

Perfect Together

One-to-One Media and New Media: The Marketing Mix for Growing Life Science Businesses

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Businesspeople
The Key Audience
for Life Science Companies

Who They Are

- **“C” Level Executives**
- **Business Development**
- **Investors and Analysts**
- **Institutions**
 - **Academic and Research**
 - **Hospitals**
 - **Health Plans**
 - **Government**

One-to-One Communications

Traditional Media

Conferences,
Seminars

Speaking
Engagements

Tradeshows,
Exhibits

New Media

Webinars

Podcasts, Blogs

Webcasts

Have a Reason to Make News

- Use traditional one-to-one media to make the news, then repurpose, remarket, and extend its lifetime using new media.

What Interests Them

- **The business proposition**
- **Your pipeline**
- **Win-win benefits**
- **Mission and vision**
- **Core capabilities**
- **Case studies**

Pitfalls and Pet Peeves

- ❑ **Treating businesspeople like consumers**
- ❑ **Too technical**
- ❑ **Insufficient planning for fresh content**
- ❑ **Going to the wrong places**
- ❑ **Low-level staffing or spokespersons**
- ❑ **Gimmicks substitute for substance**
- ❑ **Not enough advance preparation**

Engage Them

- ❑ **Visually = Reality**
- ❑ **Interactively = Dialogue**
- ❑ **Personally = Tailored**
- ❑ **Intensively = Content**
- ❑ **Consistently = Repeated contact**

Doing It Right

- ❑ **Set objectives**
- ❑ **Treat business decision makers as peers**
- ❑ **Simplify communications**
- ❑ **Qualify opportunities**
- ❑ **Use the most articulate, best informed representatives from your company**
- ❑ **Provide meaningful content**
- ❑ **Visualize scenarios that make connections**
- ❑ **Rehearse and role play**
- ❑ **Think distribution and re-distribution**

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Comparisons

Traditional Media

Live

Face-to-Face

Expensive

One-Time

Not Editable

Limited Distribution

New Media

Live-to-Archive

Personal

Cheap

Reproducible

Editable

Unlimited Distribution

Maximization

- **Online recordings and archives**
- **Webinars and webcasts**
- **Streaming video**
- **Podcasts**
- **Posts to your Web site and blog**
 - **Optimize (titles, keywords, descriptions)**
 - **Link to like-minded sites**
 - **Develop e-lists**
 - **Distribute links by email**

Before Using New Media

- ❑ Be aware of what's available
- ❑ Know what you're getting into
- ❑ Overcome fears and inertia
- ❑ Acquire technical skills
- ❑ Train on use
- ❑ Gain the benefit of easy repurposing
- ❑ Have your team in place
- ❑ Commit to a publishing schedule

Getting It Done

- **Concentrate on running your business**
- **Outsource to quickly access expertise**
- **Provide intensive input**
- **Supervise and direct**

Results

Results from Trade Shows

- **2-Day niche event; 500 attendees; 20X20 exhibit; 4 staff members**
- **50 meaningful contacts, recorded and qualified for ongoing follow up**
- **Added to growing database**
- **3 “deals” concluded in 30-60 days**

Webinar

- **60-minute Webinar, with 5 participants forming a virtual panel**
- **Participants conferencing from locations around the U.S.**
- **100 high-level attendees: medical directors from national health plans**
- **Attendees generated from customer e-list, press release, and ad in industry publication**

Results from the Webinar

- ❑ Recorded Webinar
- ❑ Created transcript
- ❑ Interactive Q&A from attendees posted to blog
- ❑ Webinar re-distributed through links to major industry organizations
- ❑ Industry organizations promoted to their membership by email
- ❑ Mega account signed on as a new customer in 90 days

Results from Podcasting

- **Podcasting Series (3 Podcasts)**
 - **Reliable, dedicated distribution strategy**
 - **Email blast to 5,000 targeted, then 30,000 industry subscribers**
 - **Average 500 downloads per podcast**
 - **Commitment to monthly podcast**
 - **Growing subscribers through iTunes®**
 - **RSS (Really Simple Syndication) feeds**
 - **Maximizing through dedicated link strategy to partner Web sites**