

Digital strategy audit

Starting out in assessing digital marketing effectiveness

Lightweight audits for pharmaceutical and healthcare brands



Boosting your digital marketing strategy with a digital audit

The centre of gravity may have migrated to digital channels, but that doesn't mean marketing managers are spending digital budgets wisely. In today's cash-strapped times, an audit of digital marketing effectiveness can be the fast track for uncovering ways to save budgets that are not working, and where to maximise budgets that could work much harder. This short guide gives pharmaceutical marketers some of the key steps in starting that process.

Many firms get less than 40% of the ROI they could from their digital marketing. Minor changes - such as clearer calls to action, simpler sign-ups for email and clearer messaging in banner advertising - can have a dramatic effect on the impact of web marketing. That's why auditing your digital marketing can quickly unlock where the problems are, and help brand managers move budgets to where they will work hardest

1. Follow the customer's journey through one of your digital marketing campaigns

- Look for effective handovers from search engine pages deep into your site
- Consider the customer's experience of your landing page
- Review the marketing goal of each web page and look for improvements

2. Relationship marketing and segmentation

- Critically analyse your segmentation strategy and how decision-makers, influencers and other stakeholders are treated by your business
- Examine how customers are converted and the connection to relationship marketing programmes

3. Measuring performance and pharmaceutical marketing KPIs

- Check you're capturing marketing and audience activity data effectively
- Consider which data are most meaningful for your business
- Review or set the key performance indicators based on what matters most, for example: number of site visitors that match target profile, number of conversion rates for email sign-ups, dwell time

4. Explore the cost per impact

- Develop a model for calculating the cost per impact for customers in your digital channels
- Review the different types of impacts you have and weight them to reflect the value they give the business
- Repeat the process with classic media, and traditional sales and marketing channels

Key issues to look for

- Pharma websites that don't support customer conversion or build contact groups for relationship marketing
- Brand microsites that sit outside the main strategy and fail to get discovered in search engines

- Email relationship marketing that is far too general and fails to target segments effectively
- Websites that remain on-screen brochures rather than immersive and engaging marketing experiences

We've spent ten years reviewing online marketing strategies for brands and it's rare there isn't significant scope for getting better results from the time and energy invested in the web.

When a simple audit like this is complete, look for the cost-per-contact in digital channels and compare to journals and conferences - it can be the most enlightening piece of data of all.

Digital marketing should be the driving force in campaigns geared to healthcare professionals, but most campaigns still put digital in a minor supporting role. In general pharma brands have been slow to adopt digital marketing, but audits can quickly help indicate a stronger channel mix. The tips here should get you and your team thinking about how online and digital tools could unlock a step change in the effectiveness of your pharmaceutical marketing strategy.

Digital marketing audits: a quick reference guide			
4 step, simplified digital marketing audit	Areas already optimized and not needing action	Specific weaknesses that need attention	Action plan and timescale
1. Follow the customer's journey through one of your digital marketing campaigns			
2. Relationship marketing and segmentation			
3. Measuring performance and pharmaceutical marketing KPIs			
4. Explore the cost per impact			

Where to start

Helping brands achieve more from their teams and agencies

Next steps



Knowing where to start

Web marketing can be a daunting array of unfamiliar choices for those new to the scene. From Facebook to search engine optimisation, Twitter to RSS, there is no shortage of calls on the marketer's time. The ideas in this short summary boil down key takeouts from dozens of management coaching events with leading global brands from many different sectors. They represent examples of commonly missed opportunities and can provide a checklist of quick tactical fixes when marketing budgets are under pressure. They are not intended as a substitute for an integrated digital channel strategy, but simply represent powerful quick-wins many firms have far from fully exploited. Breaking down the complexity of digital marketing choices is intended to give marketers a clearer roadmap for how to improve their performance. By tackling each set in turn, it's easy to measure the improvements on the business, and the boost to the insights of stakeholders along the way.

Extra support from Digital Strategy's team

There is a supporting microsite for this report with additional research links and data. It's at www.DigitalStrategyConsulting.com/pharmaceutical_marketing

There are more detailed insight reports in key digital disciplines such as Social Media and Media Planning. Many are available online and Digital's team can direct you to the resources relevant to where your brand is today.

Our strategists and consultants have been leading thinkers in the online marketing and media sectors since the mid 90s and can help by quickly health-checking an existing strategy or building a new strategy from the start. The team can quickly audit your existing digital communications to identify weaknesses in campaigns or in the process that created them.

We have worked in thirty countries to accelerate brands, and the most popular ways are:

Digital communications audits | Digital strategy healthchecks and risk analysis |
Digital communications strategy development | Traffic-building strategies | Content
and community strategies | Product development strategies | Leadership coaching
Digital marketing coaching programmes

Continuing the conversation?



How could we accelerate your brand? Simply ask.

Email the author of this report directly:
Danny@DigitalStrategyConsulting.com
DigitalStrategyConsulting.com/dannymeadows-klue

Our digital strategy acceleration programmes

- Digital strategy healthchecks and risk analysis
- Digital communications audits
- Digital strategy development
- Traffic generation strategies
- Customer acquisition strategies
- Content strategy development
- Community and social media strategies
- Digital marketing coaching programmes
- Leadership coaching

To find out how can we help your team achieve more and your brand gain the edge, get in touch today.



Making sense of a digital world

Digital Strategy Consulting Limited & Digital Training Academy Ltd

Tel +44 (0)20 7244 9661

Email Team@DigitalStrategyConsulting.com

Company 4342602

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