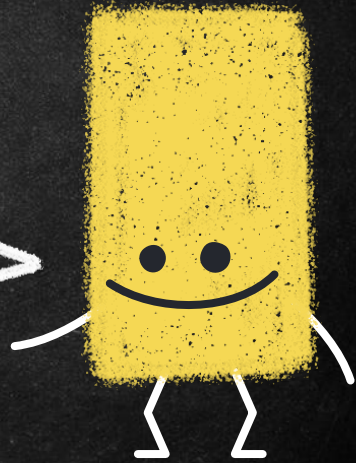


MARKETING ONLINE IN A REGULATED WORLD



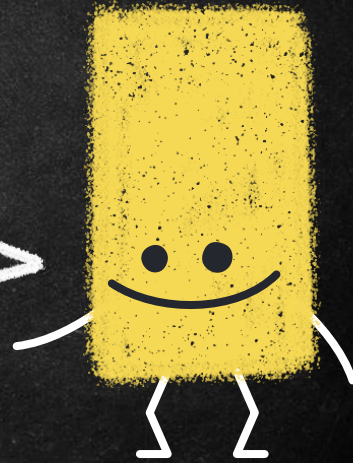
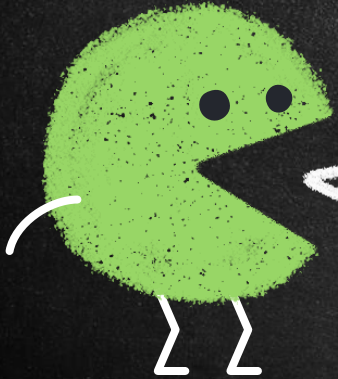
Views my own and not of my employers.

Something FDA regulations said

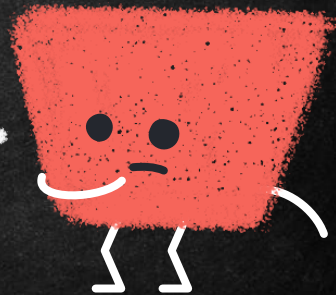
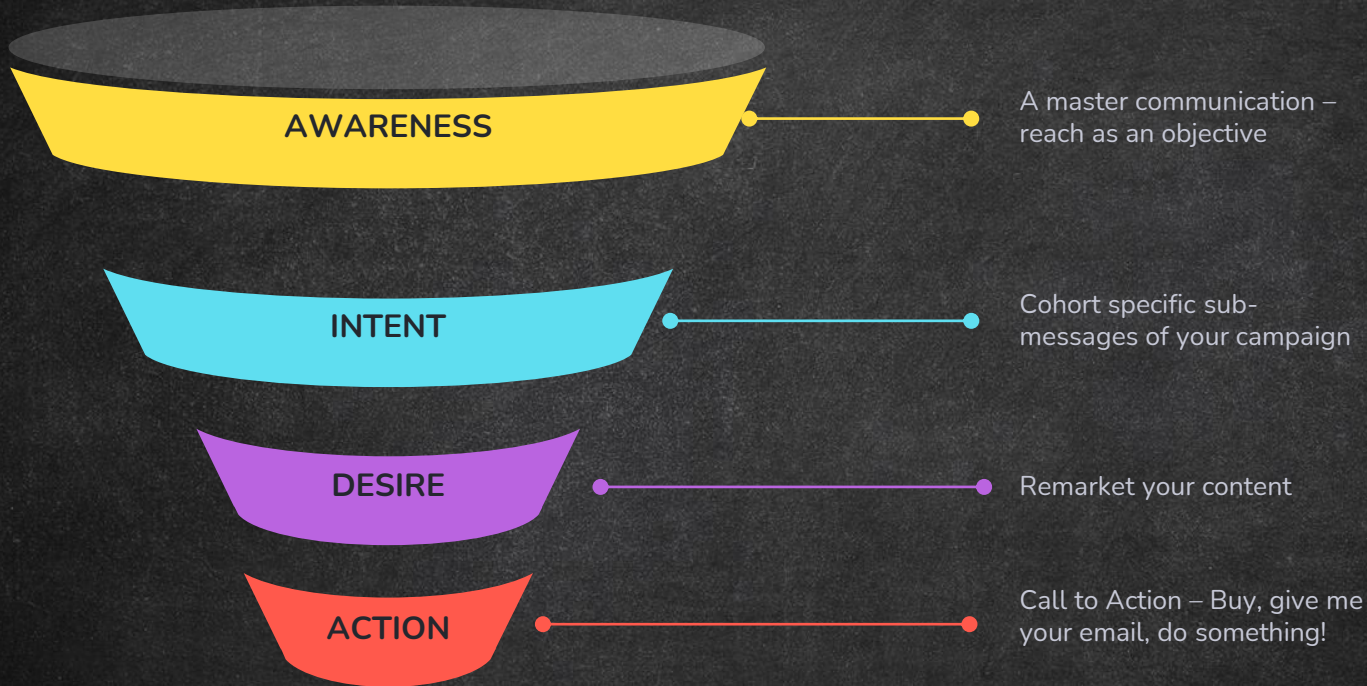
MARKETING ONLINE IN A REGULATED WORLD

Something the legal team said

Facebook banned my ad. Again.




