

SocialRx: Strategic Social Media Channel Use-Cases to Maximize HCP Engagement



Inspired by patients.
Driven by science.

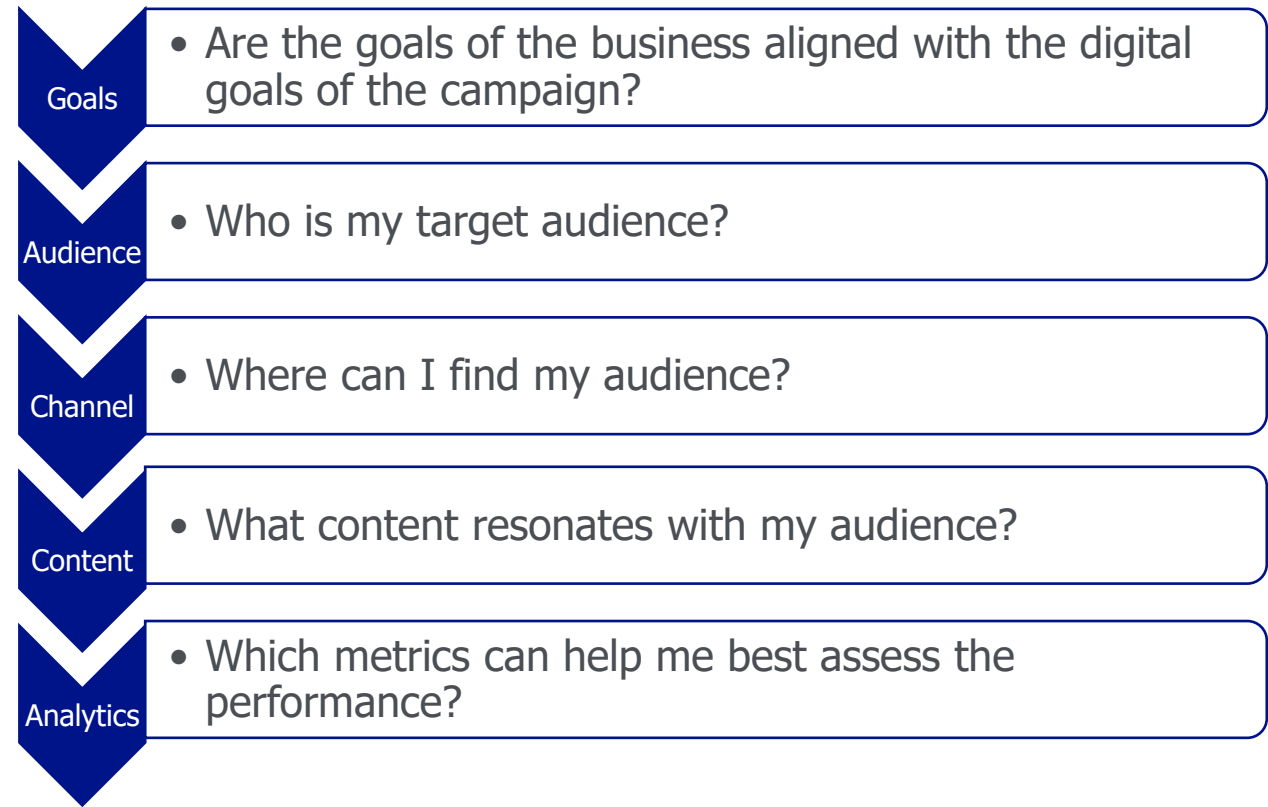


What are the foundational aspects of campaign planning?

