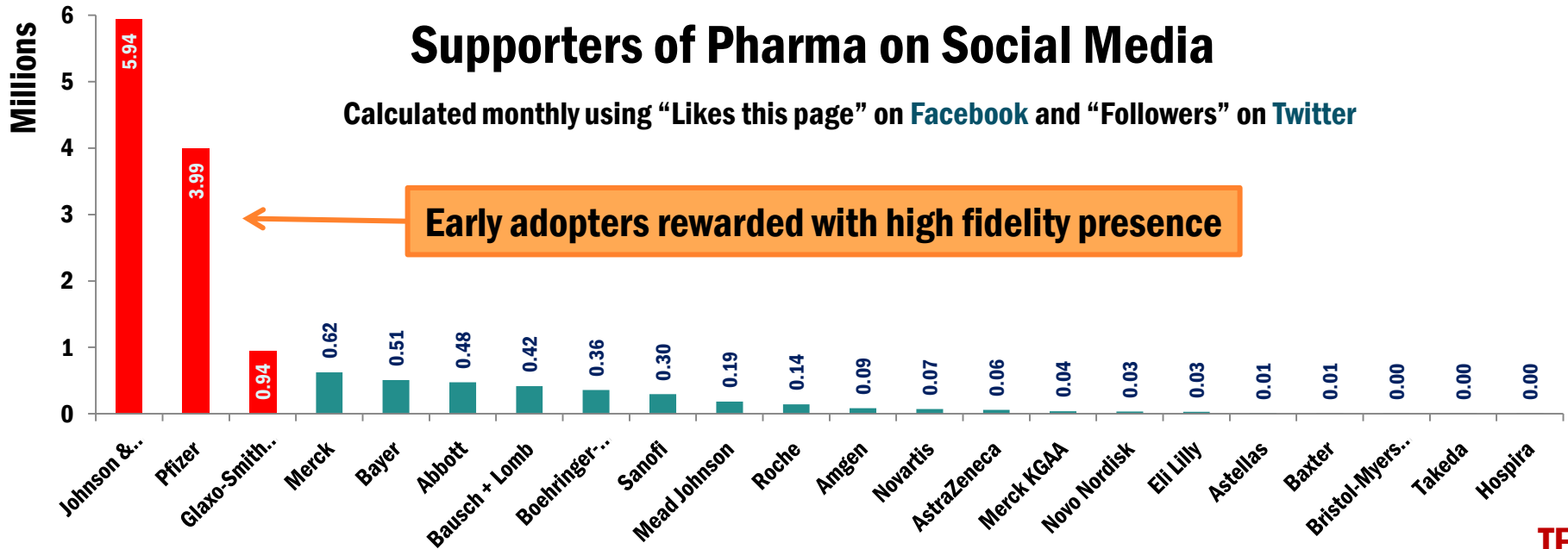
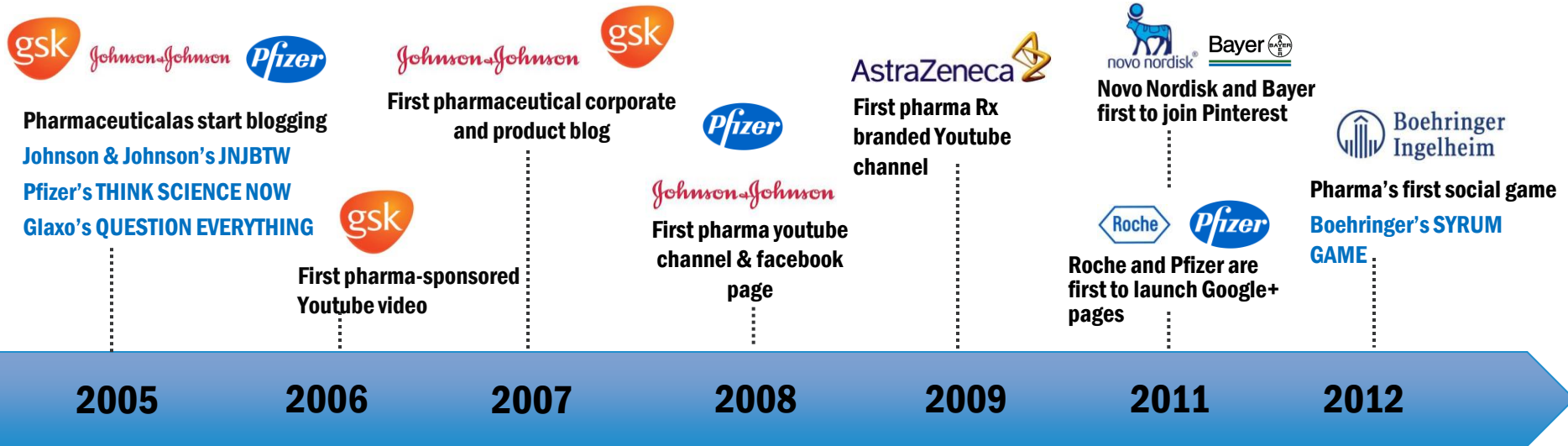


