

# Keys for Pharma Success: Integrating Social

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Date: May 2011

Pages: 51

Price: US\$ 595.00 (Single User License)

ID: K682FAFC91BEN

## Abstracts

Pharma companies began their journey in social media over four years ago with a single initiative, often a Twitter account. Subsequently, they have embarked upon a process of layering their digital footprint with blog, Facebook and YouTube presences. In the course of developing these activities, and in the absence of explicit FDA or local regulatory guidance, Pharma has endeavoured to remain in compliance whilst formulating social media governance and establishing its own corporate guidelines.

Today, the Pharma companies delivering innovation in social environments are experimenting with new ways of participating. They are involving legal, medical affairs and senior colleagues in the early planning stages, and finding better ways to integrate social into their overall communications and marketing mix.

'Keys for Pharma Success: Integrating Social' examines a series of social campaigns that may be considered to have broken new ground for Pharma. Through a review of pre-launch, launch and post-launch activities and an examination of how the campaigns were integrated into a broader marketing mix, the report explores how Pharma's use of these ubiquitous social web platforms continues to evolve as the industry strives to attain a more nuanced degree of social integration.

Keys for Pharma Success: Integrating Social features original interviews with Tony Jewell, Senior Director, External Communications, AstraZeneca, Robert Muller, Associate Marketing Manager, Global Marketing, Roche Diagnostics, and John Pugh, Head of Online Communications GmbH & Director of Communications UK, Boehringer Ingelheim, and provides extensive supporting references, charts, tables, and illustrated examples.

## Scope

The report includes:

Extensive expert insights from leading Pharma social media experts offering benchmark examples of how social elements are being integrated into industry activities.

Comprehensive case studies iterating the strategic planning and operational workflow supporting three campaigns.

**Key features:**

Executive summary defining the stages of social business

Categorizing Pharma's experiments in social business integration

In-depth case studies of three integrated Pharma social campaigns

Opportunity-oriented conclusion considering how social can be integrated throughout Pharma enterprises and reflecting on the potential utility of the micro community model for Pharma.

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