

Digital & Relationship Marketing

TGaS[®] Advisors Digital & Relationship Marketing benchmark helps pharmaceutical brand leaders navigate the rapidly evolving healthcare provider (HCP) and consumer digital and relationship marketing environments. TGaS provides a comprehensive method for optimizing the investment in these increasingly important channels.

This customized brand based benchmark assists members in many ways including:

- Defines “what good looks like” in digital and relationship marketing in Pharma
 - A tool for internal management and to help keep agencies and vendors on track
- Urgently identifies issues and provides recommendations on corrective actions
- A tool for planning
 - “Unbiased” goal setting
 - Budget allocation
 - Resource requirements
- Ongoing support

Areas of Focus

The TGaS Advisors Digital & Relationship Marketing benchmark focuses on all aspects of digital and relationship marketing to HCPs and consumers. We provide analysis, insights and specific recommendations across strategy, tactics, resources, metrics and organizational issues. Specific areas of focus include but are not limited to:

- Digital & Relationship Marketing Strategy
- Data Challenges and Regulatory Constraints
- Organizational issues

For Health Care Providers	
Sites/Portals	Offline integration
Online media	Social media
eDetailing	Mobile media

For Consumers	
Digital media	Fulfillment
Offline lead gen	Emerging channel
Enrollment on/offline	Loyalty programs

Deliverables

- Annual Digital Marketing Benchmark: Analysis of strategy, resources, processes, organization
- Annual Relationship Marketing Benchmark: Analysis of strategy, resources, processes, organization
- Quarterly Performance Benchmark: Key performance metric benchmarks for consumers
- Digital Marketing Index: Quarterly performance rating vs a peer set

Working with TGaS Advisors

As with other TGaS Advisors solutions, the benchmarking process is just the foundation of our partnership. Our toolkit includes valuable resources to improve the efficiency and effectiveness of your marketing team including:

- Benchmark implementation support
- Business planning and strategy mapping exercises to provide strategic focus and alignment of activities with the company’s core needs
- Custom advisory sessions on a wide range of technical and management issues
- “Virtual How” surveys to assess “How other pharmaceutical companies do it” to ongoing, client driven topical benchmarks to address client issues as they arise
- Semi-annual client summits, a day of offsite to learn, share and network with your industry peers in a “non-selling” environment

Case Study: The Value of Increasing Enrollments

- Client:** Brand X (large market driven PCP driven brand)
- Issue:** Need to increase online consumer enrollment
- Situation:** After reviewing their results of the TGaS Advisors Relationship Marketing Benchmark the Brand discovered that they were below benchmark (metrically what drives a good online program) in enrollments for their online assets.
- Solution:** Three areas identified at below benchmark that impact online enrollment were modified to optimize and generate enrollments.
 Paid Search: expanded thinking and became more efficient
 Banners: enhanced functionality and user experience
 Natural Traffic (unpaid)
- Results:** The Brand increased their overall online enrollments by 43%
- 80% were new consumers
 - Total estimated value per year over \$3m
 - Learnings were implemented enterprise wide

Online Tactic	Previous Enrollment Volume	New Enrollment Volume	Increased Enrollment Volume
Paid Search	4038	6153	2115
Banner and Display	59	363	304
Natural traffic (unpaid)	1456	3584	2128
Total increased enrollment per MONTH 4547			

About TGaS Advisors

Today, TGaS Advisors is the leading benchmarking and advisory services firm serving pharmaceutical commercial operations organizations. We provide the only comprehensive series of benchmarking solutions and advisory services for objectively improving the strategy and effectiveness of pharmaceutical operations organizations.

TGaS Advisors proven methodology and deep proprietary database provides objective actionable insights for our clients and allows operations executives to take a proactive and strategic approach to supporting the commercial organization.

Our solutions help our clients to:

- Evaluate and improve effectiveness
- Assess capabilities
- Support improvements in efficiency
- Consider organizational alternatives
- Address strategy, tactics and optimal practices
- Establish goals and performance measures
- Gain access to ongoing trusted advisor network
- Develop transformational roadmap
- Maintain a fact-based, outside-in perspective