



BULLETPROOF

How to create bulletproof user engagement strategies


Sean Smith
April 21, 2015



What is User Engagement?

“The success or failure of your information project rests on your ability to influence user behavior.”

<http://linkd.in/1H8MIhF>



Partnering For Success - Effective User Engagement Is No Accident

January 2015

Partnering For Success - Effective User Engagement Is No Accident

Why Bulletproof User Engagement Strategies are Essential to Successful Information Projects

I don't know about you, but I don't like to have my name attached to failed projects, abandoned projects, cancelled accounts or lost revenue. I only like winning. So if you're an information buyer, content provider or technology/services vendor - that is, if you're planning an information project - you need to hear this:

"The Success or Failure of Your Information Project Rests on Your Ability to Influence User Behaviour"

That's why, as head of marketing for a leading provider of information management solutions, I make sure we partner with clients to develop and implement user engagement strategies that improve the chances of winning for everyone involved.

Great Content and Technology Are Not Enough

It's funny, people always talk about how important information is, but it's shocking how few people actually use it. Having worked in the information industry for more than 15 years, on both the publishing and the technology sides, I can tell you first-hand that usage stats often belie a grim reality.


Case in point, a few years ago I helped a mid-sized client with an internal information usage review. The results indicated that despite substantial investments in premium content, databases, and technology and training to make intelligence available to everyone, nearly all the respondents said they primarily used Google for their research. Worse yet, most users had almost no awareness of the company's other sources.

The problem at the company was not the content's quality, or the underlying technology. The problem was user behaviour and a failure of the information team, including the vendors, to influence user behaviour.

The High Cost of Low Information Usage

Too often, user engagement is the point where information projects hit a wall, with staggering costs. Aside from the costs of under-used content and technology, ineffective user engagement wastes time and money, damages brands and hurts careers.

Clients lose their investments as the costs of lost productivity mount. Professional reputations and careers can be damaged, with users, management and shareholders bearing the cost. Meanwhile, vendors not only lose the client, but also years of potential renewal revenue and upsell opportunities, perhaps closing the door with that client forever.



By Jay Smith
View author bio

What is Bulletproof?

“A bulletproof user engagement strategy is really nothing more than a marketing plan for your information project that uses tried and true marketing tactics to achieve its goals.”



