12:00  Welcome, Announcements & Housekeeping Items

12:05  Optimizing Your Social Media Strategy

12:45  Q&A

1:00  Wrap up
Intentional Evolution: How Marketing Can Impact Organizations

Tom Triumph
Triumph Consulting

May 12
Virtual Program
Optimizing Your Social Media Marketing Strategy
The evolution of social media
What social platforms are life science companies using?

Social Media Platform Usage

- LinkedIn: 100%
- Twitter: 71%
- Facebook: 57%
- YouTube: 19%
- Instagram: 38%

Percentage of use by respondents

#LifeScienceMarketing
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 #playforthewworld

Wendy's • @Wendys • 1d
Picking up a new hobby. Come paint with us on Twitch. twitch.tv/wendys

#LifeScienceMarketing
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

#LifeScienceMarketing
Build your following **within** social platforms

#LifeScienceMarketing
Draw more attention to your brand

TheRTP #IWDRTTP
@TheRTP Follows you
Research Triangle Park: 3 universities, 300+ companies, 7,000 acres, 55,000 employees. Innovation every day, right in the heart of NC.
📍 Research Triangle Park, NC  🌐 rtp.org
Joined March 2009

Text GUAC MODE to 888-222
@ChipotleTweets
Guac Mode is here.
🔗 chipotle.com/guacmode  📅 Joined May 2010
29 Following  1M Followers

WENDY'S SPICY NUGGETS ARE BACK!!!
@Wendys
We like our tweets the same way we like to make SPICY CHICKEN NUGGETS: better than anyone expects from a fast food joint.
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?

- Yes, 70%
- No, 19%
- Not Sure, 12%
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
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:

$$\left(\frac{9,500}{3,000}\right) \times 100 = 317\%$$
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
Dana Newell, MS, MBA
President and CEO
Benton Newell Communication

Katie Daugherty
Content Marketing Manager
NCBiotech
Thank you for participating

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Tune in again for our May 12 program!