

Creative Digital Marketing

This guide has been prepared to provide top tips for building value using creative digital marketing.

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Why should you be interested in doing creative digital marketing really well?

- Increasingly, around the world, social media is a trusted way for patients to learn, donate, support and communicate
- Digital efforts scale economically and efficiently to grow audience and engage people to support and help you
- Without digital, life will be much harder
- But digital is busy, so be creative
- The global digital voice you grow together can be so powerful

- 49, London, Father of two
- I have led health campaigns for over 10 diseases, in over 40 countries
- Together with my team I have helped organisations to reach over 1 billion people over the last 10 years
- I am a patient and I turned to social media for my own cancer fight and today I help others as an active patient advocate, part of Fight Bladder Cancer
- I am also a Chartered Accountant and balance creativity with making sure things add up

Key messages today

- Key things to get right with **social media strategy**
- It's important to **be creative** and **turn ideas into manageable campaigns**
- **Everyone can be creative**
- **Digital marketing** is rocket fuel for creative ideas
- **How to communicate complex health messages**

The right social media strategy

- Be present
- Have a clean and simple brand identity
- Be discoverable
- Separate **awareness, engagement** and **support**
- Be creative, authentic and learn as you go
- Use paid advertising



What does success look like?

Education and Support

- Helping a good % of patients quickly
- Helping carers and family of patients with information
- Being timely with new information

Build your community

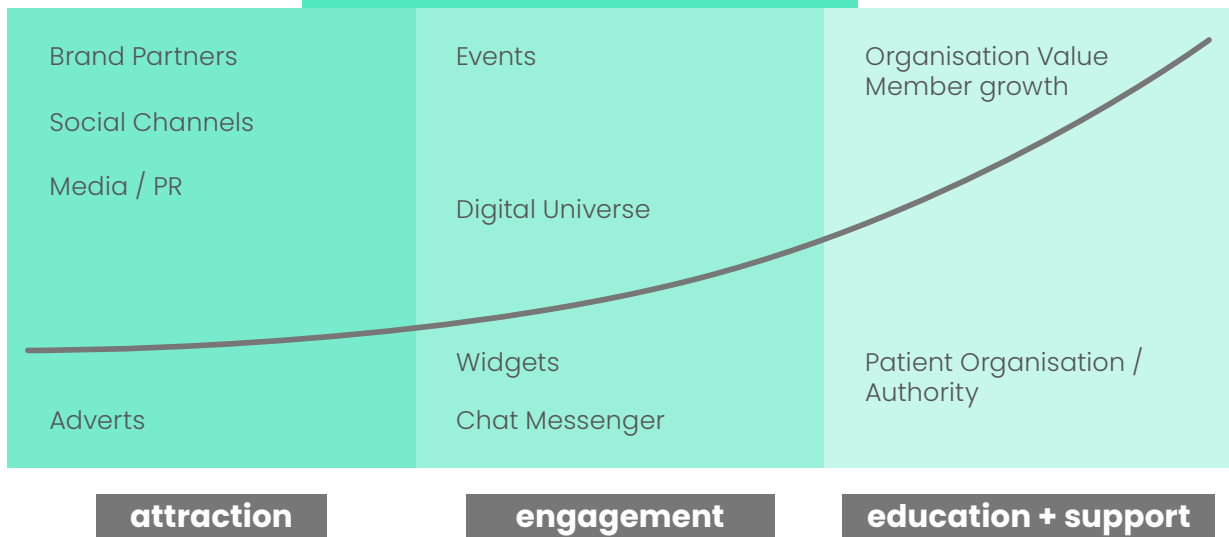
- Building community across professional, support and patients
- Building army of volunteers, mentors, donators, advisers
- Connecting with research and development

Build influence

- Raising awareness and funds
- Global voice

the value formula

time



Over time, an organisation can substantially increase value by focusing on a balance of awareness, engagement and education and support. This value increase should be visible through increased membership, volunteers, donations and influence.

attraction

- Be present everywhere with basic content (contact, name, purpose)
- Use good images with simple, clear and bold statements as images
- Use video and use real people with real stories
- Turn heads - humour, shock, be useful, be timely
- Latch on to topical news, be local, connect with local celebrities and brands
- Have clear call to actions "We need, Help us, Did you know..?"
- Use hashtags, aids discovery and encourages exploration
- Use Canva.com for low cost content creation
- Be consistent, not busy, don't over do it
- Grow your personality, think like a brand
- Match content type to the audience of the channel (community building vs connection)
- Invite people to events, private groups, live streams
- When you have a lot of content, be present in the channel everywhere (post/reel)
- Use paid for advertisements – £100 can reach 1'000's of relevant people
- Adapt advertisements to achieve goals (grow followers or share)
- Get sophisticated with retargeting in time
(retargeting is when you can display an advert to a person's facebook page after they have visited your website)

engagement

- Consider private groups for patient-to-patient support
- Always react or comment to posts
- Have themes e.g. community building month, charity month
- Run polls, ask questions, share links, set up automated replies
- Follow your new audience across the channels (personally as well)
- Don't forget LinkedIn, be channel appropriate
- Capture Email addresses and phone numbers, build deep connections
- Organise Events and invite people
- Share photos of the events
- Be grateful
- Celebrate small wins



support

- Sharing bite size content is good for quick wins
- Link to your official website or online places for government guidance
- Include details for contacts for support (email, numbers)
- Always monitor support channel communications
- Encourage peer-to-peer support, consider a mentor programme
- Invite speakers on specialised topics - Dr's, Nurses, Specialists, Insurance, Mental Health professionals
- Share news articles

The importance of creativity in human connections

In a busy and noisy life, how do you really connect with someone?
And make them act on something?

- There is an increasing need to **turn heads** or **stop the traffic**
- **Types of actions you might be considering** - Learn, join, donate, volunteer
- **You don't have very long to connect - seconds?**
- **This is just the start of your journey**

How to be more creative - practical tips

- Be clear on what you want to achieve - set a goal or challenge
- Be ready to let your mind wander, walk different paths (mind maps, thinking grids)
- Broaden the possibilities through research
- Use technology to assist you (key words, hashtags, search)
- Introduce chance into your thinking
(chance can be introduced in many ways including having two options and tossing a coin to decide the choice or rolling a dice if you have 6 options)
- Generate many ideas and narrow them down

Bringing creative ideas to life through marketing campaigns

- Telling the story (beginning, middle and end)
- Clear messages, calls to actions
- Multi media management
- The different stages - awareness, engagement and action
- Organic and paid for advertising
- Matching audience to media channel



Be more creative - my examples



Inspiring ways to raise awareness Sjogren

Examples of making things visible

- Symptoms focus
- Patient stories
- Words / Art
- How to pronounce Sjogren videos
- Themed World Days to coordinate focus

Digital marketing is a journey

- Your connection should not stop at Facebook
- Drive people to your website, connect via email
- Don't forget the real world connection through meetings and voice
- Understand the end goal and focus

Conclusion

- It's important to be creative and turn ideas into manageable campaigns
- Everyone can be creative
- Digital marketing is rocket fuel for creative ideas
- Have a simple strategy that evolves and teaches you how to grow

