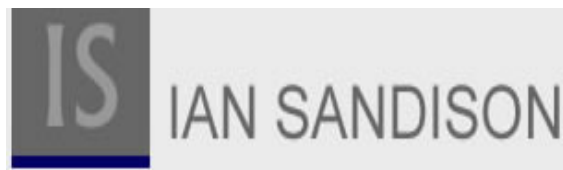


Digital Marketing for Medical Devices October 2013

Apply an Intelligence Driven Approach
to Your Digital Marketing Strategy to
Increase Sales
Ian Sandison



www.iansandison.co.uk

@gayev

07968-303457

iansandison@hotmail.com

Ian Sandison

- 12 years with Becton Dickinson and Smiths Medical in sales and marketing
- 10 years consulting with medtech Co's
- Mentor on Cambridge University MBA and entrepreneurship programmes
- University Lecturer in Strategy and Marketing at Lord Ashcroft International Business School
- Steering Group Member of Eastern Academic Health Science Network.
- Consultant with Sirius Healthcare Partners



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iansandison@hotmail.com

Apply an Intelligence Driven Approach to Your Digital Marketing Strategy to Increase Sales

- Linking websites, extranets and CRM intelligently to collect and update important customer information and identify their status in the life-cycle
- Using and developing apps to harness useful data
- Leveraging market research in your marketing campaigns and for product development
- Analyzing different metrics to track performance and ROI
- Making data accessible and transparent



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Are your customers getting what Larry wants ?

- Last Friday Oct 18th 2013  shares rose to over \$1,000 each and  closed at \$54 also a record high since their float last year. Investors are impressed at their ability to drive advertising revenue and profits.
- “We are closing in on our goal of a beautiful, simple, and intuitive experience regardless of your device,” Google's Chief Larry Page said in a conference call with analysts.
- However are we, the digital marketers, the payers for PPC and SEO seeing a return on our investment. Are your customers getting what Larry says - ‘A beautiful, simple and intuitive experience regardless of the device’
- Or are our customers seeing a disconnected, clunky and cloudy message which they can only really read on their PC?



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Apply an Intelligence Driven Approach 1

Data capture

- Customer Interests/preferences, shows attended, talks given, purchase history patient profile, specialities they treat.
- Browsing history from web or app tool
- Clicking a link in a customer mailout
- Retweeting a tweet, liking on Facebook
- Comment on/liking a LinkedIn post, LinkedIn groups, branded LinkedIn company presence
- Data inputted to CRM and or sales force tool.



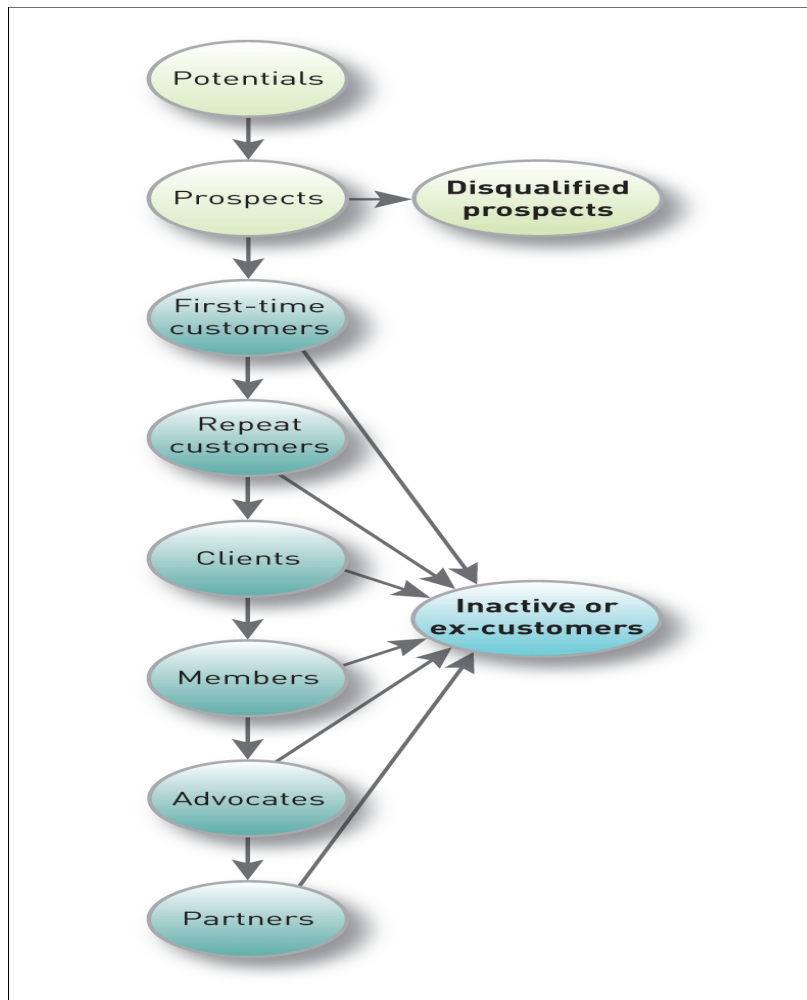
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Sales opportunity life cycle tracking



