

Market Research-Digital Ecosystem Mapping for Key Players in Social Media

By

Nutan Rebecca Alfred

*Dissertation submitted for the partial fulfillment of the
MBA Hospital and Health Management*

Academic year, 2016-2018



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TO WHOMSOEVER MAY CONCERN

This is to certify that **Ms. Nutan Rebecca Alfred** student of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at **Decision Resources Group** from **15th February 2018** to **14th May 2018**.

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

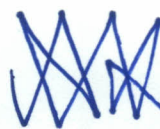
I wish her all success in all her future endeavors.



Dr. Ashok Kaushik

Dean, Academics and Student Affairs

The IIHMR University, Jaipur



May 17, 2018

Dr. Alok Mathur

Associate Professor

The IIHMR University, Jaipur



May 14, 2018

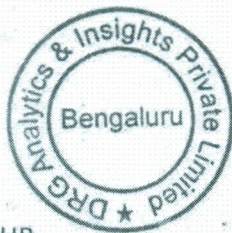
To Whom It May Concern

This is to certify that Nutan Rebecca Alfred a student of IIHMR University, Jaipur has worked with DRG Analytics & Insights Private Limited from 15th February, 2018 to 14th May, 2018 and done a project on "Market Research - Digital Ecosystem Mapping for Analytics & Reporting vertical" and her designation at the time of leaving the organization was Intern.

We wish her all the best for her future endeavours.

Yours Sincerely,

K. Aswini
Aswini Konda
Senior Associate HR



CERTIFICATE BY SCHOLAR

This is to certify that the dissertation, **Market Research- digital ecosystem mapping for key players in social media**, submitted by **Nutan Rebecca Alfred** Enrollment No- **IIHMR-U/01/2016-18/0456** under the supervision of **Dr. Alok Mathur** for award of **MBA in Health and hospital management** of the IIHMR University carried out during the period from **15th FEBRUARY 2018** to **14th MAY 2018** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.



Signature

Acknowledgement

The satisfaction and euphoria that accompany the successful completion of the project would be incomplete without the mention of the people who made it possible.

First of all, I express my sage sense of gratitude and indebtedness to our President, Dr. P.R Sodani The IIHMR University.

I would like to extend my sincere and heartfelt thanks to Dr. Alok Mathur, Associate Professor, The IIHMR University for providing me an opportunity to learn and develop professionally.

I am greatly indebted to him for providing his valuable guidance at all stages of the study, his advice, constructive suggestions, positive and supportive attitude and continuous encouragement, without which it would not have been possible to complete the project.

To place on record, I owe a debt of gratitude to all my teachers for grooming me and my classmates for the inspiration needed to work with dedication and motivation throughout the project.

I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards the industry in coming future.

“Digital Ecosystem Mapping” for Decision Resources Group’s – Analytics & Reporting vertical. Specific to personas of Market Research Persona

INTRODUCTION

To penetrate the content deluge with targeted, snackable and effective content, the study of buyer's persona and their digital touchpoints has become ever more crucial. A cruciality that contributes to the effectiveness of an organizations content strategy. A focus that enables organizational assets, platform presences, and client engagement programs to cater to the effectiveness of the organizational messaging. Edging into the buyer's query and delivering value. This leads to the rise of a research study format - the digital ecosystem mapping which constitutes a new set of visual models expressing the findings. The results concluded from these predictive models assist and enable the modern marketers with large digital portfolios to effectively visualize and plan how to best use the digital touchpoints to support various business and marketing initiatives in catering their niche customer/buyer, effectively.

A persona is a cohort of a target audience. These audience archetypes commonly include illustrative pictures and fictional names that make them tangible to digital designers and marketers. Personas identify similar patterns of behavior that result in commonly held goals.

The digital ecosystem mapping project is based on four primary research sections. These sections empower the final building of the persona's ecosystem and gauge the competitive advantage in that space.

Audience Analysis – Aids the understanding of the competitor's behavior in the digital landscape of the target personas across content, social and their channel performance.

Ecosystem Map – Builds the understanding of the digital ecosystem interaction of the persona across search queries, influencers, content trends and channel affinity.

Competition Analysis – Analyses the competitor's digital touchpoints and their performance. Also, their digital asset mix.