## Sanofi, AstraZeneca Pfizer, Roche, and J&J dominate pharma's social



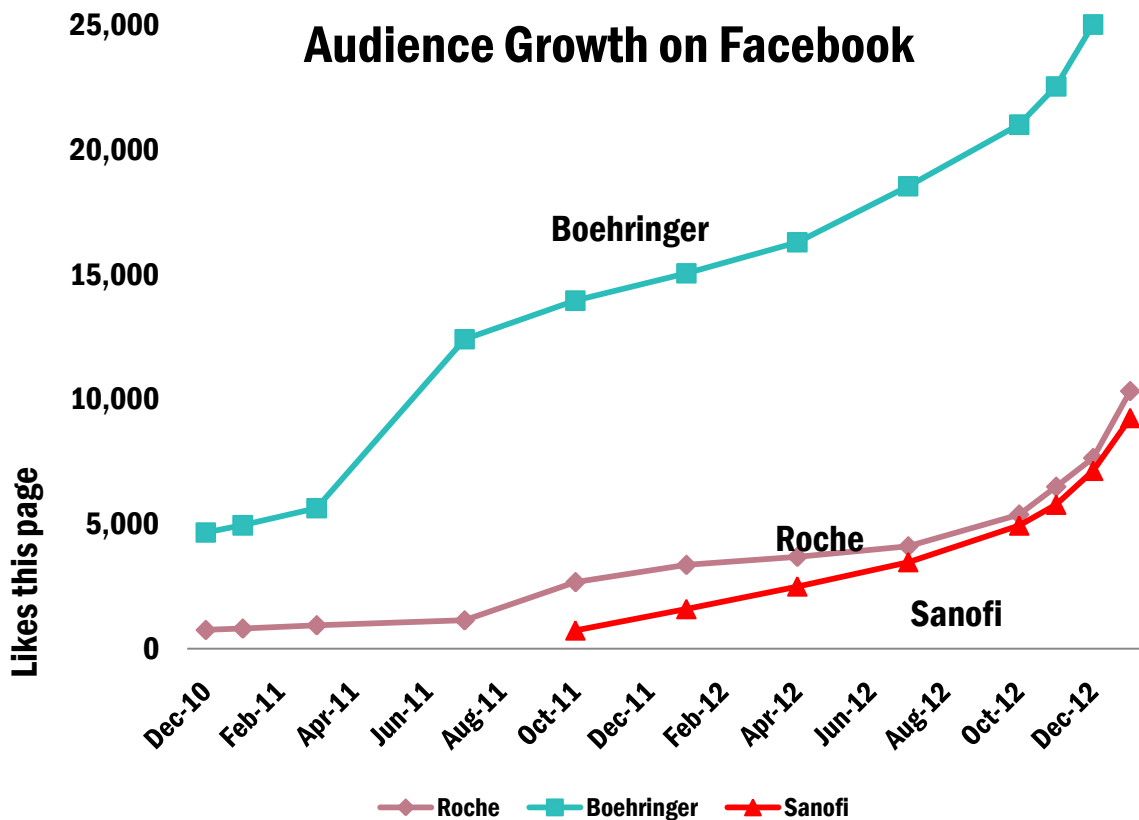
**Early adoption is key strategy to attain high fidelity presence**

# Early adoption is a key indicator of dominance on social media

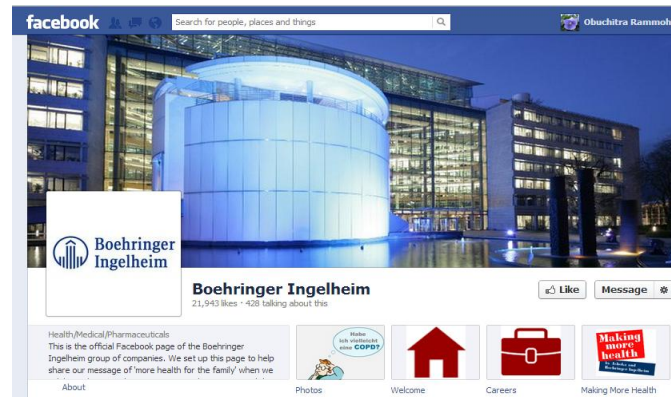


# Success is influenced by early social media initiation

## Audience Growth on Facebook



**Boehringer enjoys benefits of early social media initiation on its main corporate page**



**Boehringer's social presence drives more fans to Facebook over Sanofi, a competitor and a relatively late social media entrant**