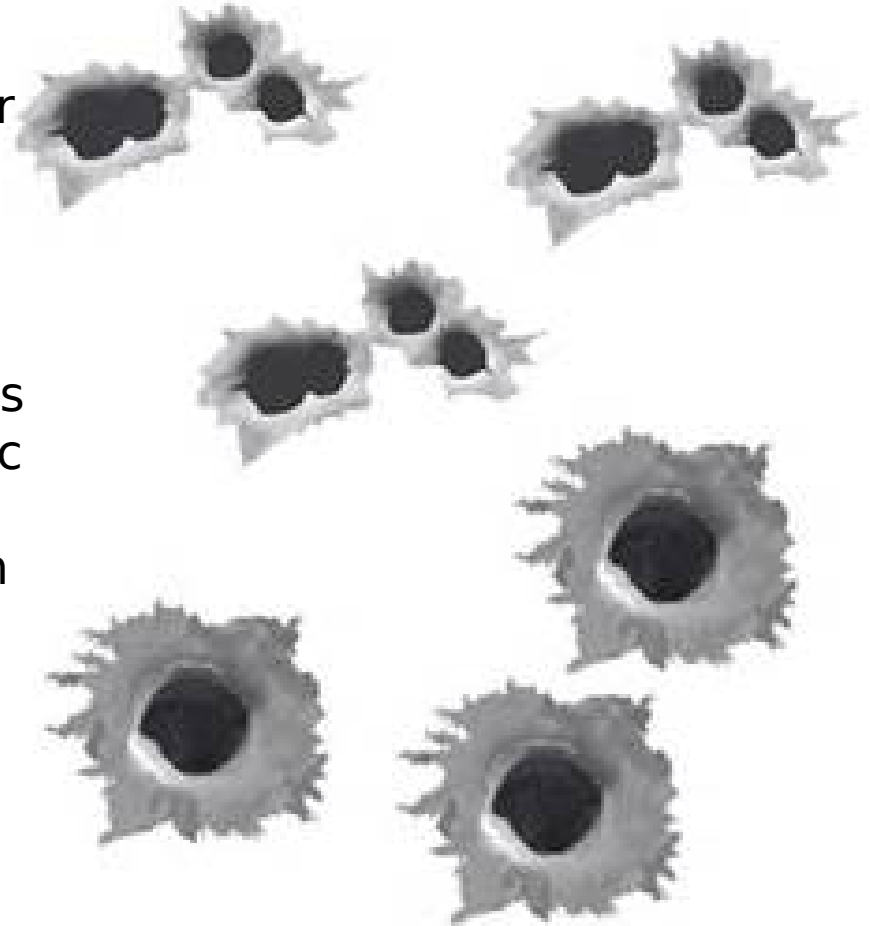
Creating the Plan: Checklist

- ☐ Goals and expectations
- ☐ Ownership and execution
- ☐ Efforts and timeline
- ☐ Benchmarks and ROI



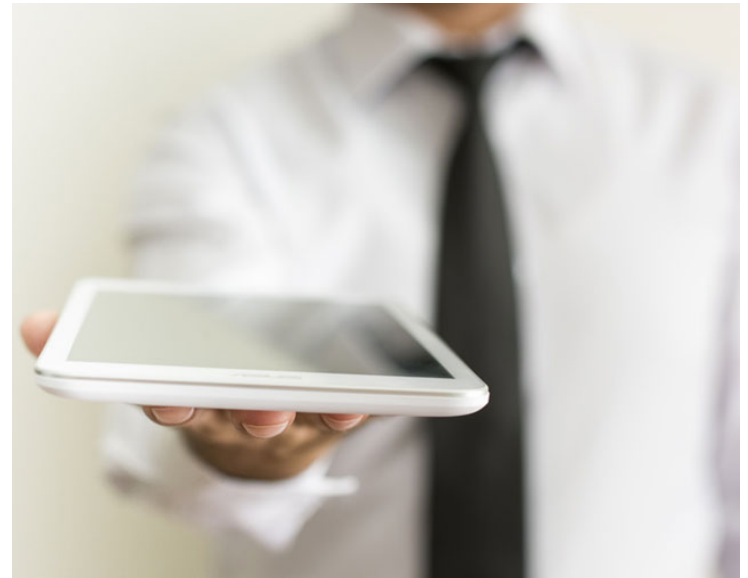
Ready-Aim-Fire

- Challenge: discusses what user behavior needs to change
- Goal: specifies the desired outcome
- Success: defines what, specifically, constitutes success
- Channels: recommends specific channels/approaches
- Messaging: provides all written messages
- Execution: assigns ownership and timeline
- Evaluation: assesses what worked and what didn't



7 Key Elements of Successful Marketing Promotions

- ① Headline/subject line: get their attention
- ② Personalization: Brand yourself!
- ③ Cut to the chase: Why are you writing?
- ④ What's in it for me (3 main benefits)
- ⑤ Call to action: Make it clear, easy and prominent (high up and repeat)
- ⑥ Urgency: Why now? Due date?
- ⑦ Close: Don't forget the PS.



Promotions

- Launch
- Registration
- Training Sessions
- Training Resources
- User Groups
- Driving Usage*
- User Surveys
- Demonstrating ROI



Channels

- Email messages
- Banner ads
- Announcements
- Influencers
- Posters/Slides
- Surveys
- Guerilla tactics
- ROI Presentations



Email

Email 1 - (timing TBD)

Subject line: New: PipelinePlus makes pipeline research faster & easier than ever!

***Introducing PipelinePlus – [Register Today](#) ***

Hello,

I'm writing to tell you about PipelinePlus, the newest drug pipeline research tool from [Department] that makes it easy to get and automate consolidated drug pipeline data from multiple sources with **ONE simple search**.

Find out how you can do comprehensive drug pipeline research in *minutes rather than hours*. [Click here](#) to register now.

PipelinePlus makes drug pipeline research as easy as 1, 2, 3

1. Search the top databases with ONE simple search.
2. Get the consolidated results in seconds.
3. Output to Excel and create charts with the click of a button.