Keyword Workbook – Building a keyword primer by finding the current queries the firm and its competitors are found for. Also, the personas keyword affinity.

This shall effectively lead to building an ironclad content strategy aiding Persona-Based Marketing. Which is based on designing buyer journey, its touch digital touch points. It is a technique for businesses to be able to better relate to their key buyers and deliver better-tuned marketing content and messaging. The main deliverable of this research project.

AIM: The aim of this study is to understand personas specific to Market Research by analyzing the audience, ecosystem and key players.

OBJECTIVES:

1. To understand key players by analyzing their content interests and overall digital behavior which include their channel preferences and usage.
2. To study digital landscape and social content strategies of key player.
3. To understand the gaps and whitespace opportunities

METHODOLOGY:

- Type of Research: Secondary Research

MATERIAL AND TOOLS:

- Data type: Secondary data
- Data collection tool:
 - Secondary research on social media channels (like, LinkedIn, Twitter and Facebook) to map key competitors and understand their social strategies.
- Data analysis tool:
 - SEMRush
 - Google Analytics
 - Google Webmasters
 - Google Keyword Tool
 - MOZ
 - BuzzSumo
- Sample Audience:
 - Brand and Product Manager Market Research

ANALYSIS

AUDIENCE ANALYSIS

WHAT DOES MY CUSTOMER WANT?

- **Content Interests**
- **Overview of Digital Behavior – Channel Preferences and Usage**

DIGITAL ECOSYSTEM

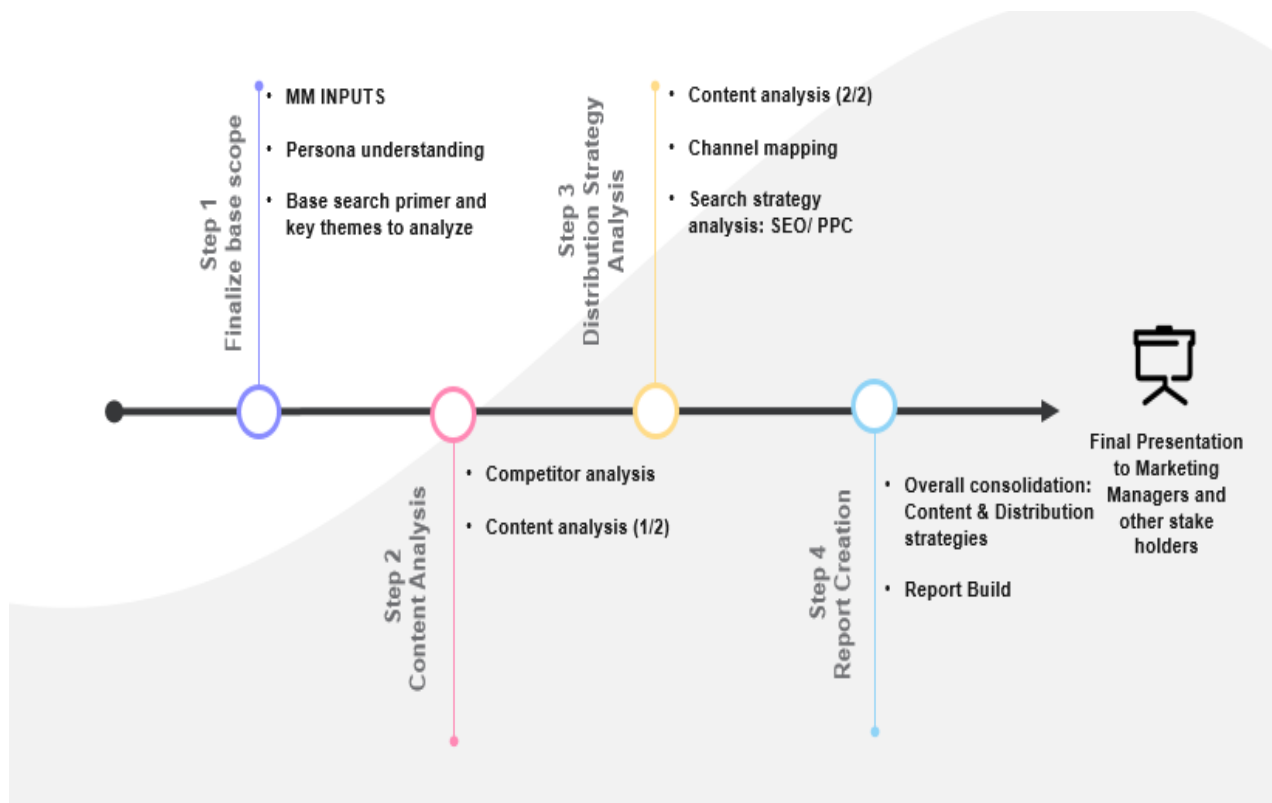
HOW IS THE CURRENT ECOSYSTEM ?

