

A horizontal line composed of several small, overlapping colored segments in shades of green, orange, yellow, blue, red, and black.

Content Training

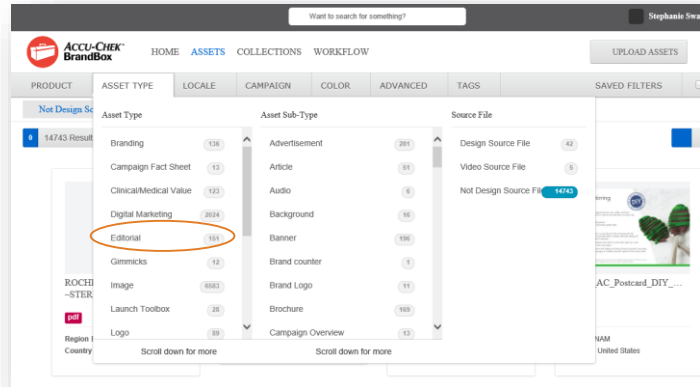
*Content Sharing Pros and Cons
Sessions 1 & 2 February 7, 2018*



Two phased approach

PHASE 1 (July – Jan)

- Input from 20 different affiliates
- Evaluated over 500 existing content
- Extensive audit - refresh and update over 100 pieces – [Check it out!](#)



ASSET TYPE	ASSET SUB-TYPE	SOURCE FILE
Branding	Advertisement	Design Source File
Campaign Fact Sheet	Article	Video Source File
Clinical/Medical Value	Audio	Not Design Source File
Digital Marketing	Background	
Editorial	Banner	
Gimmicks	Brand counter	
Image	Brand Logo	
Launch Toolbox	Brochure	
Logo	Campaign Overview	

PHASE 2

- Activation workshop (March) to guide content for 2018-2019
- Create new content – loading in Accu-Chek BrandBox in April
- Content training sessions – what does good look like, how to get started, etc.



Global, alone, cannot provide all the content you need to fuel your digital marketing program.

It is important to share with each other.



Share

What will be covered in the Q&A style training



What does this process look like? What are the pros and cons of sharing content across borders, and what is global doing to help support this effort?



Stephanie Swaim
Content Marketing Manager
Roche Diabetes Care



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SEO Team Leader
Found Search + Marketing



Marcus Dennis
Digital Marketing Manager
Roche Diabetes Care

Question

How much content should I be creating? or How often should I create/publish content?

Answer

When we get to the topic of quantity and timing, you should ask yourself what is possible. What I mean by that is how much content can you create...consistently. My answer to you would be to focus on quality. If you think you can accomplish 1 good quality piece of content per week, focus on that.

What do you do to engage with your audience the rest of the week? Create polls, short posts for input like – “What special treat is worth saving up your carbs for” along with a picture of chocolate cake. You can even find a piece of content you like from a local blogger and promote that.

Or take a larger piece of content and chunk it up into a series of posts throughout the week. Pull out the main points in the piece and section them off into separate thoughts.

Create an editorial calendar to manage how you divide it up and what channels the messages appear.

Question

Is editorial strictly non-product focused - in other words if I wanted to talk about smart meters could I subtly bring Guide in? Or should the editorial be non-product focused but complemented with a banner ad on guide perhaps?

Answer

There are a few things you want to accomplish with your digital marketing 1. to be the expert in the field, and 2. to have good product.

Now we're focusing on non-product content because we have historically focused on the product content so naturally we have much more of it available. Adding the non-product content helps build credibility so you don't always come across as selling something.

In recent media research we have found that when type 1 and type 2 are searching for answers it's either triggered by new symptoms or after a doctor visit of new diagnosis or new product. So figure out where you want to focus in the buyers journey and build there. Work your way through the journey to build your lifestyle or non-product content to meet your customers needs. You can include product mentions or links to products that would be helpful without focusing on product.

Question

Keyword terms – how do we balance our own special ways of referring to our products with the way that people would be searching

Answer

There needs to be a blend of both. Some of those words you use are part of your value proposition. However, you do need to be cognizant of common search vocabulary that's out there – glucose meter vs. blood sugar meter and be sure to add both in your keywords and key phrases.

Question

How about medical content? Is it convenient to publish topics of interest of this kind?

What are the restrictions country should consider if adding "medical content" into their editorial content. Does Roche have a policy around Medical content? does it have to be reviewed in the Content Approval process by Medical affairs perhaps, or does MA have to draft it?

Answer

Any type of medical statement such as you're blood sugar should be between 80 and 180 if you have low blood sugar we recommend you taking 15 grams of carbs. All of that should be reviewed by medical affairs to state that these things we are claiming as facts, are proven facts.