# Part III – Where and how can pharma engage?

## Best Practices and Strategies

### Definitions:

- social feedback loop
- engagement and trust
- proxy ROI model for Twitter

### Twitter findings:

Sanofi and AstraZeneca attain high levels of engagement, highest level of trust

### How to win:

Early adoption is key strategy to attain high fidelity presence

## Pharmaceutical Industry Trends

### Where on social media should pharma engage?



Pharma's audience is larger on Facebook but Twitter yields higher ROI



### Influence is better than audience:

- Facebook has biggest audience
- Twitter has biggest influence

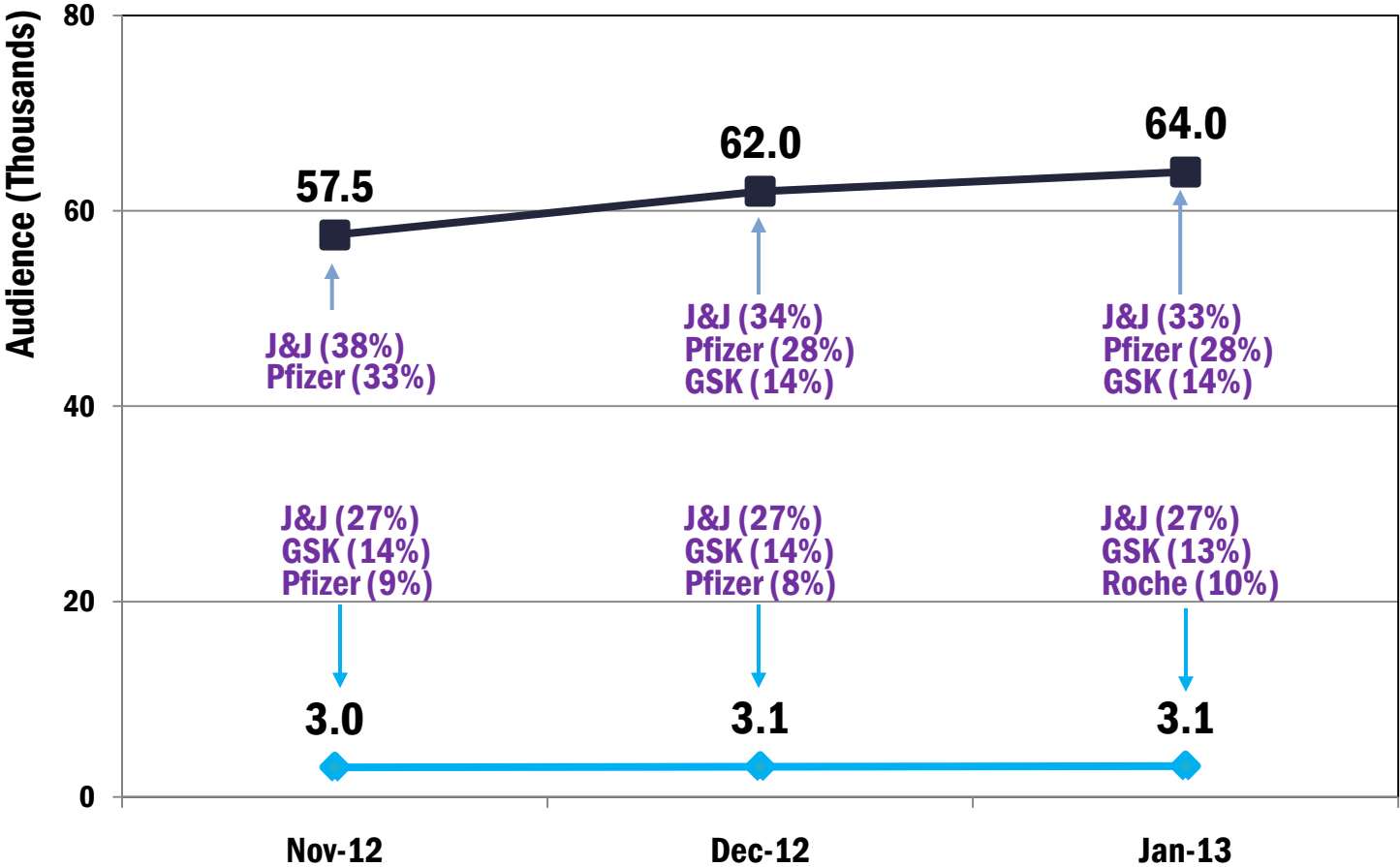
### Smart behavior:

- Ask questions
- Be personal
- Calls to action

# Pharma's popularity is larger on Facebook

## “Audience” on Facebook and Twitter

◆ Twitter ■ Facebook



Facebook audience ≈ 'Likes this page'



Twitter audience ≈ 'Followers'