- **Competitor Digital Landscape**
 - **Asset Mapping**
 - **Multi-Channel interlinkages**
- **Content Strategies**
 - **Website, Social, Other Digital Properties.**

Actionable Opportunities

- **Content Strategies**
 - **Positioning and messaging**
 - **Key content themes**
 - **Stand out features from competitors**
 - **Best Practices & Missteps**
- **Distribution Strategies**
 - **Digital Asset Mix**
 - **Promotional Tactics**
 - **Search Strategies**
- **Gaps & White Space Opportunities**

The Overall Approach for 1 Persona



While analyzing the Digital Journey of the Persona by scouting for social profiles specific to Market Researchers. The inference that was drawn are Keyword Themes that was drawing maximum traffic to their website. These themes were:

Theme Analysis

- Health Economic and Outcomes Research
- KOL Pharma (Key Opinion Leader)
- Pharma intelligence
- Patient Intelligence
- Real World Evidence

Digital Ecosystem

The Digital Ecosystem touchpoints were studies which included social media networks like Twitter, LinkedIn, LinkedIn Groups, Blogs etc. wherein we analyze the activity which included tweets and status updates, hashtags, wall posting, URL clicking and sharing – all of which helped us understand our Target Audience, Content Queries, Target Location, Trends and Content Strategies.

Key Business Qs

- How many patients are there and where are they across the globe?
- What is the patient share for my brand vs. competitors'?
- How are patients currently being treated and what factors are driving physician's prescribing behavior?
- How are my drugs positioned in the treatment journey and where are the untapped business opportunities?
- What are the unmet needs?
- Which new products will come onto the market?
- How are payers influencing the market?
- How do I deliver patient segmentation for clinical trial designs?
- How do I easily access disease-specific market intelligence?
- How do I assess the impact of industry trends?
- What's the size of the market?
- What do I need to determine who may impact our positioning in a disease market and how?
- What does the forecasting look like for patient populations, drug sales, and disease markets?
- Where should I invest my dollars?

Key Functions

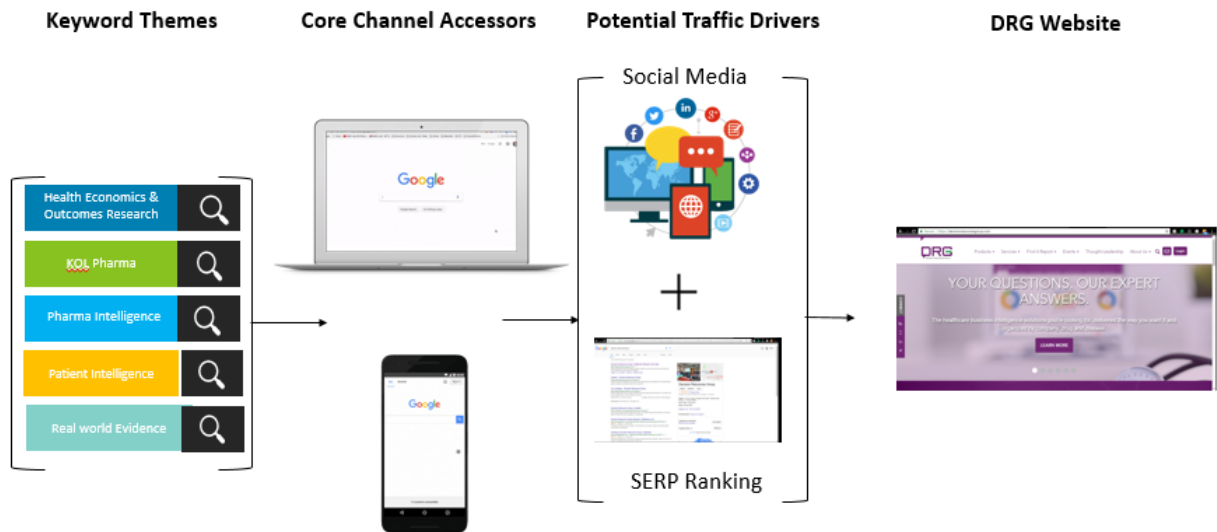
Comprehensive expertise in **business planning, new product development, commercial assessment and forecasting, managed markets research, sales analytics, and market strategy development** across a variety of therapeutic areas.

