

YOUR MEDICAL DEVICE CO-MARKETING KIT

MAKE IT WORK FOR YOU

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Make Your Medical Device Co-Marketing Kit Work

How to increase brand awareness and drive sales by leveraging the latest Web technology.

SUMMARY: Medical device manufacturers can leverage the Web's latest technology and client relationships to drive sales and increase brand awareness. Read how you can modify your digital co-marketing kit to exploit these ready opportunities and help your clients drive sales.

You might call it a Practice Promotion Kit, a Practice Marketing Kit, or just Co-marketing Materials. To make things simple we're going to call it your "Co-Marketing Kit," and it's time for your co-marketing kit to work smarter.

In our experience, medical device manufacturers often miss the mark when preparing digital media resources that are easy for their clients to integrate into their online marketing. Missing the mark means missing opportunity. It means diluting your brand. **It means losing sales.**

Etna Interactive is a medical Web marketing consultancy. While the recommendations contained in this document are derived from our experience in aesthetic medicine and elective healthcare, the suggestions in this white paper remain useful to device manufacturers in any clinical niche.

Your clients – those physicians already using your products – offer a fantastic platform for promotion: their Web sites, newsletters, and social media platforms. Few of them will object to promoting your brand and increasing demand for your products, especially when you offer the resources to get the job done right. Your co-marketing kit should encourage clients to give you:

- **Home page promotion**

Your clients' combined online traffic will greatly exceed the traffic at your own site. Give clients the resources, and a reason, to put your branded graphics and text right on their home page.

- **Dedicated pages**

Do your clients make only generic references to your products? Help them dedicate entire pages of their site to your brand and discuss the benefits your products offer their patients.

- **Photo gallery showcase**

If your device delivers visible lifestyle improvements, providing before and after imagery for your clients' use will showcase results.

- **Links back to your site**

Do you offer media – videos, animations, interactive health assessments, etc. – on your site that are worthy of a link? Encourage clients to link back to you. It will drive traffic and help your “link popularity,” which will boost your own search engine rankings.

- **Spotlight in email newsletters**

Your clients are hungry for newsletter content. You can secure free space in their email newsletters by offering canned copy.

- **Regional press coverage**

Online press release distribution can cultivate media coverage, drive online traffic, and build link popularity. Suggesting story ideas and offering release templates will help your clients and build regional brand awareness.

- **Social media exposure**

Clients are increasingly engaged in social media. That's easier said than done. Providing ideas and content for blogs, Facebook posts and Twitter updates will be appreciated and generates valuable exposure.

And while you garner a pole position on your clients' sites, not to mention valuable exposure in their social media marketing, they benefit through:

- **Improved search engine rankings**

Using the approach we recommend later in this document, you can help your clients achieve top rankings in their local market for searches that include your brand name and keywords related to the conditions your medical device addresses.

- **New inquiries**

Improved rankings mean more visitors. More visitors will result in more new patient inquiries for your clients.

- **Increased sales**

Both you and your clients benefit when qualified prospects become patients using your products.

So what is this co-marketing kit makeover we recommend? The next section includes a checklist and advice for leveraging advances in Web technology.

Medical Device Co-Marketing Kit Makeover

The cost to overhaul your co-marketing kit should be fairly nominal; everything you need already should be sitting on one or more computers in your creative services department.

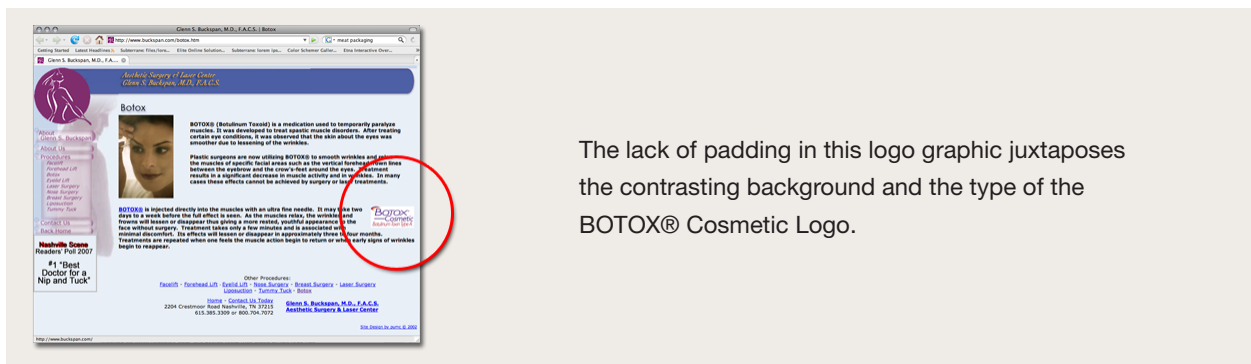
Graphical Resources

Organize graphical resources in a clearly-labeled folder on a CD or page of your client extranet.