Its key to consider what our digital marketing approach should be at each level of this process

Figure 11.6 The customer-development process

Source: J. Griffin (1995) *Customer Loyalty: How to Earn It, How to Keep It*, New York: Jossey-Bass, 36. See also M. Raphael and N. Raphael (1995) *Up the Loyalty Ladder: Turning Sometime Customers into Full-Time Advocates of Your Business*, New York: HarperBusiness

Apply an Intelligence Driven Approach 2

- If your using a tablet with your sales team and have a content app containing the latest promotional material the sales person can log in the CRM what products and materials where discussed and allocating codes to these and the customer will allow future product sales to be tracked to this customer.



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To Your Digital Marketing Strategy 1

This can then inform the digital marketing

- Preference specific
 - Patient profile
 - Outcomes or HE data
- Product specific
 - Clinical trial results
 - Product development milestones/new launches
- Web
 - PPC, SEO, Key Words



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07968-303457

iansandison@hotmail.com

To Your Digital Marketing Strategy 2

- Customers who respond to a clickable link in a digital mailout can have their response tracked by your email client provider
- Web browsers who login to their account on your website can then have their browsing history tracked.
- For both reviewing what literature, products, papers and other content they viewed or responded too gives an indication of their current interests and this can be converted into a sales lead to be followed up.



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@gayev

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To Increase Sales 1

- Matching the sales results of customer marketing content that's meets their preferences.
- You know what they like, you communicate the correct content, they respond to generate a sales lead or even go online to make a purchase this can all be tracked via your CRM or sales force tool.



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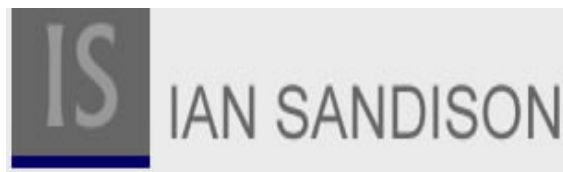
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To Increase Sales 2

- The ROI of Business to private practice or consumer/patient marketing is easier to measure since your activity can have a direct call to action that the patient/recipient then follows and you can see this.
- EG - Diabetes/Physio/Podiatry/Assisted Living/Mobility Aids.



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iansandison@hotmail.com

To Increase Sales 3

- Here we can target a customer by way of a direct mail or advert campaign.
- Response code for campaign or a sales visit to the private provider customer, and the resultant placing of an order can be traced via this code or as a result of this visit.



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iansandison@hotmail.com

To Increase Sales 4

Lifetime Value of the customer

- \$1,000 a month = \$120,000 in 10yrs
- \$9,000 a month = \$1,000,000 + in 10 yrs
- Keep supplying
- Keep innovating
- Keep communicating
- They will stick with you



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To Increase Sales 5

Patient Referral Card

- Small Consumable Items
- No longer prescribed
- Healthcare Professional gives card to patient
- Discount code incentivises purchase
- Code is referenced back to referer for loyalty incentivising them.



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@gayev

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iansandison@hotmail.com

To Increase Sales 6

- Business to healthcare provider/hospital marketing is more opaque. Each provider will have many healthcare professionals they maybe buying a whole basket of products from you direct or via multiple distributors or delivery points. Its much more difficult to track whether a part of the marketing mix resulted in a customer reaction and a sale.



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To Increase Sales 7

- Shopping cart/basket, browse + form abandonment
- A study of over 20 different market research reports reveals an average shopping cart abandonment rate of 67% <http://baymard.com/lists/cart-abandonment-rate>
- A 2011 Royal Mail report says 94% of shoppers have abandoned their cart at some point. http://www.royalmail.com/sites/default/files/10702_RM%20Delivery%20Matters_V3_110412_JT.pdf
- These tools allow you to email a photo of their items and a reminder to encourage completion of the sale.



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Digital Marketing



Questions ?



www.iansandison.co.uk

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