

# Social Media Radar. Life-Science-Industry. Healthcare. **Namics.**

A Merkle Company



**Social Media. Life Science.  
Healthcare Marketing. Success.  
Digital Communication.  
Ranking. Twitter. Facebook.  
Instagram. YouTube. Likes.  
Shares. Tweets. Assets. KPI.  
Tools. Analysis. **Namics.****

A Merkle Company

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# Methodology

## About the Social Media Radar

The Social Media Radar by Namics analyzes the top-selling companies in the pharmaceutical-, chemistry- and medical technology industry with head offices located in Germany.



The channels Facebook, Twitter, Instagram and YouTube are the focus of the analysis. Their popularity and the use for a broad customer communication in a natural scientific environment were crucial factors for the choice of these mediums.

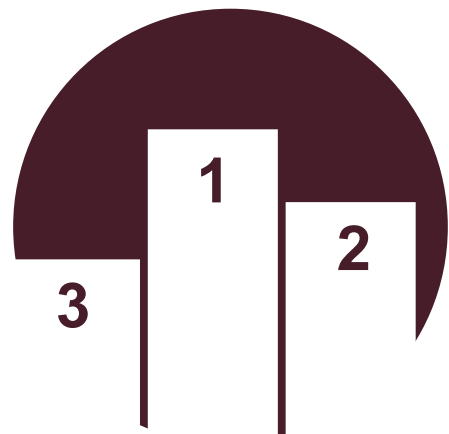


In addition, the visibility of the individual companies on the social web between May 1st, 2017 and April 30th, 2018 was a deciding criterion for the inclusion into the study. Primarily German company profiles were considered; if those were not available, the international profile was accessed. The industry classification of each company resulted from an analysis with regards to contents of the social-media-performance.



The radar is built upon two analyses: the quantitative evaluation looks at channel specific and visible KPIs (Key Performance Indicators) such as reach, posting frequency or the amount of followers and fans on the due date of April 30th, 2018, whilst the qualitative evaluation highlights the published content in terms of tonality, topic choices and format (image or video). The KPIs of both analyses are assessed by relevance (see Fig. 4) and are integrated into the particular ranking per channel and industry. Hence the post interaction is considered far more relevant than for example the amount of followers.

Next up, the average is calculated and ranked in the scale values one to five. We thus receive a grade one for “very good performance” and a grade five for “very bad performance”. Lastly, companies that were not to be found on the examined channels were included into the particular ranking with a grade five.



## Evaluation and limitation

The numbers were evaluated with FanpageKarma. Access to statistics and insights of the individual channels is needed for several relevant KPIs like reaction time or conversions, which is why those are not considered in the study at hand.

Due to that, only few insights from statistics could be incorporated into the analysis for the video portal YouTube. It was not possible to evaluate how long a video was actually watched and whether the set marketing goal was reached by click-through-rates, for example. Those KPIs will not be considered in the ranking.

All abbreviations and relevant terms are explained in the glossary (p. 28).

- Quantitative
- Qualitative

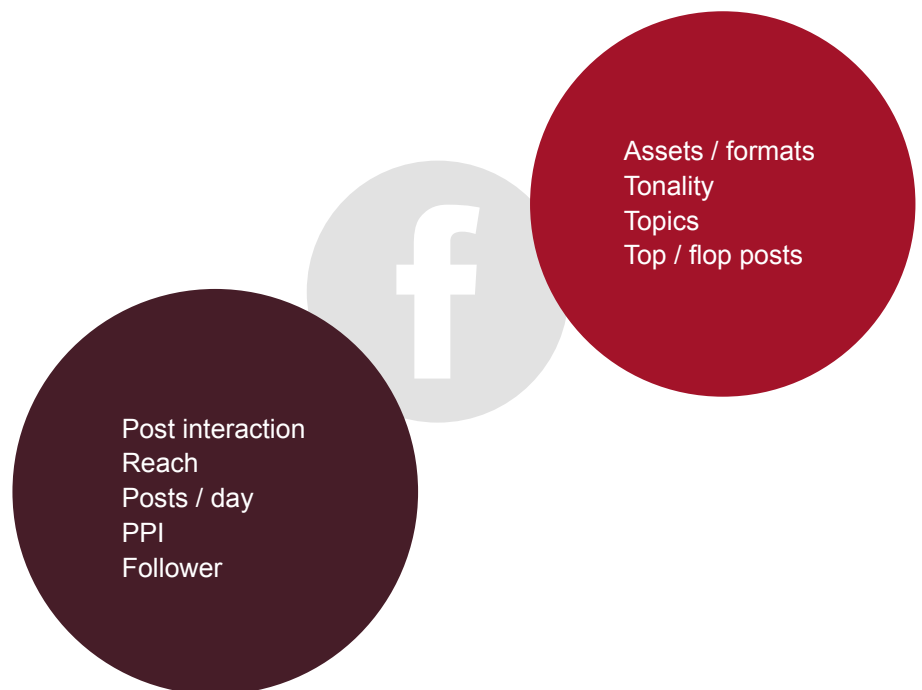


Fig. 4 (1/4): **KPIs** for the Social Media Radar. The weighting takes place based on the listing. (Source: Namics)

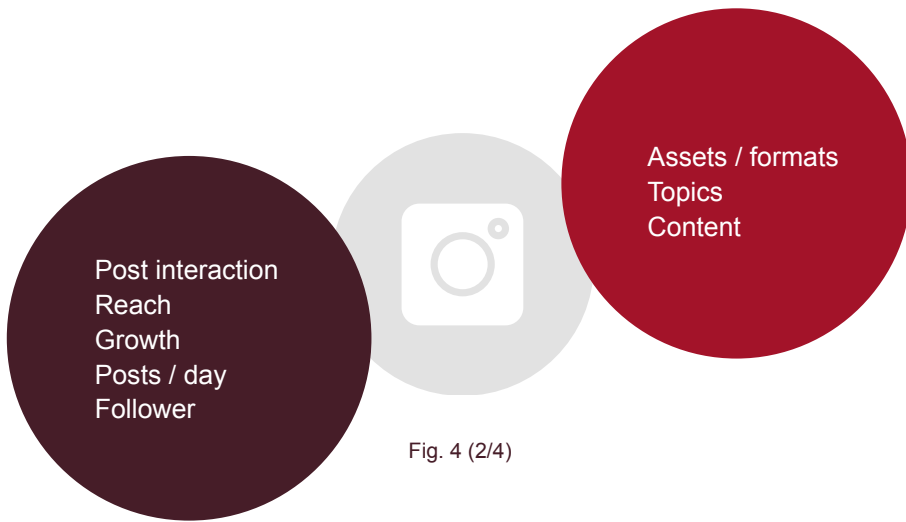


Fig. 4 (2/4)