The Accu-Chek BrandBox workflows and approvals running through it keeps all eyes on that medical content. Keeping medical affairs in that review is critical to say yes this medical advice has been reviewed and approved.

Question

Can you use paid media to point to editorial content?

Answer

Text ads that are paid media tend to be more product focused, editorial is going to be more informational. Trying to capture from a lead gen stand point – very relevant, full, rich information – whether you have a white paper or to drive people there almost to captured and present content at a later date or in an email.

Always that conversion focus, measure your effectiveness.

Social media successful with editorial content – put paid dollars behind it to promote that article out to your existing audiences or the people they like or that like them Able to target that group of people more so that they are willing to consume content that is more editorial.

People don't go on Facebook to buy product, they want to know what's going on with their friends and read information and stories.

Question

What are some advantages of sharing content with other affiliates? Are there any rules to follow?

Answer

The more we share the more we have. Sharing content internally can have an impact on a number of outcomes. New content encourages search engines, such as Google, to review your site, increasing the likelihood of connecting potential visitors. Not only are there efficiencies when sharing content internally, you don't have to start building from the ground up but rather you start with an idea to modify and we end up communicating to each individual market in the same way across the globe.

Google praises original content. For content you share across borders to appear "original" you must localize it. This includes directing to a different URL, translating into your native language, making minor tweaks like units of measure, or adding your own content at the end such as a question or prompt to engage. Google is going to do its best job of delivering the content that is most relevant to you based on your geography and search behavior. They want to see that the content is relevant and valuable to that target audience. The concern of content being flagged as duplicate only becomes an issue when closely related sites do not take these precautions.

Question

How can we get people to notice our content without going to paid media, conversely do people use paid media for editorial content.

Answer

With editorial content social media is fantastic. People don't go to sm for product. They are there to read stories and reconnect with friends. That news feed has become a collection of all those things you care about, including product, which you can influence by liking and sharing.

Let's say you write editorial that you want to share beyond your website, paid dollars behind a boosted organic post or a paid social post is a great way to do that.

You can use paid media from a text ad standpoint, typically not used with media that's freely consumed. Often times there is a white paper that is downloaded with a form driving lead gen conversion.

The internet is so crowded, just creating good content doesn't get you noticed. Take a purely non-paid approach then you would have to get really creative with how google sees that like working with bloggers that link back to that page or putting in a lot of pathways so google can see it's really good content because people are linking to it.

Put it in a place where it's more likely to be seen on your website, the home page is the most unused digital media – somewhere present on that homepage will help get those clicks

Question

Can you explain SEO?

Answer

The Roche logo, consisting of the word "Roche" in a blue serif font inside a blue hexagonal border.

SEO or search engine optimization is the process of aligning your website and content to guidelines offered by search engines such as Google, while best serving your target audience. In the past search engines were fairly basic, relying primarily on keywords and backlinks to determine what a site is about and where it should rank in organic results.

Search engines have become much more sophisticated, and are able to decipher content found on your site, determine its purpose and when to best serve it to potential site visitors. This does not mean that traditional SEO is dead. In fact it just expands upon those best practices even more to include a focus on user experience. This can include page speed, mobile friendliness, and how well the content addresses their question or need.

Today, content that is well written and addresses the concerns of potential site visitors has a chance to perform well. It has an even better chance if proper SEO has been done to ensure the site is configured to deliver the best experience possible.

Question

Does content market = sales? And greater retention? Is there evidence on this.

Answer

It comes down to conversions – what action do you really want your readers to take. This type of content is really about loyalty. You use this information to nurture customers or potential customers. More of a long-term value to this type of information vs. a product specific campaign that runs for a few weeks or a few months that is more tied to an immediate return.

That's the great thing about campaigns with paid media behind it is you can track it directly from conversions to sales. This type of effort is less measurable but has a different intent to it. You're really trying to establish yourself as an authority not just in the product but also in this disease state. You're there to help them and guide them along their journey and in many ways that will keep them coming back. If they find it useful, even if it's one or two tips from a single post, they will remember that and they will share it and comeback and continue to become a customer.

I don't know that you can put a value on that. That would be a lifetime customer value not necessarily tied to a campaign. It is definitely a longer timer.

Marcus can pull some stats for customers more likely to go with a brand that has a blog or generate more leads. (see next slide)

Is content marketing really needed in business today?

