



Engageology Consulting

Case Review

Principal Consultant Career Examples
Strategy, Planning & Management

OTC Online Retail Co-Marketing Partnership

Digital Strategy, Planning, and Management

Business Challenge

POV and recommendation for co-marketing partnership planning and tiered partner approach between OTC franchise brands and major OTC retailers to drive new trial

Solution – Retail Partner Site Specific Tactics

- Co-branded online video on living with condition X (OTC brand specific)
- Co-sponsored journals and calculators on condition management to sit on retailer site with rich media expandable to OTC trial offer and video clip
- In-store and online POS promotions to increase acquisition for co-sponsored life stage eNewsletter on a quarterly basis, that included household medicine cabinet co-sponsored discount offers

Success

- Tracking by OTC brand and retail partner, offer redemptions with quick poll showed a 12% increase in OTC trial among new users during the partnership period
- Those that did not redeem, had a 20%+ open rate to co-sponsored life stage eNewsletter based on their condition preference

eLearning Portal for Pharmaceutical Representatives

Strategy and Planning

Mission

- Reusable IA (Information Architecture) and content templates for customization to accommodate different categories/brands and depth of learning goals – US Rx Rep audiences

Solution

- Application of Systematic Instructional Design
 - Introduction, objectives, summary, practice and self-assessments
- Components include:
 - Annotated Reprints
 - Skill of using clinical papers in selling
 - Implementation strategy
 - Competency based training
 - Note-taking mechanism
 - Manager coaching interaction (Specialty Reps)

Success

- Measured eLearning directly impacting and translating into sales via increased Rep face time with Healthcare professionals, and learning retention/transference analysis

Branded Web Engagement *Strategy and Planning*

Mission

- Create a branded Web presence that can engage multiple patient audience types to empower management of a complicated diagnosis, and therapeutic treatment journey
- Drive acquisition for ongoing multi-channel communication engagement about their health and wellness management for patient/caregivers
- Provide resources for multiple HCPs to support patient monitoring and adherence (public and secure extranet)

Solution

- Choose your own path, parsed Web content and functionality with CTA for registration to receive latest “diagnosis relevant” health news in their preferred channel delivery
- Mail and Web based newsletter communications, on demand webinars and video views

Success

- Site increased opt-in of patient and HCPs by 40%
- eNewsletter open rate at 75%
- Post launch study of value of opt-in newsletter content – highest value ranking among all franchise patient/caregiver program communications

DTC Rx Acquisition and Activation Program

Strategy, Planning, and Lead Generation Optimization

Mission

Use the existing limited use preschool early learning license in multiple channels to develop Rx advocates among targeted moms and provide them and their preschoolers with an engaging and very viral experience to drive email address acquisition for future Rx brand and franchise CRM communication efforts.

Solution

- Renegotiate license use to implement in the development of a licensed brand awareness and promotion program for Rx Brand
- Primary behavior stimulus included contest with chance to win a well visit trip to your physician with character; and virtual tour online supplying information therapy to mom and a fun learning experience with their preschooler. Receive downloadable, personalized tour completion certificate as well as partner ecoupons

Success

- More than 64,510 content entries/qualified database seeds during six week campaign flight
- Exceeded entry goal by 137% and click-through rates from optimized target online media sponsorships averaged 4.8%. Offline media dollars cancelled or moved online after two weeks
- CPC moved from \$9.20 to \$3.55 through two week optimization and SEM drove highest CTR and conversion. Planned and implemented longer term similar campaign based on results

Product Launch & Engagement

Strategy, Planning, Account Leadership and Lead Generation Optimization

Mission/Strategy

- Experiential product information and education center where visitors “experience” the life changing impact of a new device through testimonials and videos
- Effective persuasion engine focused on building a database of very profiled users for Call Center and Rep follow-up (patient/caregivers and professionals)

Solution/Success

- The engagement community succeeded in taking complicated information and process details (3 Rxs, test drive, assessment and training--8 months to get into the \$20k+ device), and making it understandable and less intimidating
- Online channel was primary source of lead generation; SEO, SEM, and online partnerships with AOL Health, WebMD and targeted co-registration partner sites
- Integrated direct marketing/direct response, print and PR initiatives with continual lead generation analysis and optimization

To Engage



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