

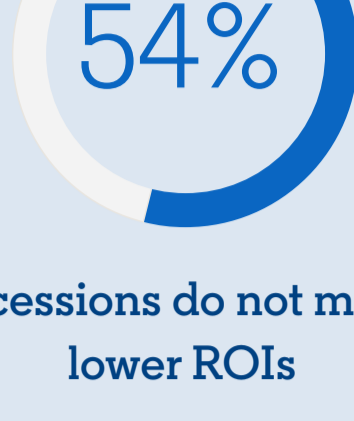
# Measuring marketing worth in the new normal

It's a new world for Healthcare marketers. In the wake of the global pandemic, media consumption has changed, customer expectations have altered and the healthcare industry itself is evolving.

To meet the challenges of the 'new normal', marketers need accountable plans in place, which allow them to measure and grow their return on investment (ROI).



## Marketers have a pivotal part to play in business recovery:



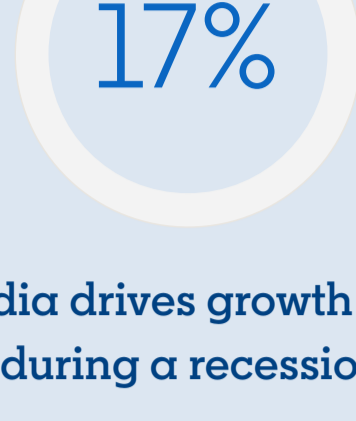
**Recessions do not mean lower ROIs**

54% of brands saw ROI improvements during the last recession



**Recessions do not mean diminishing returns**

Of our brands that increased marketing investment in the last recession, 60% did so with improved marketing ROIs



**Media drives growth even during a recession**

Brands who increased media investment realized a ~17% growth in incremental sales



**Media helps brand-building even during a recession**

52% of brands that increased marketing investment saw year-to-year ROI growth over a 2-year period



**Reducing media investment exacerbates losses**

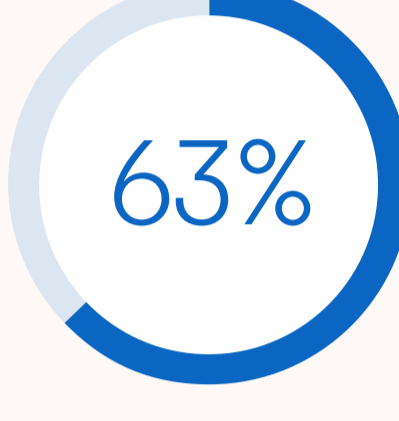
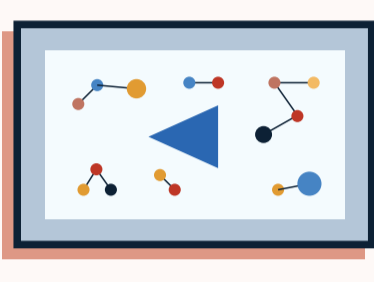
66% of losses in incremental sales during the last recession were driven by lower investment, not by ROI declines



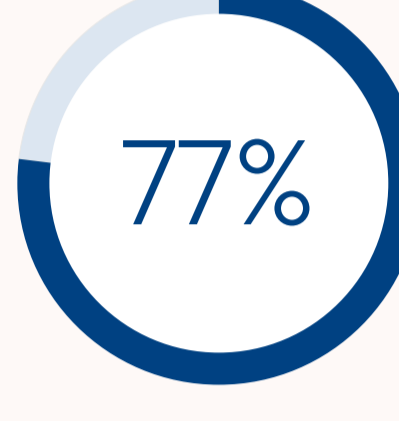
**Removing media guarantees losses in a recession**

On average, brands who reduced media investment suffered a ~18% loss in incremental sales

## Marketers need to embrace measurement:



63% of digital marketers do not feel "very confident" in their ROI measurements today