{Insert compelling Product image here}

Plus save and automate your favorite searches, receive alerts and more.

PipelinePlus registration is now open to [Company] employees that do/use drug pipeline research. Learn more about PipelinePlus on [\[Company Portal\]](#).

Seats are limited—[sign up today!](#)

We're here to help! If you have any questions, please let me know how we can help.

Sincerely,

[Contact Name]

[Department]

P.S. – PipelinePlus is easy to use and training will be available for all users.

Email

Email 2 - (timing TBD)

Subject line: Automate and simplify your drug pipeline research

***Introducing PipelinePlus – [Register Today](#) ***

Hello,

Do you use drug pipeline data from *Adis R&D Insight, Cortellis, IMS R&D Focus* and/or *PharmaProjects*?

If so, you will want to know about PipelinePlus, the newest drug pipeline research tool from Business Technology & Competitive Intelligence that makes it easy to get and automate consolidated drug pipeline data from multiple sources with **ONE simple search**.

Find out how PipelinePlus can help automate and Phase simplify your drug pipeline research. [Click here](#) to register now.

PipelinePlus makes drug pipeline research as easy as 1, 2, 3

1. Search the top databases with ONE simple search.
2. Get the consolidated results in seconds.
3. Output to Excel and create charts with the click of a button.

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Sincerely,

[Contact Name]
[Department]

P.S. – PipelinePlus is easy to use and training will be available for all users.

Email

Email 3 - (timing TBD)

Subject line: Think drug pipeline research is too difficult & time consuming? Think again.

***Introducing PipelinePlus – [Register Today](#) ***

Hello,

Until recently searching drug multiple drug pipeline databases and consolidating the data could be a complex and time consuming endeavor.

Not anymore: PipelinePlus, the newest drug pipeline research tool from Business Technology & Competitive Intelligence that makes it easy to get and automate consolidated drug pipeline data from multiple sources with **ONE simple search**.

Find out how just how easy it use to PipelinePlus. [Click here](#) to register now.

PipelinePlus makes drug pipeline research as easy as 1, 2, 3

1. Search the top databases with ONE simple search.
2. Get the consolidated results in seconds.
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Seats are limited—[sign up today!](#)

We're here to help! If you have any questions, please let me know how we can help.

Sincerely,

[Contact Name]

[Department]

P.S. – PipelinePlus is easy to use and training will be available for all users.

Email

Email 4 - (timing TBD)

Subject line: Hurry, there is still time to register for PipelinePlus

***Introducing PipelinePlus – Register Today ***

Hello,

There is still time to register for PipelinePlus, the newest drug pipeline research tool from Business Technology & Competitive Intelligence that makes it easy to get and automate consolidated drug pipeline data from multiple sources with **ONE simple search**.

Find out how PipelinePlus can help automate and simplify your drug pipeline research. [Click here](#) to register now.

PipelinePlus makes drug pipeline research as easy as 1, 2, 3

- Search the top databases with ONE simple search.
- Get the consolidated results in seconds.
- Output to Excel and create charts with the click of a button.

{Insert compelling Product image here}

Plus save and automate your favorite searches, receive alerts and more.

PipelinePlus registration is now open to [Company] employees that do/use drug pipeline research. Learn more about PipelinePlus on [\[Company Portal\]](#).

Seats are going fast—[sign up today!](#)

We're here to help! If you have any questions, please let me know how we can help.

Sincerely,

[Contact Name]

[Department]

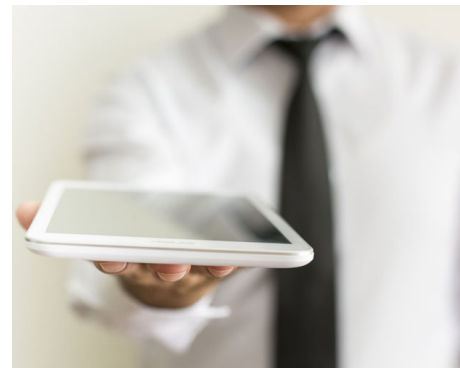
P.S. – PipelinePlus is easy to use and training will be available for all users.