Job Role

- Market Researcher
- Market Research Manager
- Business Intelligence
- Epidemiologist
- Manager of Competitive Intelligence
- Forecasting Director/Manager

The key component of their role is to study insights and area specific reports to support brand strategies and tactics through innovative, impactful projections of trends. Always on the scanner for emerging technology trends and disease insights.

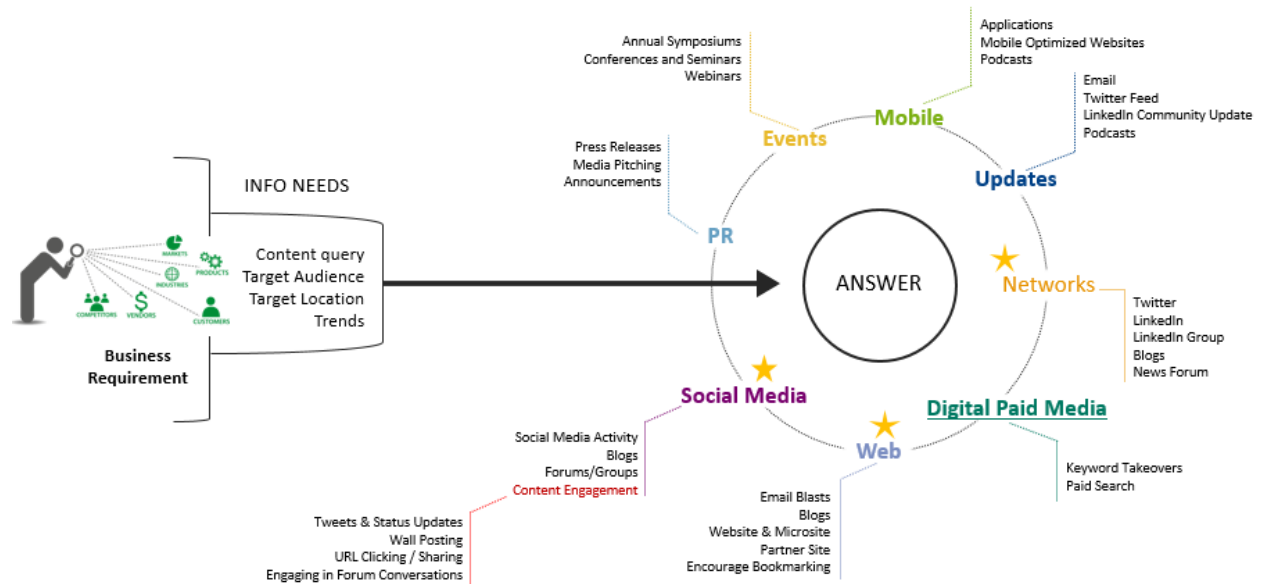
Digital Journey of the Persona



The Digital Eco System

It involves:

- Public Relation (PR)
- Events
- Mobile
- Updates
- Networks
- Digital Paid media
- Social Media
- Web



User Search Demand

High Profile (Niche terms)

Keyword	Volume	Source
Health Economics & Outcomes Research	720	Competitor
KOL Pharma	1600	Competitor
Real World Evidence Healthcare	10	Owned
KOL Research	40	Competitor
rwe data	70	Seed