- **Logos**

Don't be stingy. If you fail to freely distribute approved copies of your logo someone is likely to try and take it directly from the masthead of your site. Offer multiple formats to ensure that your brand is displayed cleanly in all digital and print applications.

- Include one or more versions on a solid background color. Include padding around the logo in the graphical file so that when your graphic is placed over a contrasting background it still looks professional.



The lack of padding in this logo graphic juxtaposes the contrasting background and the type of the BOTOX® Cosmetic Logo.

- Offer your logo on a transparent background. Savvy Web developers will try to integrate your logo with their design. If they don't have a transparent background logo to work with, they will force transparency, creating jagged edges on your logo graphic.

- It's a good idea to include logo use guidelines targeting design professionals. While working on www.uscspine.com, our design team was aided by the logo use guidelines offered by the University of Southern California at http://www.usc.edu/identity/print/usc_logo/.

- **Promotional banners & buttons**

Make it easy for clients to feature you on their site by developing a variety of still and animated banners and buttons. Design the graphics with your clients in mind; and include phrases like, "Proud to offer [insert brand and product name here]" or "A [brand and product name] Center of Excellence." A horizontal width of 230 pixels or less ensures that your graphic will fit in most 2 and 3 column Web site designs.

- **Before and after photos**

If your device lends itself to before and after imagery, offer a wide array of well organized images for your clients to display on their sites. Most states require that a clinician clearly disclose when a result depicted at their site is not their own. Remind your clients to disclose that the photos are, "Courtesy of [your company name]," adjacent to the images. Doctors must also avoid communicating in a manner which is false, fraudulent, or misleading. With each set of photos include a detailed case description that describes the protocol applied to achieve the depicted result.



TIP: Create a gallery of before and after images at www.flickr.com. Flickr provides bits of code you can share with clients that will embed your flickr gallery on any page of their site. That way, whenever you want to update the images, you can add them to your flickr gallery and know the new images will cascade out to your clients' sites automatically.

- **Clinical illustrations**

In a recent survey of more than 400 elective surgery patients we learned that the second most desired graphical content (second to before and after images) was clinical illustrations. Develop professional illustrations that depict the application of your device and its impact on the body.

TIP: Consider engaging a company like Understand.com for help with your clinical illustrations. They can offer not just expert illustration, but also an established distribution channel if your animation is embedded in one of their patient education products.

- **Product images**

While not as identifiable as your brand, pictures of your product can help your clients deliver a richer on-page experience.

- Offer still shots of your device from several angles.
- Humanize your product by putting it in the hands of a medical professional. Include lifestyle images that juxtapose the device with real people.

TIP: Most states require that licensed physicians clearly disclose when the people depicted on their site are not actual patients or members of the practice. Overlay the word “MODEL” in fine print on any lifestyle images you distribute that features human subjects.

- **Stock photos**

Does your marketing campaign feature a recognizable model or spokesperson? Rights permitting, offer your clients the opportunity to use select images at their site. Feel free to apply restrictions, such as limiting the use of these images to pages that are dedicated to your device. You can also limit their application by distributing these images with your logo neatly overlaid or displayed as a watermark.

You can embrace the ideal of empowering your use of the Web while you encourage the exceptional application of your graphical assets. Create a gallery of design samples submitted by clients and share them with your customer community.

Text Resources

The standard text assets we see in most medical device co-marketing kits include a sample Web page, a press release, and some clinical papers. That’s not just boring, it’s harmful. Clients who publish your sample Web page wholesale are unlikely to ever achieve high rankings for your brand, your device, or the conditions you address.

Long story short, search engines abhor duplicate content. How often would you return to Google™ if the top 10 results were all identical? Google wants original perspectives that answer questions and solve problems. If you really want to help your clients increase demand for your device, you must embrace a new paradigm for content development.

- **Talking points**

While most clients won't take the time to author an original page of content about your device, some will. Arm those in-the-know with a list of background information, FDA-approved applications, and patient benefits. Include who is a candidate for your device, what it treats, where it can be used, when they can return to work, and why your device is something they should discuss with their doctor. The list format is especially useful when your client will work with an agency on marketing materials, and when the client uses your device off-label.

- **Customizable page template**

Create a page template that can be easily optimized for your client's name and region. Did you ever do Mad Libs® as a kid? Your page can be just like that. Include instructions to [insert center name], [include clinician name here], and [include your city or region here]. While not ideal, the page will at least be somewhat distinct and marginally optimized for the region.

