

Survey of Top Pharmaceutical Companies What Other Companies Like Yours Are Doing In Social Media

The pharmaceutical industry some unique challenges when it comes to marketing through social media marketing. As precarious as the social media landscape can be, it's even riskier for brands to avoid the conversation. Here are five fast facts from a recent survey about the pharmaceutical industry and social media.

50%

Motivating Events

50% of companies would make a social media change if a social media crisis happened

User Generated Content Created

0 – 1K pieces per month:	57.14%
1k – 10k pieces per month:	23.81%
10k – 25k pieces per month:	7.14%
25k – 100K pieces per month:	4.76%
100k+ pieces per month:	7.14%

48%

Social Media Results

48% viewed increasing sales through social media as their number one priority



Requested Reports

Social Media Competition Reports & Annual Audit Reports

71%

Global Reach

distribute products around the world

#1

Pain

We cannot quantify an ROI for our social media