Medium Considerations

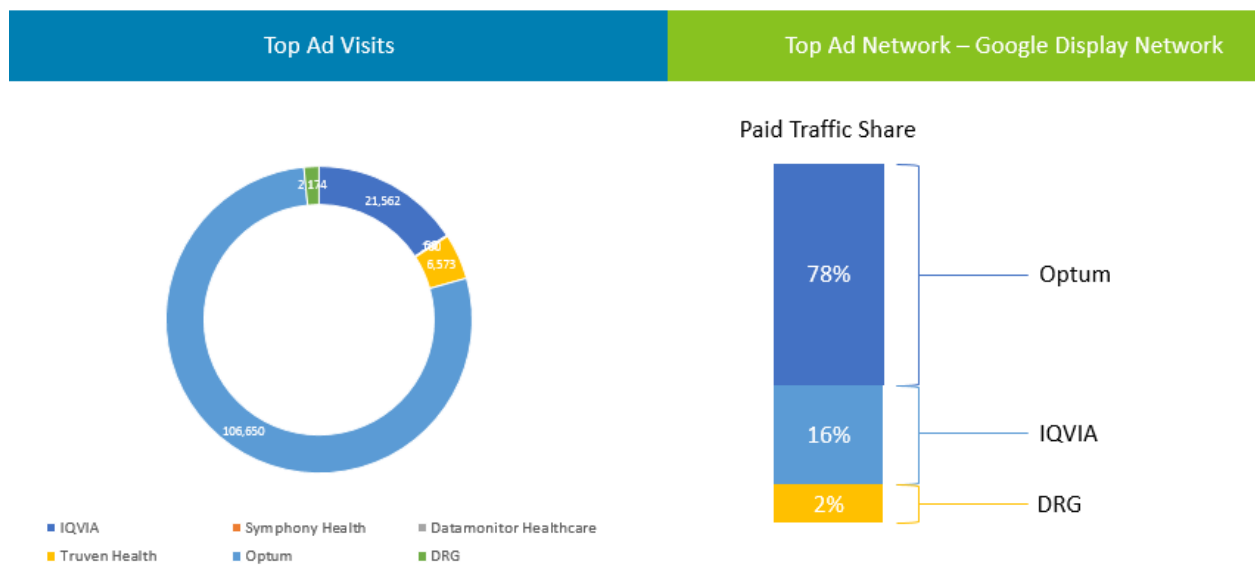
Keyword	Volume	Source
Patient Intelligence	40	Competitor
Pharma Intelligence	590	Competitor

Long Tail

Keyword	Volume	Source
Market Landscape	590	Competitors
Big Data	550,000	Seed

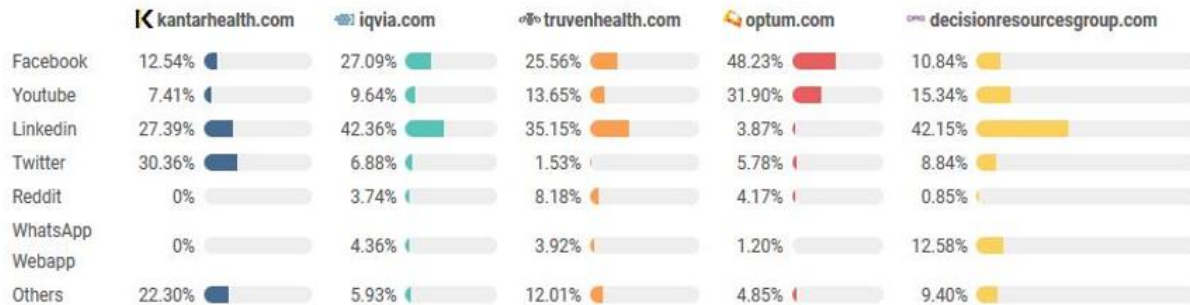
Paid Performance

Optum and IQVIA have the highest traffic share in paid ads, as they are running ads to appear as solution experts for business queries.



Social Traffic

There's a potential to scale up existing traffic from our existing channels. Few competitors are omitted due to negligible social traffic and tool constraints.



Social Content

We looked at our competitors and found that most of the companies are sharing content in the form of Reports, Blogs and Newsroom articles – most of which were specific to these therapy areas.