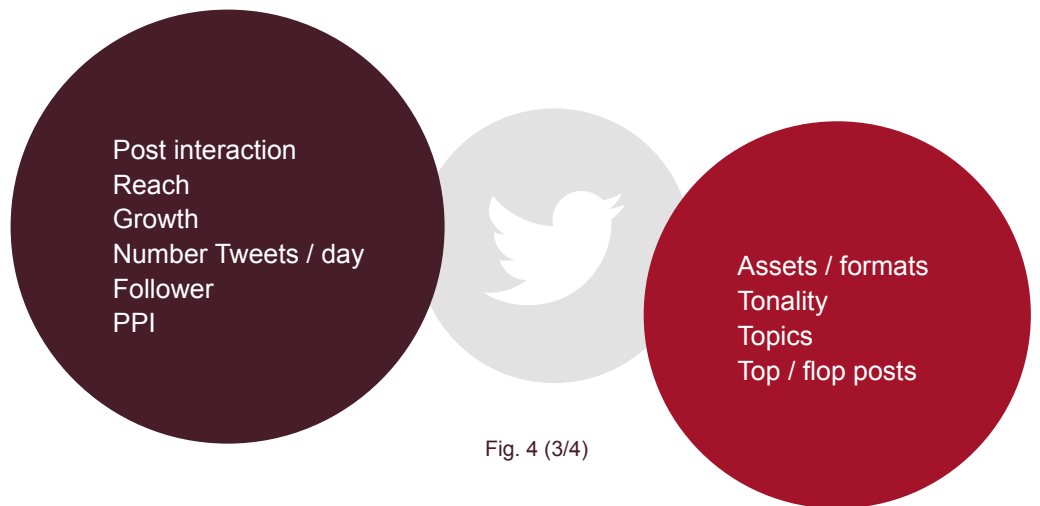


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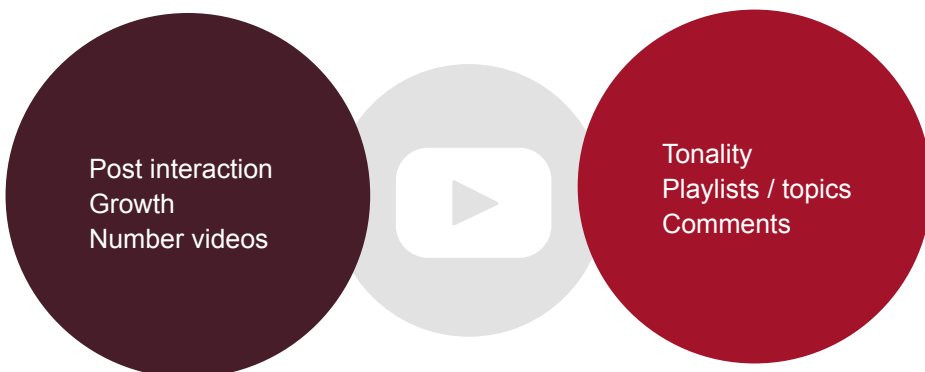


Fig. 4 (4/4)

# Management Summary

## The life-science-industry on the social web

Companies from the life-science-sector reside in a profound, technological change process. They focus on digital innovation and interconnectedness more and more. This actually sounds like an exciting story and worth telling insights, which are mostly suited for social media - one should think.

The whitepaper at hand highlights brands from chemistry, pharmaceutical and medical technology that achieve the best outcome. It delivers indication for marketing specialists for their communication and social media strategy as well as insights for customer communication of the big players in the life-science-industry.

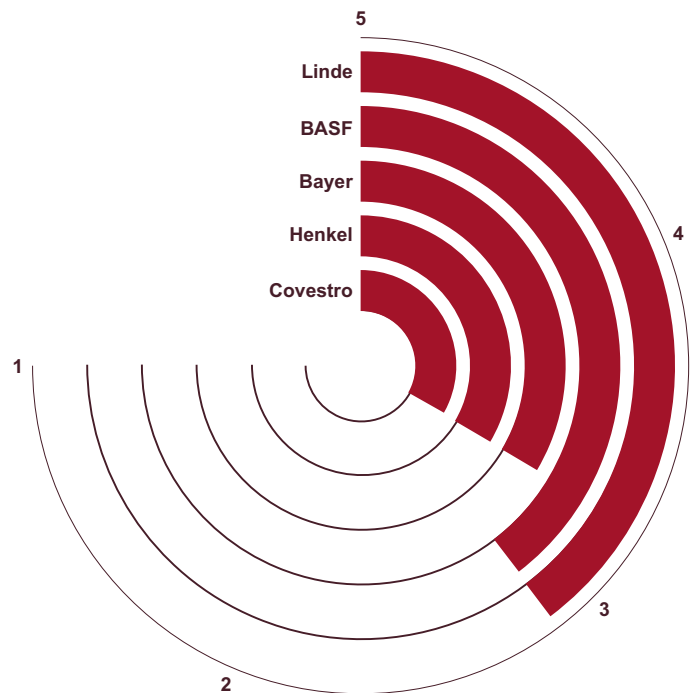





Fig. 1: Overall channel ranking **chemistry industry**.  
Linde came in only shortly before BASF on place one.  
(Source: Namics)





## An overview of the results

 Chemistry companies are the winners of the study, closely followed by enterprises in the medical technology and pharmaceutical industry.

 Especially the performance on Instagram has still room to grow for all. Only few reviewed companies are active here.

 All companies across industries perform well at an average.

 Most representatives from the life-science-industry can be found on Twitter, followed by YouTube and Facebook.

 The top-selling german pharmaceutical companies (Status 04/30/2018) are only rarely or not at all to be found on established social media channels.

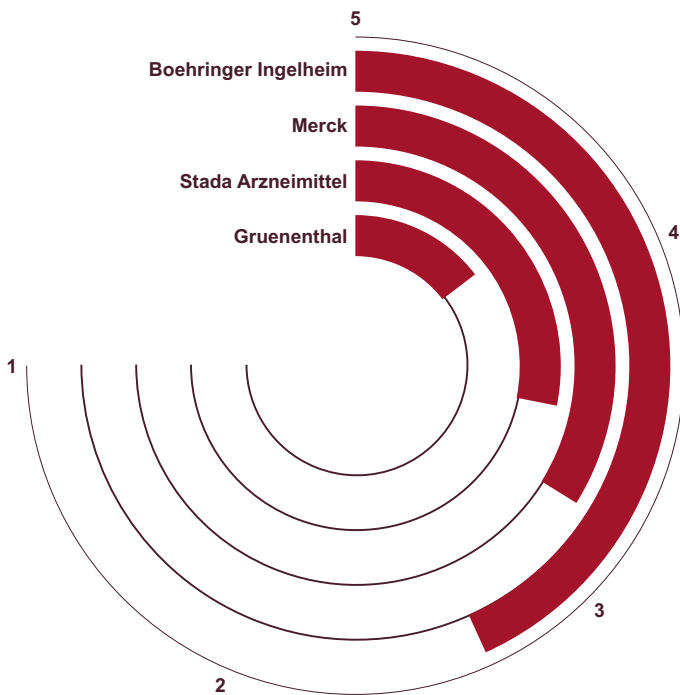


Fig. 2: Overall channel ranking **pharmaceutical industry**. Boehringer Ingelheim is the winner amongst all industries. (Source: Namics)