FUNNEL

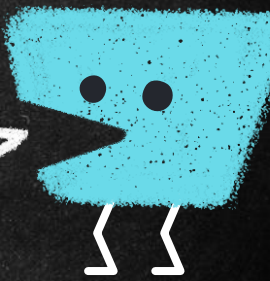


ALAS...

4



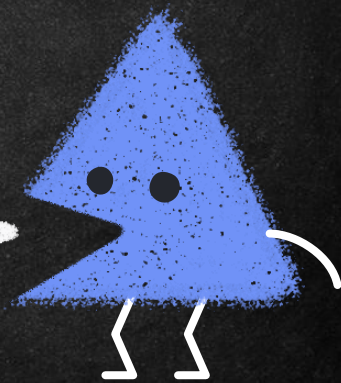
Brands can't do any direct or some implicit communication. Surrogate communication is the norm when consumers want clarity.



Users heavily search for healthcare information and do not have enough credible, consumer-facing information.

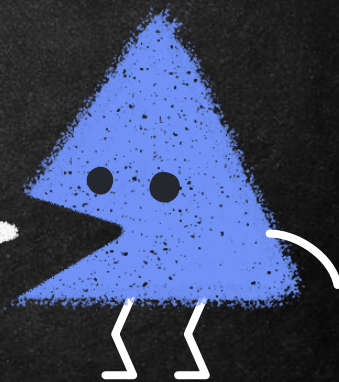
TRANSLATED INTO REAL WORLD INSIGHTS

- Banned products
- Cannot use common phrasing
- Must use certain phrasing
- No retargeting
- Slower turnaround time due to regulation



WHY DOES DIGITAL MARKETING MATTER IN SPITE OF IT ALL?

- Where-can-I-get-treatment moments
- Who-can-I-trust
- Where-can-I-learn-more
- Please-assure-me
- This-is-scary-AF
- I-need-more-than-just-treatment



WHAT WORKS?

Successful marketing – disguised as media content.

No problem can be solved by an advertisement.

Be there when they need you not when you need them.

Search engine optimization and search engine marketing.

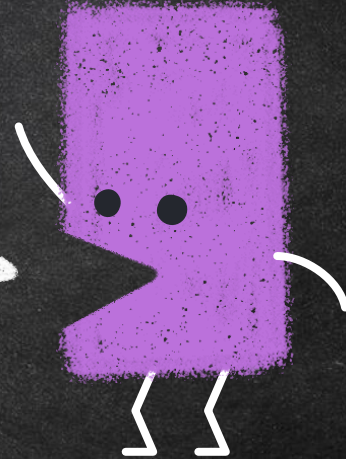
Communities have power.

What can others say for you that you can't say for yourself?



“

Every country, industry,
company and platform has
its *own standard of
regulation for online
marketing.*



A TIGHT LEASH HELPS US

Not all
products
are born
equal

Specialists
do know
the best

There are
some
green
shoots



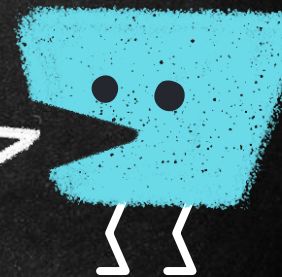
OPPORTUNITIES AHEAD

GO WHERE NO ONE ELSE HAS BEFORE

- Partnerships – but not because someone has 500K page visits
- Communities – not because someone has a million followers

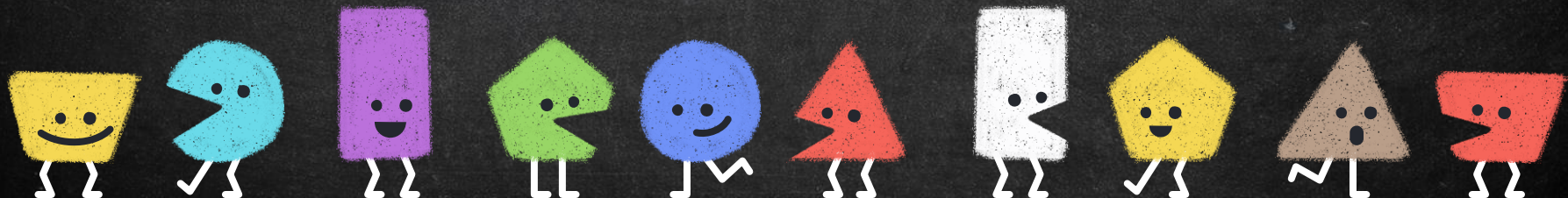
LEARN AS A LAGGARD

- It's ok to be late to the party!
- Best practices > trends
- Optimizing, testing
- Quality > Quantity





LET'S DISCUSS?





Thank you

I'd love to brainstorm with you.



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