Banner Ads

New from [Company] and [Department]

**Drug pipeline research
just got a whole lot faster
and easier!**

**Introducing PipelinePlus - [Register
Now](#)**



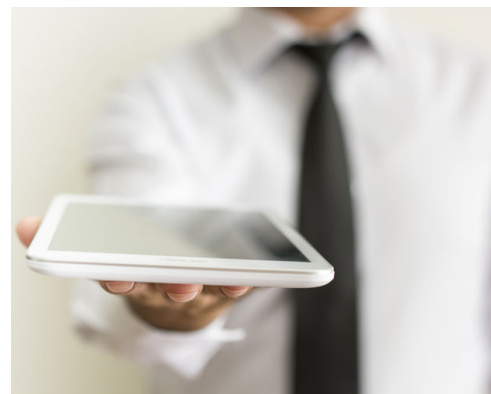
(NOTE: these can be placed on Portal, library pages, in newsletters, etc. We can make to specification.)

Banner Ads

New from [Company] and [Department]

Drug Pipeline Data Made EASY!

**Introducing PipelinePlus - [Register
Now](#)**



(NOTE: these can be placed on Portal, library pages, in newsletters, etc. We can make to specification.)

Text Announcements

Sample Text Ad 1

Drug pipeline research just got a whole lot faster and easier!

Introducing PipelinePlus, the newest drug pipeline research tool from [Co./Dept.] that makes it easy to get and automate consolidated drug pipeline data from multiple sources with **ONE simple search**.

Find out how PipelinePlus can help **automate and simplify** your drug pipeline research. [Click here](#) to register now. (Seats are limited)

Text Announcements

Sample Text Ad 2

Finally, Drug Pipeline Data—Made EASY!

Introducing PipelinePlus, the newest drug pipeline research tool from [Co./Dept.] that makes it easy to get and automate consolidated drug pipeline data from multiple sources with **ONE simple search**.

Find out how PipelinePlus can help **automate and simplify** your drug pipeline research. [Click here](#) to register now. (Seats are limited)

Text Announcements

Sample Text Ad 3

Think drug pipeline research is too difficult & time consuming? Think again.

Introducing PipelinePlus, the newest drug pipeline research tool from [Co./Dept.] that makes it easy to get and automate consolidated drug pipeline data from multiple sources with **ONE simple search**.

Find out how PipelinePlus can help **automate and simplify** your drug pipeline research. [Click here](#) to register now. (Seats are limited)

[Alternate call to action] HURRY, there's still time to [register](#) for PipelinePlus!

Influencer Emails

Sample Email *(Send email mid- to late-campaign).*

Subject line: An important message about PipelinePlus from [name], SVP Research [title]

Hello,

By now you've probably seen various announcements introducing **PipelinePlus**, the newest drug pipeline research tool from [Co./Dept.] that makes it easy to get and automate consolidated drug pipeline data from multiple sources with **ONE simple search**.

If drug pipeline data plays an important role in your work, and you have not already done so, please take a moment to **register for PipelinePlus**.

As you know [Company] invests heavily in drug pipeline data resources to help you make more informed decisions and maintain our competitive advantage. PipelinePlus helps automate the searching and consolidation of pipeline data from multiple sources. It improves efficiency and accuracy of analyses, promoting more educated portfolio investment decisions. PipelinePlus also allows us to devote more time to analysis/insight generation, and ideally, identify opportunities sooner.

To learn more about PipelinePlus, please click here.

Thank you.

[Name], [Title]

PS - Special thanks to all those who have already signed up.

Posters/Slides

New from [Company] and [Department]

