

HOW A MID-MARKET PHARMACEUTICAL CHALLENGER INCREASED AWARENESS & VISIBILITY FOR MULTIPLE DRUG BRANDS

CLIENT: MID-MARKET PHARMACEUTICAL COMPANY



INTEGRATED DIGITAL MARKETING FOR MULTIPLE HEALTH BRANDS

This mid-market pharmaceutical company is a U.S.-based specialty healthcare solutions company focused on high-value products and specialty generic drugs. The company's drug brand portfolio includes endocrinology, oncology, and pain management products.

Targeting consumers and health care professionals online, the company manages multiple websites and micro-sites for each brand, sometimes offering both branded and unbranded versions.

COMPETITIVE POSITIONING IN A CROWDED DRUG MARKET

As a mid-market pharmaceutical in competition with large, well-known brands and generics, our client was seeking an integrated digital marketing solution that would build brand awareness, generate qualified website traffic, and engage consumers and health care professionals for each of its drug brands, while also complying with regulatory guidelines set by the FDA.

THE TREATMENT: A DIVERSE SET OF DIGITAL SOLUTIONS

Web Ad.vantage provided integrated digital marketing services for four of the company's flagship pain management brands, including medication products for migraine headaches, shingles pain, chronic pain, and osteoarthritis.

Focusing on a lead generation strategy targeting each brand's key audiences, Web Ad.vantage utilized a multichannel, blended approach of tactics that included display advertising, pay-per-click, and search engine optimization.

KEY FACTS

- **Client:** Large Pharmaceutical Client
- **Client Origination:** Summer 2008
- **Case Study Services:** Strategy, Consulting, Online Media, Pay-Per-Click, Search Engine Optimization & Web Analytics Analysis
- **Project Duration:** 3.5 Years
- **Project Goal:** Increase Brand Awareness and Measurable Actions leading to the writing and fulfilling of more prescriptions

2008-2011 DIGITAL MARKETING RESULTS

- 60% increased search traffic
- 90% increase site engagements
- 50% decrease in cost-per-engagement

NEW PHARMACEUTICAL BRAND ACQUISITIONS

Web Ad.vantage's repeated year-over-year successes for this pharmaceutical client led to the agency's acquisition of additional prescription drug brands to market. Web Ad.vantage continued its ongoing client relationship with its pharmaceutical client by providing Strategic Online Marketing Consulting, PPC Campaign Management, Online Media Planning & Buying, and Search Engine Optimization services for several years.