How not to plan a campaign ❌



How to plan a campaign ✅

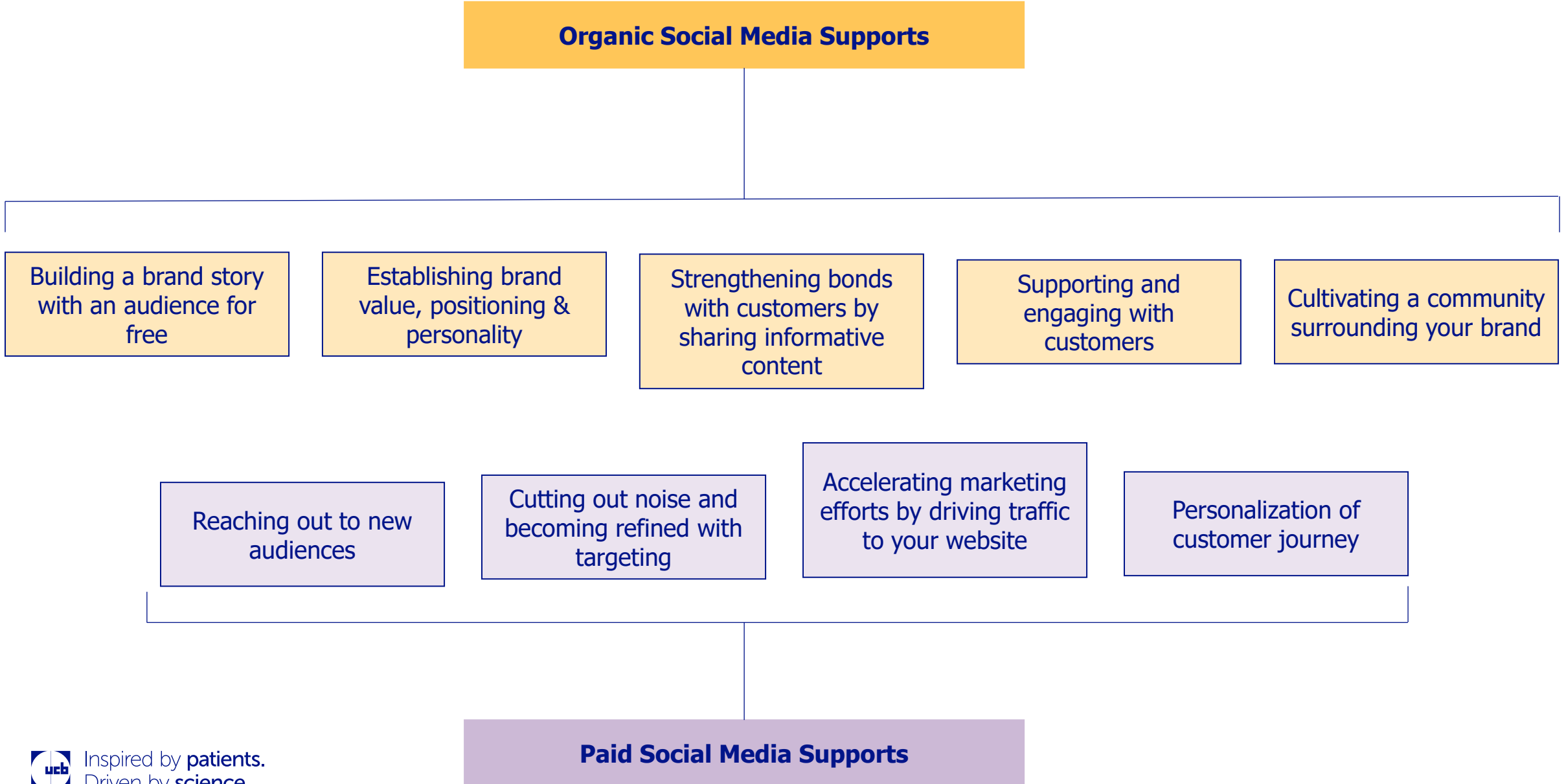


Funnel Fundamentals and Metrics



SEE	Metrics related to how many people are seeing your content	The impressions (= # your content was seen) or reach (= # of people that saw your content).
ENGAGE	Metrics related to how people are engaging with your content	Time spent watching/playing a video, clicking a CTA, or sharing the post , etc. such as learning about a disease.
CONVERT	Metrics related to your ultimate marketing goal, or objective of the campaign	People who register for an event, or download a pdf, or clicking through to your website.
EFFICIENCY	Metrics which help you determine how efficient your campaign is	Measuring the cost/click, cost/thousand impressions or cost/conversion to better understand the ROI on your campaign spend

How do I decide between organic and paid social?



The success of a social media campaign hinges on how well a brand can club organic and paid social efforts

Problem Statement: You want to promote a webinar on LinkedIn, how would you use both organic and paid tactics?