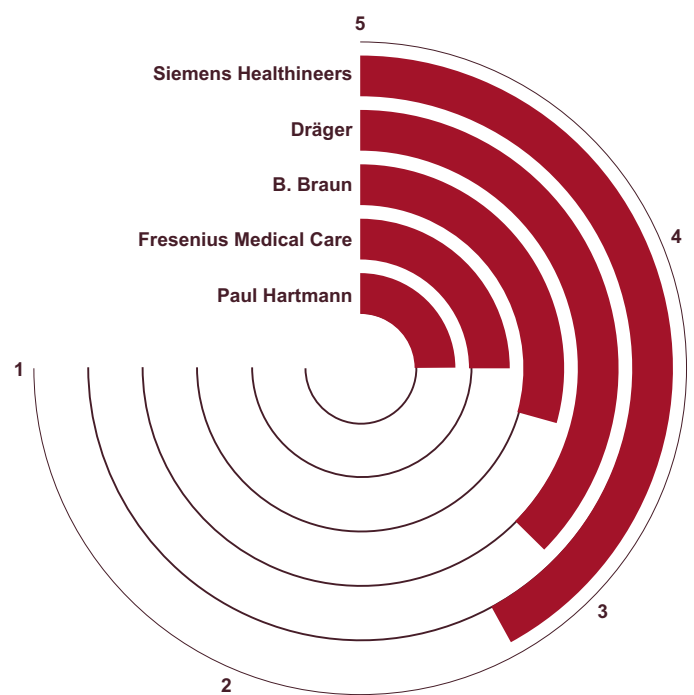


Fig. 3: Overall channel ranking **medical technology**. Siemens Healthineers convinces in Social Media and ranks on place one. (Source: Namics)

# In detail: Facebook

## Emotions on Facebook are inevitable

In order to generate awareness on Facebook, new rules apply since the beginning of the year 2018. Having been sorted chronologically in the newsfeed based on topicality so far, posts that are rated especially relevant by Facebook are now placed on the home page.

One reason is the personalization, which should have top priority from Facebook's point of view. No wonder, mostly multivalued, emotional and individually appealing content makes for a higher engagement and thereby for more relevance.

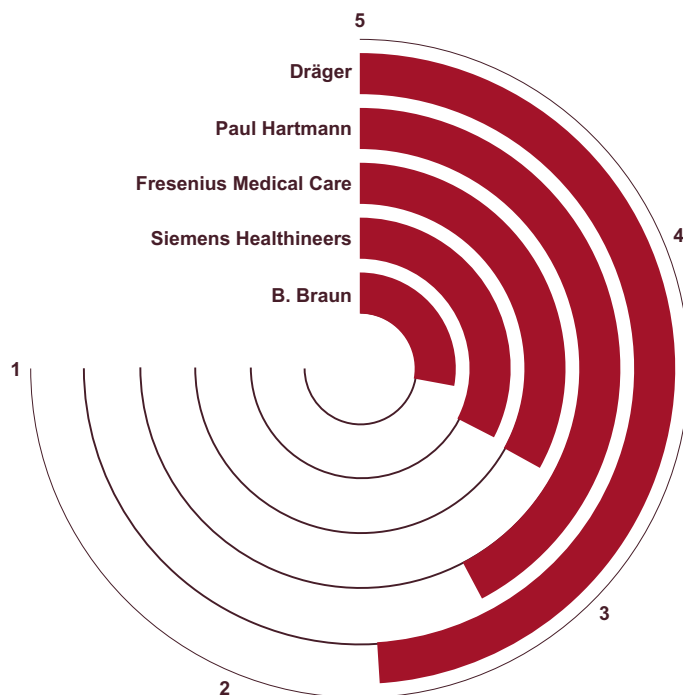


Fig. 5: Ranking of **medical technology companies** on Facebook. Dräger scores the first place. (Source: Namics)

## Ranking Facebook



Dräger scores the first place across industries with a grade of 2,2 with up to five Facebook posts per day on topical issues and exciting background information.



The chemistry company Linde comes in second with activating content concerning topics like sponsorship, digital transformation and product placement.



Boehringer Ingelheim is compared to other pharmaceutical companies in the lead and mostly communicates emotional and personal on Facebook. The profile reaches over a million fans with health tips.



Room for improvement: Despite activating designation on Facebook, Stada Arzneimittel generates several likes with predominantly intra-corporate information and posts about the CEO, however in comparison very few interactions.

## Lessons learned

In general, chemistry companies put an emphasis on image posts, whereas the pharmaceutical and medical technology benchmarks publish noticeably many link posts.

The predicted social media trend moving image is confirmed in this analysis: Almost one third of all published facebook posts are videos or GIFs.

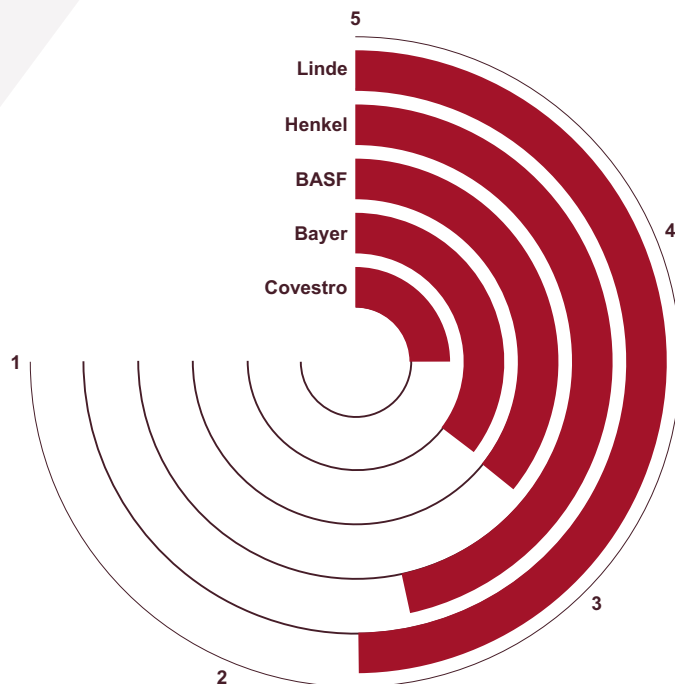


Fig. 6: Ranking of **chemistry companies** on Facebook. Linde is one step ahead. (Source: Namics)

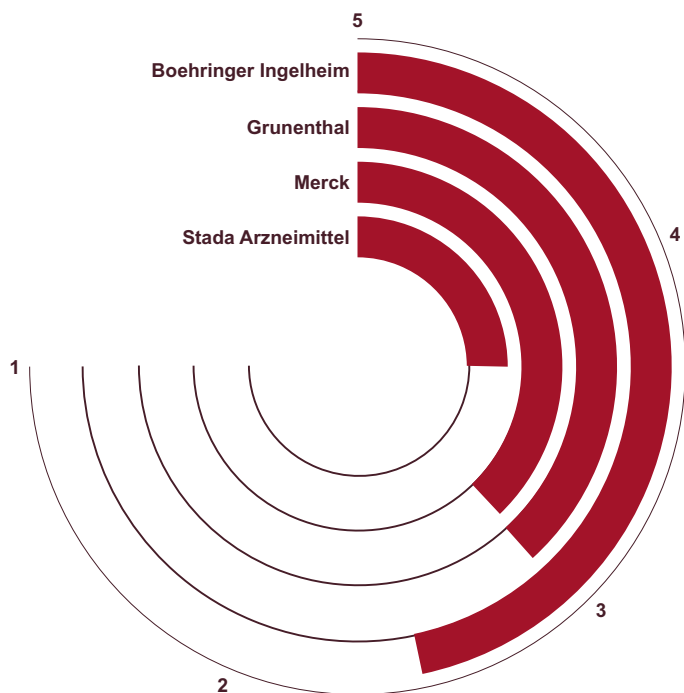


Fig. 7: Ranking of **pharmaceutical companies** on Facebook. Boehringer Ingelheim convinces their fans in their feed. (Source: Namics)

