

» 7 Tips to Improve Your Overarching Search Strategy

A Toolkit for Pharmaceutical Marketers



Search plays a key role in today's ultra-competitive pharmaceutical marketplace. However, economic pressures require marketers to do more and more with less. Given that, it's imperative that pharmaceutical marketers fine-tune their search efforts in order to maximize their budgets and fully capitalize on all that search can offer.

Here are a few tips to help you do exactly that.





iProspect: Tip No. 1

Get focused

As a pharmaceutical marketer, do you know what you want to achieve from your search programs? Are you using search to generate awareness, capture demand, or drive traffic?

Take the time to closely examine your goals and specify exactly what you want to get from your SEO and PPC initiatives. Doing so will help ground your brand and the agencies supporting you, and in turn, elevate your search campaign to another level.





iProspect: Tip No. 2

Start talking

Imagine heading into an operation knowing the surgical team doesn't communicate with one another during the procedure. How confident would you be about the outcome?

Clearly, communication is essential to producing the best results. Yet all too often SEO and PPC campaigns exist in silos. It is imperative to get these efforts aligned.

Go beyond the all-agency call and discuss the full marketing calendar so all parties involved can identify opportunities.





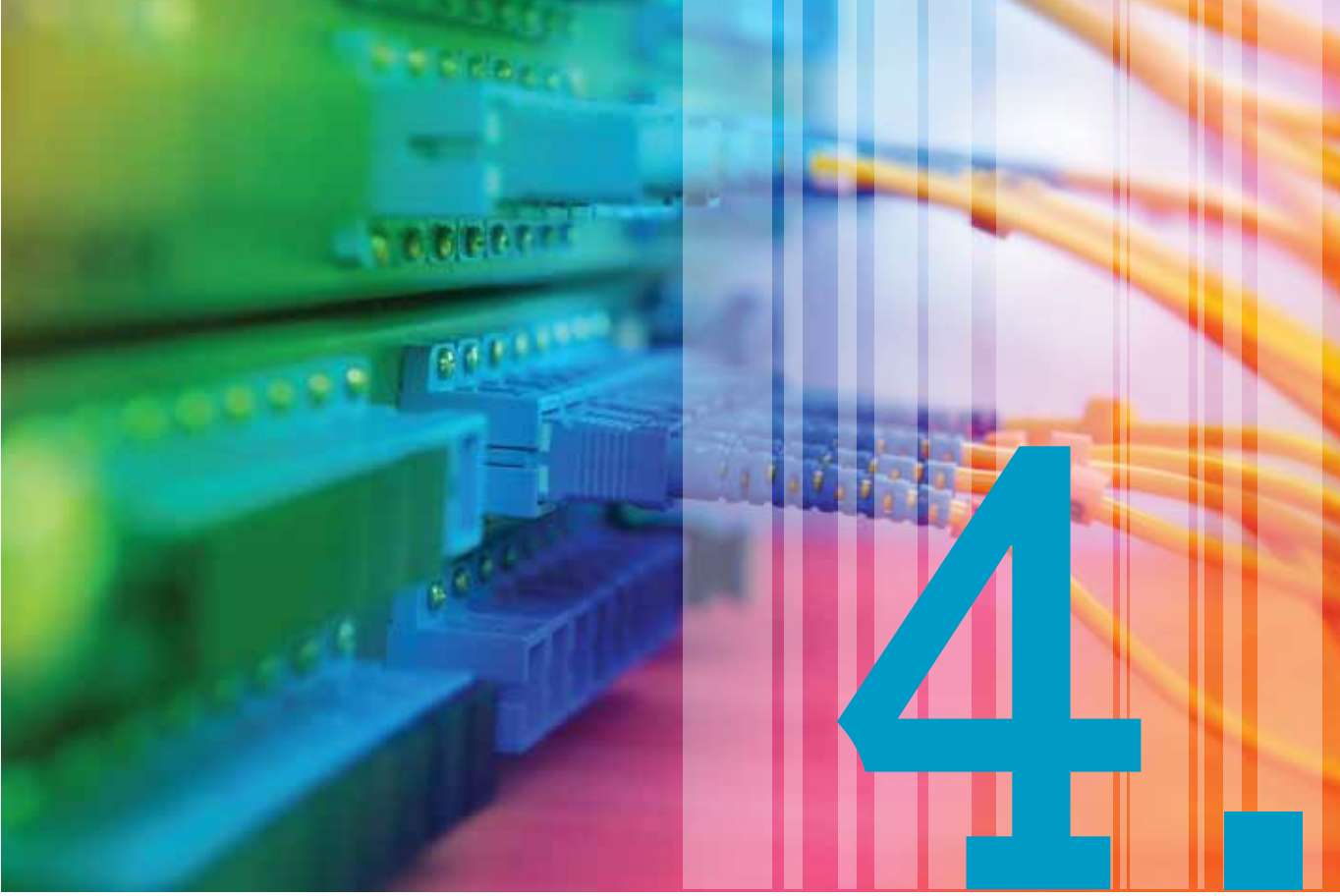
iProspect: Tip No. 3

Determine launch dates

Being mindful of your site's release schedule ensures that you're being efficient with everyone's time -- brand, IT, and legal.

Soliciting feedback for keyword targeting, meta data, content and technical site structure takes a little while. Working with your online agency to develop the site schedule together will best maximize your visibility in search results and save time in the long run.





Examine SEO and PPC side-by-side

Nearly 70 percent of searchers click on organic search results, while paid search accounts for the remainder.

So what are these stats telling us? Smart pharmaceutical marketers will make SEO a priority from the start, yet understand that in order to obtain the largest share of the traffic, you have to be present in both categories.

It's essential to look at all of your keywords together to make sure your SEO and PPC strategies are complementing one another. All of the keywords targeted by your SEO strategy should be in your PPC campaigns, as it can take time to achieve organic visibility. Your PPC keywords can help inform your SEO efforts. To help mitigate PPC costs, identify the most expensive keywords, and ensure they are a focus in your SEO initiatives.

Doing so can aid in more prominent visibility and a better return.





iProspect: Tip No. 5

Dig into your data

In order to truly know how your campaign is performing, you need to dig into your data and understand what it is telling you.

We understand—it's easy to get lost.