Roche

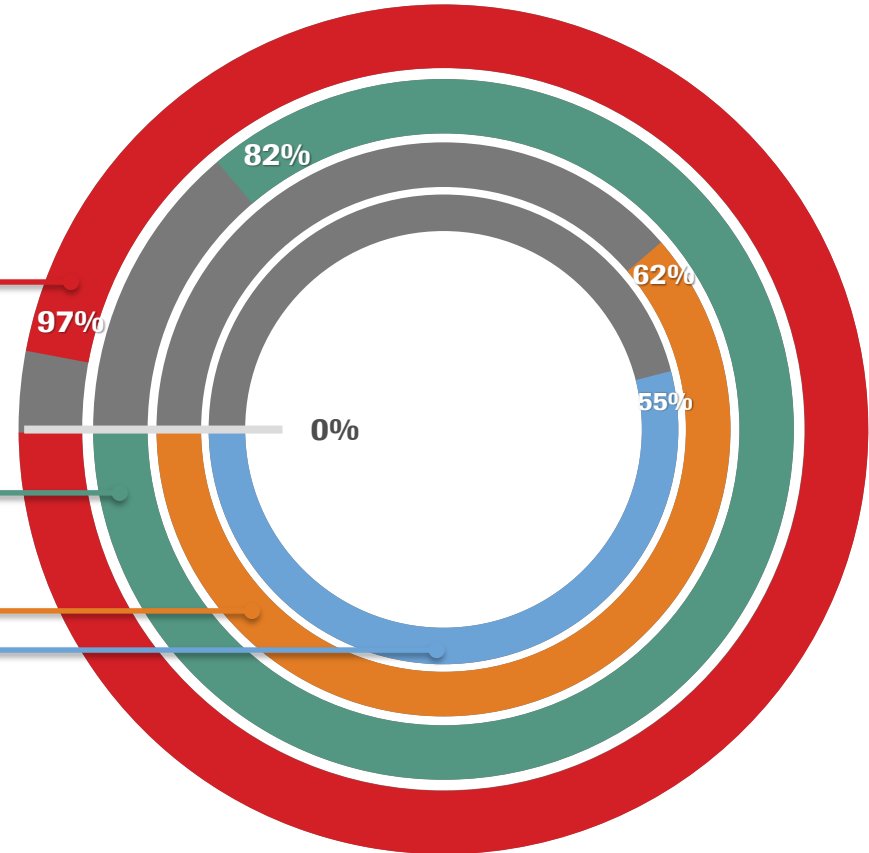
Consumers say YES!

Companies with active blogs receive **97%** more inbound links ([Hubspot](#))

82% of consumers feel more positive about a company after reading their custom content. ([Ion Interactive](#))

Content marketing generates over 3 times as many leads as traditional marketing and costs **62%** less. ([Demand Metric](#))

Companies that blog have **55%** more visitors. ([Hubspot](#))



Question

What ways can you use shared content and make it local?

Answer

There are a number of things you can do to make the content provided or that you “steal with pride” from your colleagues...translating it into your language, updating cultural references to fit your market, abbreviate or summarize into shorter snippets, select an image or multiple images to support the piece that reflects that of your market...

Language translation is very important, Google has said - if it is meant for a Spanish speaking country it should be translated to Spanish. Images are important/visuals on a page are what help sell the idea. Information that's there - recipe that lists out something that's popular in European nations it may not resonate in the Latin American region so taking the opportunity to customize that is key.

We are visual people. Look for images that tell a story, that is relevant to your market. Headlines are what inform me of what the piece is about and has the hook or creates that intrigue that makes me want to learn more.

Key Take-A-Ways

Don't be afraid to share – you can learn a lot from each other and working together we find some efficiencies and we end up speaking a common language around the world

Make it your own with images and language, cultural references to change things up. Keep it fresh and relevant by taking larger pieces and chunking them up into multiple digestible pieces.

There is no one way to do it; Get out there, do it, and measure it. Once you see how it works/ how it performs and figure out how to shift and pivot to get the most out of your content.
“optimize”

This is a learning evolution and there is no one way to do it. Let's share, get out there, and learn together!

ADDITIONAL QUESTIONS SUBMITTED

Question

Who can we submit content to that we have created in-country so that it can be shared?

Answer

Loading your content into Accu-Chek BrandBox and selecting the Editorial content box is the best way to share your content. If your content is saved somewhere else and you need help loading it into BrandBox there are three ways to add it...

1. Using the [Drag and drop](#) feature on the [login page](#)
2. [Request upload support](#)
3. Through your local Accu-Chek BrandBox Workflows

Still have questions? [Contact us!](#)

Question

Who is the contact point for updated content requirements? Is that Indy or Mannheim?

Answer

Follow your local regulatory guidelines for the most up-to-date content requirements.

Additional questions may be directed to global.accu-chek_brandbox@roche.com

Question

Do we need to obtain an approval (legal .. medical ... Etc.) for every content... ?

Answer

Content should always be reviewed by the local legal department of a specific country prior to publishing

Doing now what patients need next