- Oncology
- Pulmonary
- Alzheimer's insight
- Immuno-oncology trial

We also came up with certain Field-related content themes as below:

- Market Segmentation
- Patient Insights
- Brand Insights
- Brand Merge
- Data Science
- Hereditary Diseases
- Drug Development

The hashtags which were used by our competitors on social media channels like LinkedIn and Twitter are mentioned below:

- #pharma
- #healthcare
- #Alzheimers
- #cancer
- #patientcentricity
- #epilepsy

- #cardiovascular
- #Metabolic
- #pharmaceutical
- #clinicaltrials
- #biomarker
- #bioanalysis
- #PredictiveAnalytics
- #cellandgenetherapy
- #biopharma
- #diseases
- #healthIT
- #medicaldevices
- #digitalhealth

What we have found is that our competitors are not active on social media proactively and often the hashtags they use are inclined towards general healthcare terms, thus, contributing to the impressions for their social posts.

Social Groups

As a part of our research, we also found out therapy-area specific LinkedIn groups where there is a huge opportunity for us to engage with our persona. These groups are:

- Healthcare Analytics & Informatics, Healthcare Analytics, Healthcare Informatics
- Pharma Analytics Buddy
- Life Sciences Business Intelligence

Social analysis

- During the research to gage the social atmosphere of the market, we found that the competitors are out there on Social Media and Digital Touch points but there messaging doesn't follow the social media best practices.
- We found some LinkedIn groups that we could exploit for thought leadership engagement.
- Also, there were potential field experts who our customers are following/engaging as influencers, which became another point of focus that brought us to the conclusion of Influencer marketing.
- An active engagement cycle that uses social media touchpoints as a proliferous and communicator of the constant updates and insights of the organization. This will not only enable SEO related advantages but it shall also enable the brand to be the thought leader and solution provider for the business queries in that field. A company, the expertise and the experts.

Ecosystem Analysis

Builds the understanding of the digital ecosystem interaction of the persona across search queries, influencers, content trends and channel affinity.

SERP Opportunities

Cohesive strategy needs to be adopted for Paid and Organic around these keyword themes.

Keywords	Top Paid Result	Top Organic Result
Global Forecasting	-	gfs.eiu.com
Health Economics & Outcomes Research	-	basecase.com Blog on heor-value-in-healthcare
Big Data	Tableau Ad on 7 things on Big Data	Harvard Business Review on Big Data for Pharma
KOL Pharma	-	Splunk Blog on Essential Guide to Machine Data
Market Landscape	Discover.com Ad on Landscape Marketing	Bridgespan.org Article on Market mapping and Landscape Analysis

Top Referring Websites

We have an opportunity to engage subject specific bloggers and organic news media channels to ensure a good referral traffic.

Competitor Website	Top Referring Website	Percentage of Visits
Kantar Health	biopharmguy.com	4.50%
IQVIA	businesswire.com	15.12%
Global Data	gdresearchcenter.com	4.58%
Symphony Health	-	-
Datamonitor Healthcare	en.wikipedia.org	11.29%
Truven Health	micromedexsolutions.com	14.55%
Optum	liveandworkwell.com	1.97%

Websites mentioning Competitors

All the websites listed here are paid media engagements, we have a potential whitespace of getting featured in various websites with our subject specific thought leadership articles and engaging them with social media.

Website	Feature Type
nytimes.com	IQVIA digital assets got featured here
www.wsj.com	IQVIA digital assets got featured here
www.cnbc.com	IQVIA digital assets got featured here
globenewswire.com	Kantar, IQVIA and Datamonitor Healthcare are leveraging it
www.esquire.com	Kantar digital assets got featured here
nytimes.com	IQVIA digital assets got featured here

Social Groups & News medias

We should engage these social groups as well create a specific group catering information to our persona.