 **Boehringer Ingelheim** 16. Juni 2017 · 

Erfahrt mehr über unsere Geschichte im neuen „Stop Motion“-Film. Das Video gibt einen Überblick über unsere Anfänge im Jahr 1885 bis hin zum heutigen Tag.



und etabliert zudem ein weiteres Tätigkeitsfeld: das der Tiergesundheit.

▶  -1:36    

  233 8 Kommentare 224 Mal geteilt  
18.303 Aufrufe

 Gefällt mir  Kommentieren  Teilen

Fig. 8: **Top facebook post** by Boehringer Ingelheim. The company punts on moving image. (Source: Facebook)

# In detail: Twitter

## The most relevant channel of the life-science-industry

Twitter lives off of the topicality of news that can be spread quickly via hashtags. Whoever wants to generate interactions on Twitter has to know the relevant hashtags and arrange for additional value for the reader.

Depending on the topic, such a piece of news can be spread like wildfire as a simple example shows: Every day, 500 million tweets are sent. This means 6,000 tweets per second. The tweet with the most retweets to date was shared 3.67 million times. Twitter therefore remains an important medium - mostly in B2B-communication.

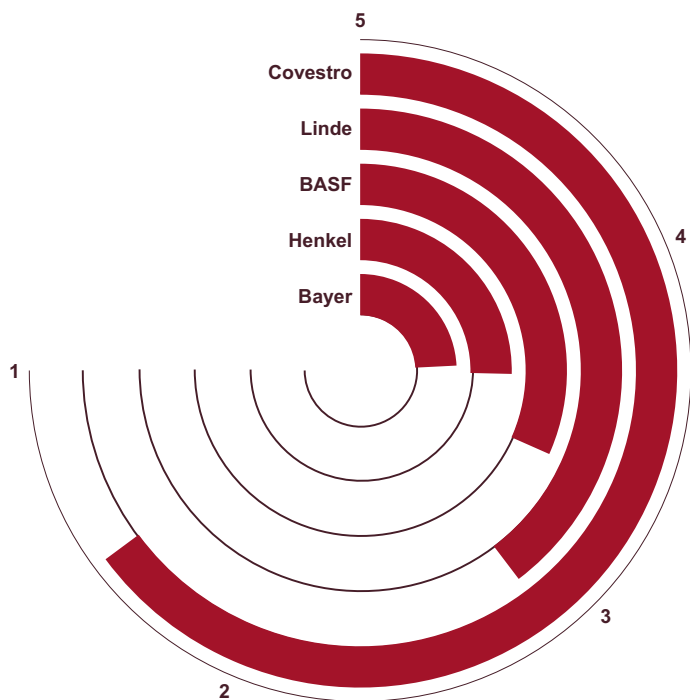


Fig. 9: Ranking of **chemistry companies** on Twitter. Twitter king Covestro is clearly in the lead and almost passes with distinction. (Source: Namics)

## Ranking Twitter



Covestro is a true Twitter champion and not only leaves behind the competition within the industry with a grade of 1,55. The international account convinces mostly with environmental topics, a surpassing use of emojis as well as relevant hashtags in front of all retweets.



Covestro shows how reach and interactions can be generated through sports sponsoring and collaborations with celebrities.



Dräger manages to entertain a proud 86,000 followers twice daily on average with its international profile and without many hashtags - none of the examined profiles has more followers. The very animating and colloquial tonality contributes to this success. Dräger moreover creates an additional value with animated explanatory videos.



Siemens Healthineers informs the almost 67,000 followers twice daily on average with a regular content flood about the company and its areas of research with extraordinary radiographies and photomicrographs.



Room for improvement: Despite the focus on patients and emotional assets, Bayer comes in last due to a distanced tonality.

## Lessons learned

The poorly represented pharmaceutical industry stands out in the Twitter analysis, especially because Twitter was able to stand its ground as B2B communication channel.

Only three of the examined pharmaceutical companies are even detectable on Twitter. Those that do twitter only score average. Merck twitters at least once a day about science facts with an own information series and hashtag.

Medical technicians, who are all represented with an international profile except for B. Braun, perform especially well on Twitter.

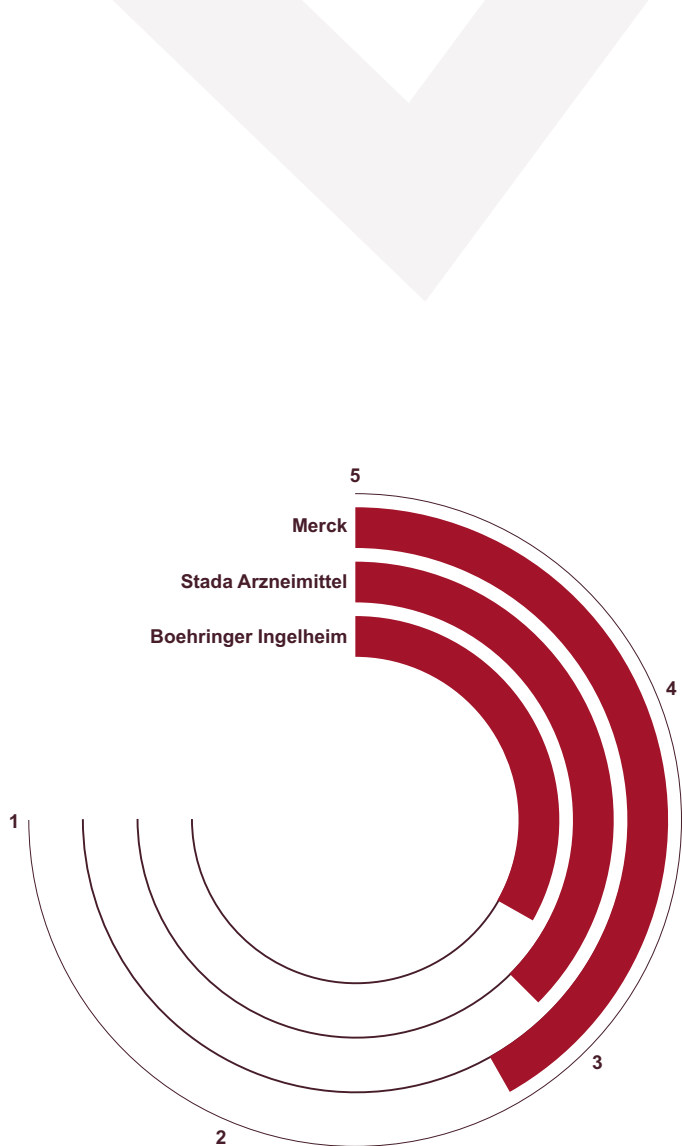


Fig. 11: Ranking of **pharmaceutical companies** on Twitter. Merck comes in first. (Source: Namics)