So work with your agency to create a dashboard that reports on key performance indicators such as search engine visibility, traffic, action taken (coupon downloads /PDF downloads, etc), and time on site. Since search is a demand capture mechanism, recognize that campaigns in other mediums such as TV, print, and digital media often drive performance.





iProspect: Tip No. 6

Know where to improve

Underperforming isn't just about failing to achieve your targeted cost per action or level of traffic; it's also about failing to maximize your PPC budget. Given that, it's critical to take action and remedy the situation. Look at your performance and identify opportunities to see if you can squeeze more savings from your campaign while maintaining the same traffic and return.

For example, try moving your PPC placement down one position or in-line with your SEO placement. Doing so could end up saving you money with little to no impact on the amount of traffic driven to your website.





iProspect: Tip No. 7

Create a testing plan

For pharmaceutical marketers, most testing opportunities have to be reviewed by legal. Be sure to plan out the elements you want to test and submit to legal as early as possible. When testing ad copy, be sure to adjust the messaging so it is similar to the copy used in your other channels. In addition, make sure it maps to different calls to action so you can see what resonates most with your target audience. Similar testing plans should be devised for landing pages to test different calls to action, terminology, and placement of the call to action.

There are other tests that can be done specifically with bid optimization and positioning of your ad to ensure you're maximizing the amount of qualified traffic you're receiving. Prominent positioning comes with a premium price tag, and you may not need to be paying for it. Identify a handful of the most expensive keywords in your campaign, then lower the bids in extremely small increments and monitor how your positioning is impacted. By squeezing savings out of these terms, it will allow you to reinvest in other areas of the campaign that may need additional funds for a performance boost.



A True Partner to Clients Including:



"iProspect has been a true marketing partner, helping us achieve measurable business results in our search campaigns. They continue to bring value, from onsite trainings to in-depth reporting and timely industry updates. Their ability to work with our other agency partners and various internal stakeholders has helped us take our marketing efforts to the next level."

Alexis Meneely,
Senior Manager - Content, athenahealth

"iProspect's extensive experience in this sector is apparent – their deep understanding of the pharmaceutical industry combined with their experience in other verticals makes them a leader in their category."

Xavier Petit,
Multi-Channel Strategy Services, Shire Pharmaceuticals



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