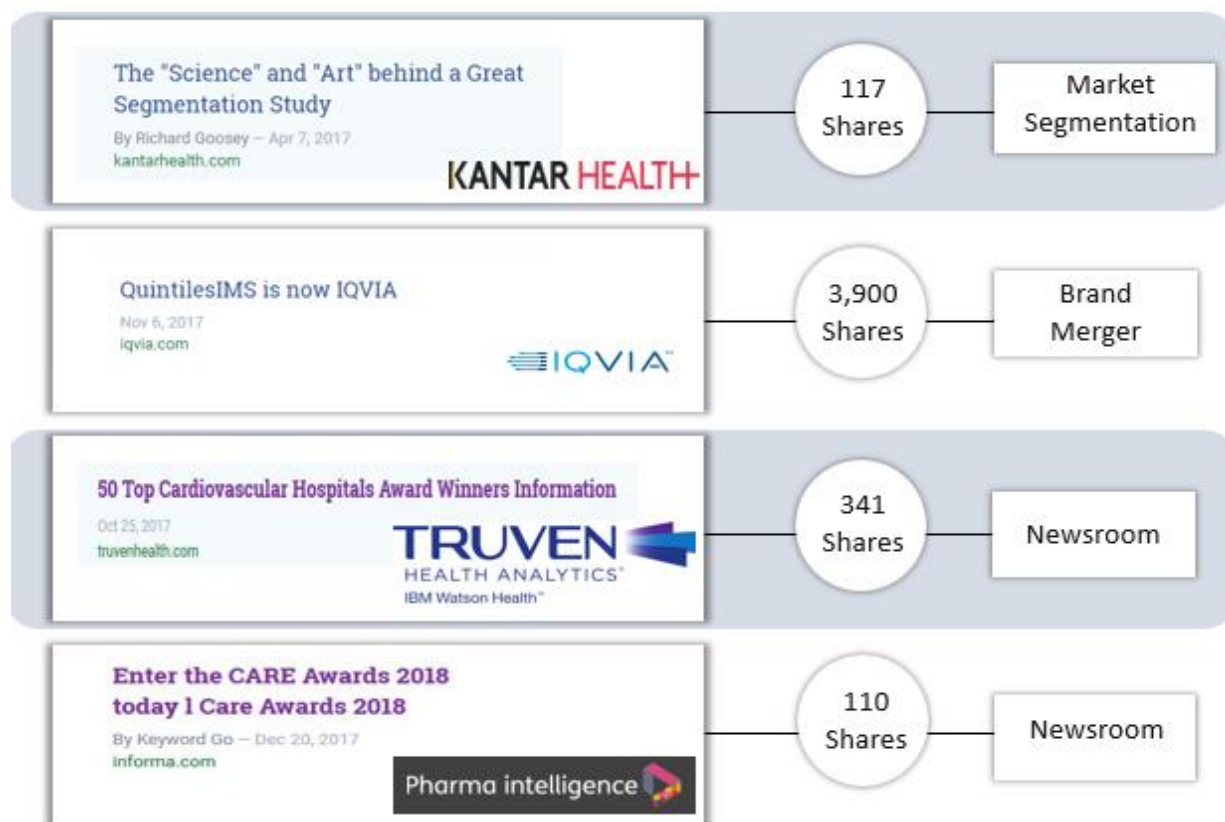
Linked in groups:

- Healthcare Analytics and Informatics, Healthcare Analytics, Healthcare Informatics
- Pharma Analytics Buddy
- Life Sciences Business Intelligence & Advanced Analytics

Top Social Shares

The highlight here is that field best practice and key announcements is garnering higher traction whenever posted.

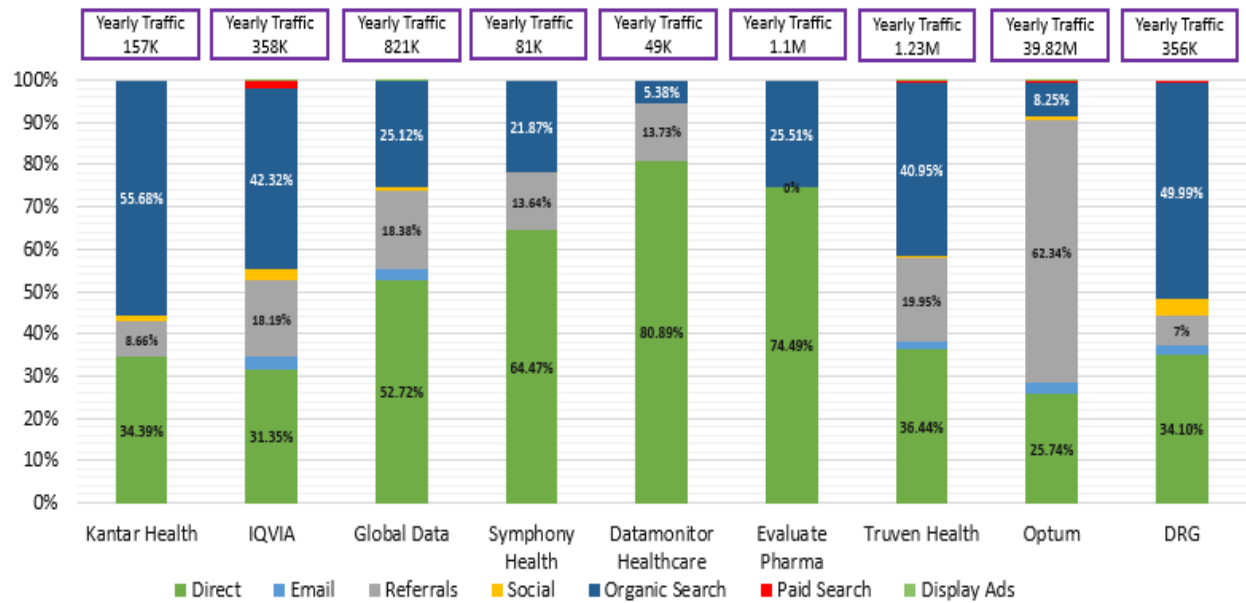
We should consider posting more updates socially.