- **Example page**

Chances are you already have this in your co-marketing kit. Since some clients can't be bothered to help themselves, keep this cut-and-paste page among the assets you distribute.

- **Ongoing press support**

Give your clients more than the boilerplate press release announcing the availability of your device in their practice. Provide regular story ideas and release templates to cultivate local media coverage.

TIP: Embrace the agencies that serve your clients. Develop a PR cooperative. Use a free service like www.ConstantContact.com or Yahoo Groups to collect story ideas from your clients and their agencies and to broadcast local PR ideas to interested subscribers.

- **Quarterly newsletter copy**

Want to know the secret to guaranteed inclusion in your clients' next email newsletters? Write the patient-friendly story for them. Developing content is the biggest obstacle in newsletter production; offering free content will win you brownie points:

- An appropriate stock image with no rights restrictions.
- An abstract of the story, not to exceed 50 words.
- The full story text. Embed a link to your site in the story text; not everyone will preserve it, but the practices that do will contribute to your site's link popularity.

- **Monthly social media content**

Your savvy clients use social media to market their practices. But keeping their blogs, Facebook pages and Twitter accounts dynamic and lively can be a hassle. That's where you come in. Providing monthly blog and Facebook posts, along with an occasional tweet or two, will help clients routinely update them. A couple of points:

- Facebook posts shouldn't be more than a few sentences. Provide a link when appropriate.
- Blog posts should focus on a single topic and be written in a more informal tone.

Etna Interactive's team of professional writers specializes in developing pages that earn top rankings. For assistance refining your text assets, give us a call.

Multimedia Resources

While plenty of people are heralding video as the future of the Internet, patients aren't chief among them. In our recent study, patients rated virtually all types of video content as less important than rich text content and clear clinical illustrations. That said, video is an exceptional way to engage some patients, explain the application of your device, and introduce patients to your brand.

- **Video**

Patients want instructional video and interviews with actual patients. Videos that are too clearly tied to one doctor or one region (such as a regional news broadcast) will have limited application. Produce original video content that any of your clients will want to embed in their site to deliver the greatest value.



TIP: Create a www.YouTube.com account and load your co-marketing kit videos as a dedicated playlist. You can then distribute code snippets to your clients that they can paste on their pages. These little bits of code will automatically display your video playlist on your clients' sites.

- **Animated Illustrations**

Animated illustrations are another great multimedia asset to share. See our tip (above) about Understand.com for a unique way to bring your illustrations to market.

Etna Interactive's talented engineers and Web developers can help support your graphics and video and assist with putting them on your clients' websites.

Closing Remarks

In addition to your co-marketing kit makeover, you may also want to reconsider:

- Your method of distribution
- How you communicate with clients when new resources become available
- How you engage those agencies that serve your clients

In our experience, field sales representatives typically struggle to gather and deliver media kit resources, and our clients rarely get timely updates when new co-marketing kit materials become available. As an agency representing hundreds of surgeons, we have to be blunt: though we've tried, we've never received a well-thought-out, Web-savvy co-marketing kit that fires on all cylinders and properly leverages a device manufacturer's brand. But by using the tactical tips outlined in this white paper, you'll be well on your way to giving your clients the tools they need to help build your brand awareness and share in your success.

About Ryan Miller

For over 15 years, Ryan Miller has directed online marketing strategies for some of the world's most respected healthcare providers. He continues to develop advanced search engine optimization strategies, offer tactical guidance in social media and reputation management, and deliver effective healthcare marketing with measurable results.



Ryan is the founder and president of Etna Interactive, a Web marketing consultancy that offers advice and executes online marketing campaigns to connect doctors, healthcare networks, and medical device manufacturers with interested patients and business prospects. Etna Interactive has helped hundreds of doctors in over a dozen medical specialties, as well as healthcare corporations across North America and Europe, to leverage the Internet to grow their business.

Recently featured in the New York Times and a contributor to the text *The Business of Plastic Surgery*, Ryan specializes in search engine optimization, direct-to-patient online marketing, social media for healthcare, reputation management, and online lead acquisition strategies. He is a frequent contributor to popular medical industry magazines and guest lecturer for numerous medical societies.

About Etna Interactive

Etna Interactive is a consultancy specialized in online medical marketing. Etna offers advice and executes online marketing campaigns to connect physicians, healthcare networks, and medical device manufacturers with interested patients and business prospects. The award-winning Web sites developed by the company are the cornerstone of a growing business that encompasses Web site design, ongoing Internet promotion, social media marketing, and meeting offline marketing and sales needs of healthcare clients. Learn more about Etna Interactive by visiting www.etnainteractive.com.

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