

COVID-19 Response: Checklist of Tactical Changes for BioPharma Marketers

1 Add a homepage notice and COVID-19 response to your corporate and branded websites

- Most companies should consider posting a COVID-19 notice on their website, advising HCP's and consumers about their response.
- Be sure to provide links to relevant support services.
- Consider pausing traditional advertising (e.g., print and banner advertising) and invest those dollars into enterprise SEO and website content improvements.

2 Social Media Marketing

- Ensure your organic social media and content are both helpful and relevant to today's new reality.
- Increase investment in paid display advertising and paid social media to target HCP's with relevant brand efficacy, safety and patient support services information.
- Your broader strategy will dictate whether you should continue with or pause digital advertising. If you are looking to build your brand or inform the public, digital advertising can still make a lot of sense. However, if you are looking for direct response (immediate ROI), your marketing dollars might be better invested into some of the other categories we're describing here.

3 Outbound email Campaign

- Develop several new outbound emails for compliant deployment by sales professionals in CMR systems and via marketing team.
- Messaging should be tailored to company's COVID-19 response and support services with clear calls-to-action.

4 Paid Search Marketing (e.g., Google pay-per-click):

- Reallocate and increase PPC investment to maintain competitive SOV.
- Develop new unbranded ad copy with updated messaging about your company or brand's COVID-19 response and HCP support services.
- Add "coronavirus," "virus" and "COVID-19" as phrase-match negatives to your accounts. Google is blocking ads capitalizing on the coronavirus, so the negative keywords shouldn't be necessary, but are a safeguard.
- Set-up automated reporting dashboards to review traffic and spend.
- Monitor search query reports closely, especially for broad and phrase match keywords.

5 Geo-doming and Geo-fencing

- Identify key accounts across the U.S. and deploy geo-fences to cost-efficiently target product safety, efficacy, and patient support communications to geographical areas in need.
- Develop calls-to-action that enable rapid company response via sales professionals (via digital channels).

6 Corporate Social Responsibility and Reputation Management

- Develop a PR and corporate reputation management program.
- Begin monitoring brand and corporate sentiment via appropriate channels.
- Initiate social listening program and pre-approve compliant responses to any identified HCP or patient needs.