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Get the most out of CPhI... Without CPhI



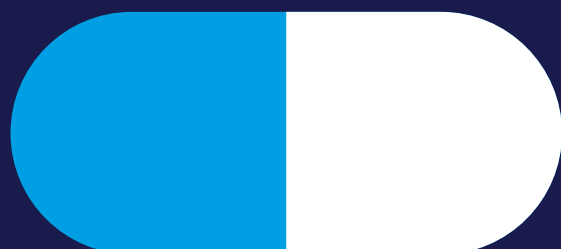
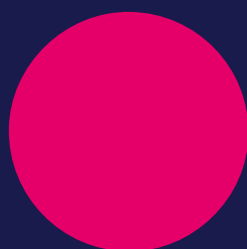
Get the most out of CPhI without CPhI

Whilst Informa battled with the decision of either hosting CPhI whilst social distancing, or hosting the event virtually, the decision has been taken to cancel the in-person version of the conference. With team members' safety to consider, as well as the added complication of travelling still very much around, companies across the drug development space have been questioning the business impact of not attending the biggest conference across the global supply chain.

We know the potential commercial impact this could have on your business, so we've come up with some alternatives aimed at enhancing the key reasons companies invest in this conference each year:

- Brand awareness
- Competitive insight
- Lead generation
- Customer and prospect engagement

We've created packages that focus on each element that can be chosen depending on your objectives.



Brand awareness

CPhI Worldwide attracts over 46,000 professionals, made up of people from all functions including procurement, technical, and c-suite. From pre-show promotions to on-stand activities, one of CPhI's biggest draws is the brand awareness gained from exhibiting.

With that in mind, we've pulled together a package aimed at increasing the 'eyes' on your brand in the right places, to the right people.

Press release distribution

Pre- or during CPhI, our clients usually have news to announce. Whether it's around a new facility opening, an expansion/ investment or new appointment, a press release published in the industry's leading trade titles is a great way to get your brand noticed. A big advantage of attending CPhI is the ability to meet with journalists from almost all of the key trade publications. As these journalists are likely to have more time on their hands during CPhI week, take advantage and propose a virtual interview to explain your news and business direction first-hand. This may result in additional highly credible media coverage.

Media buying

If your main objective is to get your brand, a new service or message in front of prospects, media buying is a great way to quickly increase awareness leveraging publications that have a relevant readership. Whilst we don't recommend a large proportion of your budget to be spent on advertising, it's a good tool when complemented by other tactics. If you usually advertise during CPhI, media buying is a good alternative.

Brand awareness continued...

Feature creation and placement

Whilst press releases are great for new stories and general brand awareness, features increase the credibility of a company's value proposition - whether that's technical expertise or capability based. We'd recommend the placement of at least two feature articles, to profile a thought leader within your business. This content can then be re-purposed across your website and other owned and shared channels, such as email marketing and LinkedIn. In other formats such as a video, to replace the talks often associated with CPhI.

Digital audit

The biggest element of CPhI when exhibiting is your booth design. The only other platform that acts as a central hub that communicates your company's offering is your website. We'd recommend a digital audit to first analyse what's going on with your 'virtual booth' and how it's performing, as well as how users are interacting with your brand, with the aim of making recommendations to improve it. We'd recommend investing in your website rather than opting for virtual booth platforms. Based on our experience, virtual booths can be a strange digital solution for a physical element and not something we believe the buyers in our industry would likely visit.

Competitive insight

A fundamental part of building a brand and promoting your capability in the right way is to ensure you're standing out from the crowd and your competition. Completing a competitor analysis is a great way to keep track of your competitors' activity and recap on how you're positioned against them.

Lead generation

Capturing leads during CPhI and attending one-on-one meetings, is one of the main drivers for the business development teams. Event cancellations over the past few months have meant a void where impromptu meetings during conferences once were. For us, there's a few key things that are essential when generating new leads:

Pay-per-click campaigns

Whether it's linked to a key differentiator or service area/capability, PPC campaigns are a great way to target potential customers and drive new users to your website. Whether it's setting the campaigns up or refreshing your existing campaigns, now is the time to focus on a tactic that will deliver leads to your business long after CPhI.

LinkedIn advertising

Similar to PPC, LinkedIn is a great way to target individuals and businesses about your capabilities. LinkedIn has even more sophisticated targeting criteria when compared to Google and is a perfect way to target prospects.

Directory listings

Using the right directory listings can drive traffic to your website and act as its own referrer. There's certain directories that generate impressive levels of traffic by buyers looking for outsourcing providers. If you want to know which ones, give us a shout...

Lead generation continued...

Webinars

Webinars combine the element of profiling a thought leader at CPhI, whilst also acting as a lead generator. Positioned with a topic that resonates with your target audience and has an element of excitement to it (new trend, new perspective), they are the perfect tactic to use to add credibility and engage with existing prospects and customers, whilst generating new leads.

Account based marketing campaign

Account based marketing uses the principle of nurturing a list of companies that's completely tailored with the buyer in mind. The entire principle of an account based marketing campaign is to drive conversion through marketing. We typically do this by creating 2-3 pieces of content to generate interest and add value to the prospect. This, armed with nurturing through PPC and LinkedIn (as mentioned above) works with your sales team to nurture a set of companies to drive conversion. Finally, account based marketing is the perfect way to warm buyers up so they're ready for your business development team to outreach.

Customer interaction

Customer interactions are difficult to mirror digitally. Whilst we can't re-create the night out for dinner or drinks after a long day with one of your customers, there are certain things we can recommend that help you to interact with customers on a more personal level.

Email campaigns

A great way to engage with customers is to keep them updated on the latest company additions, news and happenings through email communications that go past the general capability promotions. What content can you provide that they'll find interesting? Perhaps a video from your CEO to acknowledge the fact that you won't see them at CPhI but that their project manager is around for a catch up.

Personalised videos

Another great way to engage on a more meaningful level is to communicate using video. There's several video platforms out there that allow you to send personalised messages and talk through documents in an easy, scalable way.

Direct mail

Although most professionals have been at home lately, the majority are returning back to the office. A nice way to do something special for customers is to send them something personalised in the post - after all, we never receive mail anymore! Direct mails are a great way to get creative, like sending your clients a taste of Milan in the absence of being able to see them in Italy.

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Catching up with your favourite agency...

Last but certainly not least, a key part (we hope) of CPHI for our clients, is catching up with us. Whether that's during a meeting or at our infamous client dinner. Well, you'll be glad to know that we're always here should you want to catch up, bounce a few ideas off us or simply have a friendly face to catch up with. Just drop us an email if you'd like a chat with no strings attached...