Competitor Analysis

The need to re-define our organic strategy with optimized pages, keywords on page and better url structures(Ongoing).

Social Media Marketing is not effectively followed by our competitors, we can engage and achieve an edge here.



Key Players Summary

There is a sizable whitespace in Social Media Marketing Campaigns and Engagement driven by a content marketing calendar.

	Kantar Health	IQVIA	Global Data	Symphony Health	Datamonitor Healthcare	Evaluate Pharma	Truven Health	Optum	DRG (DRGA)	DRG
Brand Website	157K	358K	821K	81K	49K	1.1M	1.23M	39.82M	12.5K	356K
Microsite	1	2	2	1	6	5	3	4	-	1
LinkedIn	12k	346k	111k	5.2k	2.4k	2.3k	19K	8.5K		10K
LinkedIn Group										
Twitter	2.5k	5.4k	2k	417	1.2k	3.9k	4.2K	17.8K		963
Facebook	<1K	2.7K	1.6K		<5K		1.5K	25.8K		2.2K
App	AndroidApp	AndroidApp								iTunesApp
Other Channels										

CONCLUSION

The study of ‘Digital Ecosystem Mapping’ helped us understand the buyer persona of DRG as well as their competitors through their digital footprints. This helped us draw an inference to the positive strategies adopted by our competitors and turn them into opportunities for DRG which

would in turn help improve the overall social media presence and gain traction into the website from our target audience.

RECOMMENDATIONS

- Through our study we found out that, most of our traffic is coming from mobile platforms. This means that our target personas are always on the go while surfing and reading any kind of content – hence, they would be attracted to a website that is optimized and loads faster.
- We have observed that our competitors are posting content pieces as and when they come along. Though more social media posts will gain traction but, segregating out these contents into content themes will ensure the people who are visiting these specific pages have an idea of the type of content they can expect on the page.
- The Key Opinion Leaders or Thought Leaders out there on different social media platforms are not as active as our competitors. We can take them up as opportunities and come up with a social media plan wherein people in leadership positions churn out content pieces on a regular basis which would in turn draw traction to the company website.
- As mentioned earlier, though the social media pages are posting content, they are not engaging our readers. Therefore, the social media plan can also include a content plan that list up certain content pieces that would increase the engagement on the site.

Tools Used

- SimilarWeb
- SEMRush
- Google Analytics
- Google Webmasters
- Google Keyword Tool
- MOZ
- BuzzSumo

Terms

- URL Structures –the website URL structure with keywords.
- Content Architecture – The layout of the content pieces on a property. Eg. Webpage.
- Bounce Rate - the percentage of visitors to a particular website who navigate away from the site after viewing only one page.
- Unique Visits - refers to the number of distinct individuals requesting pages from the website during a given period, regardless of how often they visit.
- Cache Policy Checks - Fetching something over the network is both slow and expensive. Large responses require many roundtrips between the client and server, which delays when they are available and when the browser can process them, and also incurs data

costs for the visitor. As a result, the ability to cache and reuse previously fetched resources is a critical aspect of optimizing for performance.