Organic tactic: Post a 'thought leadership' article to establish your brand's position in target area

Paid tactic: Used LinkedIn Lead Gen Ads to drive seamless registrations to webinar

Organic Social Media

Good brand image

Convert existing followers into customers

Retain existing customers

Paid Social Media

Reach more potential customers

Reach business goals more quickly

Map target audience more precisely

Channel Showcase: LinkedIn

Objective: 1) Raise awareness of the Medical Education Event 2) Drive registrations to event

Targeting Guidelines
for dark posts

INCLUDE:

Job titles
Company Names
Member Skills

EXCLUDE:

Competitors
Irrelevant Job Titles

Which formats work best



Static Image

CTR: **0.70%**
Conversions: 5



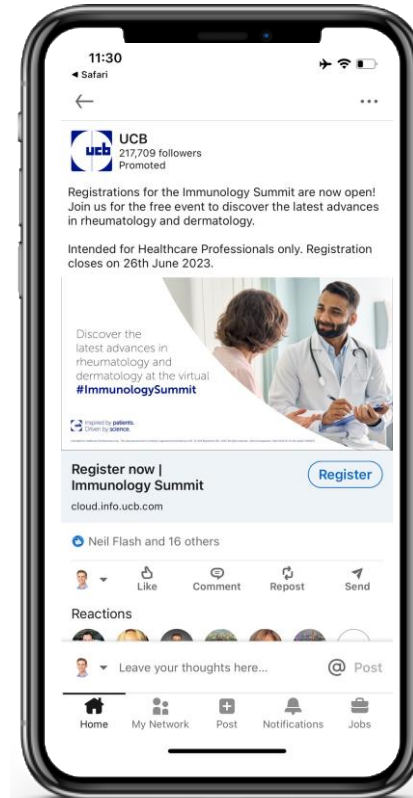
Carousel

CTR: 0.52%
Conversions: **15**



Video Animation

CTR: 0.29%
Conversions: **10**



Event Registration Campaign LinkedIn
Static Image Dark Post

Best Practices



Thought-Leadership
Content

Carousel Format for
increased CTR

Lead-Gen Forms for
events – for single-
click registration

Retargeting

Channel Showcase: X (Twitter)

Objective: 1) Raise awareness of the Medical Education Event 2) Drive registrations to event

Targeting Guidelines
for dark posts

Which formats work best

Best Practices

INCLUDE:

Keyword Targeting

Follower Lookalike
Targeting



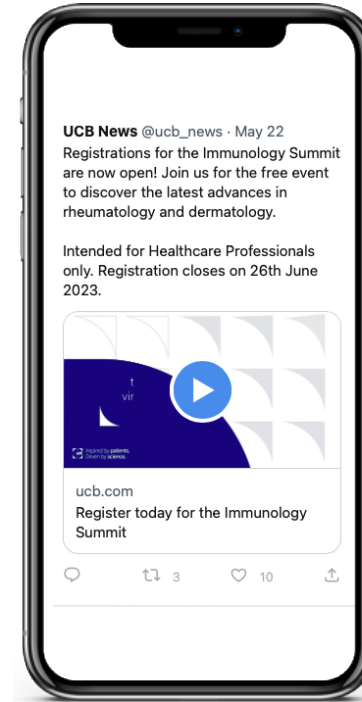
Video Animation
< 60 seconds

CTR: 0.19%
Clicks: **122**



Single Image

CTR: 0.19%
Clicks: 88



Event Registration Campaign X (Twitter)
Animation

Video content

Follower Lookalike
Targeting

Retargeting

Hashtags



Inspired by **patients.**
Driven by **science.**

You can add references here.

UCB Team Name [XXXXXXXX] - UCB - Approval [XX-XX-XXX] - Approval date [XX Month XXXX] ! GO TO INSERT>HEADER FOOTER to change.

Channel Showcase: Instagram

Objective: Increase awareness and drive engagement to disease awareness website

Targeting Guidelines
for dark posts

Which formats work best

Best Practices

INCLUDE:

Age
Fields of Study
Employers
Job Titles



Carousel

CTR: **0.41%**
Clicks: 561



Video Animation

CTR: **0.28%**
Clicks: **621**



Women and Psoriasis Disease Education campaign driving Instagram users to interact with resources on site

