

# **Sjogren's Patient Organization Capability Building Program**

**External Communication Strategy:  
Actionable recommendations for creating awareness  
campaigns and partnering with the media**

**22 November  
17:30 – 19:00 CET**





# Creative Digital Marketing

by Ravi Ruparel  
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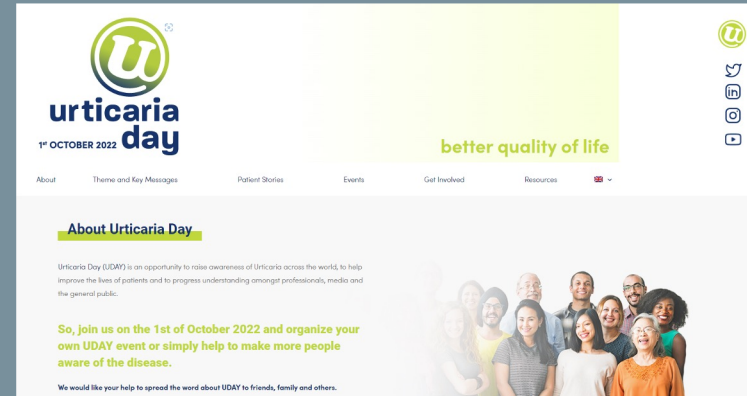
## Key messages today

- 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 for advertising



## 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





NEWS

# How to build strong relations with the media

Katy Antonopoulou

PRESS

MEDIA

PERCEPTION

# A winning pitch answers the questions:

Why should  
the media  
care?

Why should  
they care  
now?



# So, these are the seven steps

- 1) *Make a hit list of journalists*
- 2) *Be yourself*
- 3) *Only **one** contact/liaison person*
- 4) *Have **1-2** spoke persons “ready” and available*
- 5) *Figure out what the journalists are interested in*
- 6) *Understand their philosophy*
- 7) *Know their lead hours*