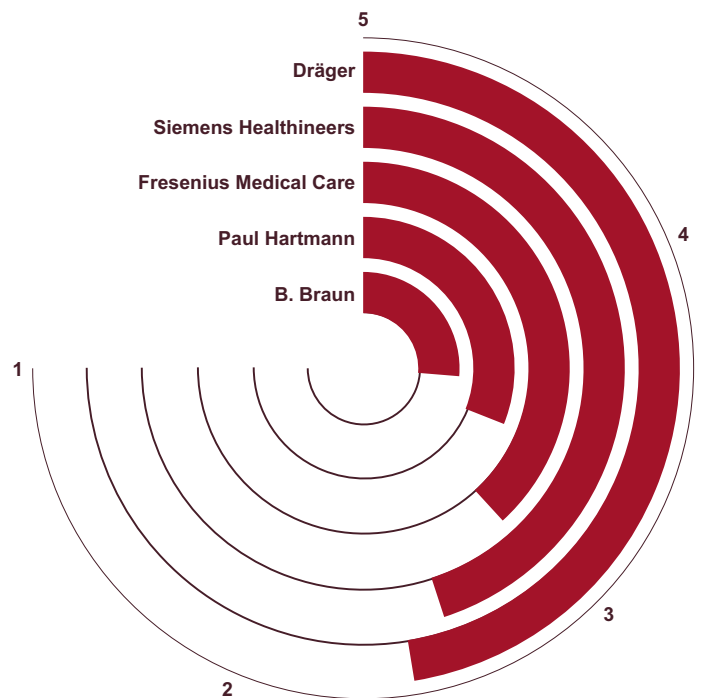


Fig. 10: Ranking of **medical technology companies** on Twitter. Close nip-and-tuck race between Dräger and Siemens Healthineers. (Source: Namics)



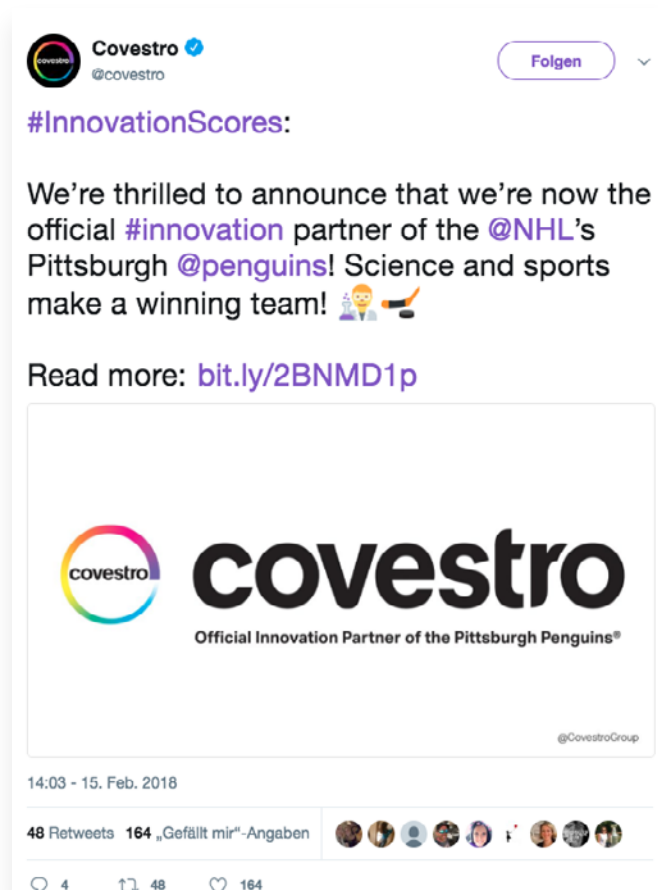


Fig. 12: **Top tweet by Covestro.** Sports sponsoring and collaboration with celebrities work well. (Source: Twitter)



Fig. 13: **Top tweet by Dräger.** None of the examined profiles has more followers. (Source: Twitter)

# In detail: Instagram

## Need for action on the blogger-platform

The visually powerful platform Instagram still raises several questions for many B2B companies a lot of the time. It is however unimaginable to do successful social media strategies without Instagram. Even though only “hip” bloggers and a primarily young target group were to be found to date, the platform meanwhile is growing to be a more and more important medium with currently 15 million active users.

Little by little companies are exploring the creative possibilities Instagram is offering. The more attractive Instagram is becoming for companies, the greater the competition, the harder also here the fight for the user’s attention. The challenge in the life-science-industry is still manageable at this point: On no other platform only so few of the examined companies were represented.

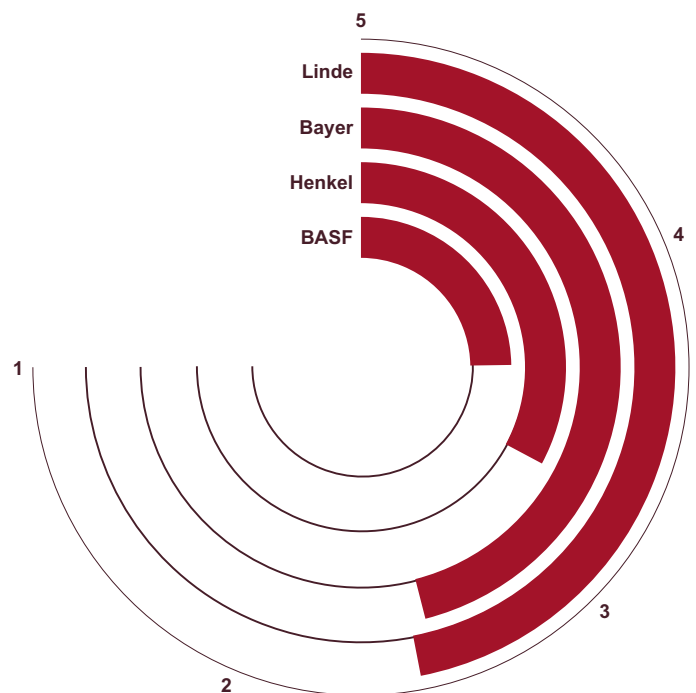


Fig. 14: Ranking of **chemistry companies** on Instagram. Linde only shortly comes off as winner before Bayer. (Source: Namics)

## Ranking Instagram



Due to the increased use of hashtags for reach, Boehringer Ingelheim took first place on Instagram. Thanks to hashtags like #instafood and #healthy, posts on health and diabetes recipes reach almost 8,500 followers.



Linde convinces with pictures and videos of gas facilities, however reaches only a very small, yet very active community of 1,000 followers.



Bayer (place three) reaches almost 30,000 followers with posts on sustainability topics and agriculture. Even though the chemistry giant was able to increase its amount of followers by close to 50 percent, they are hardly even or not at all interacting in comparison.