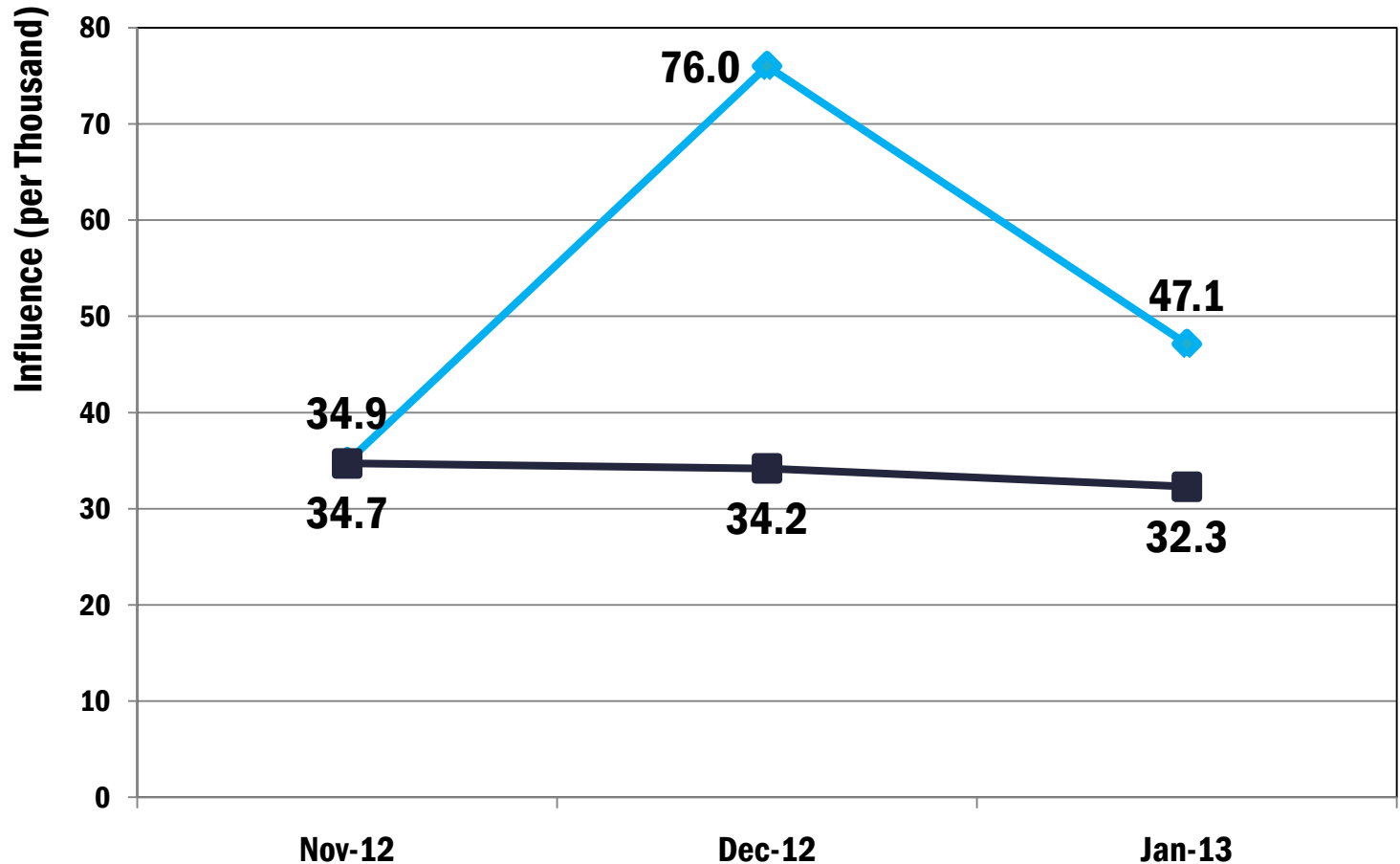


# Pharma's influence is superior on Twitter

Twitter has power to influence its audience beyond Facebook

## “Influence” on Twitter and Facebook

◆ Twitter ■ Facebook



Twitter influence ≈ Retweeted per 1K audience members



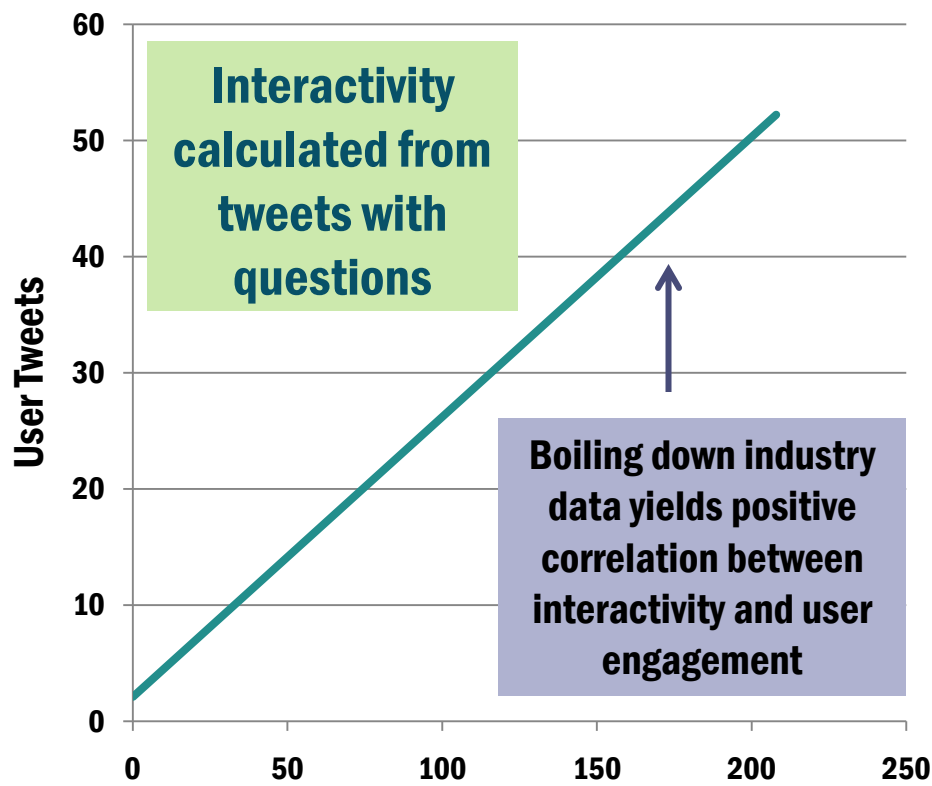
Facebook influence ≈ 'Talking about this' per 1K audience





