



## case study | social media

### **Global Pharmaceutical Contract Manufacturing Firm: *Increase Client Visibility to Western Pharmaceutical Markets Using Social Media***

#### **Established, Successful Company with Limited U.S. Visibility**

In 2012, a marketing agency asked LM Group to take the lead on raising visibility for a foreign pharmaceutical contract manufacturing firm in the U.S. and E.U. markets using social media.

The Company had an outstanding track record with the U.S. FDA and other worldwide regulatory agencies, and had firmly established itself over its three-decade-long history. Their challenge was to tell a compelling story about their capabilities while being sensitive to their customer's privacy (they serve some of the top names in the pharmaceutical industry).

The project objectives were:

- Increase attendance at company-related events (e.g., trade show booth visits, webinars)
- Increase the company's brand awareness, especially among the U.S., European and Japanese life sciences markets
- Increase website traffic
- Increase prospective client "touches" and interactions

Following a comprehensive company-, market- and competitor-assessment, LM Group crafted a strategy designed to promote the company through the use of social media on three fronts: brand awareness, thought leadership and engagement.

#### **LinkedIn-Centric Strategy**

Operating with a limited client budget, LM Group recommended using a corporate blog, a LinkedIn personal profile, a LinkedIn corporate profile, and specific industry LinkedIn Groups to communicate with the company's audience.

In the first six months, the social program:

- grew LinkedIn referrals to website from 0% to 15% of total traffic
- grew LinkedIn company followers by 30+%
- doubled online engagement with European and U.S.-based firms, to account for over 16% of all online interactions
- increased the client's online reach to over 12,000 prospects each month

#### **Organic Social Strategy**

Over the years, the organic social strategy has shifted to take into account other social channels, including Facebook, Twitter and G+.



## Complimentary Marketing: Fusing Social with the Overall Marketing & PR Strategy

A strategic content calendar is created each year to fully integrate with the client's global marketing & PR efforts. In addition to curating industry content, social content is designed to drive traffic to blog posts, Company news, events, webinars, articles and white papers.

### The Results?

#### Significant Gains in Web Traffic & Brand Awareness

Over the most recent 24-month period, the social media program has further increased traffic to their website. On average, monthly -

- site sessions increased by 58%
- page views rose by 32%
- site users grew by 25%.

In addition -

- blog content delivered 4,900+ website entrances, and reached 104 page views per day.
- follower growth was strong on LinkedIn (161%) and Facebook (434%).
- social post engagement on LinkedIn, Facebook and Twitter average 3.2%.

One of the key social program metrics was engagement with U.S., E.U. and Japan – based audiences. Today, 70+% of all new social followers across the major social platforms are from the target regions (up from 5% at program launch).