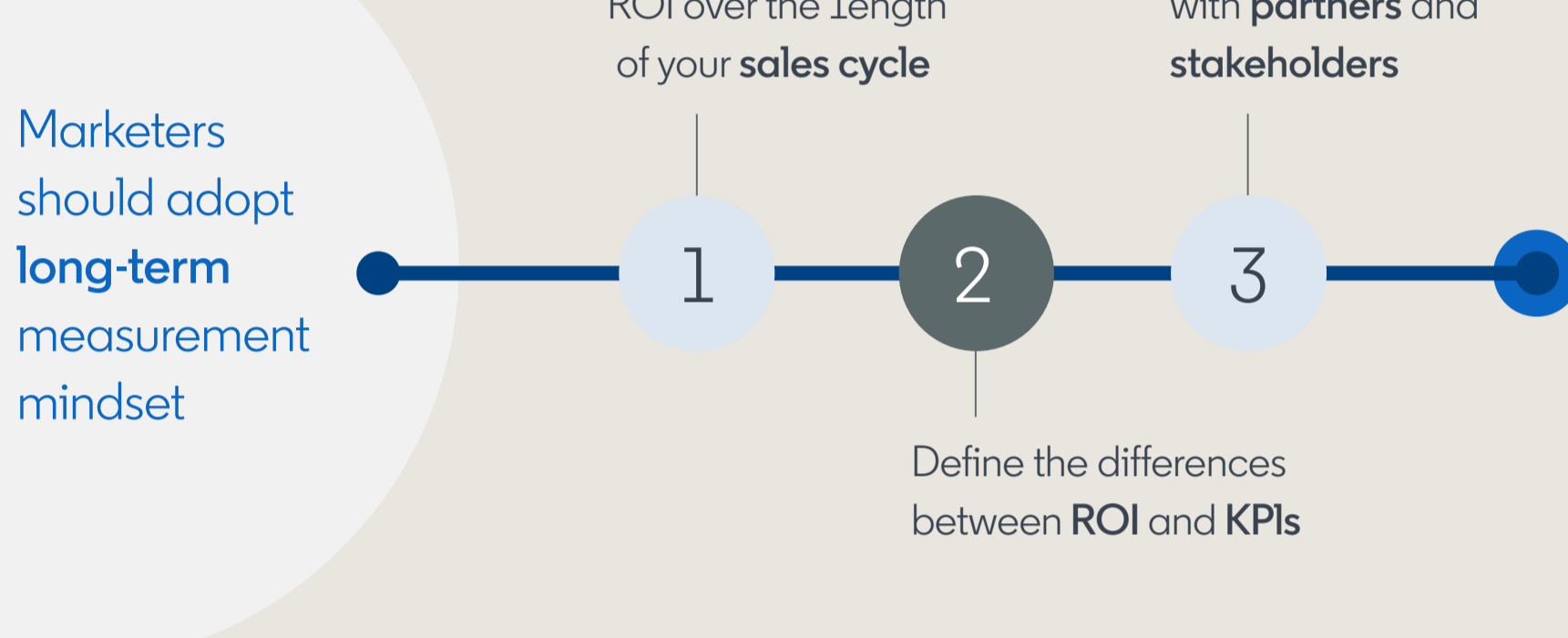


77% of digital marketers measure ROI within the first month of the campaign—well short of the full duration of a typical sales cycle

Source: The Long and Short of ROI. LinkedIn Marketing Solutions, 2019

## Current state assessment

How does measurement power marketing for your business?



## Take stock of your marketplace

What we're seeing on LinkedIn

**Budgets Eliminated**

There is a surge of **organic behavior** on LinkedIn. We've seen a **60% year-over-year increase in content creation** and a **55% year-over-year increase in conversations**. Showing up in the discussion will drive awareness and visibility for your brand.

Posting Organic content on LinkedIn can **2-3x your monthly reach**.