Video content – caters well to a younger audience

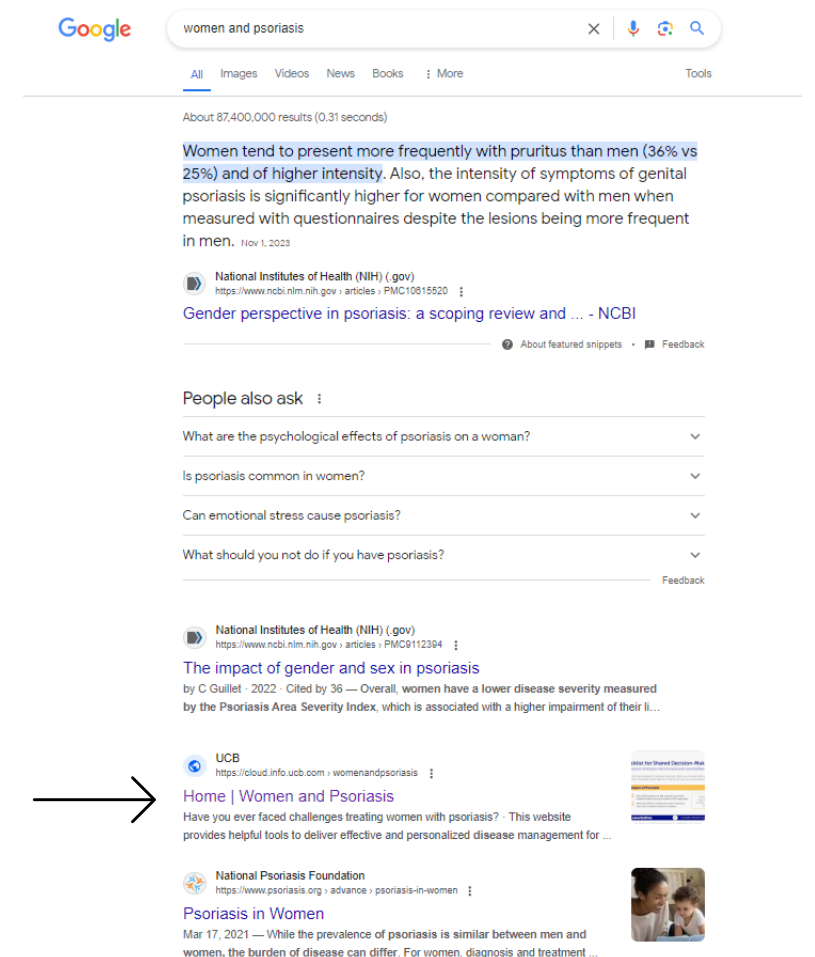
Story format featuring video snippets to build intrigue

Tagging HCPs for organic posting boosts impressions

SEO & Google Ads: Low cost, high impact

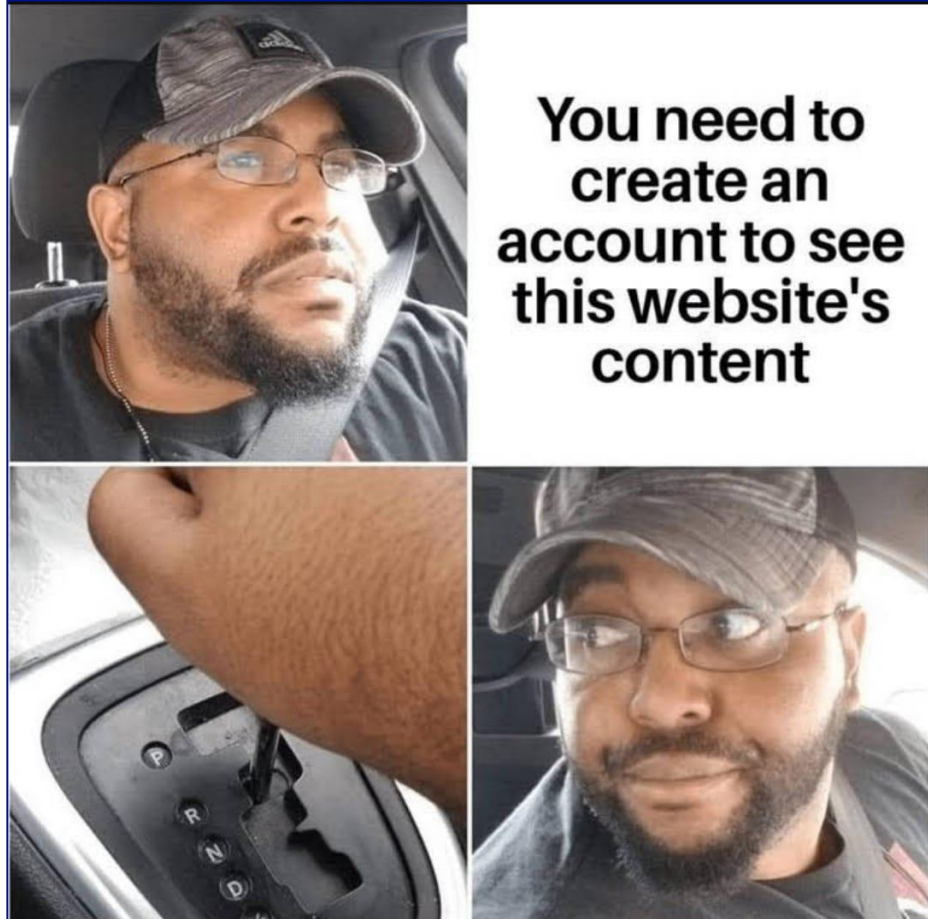
How did we reach **page 1 of SERPs** for the keyword 'women and psoriasis'