# On Twitter, asking questions generates more feedback

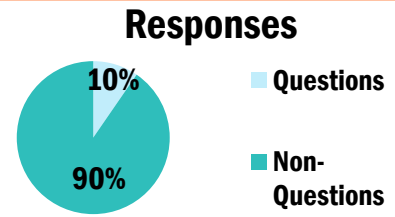
## Impact of Interactivity on Volume of Feedback



**Only about 13% of pharma tweets only contain questions**

## Interactivity encourages feedback

**Good news: responses are not typically inquiries requiring company action**



**For example @Diabetes\_Sanofi asks questions in 22% of tweets but questions are less than 1% of user tweets**

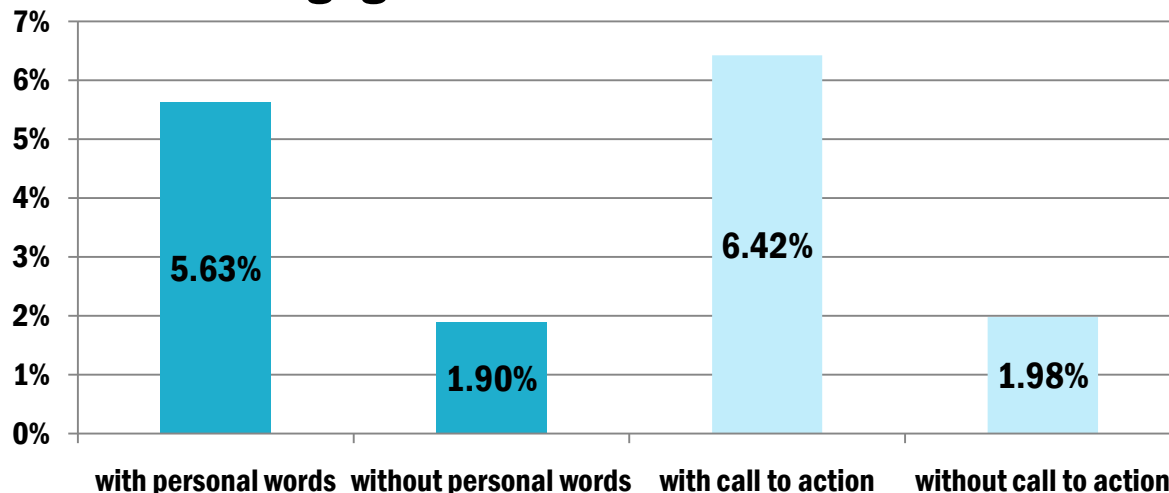
# On Twitter, personalization and calls to action have an impact

Pharma can improve user engagement on Twitter with interpersonal content and calls to action

Personal content includes words like 'you'

Calls to action include words like 'do' or 'go' or 'watch' or 'see' or 'visit'

## User Engagement as Percent of Total Tweets



@MyAlli weight loss has higher number personal words

@Excedrin has more calls to action than other feeds

T18

# Part IV – What drives consumers to pharma?

## Best Practices and Strategies

### Definitions:

- social feedback loop
- engagement and trust
- proxy ROI model for Twitter

### Twitter findings:

Sanofi and AstraZeneca attain high levels of engagement, highest level of trust

### How to win:

Early adoption is key strategy to attain high fidelity presence

## Pharmaceutical Industry Trends

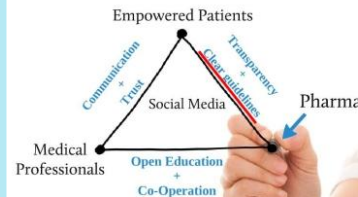
### Influence is better than audience:

- Facebook has biggest audience
- Twitter has biggest influence

### How to win smart :

- Be personal
- Ask questions
- Use calls to action

## What drives consumers to be social about health?



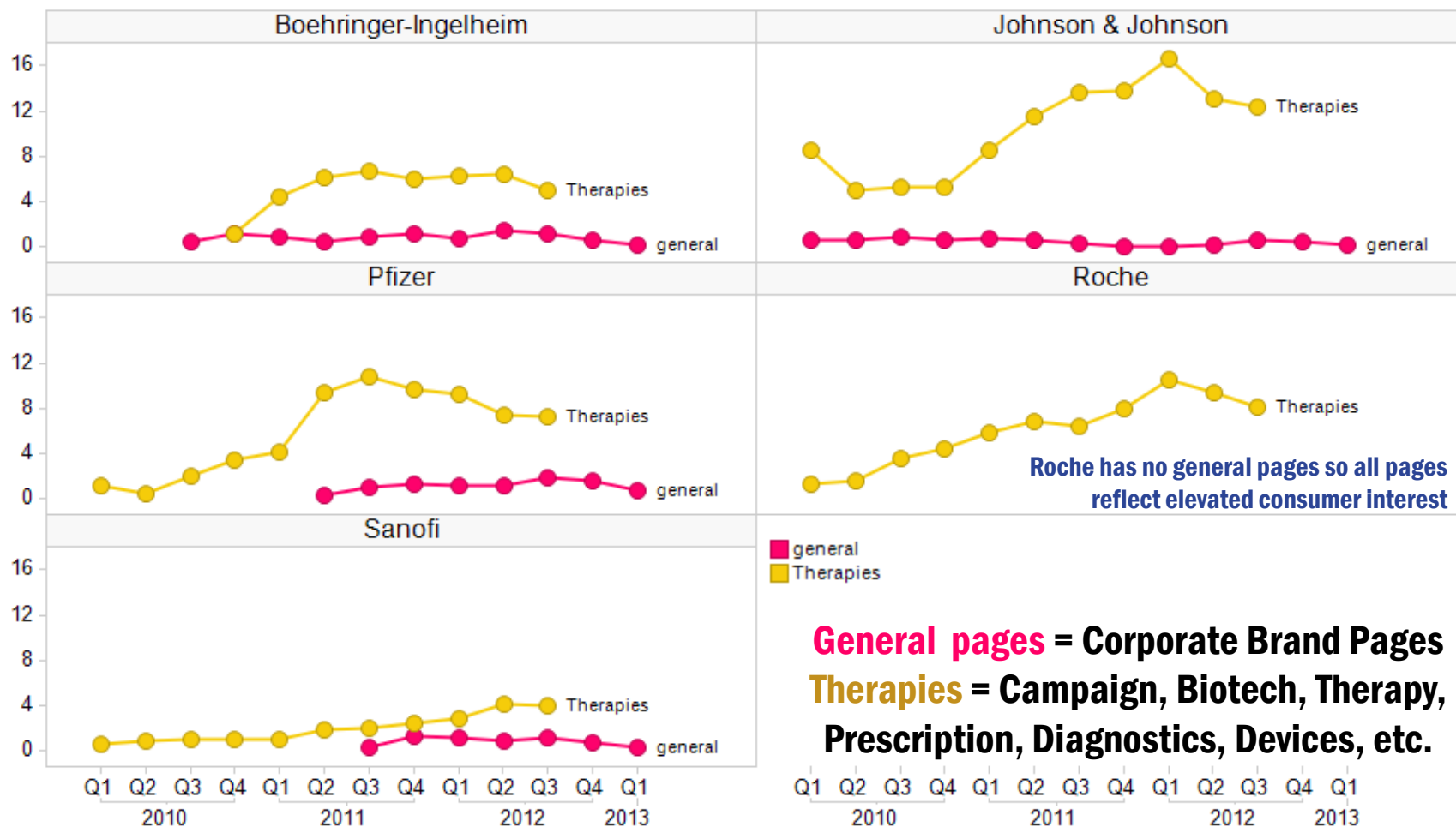
Consumers are drawn to official healthcare providers on social media because they crave more care