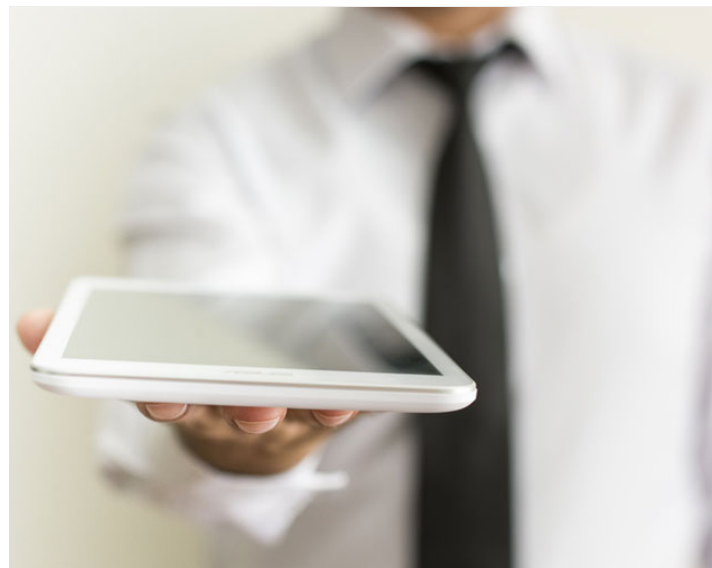
Introducing PipelinePlus

The fastest, easiest way to search multiple drug pipeline databases, automate searches and create reports.

Sign up today!

Contact

**email@company.com for
more details**



Surveys

Some general guidelines to consider about user surveys:

- Surveys should be short with no more than five to seven questions. Use multiple surveys if needed.
- Surveys should be automated for easier distribution and tallying.
- Since respondents are self-selecting, survey results cannot be considered statistically valid. They do provide anecdotal evidence that can be helpful in decision-making.
- Use a combination of multiple choice or sliding scale questions.
- Avoid neutral responses, force respondents to choose either one direction or the other (e.g., users are either “somewhat satisfied” or “somewhat dissatisfied” but not neutral—neutral means nothing).
- Avoid open-ended questions (most respondents won’t answer them).

Guerilla Tactics

- Free food (bagels, fruit, pizza)
- Email signatures
- Contests
- Brown bag lunches
- Content emails
- Use your imagination!



ROI Presentations

- Selling up the food chain
- Create credible success narratives
- BLUFF – Bottom-line up front fast
- Usage stats
- User survey data
- Testimonials
- Benchmarks



Email me for our white paper
sean.smith@infodesk.com

ROI Presentations

Note: The following presentation was created to show how PipelinePlus is expected to impact [Company]. Calculations are shown and can be adjusted upward or downward based on actual results.

Pipeline is expected to:

- Save [Company] between \$1.5 and \$6 million and tens of thousands of research hours in first year alone.
- Increase research productivity and improve accuracy of results (derive more value from current pipeline database investments).
- Facilitate analysis and decision making.
- Decrease missed opportunities.

ROI Presentations

Assumptions

- Simple research 1-2 hours, Complex research up to 40-60 hours; Avg. project takes 10 hours.
- Usage varies from user to user (overall avg. of 1 project per month per user).
- 250 researchers
- Avg. hourly rate \$68

Save time & money

- Reduce the time and cost of current research efforts by estimated 75% or more.
- 250 users @ avg. hourly rate of \$68
- 10 hours per month (x12) = 2,500 x 12 = 30,000 hours
- 30,000 x \$68 = \$2,040,000
- **Savings: \$1.5+ mil.**

ROI Presentations

Increase usage & save money

- Increase the number of research projects by 100-300% and reduce the time and cost of those efforts by estimated 75% or more.
- 250 users @ avg. hourly rate of \$68
- 30 hours per month (x12) = 7,500 x 12 = 90,000 hours
- 90,000 x \$68 = \$6,120,000
- **Savings: \$1.5 - \$4.5 mil.**

Increase productivity & improve accuracy

- It is hard to quantify the value of increased research productivity and improved accuracy of results, but we can measure the increased usage of existing databases.
- For example: If database X costs \$100k per year and was searched 10,000 times in 2014 at cost of \$10 per search. If we increase usage by 100-300% in 2015 it will decrease the cost per search to as low as \$1.25 per search.

ROI Presentations

Facilitate analysis & decision-making

- The goal of CI is to facilitate analysis and decision making.
- Pipeline is expected to contribute directly to this goal by speeding research and delivery of funnel charts and other competitive intelligence.
- What is the value of faster deliverables?

Decrease missed opportunities

- What is the cost of a missed opportunity or acquisition?
- For example: If another company acquires a smaller company, drug or therapy for X price, and earns X \$mil., that is the cost of that missed opportunity.
- PipelinePlus is expected to decrease missed opportunities for [Company] and increase its competitive position.

Questions?



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