Room for improvement: Grünenthal's profile still has room to grow: Even though employee pictures and animated images embellish the feed, the company neither fills a hole nor does it offer any additional value that persuades the user to interact.

## Lessons learned

The followers of the life-science-industry are especially reacting to innovations and extraordinary pictures. The companies of the pharmaceutical and chemistry industry manage to market their content with emotional and entertaining contents across channels.

It's different for the medical technology. Instagram is - except for Siemens Healthineers - apparently not seen as a relevant channel for a sales approach.

None of the examined pharmaceutical companies is regularly active on Instagram, not even one post a day is being published.

In comparison, Siemens Healthineers at least receives a grade 2.9 and reaches close to 2,500 followers.

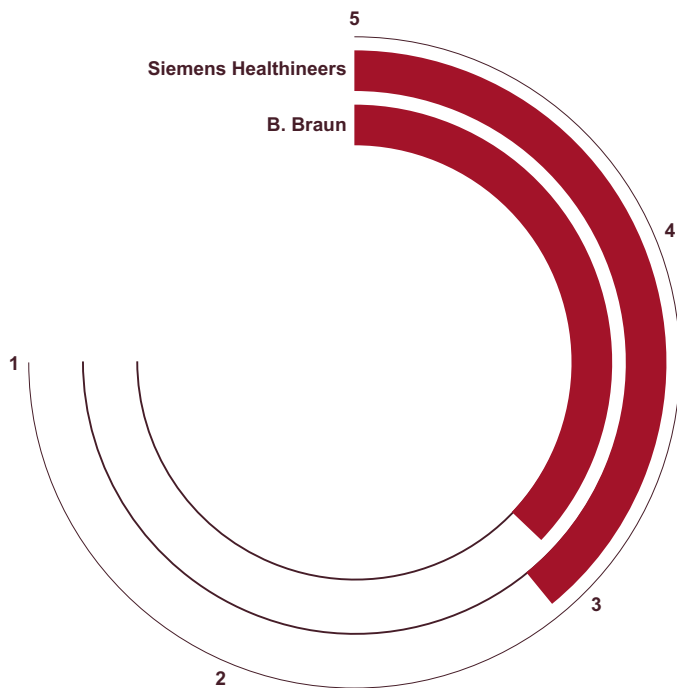


Fig. 16: Ranking of **pharmaceutical companies** on Instagram. The industry is hardly represented on Instagram. (Source: Namics)

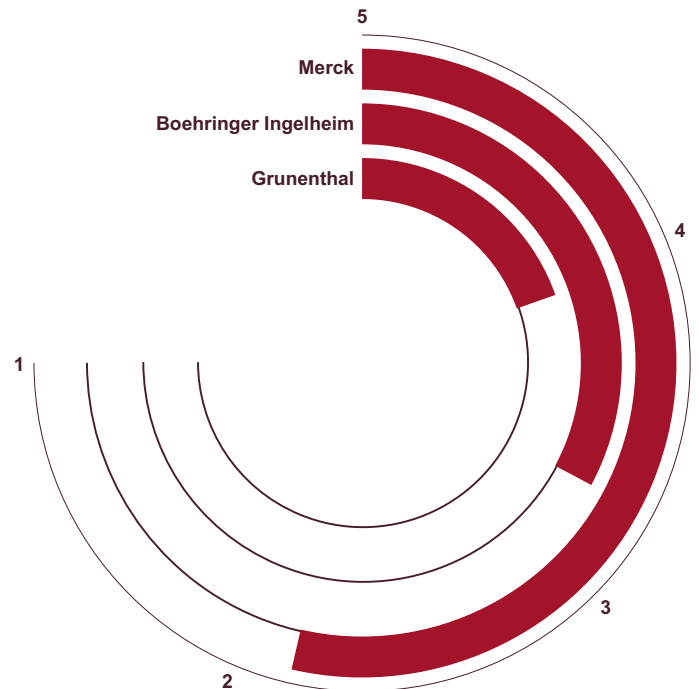


Fig. 15: Ranking of **medical technology companies**. Merck has a clear lead over its benchmarks. (Source: Namics)



Fig. 17: Top Instagram Post by Linde. Small community but high engagement. (Source: Instagram)

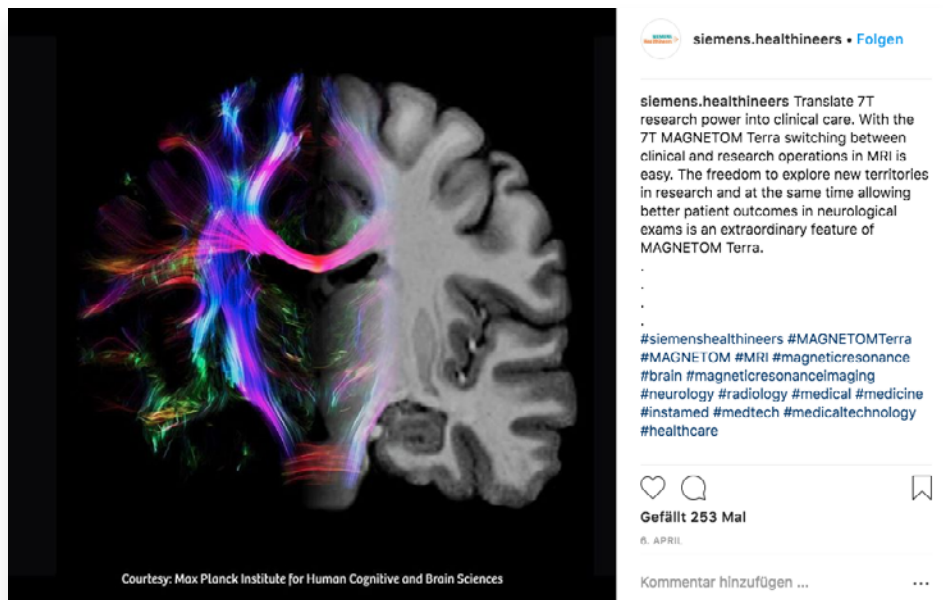


Fig. 18: Top Instagram post by Siemens Healthineers. Extraordinary pictures are well received by the community. (Source: Instagram)

# In detail: YouTube

## No video, no social-media-strategy

Google's subsidiary company seems to have reached the marketing specialists by now: Every company of the life-science-industry is represented on YouTube and regularly produces videos.

And that is a good thing too: 1.3 billion people are using YouTube. 300 hours of video content is being uploaded every minute and five billion videos are being clicked on by 30 million users on a daily.

Those numbers also convince B2B companies. As second largest search engine, this social media channel is inevitable these days in order to practice successful customer communication.