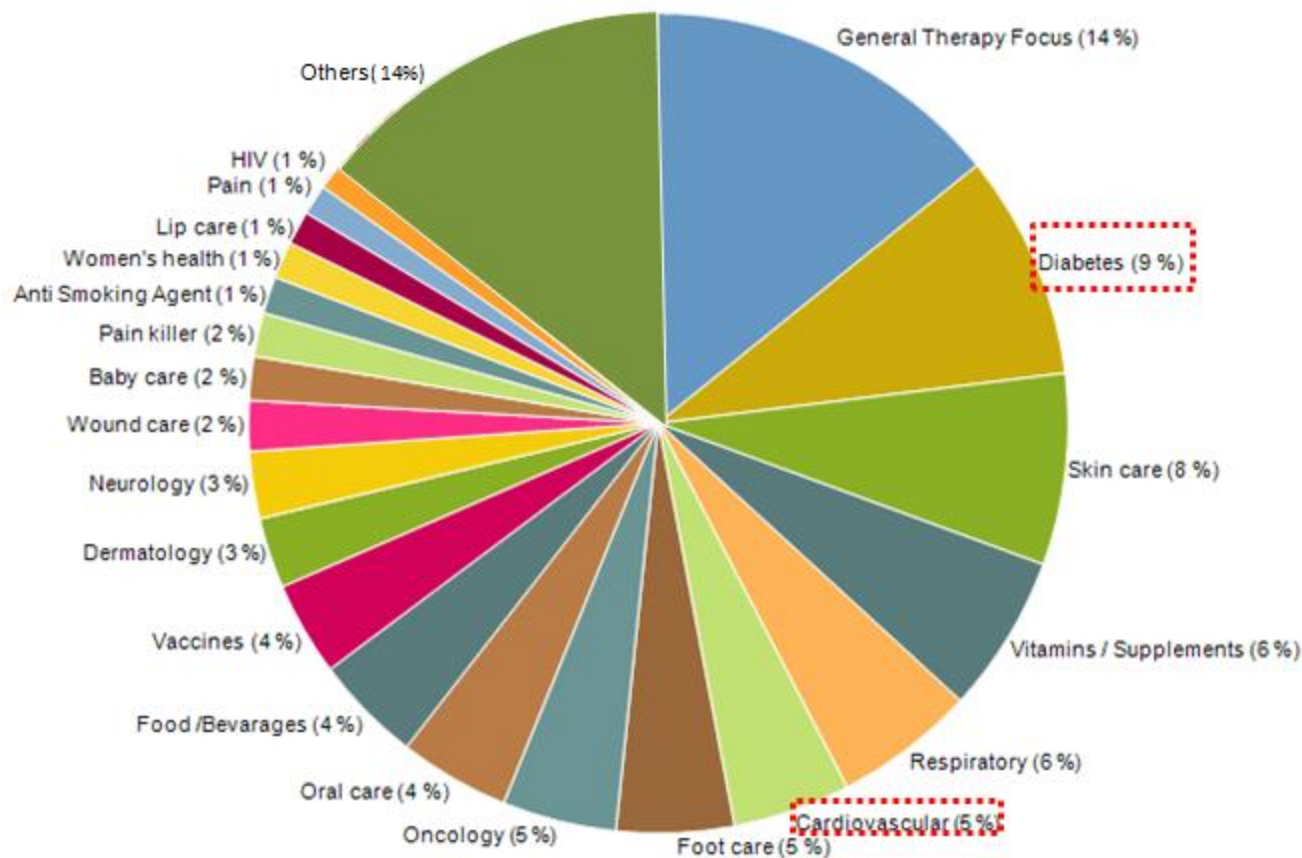
- Therapies triumph over brands
- Diabetes and cardiovascular lead the pack
- Targeting geo-segments pays off
- Customer-oriented activities create interest

# ROI for therapy pages 10 times more than corporate pages

Consumer engagement peaks at higher level when content addresses specific therapy focus



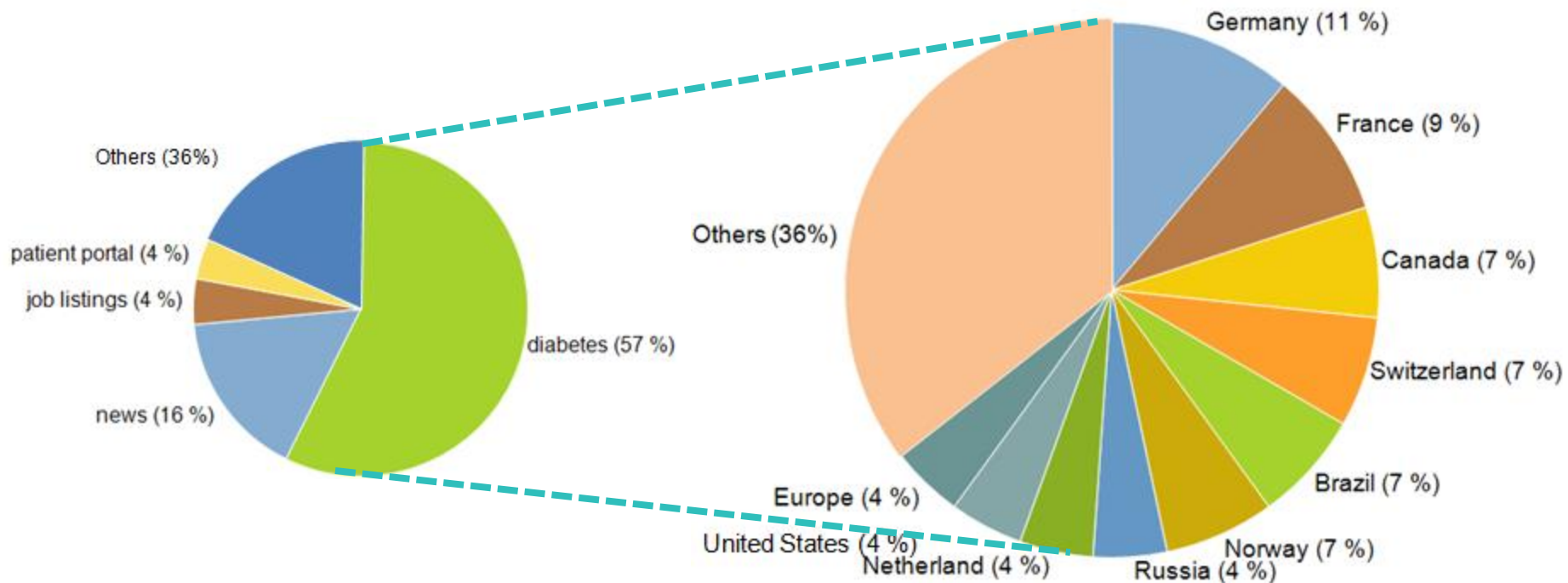
# Diabetes and cardiovascular are top therapies on social media