**Budgets Reduced**

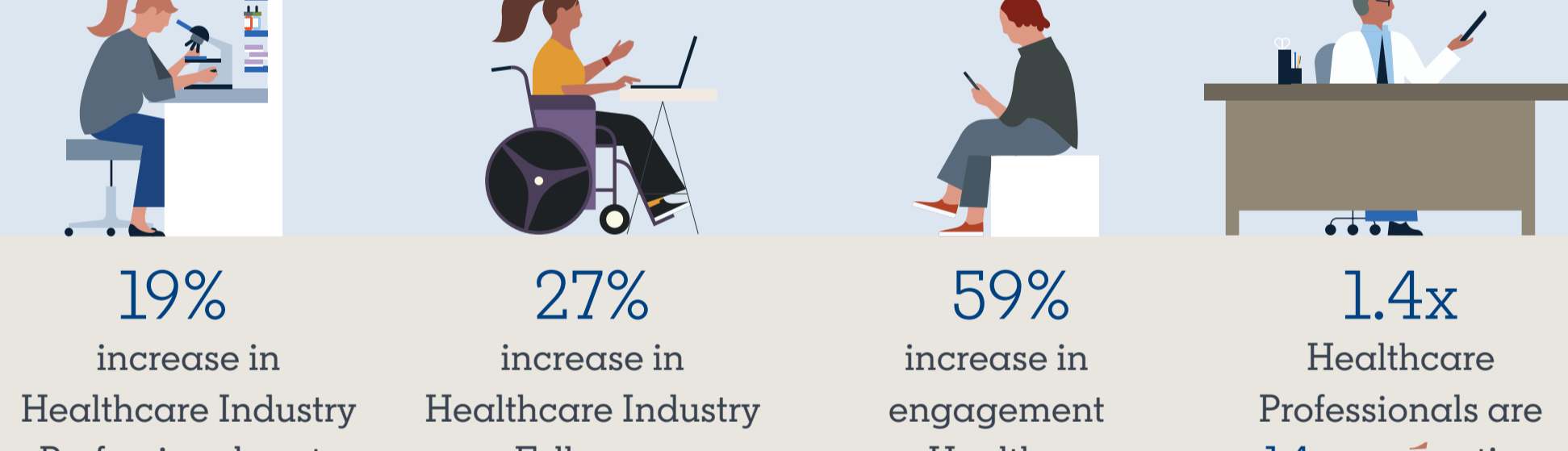
Advertisers focusing on near-term revenue protection are moving their spending to bottom-funnel objectives. **Lead-gen adoption is growing.**

**Budgets Maintained**

Fortune 500 brands are shifting a portion of their spending to **thought leadership** to strengthen their reputation.



## Interest in healthcare content is growing



## Optimize your measurement strategy with LinkedIn

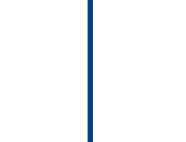
Analytic Partners assessed the performance of LinkedIn across three verticals: Technology, Financial Services and Education. Media Mix Modeling (MMM) and Multi-Touch Attribution (MTA) modeling takes into account the full sales cycle and determines drivers of business performance across traditional and digital media. This long-term view of ROI highlighted the value of LinkedIn.

In technology, LinkedIn generated **2-5x higher ROAS** than other social media platforms.



Social media audiences are in financial services, LinkedIn generated **7x more incremental customer sign-ups** than Display.

In education, LinkedIn was **2-4x as effective** as other display media.<sup>1</sup>



Source: <sup>1</sup> Bachmann, Kathy, Menkes, Mike. Future-Proof Your Market Position: Rethinking Marketing Strategy in Turbulent Times. Analytic Partners. Apr 2020. Webinar

## Activate platform best-practices

### Media Planning

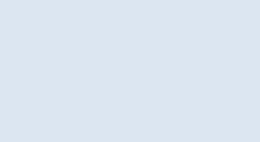


- Rank and Volume of Content
- Topic Ownership
- Share of Voice
- Competitive Intelligence
- Audience Analysis
- Pricing Changes
- Vertical-specific coronavirus insights and frameworks

### Content & Creative Strategy



- LinkedIn Article Trends
- Most Engaged Organic Posts
- Trending Hashtags
- Hashtag Usage Growth
- Top Performing Ad Creative



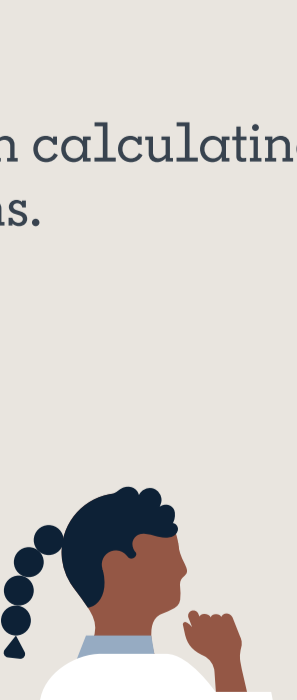
Scale Sponsored Content campaigns to reach your professional audience when they're active across our trusted publishers — increasing campaign reach up to **25%** and **gaining up to 9 more monthly touchpoints**.

## Align on goals

Confidence levels rise when calculating ROI in partnership with your stakeholder teams.



20% more confident when sharing or calculating ROI with cross-functional partners



- Define and measure ROI over the length of your sales cycle
- Identify the unique use cases and the right times to use KPI and ROI measures
- Educate and encourage partners to evaluate performance based on long-term value
- Calculate ROI over sales cycle and optimize for KPIs based on marketing objectives