- Keyword strategy was developed for all three subpages which shaped site content
- Strategy focused on using **highly relevant KWs** and keeping the **user needs** in mind rather than search volumes
- Partner agency conducted **SEO audit** to ensure technical aspects (site speed, light file sizes etc) were optimized
- Website was submitted to **Google Search Console** to understand traffic patterns/search queries to drive **Google Search Ads** campaign
- Used strong **off-page SEO** tactics to boost traffic



'Women and Psoriasis' keyword appearing on page 1 of Google SERPs

Perils of locked content: many clicks, few users



Why are users reluctant to access locked content?

Friction in the user experience

Privacy Concerns

Preference of anonymity

Email spam concerns

Inconvenience of password management

Women and Psoriasis Disease Education Campaign

Using a robust multichannel strategy to increase digital share of voice

Our ambition

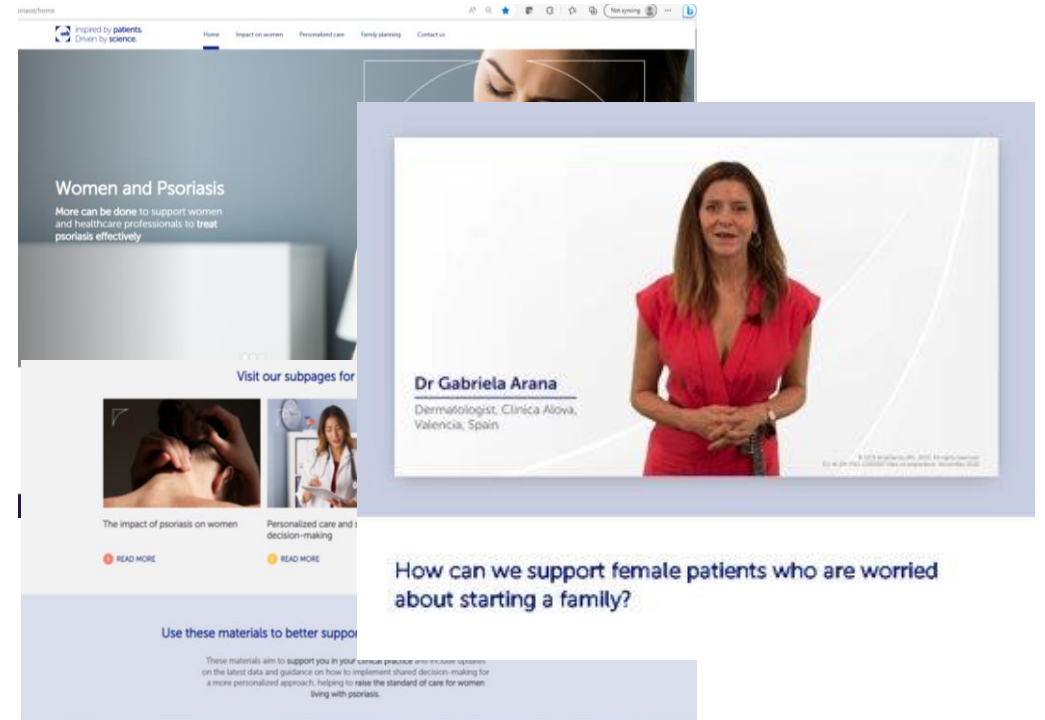


To elevate the standard of care for women living with psoriasis and strengthen UCB's reputation as a partner to the dermatology community