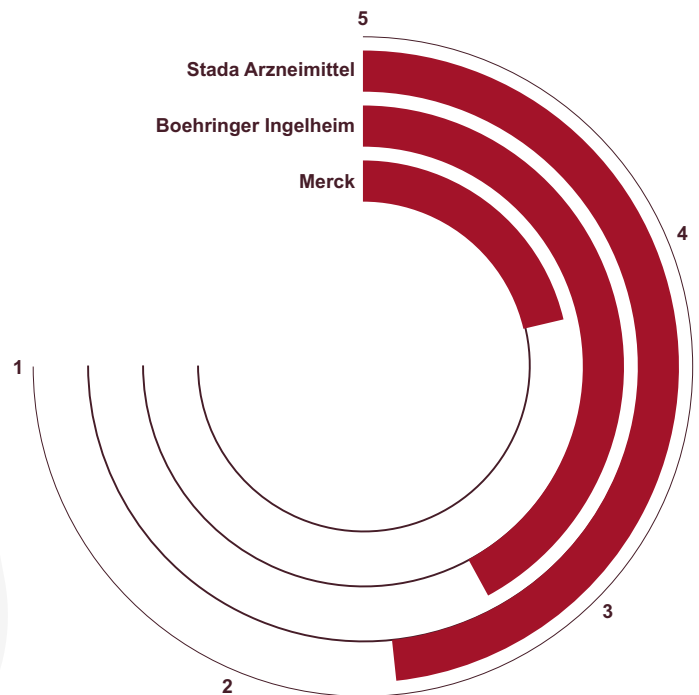


Fig. 19: Ranking of **pharmaceutical companies** on YouTube. Stada Arzneimittel delivers an average result. (Source: Namics)

## Ranking YouTube



The pioneer of this analysis is BASF with almost 200 videos and 34,000 subscribers. The most popular video was clicked over three million times.



Siemens Healthineers ranks second with an international account and close to 120 videos as well as event related playlists on cardiology and digital ecosystem. With only 1,600 subscribers, Siemens Healthineers lies behind the competitor Dräger, who has 2,300 subscribers that have seen the videos of the southern german medical technician four times as often.



Stada Arzneimittel placed third and beat Dräger by a nose. The pharmaceutical company consciously decided on a german account and posts its medicine range and structures the profile with topic related playlists. Also standing out here: Even though only close to 800 followers subscribe, the videos are watched significantly more often compared to the other industries.



Room for improvement: Merck comes in last in the YouTube analysis. Even though the videos do have several clicks, they apparently do not animate to subscribe to the channel. Despite several country-specific Merck accounts, there was no german-speaking channel to be found as well. At the same time, the international account seems to not have published any current videos for some time.

## Lessons learned

Costly produced corporate videos can be found on all corporate channels and in all life-science-industries. Niche topics can be discovered every now and then, like on the Siemens Healthineers channel. This one is specialized on product presentations and information all about the topic of “X-ray”.

Almost half of the companies runs a german-speaking channel with topic specific playlists.

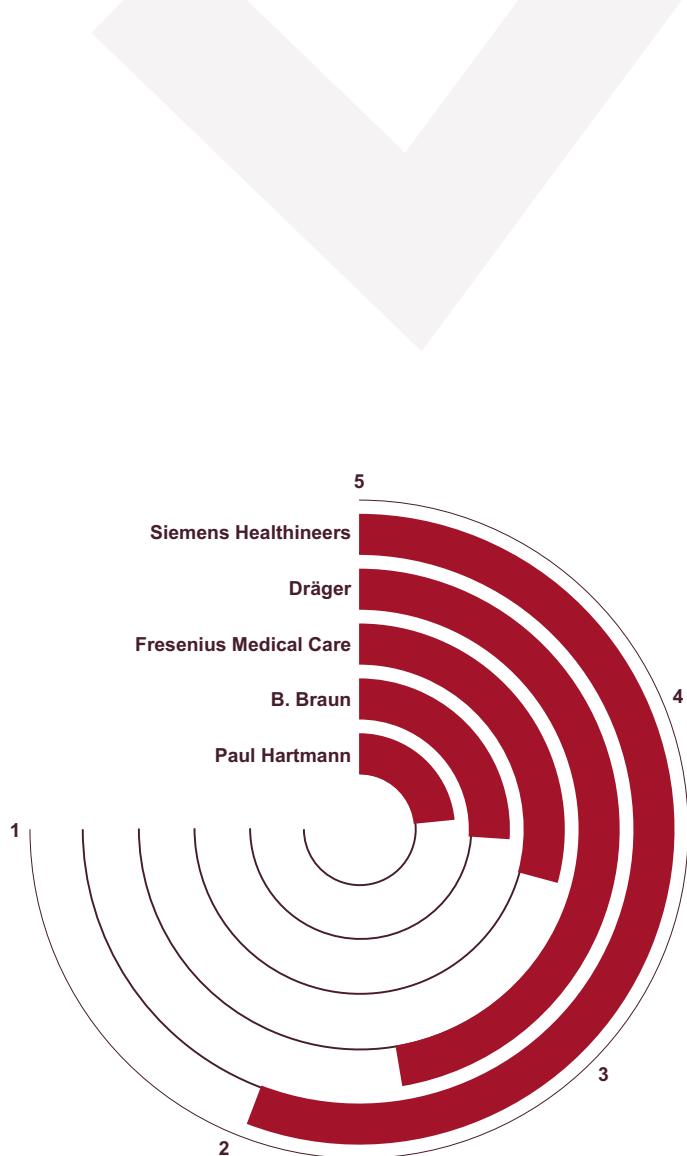


Fig. 21: Ranking of **medical technology companies** on YouTube. Siemens Healthineers delivers satisfying results. (Source: Namics)

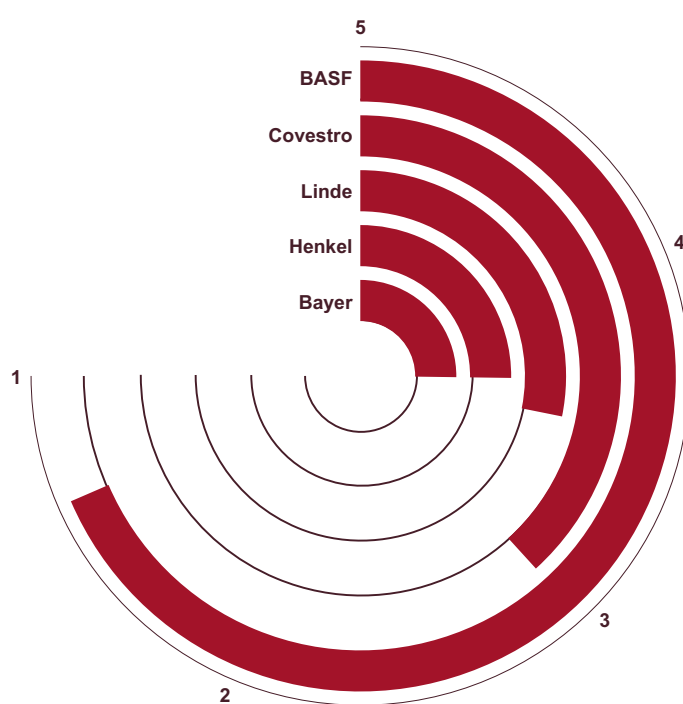


Fig. 20: Ranking of **chemistry companies** on YouTube. BASF is the clear winner amongst industries. (Source: Namics)