**In addition to official corporate pages, many companies maintain dedicated pages promoting certain therapies**

# Roche's diabetes content is very geo-specific

Roche target audience across different geographies through dedicated pages to promote awareness, diagnosis and Accu-Check management



# Sanofi's Power2EndStroke cardiovascular page attracts consumers from many countries globally



**@Power2EndStroke on Twitter is intended for US fans to share info**

**Sanofi maintains content for stroke and Atrial Fibrillation awareness and education on @Power2EndStroke**

**Power2EndStroke**  
@Power2EndStroke

Official Page. Power To End Stroke is a stroke education & awareness campaign embracing & celebrating the culture, energy, creativity & lifestyle of Americans.

USA - <http://www.powertoendstroke.org>

2,797 TWEETS    1,606 FOLLOWING    2,029 FOLLOWERS




### Tweets

 **Power2EndStroke** @Power2EndStroke 10 hrs  
R u a #gospel singer & haven't joined the Most Powerful Voices competition? Only few days left [mostpowerfulvoices.org](http://mostpowerfulvoices.org) @gmctv @LightRecords  
Expand

 **Power2EndStroke** @Power2EndStroke 10 hrs  
Change your work environment, get healthy!  
[powertoendstroke.org/article/details...](http://powertoendstroke.org/article/details...)  
Expand

 **Pamela G. Johnson** @AHA\_PGJohnson 12 hrs  
Minorities rush to Twitter, Instagram, smartphones [usat.ly/Ukoiny](http://usat.ly/Ukoiny) via @USATODAY @power2endstroke @tmodom  
Retweeted by Power2EndStroke  
View summary

 **BlackDoctor.org** @Black1Doctor Feb 14  
Feel free to post any questions to @Power2EndStroke -- Our chat is going on live now on [ow.ly/hJ7Hs](http://ow.ly/hJ7Hs)  
Retweeted by Power2EndStroke

# AstraZeneca engage audience with customer oriented activities like Live Twitter chats

AstraZeneca hosts 1-hour live Twitter chat promoting prescription savings program 'AZ& me'

Live interaction with the company generated a positive feel and potential opportunity to expand customer base

AstraZeneca wins Healthcare Engagement Strategy 2012's Open Dialogue Award for its experiment in Live Twitter chats



AstraZenecaUS @AstraZenecaUS

Feb 16, 2011

If you have questions on medicines or diseases, please contact AZ at <http://ow.ly/3Xyxi> or 1-800-236-9933 (more) [#rxsave](#)

Expand



AstraZenecaUS @AstraZenecaUS

Feb 16, 2011

Reminder: The [#rxsave](#) Twitter chat is tonight at 8 p.m. EDT <http://ow.ly/3Xyru> It's great to see so much interest

Expand



AstraZenecaUS @AstraZenecaUS

14h

Thank you! RT [@wvrx](#): [@AstraZenecaUS](#) Thank you for helping so many people get the prescription meds they need. [#rxsave](#) [#uninsured](#)

Expand



# Pharma Benefits from Social Media

## Best Practices and Strategies

### Definitions:

- social feedback loop
- engagement + trust
- proxy ROI model for Twitter

### Twitter findings:

Sanofi and AstraZeneca attain high levels of engagement, highest level of trust

### How to win first:

Early adoption is key strategy to attain high fidelity presence

## Pharmaceutical Industry Trends

### Influence is better than audience:

- Facebook has biggest audience
- Twitter has biggest influence

### How to win smart :

- Be personal
- Ask questions
- Use calls to action

### Consumers prefer:

- Therapies over brands
- Diabetes and cardiovascular
- Geo-specificity
- Consumer focus

### Step 1: Start Early

Being first in market gives pharma companies an advantage

### Step 2: Start Smart

Even a company not starting early can join the race and win by being smarter

### Step 3: Don't Stop

ROI advances as consumers become more and more keen to connect with the source of their healthcare via social media

# Our social media data, analytics, and trends for all major pharmaceutical companies is comprehensive

