



## SOCIAL MEDIA IN THE PHARMACEUTICAL INDUSTRY

### Marketing Strategy

Social media is all about providing interesting content leading to engagement and interactions with the community and potentially resulting in more reach and visibility of the company. It's crucial for the success of pharmaceutical companies that the social media strategy is part of their integrated digital (marketing) strategy and includes a strategy for content creation and distribution. The overall aim is to gain support and buy-in from the early stage, which then leads to a momentum needed for future initiatives. The choice of the channels should be closely linked to the company's business and marketing strategy and should not stand alone.



#### How to start:

Start with a maximum of three clearly defined social media channels, each one with their individual purposes and contents. The heart of your content strategy should be storytelling, regular activity, engagement and responsiveness. In order to spread the content broader than the company's immediate following network and increase its reach, it's recommended to create guidelines for the employees participation. Considering your own employees' networks in addition to your company's direct followers is a great and quick way to reach exponentially more followers.

#### Here are a few more facts:

- > Over 90% of employees are estimated to use at least one social media account.
- > The chance of having brand messages re-shared when distributed by employees is over 20x higher when shared directly through the company's brand channels.
- > Over 80% of social media users trust recommendations from friends and family.
  - > Engagement on content is likely to increase by a factor of 8 when shared through employees.

(source: «Pharma Social Media Conference»)

## Challenges of pharmaceutical companies

It's no coincidence that companies in the regulated pharmaceutical industry were, and still are, late adopters when it comes to social media trends. As part of their risk mitigations in engagements on social media, companies need to connect with their compliance and legal departments to answer the questions. It's crucial to create a safe space with clear do's and don'ts for the involved teams in which they are able to move independently and take their own decisions in order to guarantee the required pace, (re)activity and responsiveness.

These guidelines will have to be adapted to local markets, taking into consideration the local laws and regulations, to avoid sharing confidential and proprietary information and other content that is not allowed to be distributed to the general public such as product brands or internal project names.

*>> Remember that social media is all about content and dialogue. Plan exactly which channels you use for which purpose based on demographics and stakeholders.*

*>> Keep a close eye on compliance risks, whilst leveraging your own workforce and asking them to join your journey.*

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> We analyze processes and lay the foundation to accompany your digital projects and initiatives.



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> We offer our services onshore, nearshore and offshore.

„The importance of the presence on social media is growing in all industries“

**ANDRES RÖSNER |  
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**Would you like to find out how we can support you in this context?**

**I am looking forward to your contact:**

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