Fig. 22: **Top YouTube video by BASF.** The corporate video records over three million clicks. (Source: YouTube)

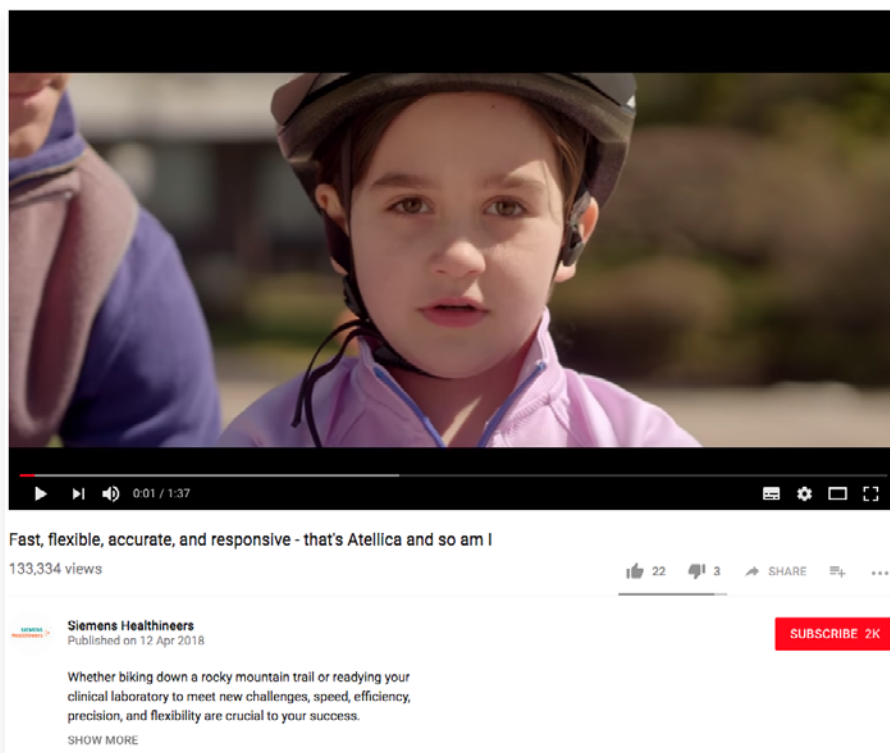


Fig. 23: **Top YouTube video by Siemens Healthineers.** Topic related playlists give structure to the channel. (Source: YouTube)

# Conclusion

## Social media offers a big potential for life-science-brands

Overall, the social web offers a high potential for optimum designation of target groups with various possibilities of communication. The communities are meanwhile so widely positioned on the platforms so that almost every company can reach its relevant target group there optimally and efficiently based on set goals. More results at a glance:



At first sight, Boehringer Ingelheim & Co. already do a lot right by including the big players Facebook and Twitter into their social media strategy. Even though the individual results can convince, they perform however only average compared to the other industries. The fact that the radar only analyzes profiles that were even detectable speaks for a high deficiency in the handling with social media channels in the life-science-industry.



The main problem is the interaction with users on the platform. The most important aspect in social media is the interconnectedness. This however falls by the way-side in the life-science-industry at the moment.



None of the examined companies manages to keep up a dialogue with its followers and fans. Despite exciting content and highly promising topics from the chemistry, pharmaceutical and medical technology industries, none of the brands has found a convincing way of using this strength to activate the customers.



In order to create a visible additional value for users and customers, it is meanwhile not enough to only entertain on Facebook. If one wants to be at least one step ahead of the competitors, enterprises have to complete the brand communication on further platforms.



Facebook and Twitter do indeed offer companies access to a worldwide very broad audience, however there are also other important platforms. WeChat and Snapchat count on demographic or content-regarding niches to offer a stage for topically clearly outlined content.



A lot of success on social media can simply be traced back to the chosen format (status post, image or video) or the moment of publication. The fans' interests as well as their complex behavior can these days be analyzed significantly better than on other marketing channels thanks to social media and analytics tools.



Companies from the life-science-industry are supposed to take these insights as an appeal to design content and assets targeted more specifically towards the target group and publish it more time optimized. Because only if a company exactly knows its target groups can successful marketing be practiced on social media channels.

# Glossary

## **Active user**

A user, who signs in at least once a month to use the social media platform.

## **Response time**

The average period the company needs to respond to questions or comments by followers on their page.

## **Number posts/day**

The average number of posts published per day.

## **Assets**

The term describes the format of a post, like images, links, videos or a straight up text as a status.

## **Content**

Includes the topics that are primarily communicated in the tweets and posts of an account.

## **Fan growth**

The total growth of the number of followers in the period 05/01/17 - 04/30/18 in percent.

## **Feed**

The feed informs the user about changes on a website or profile, which was subscribed to and summarizes them on this page.

## **Follower**

The amount of fans that followed the account on 04/30/18.

## **Grade of interaction**

The portion of fans that actively engages with a post, thus reacts to it (above all shares, likes, comments).

## **Profile Performance Index**

Is abbreviated with PPI and describes the index of the general state of a profile. The PPIs are calculated channel specific. For Facebook profiles this is generated from the growth and the engagement of the profiles. The PPIs for Twitter are calculated from a karma value, the growth, the size and the followers-I-follow-relation.

## **Reach**

The potential number of people that can be reached with a post. This is calculated from the number of followers. Also known as gross reach.

## **Story**

A story can consist of various pictures or or a 15-second video. Those are online for only 24 hours.

## **Tonality**

The conversational tone on the company channel. "Is technical language being used, are the users addressed formally or informally?", are questions to ask in an examination of tonality.

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## About Namics - A Merkle Company

Namics creates winners in digital transformation. As an award-winning digital specialist, Namics pursues the mission of providing holistic support for customers in their digital transformation: From vision to reality - thanks to many years of expertise in strategic consulting, innovative concepts, creative work and technological implementation from a single source. The company was founded in 1995 in St.Gallen and has been part of Merkle and thus of the Dentsu Aegis Network since 2018.

At its locations in St.Gallen, Zurich, Frankfurt, Munich, Hamburg and Belgrade, around 550 employees support the following clients from a wide variety of industries: ADAC, Boehringer Ingelheim, Bucherer, Daimler AG, DriveNow, Hansgrohe, Hoval, Jelmoli, Kaufland, KUKA, Medela, Migros, Swica, Swiss Life, UBS and Victorinox.

## About Merkle

Merkle is a leading data-driven, technology-enabled, global performance marketing agency that specializes in the delivery of unique, personalized customer experiences across platforms and devices. For more than 30 years, Fortune 1000 companies and leading nonprofit organizations have partnered with Merkle to maximize the value of their customer portfolios.

The agency's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive people-based marketing strategies. Its combined strengths in performance media, customer experience, customer relationship management, loyalty, and enterprise marketing technology drive improved marketing results and competitive advantage. With 6,800 employees, Merkle is headquartered in Columbia, Maryland, with 19 additional offices in the US and 33 offices in Europe and APAC. In 2016, the agency joined the Dentsu Aegis Network. For more information, contact Merkle at 1-877-9-Merkle or visit [www.merkleinc.com](http://www.merkleinc.com).

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