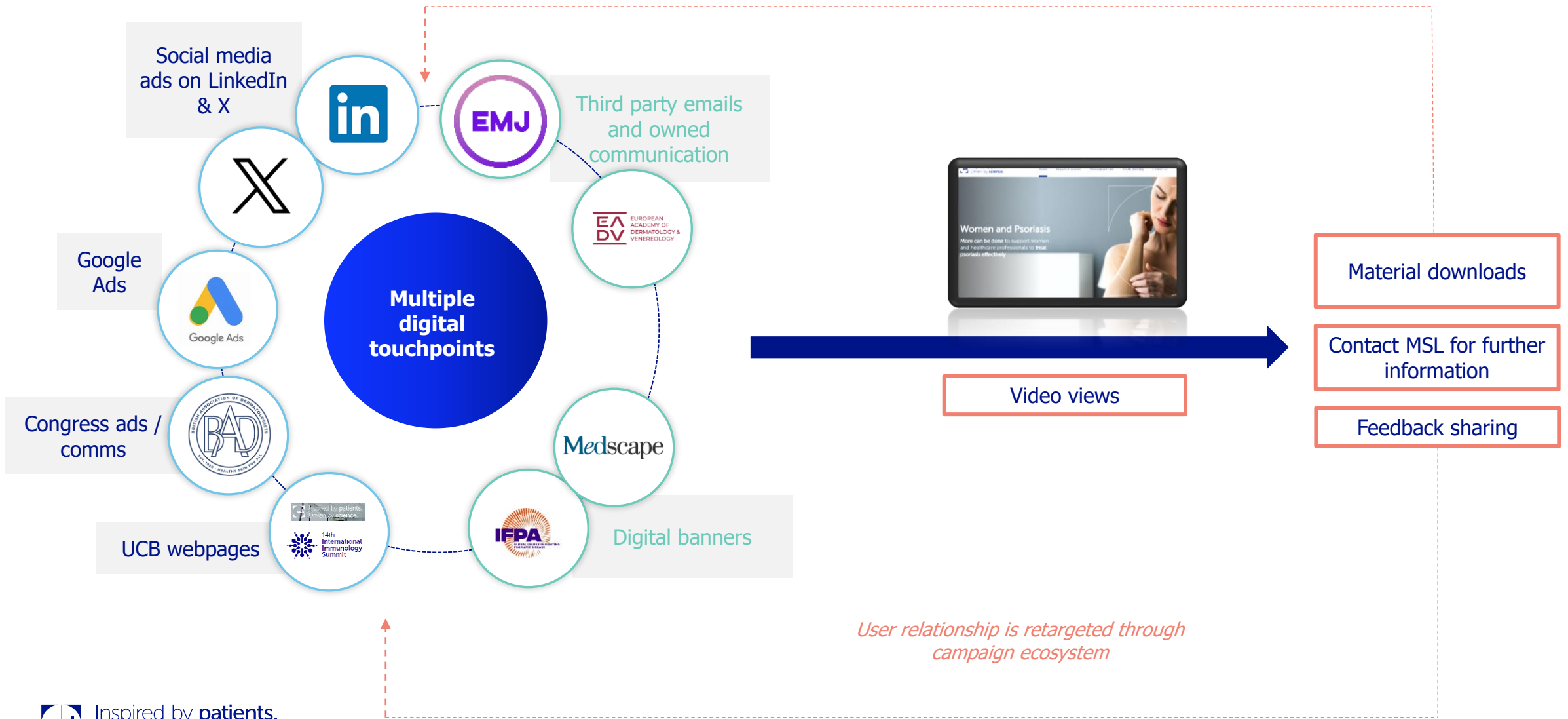
The "How"



A digital, multichannel campaign anchored on educational content and practical resources co-created with HCPs, for HCPs around personalized care for women before, during and after pregnancy.



We delivered robust multichannel amplification, creating user journeys to drive greater conversion



Execute periodic quality checks to drive high-impact campaigns

Daily Tactics

- Monitor paid campaign KPIs, ad spend, and ad variant testing
- Monitor notifications on all channels for positive and negative brand mentions

Weekly Tactics

- Monitor industry social listening hashtags to find relevant conversations and proactively engage in them to increase brand visibility and boost thought leadership
- Review a weekly analytics dashboard to identify major fluctuations and adjust accordingly

Monthly Tactics

- Identify and document top performing content. Use these insights as a tool when planning next month's content calendar
- Identify emerging themes within the industry using social listening to uncover trends

Quarterly Tactics

- Update saved audiences across all social ad accounts to keep targeting parameters up to date
- Review social hashtags and add to or remove as needed
- Produce quarterly reports by channel and campaign to identify major fluctuations and adjust accordingly

Collaboration is key to crafting compelling campaigns



Legal and Compliance

- Bring new tools and solutions to the table
- Involve compliance teams before the campaign planning stage to prevent unforeseen hurdles



Agencies

- Bring agencies into the loop when carrying out discussions with compliance and other relevant stakeholders
- Leverage their expertise in tech/tool enablement and benchmarking for success measurement





Thanks. Any questions?