WHITE LAB

Our short trainings

DURATION :
30 MINUTES TO 2 HOURS

1 HCP portals and Websites

How to build your strategy depending on the different roles of your website or portal?

How to choose your tactics and what are the outcomes? (ex. Self service – Community – SEO / SEA…)

Tips and tricks on implementation : (CTA - A:B testing - Usability…)

How to choose the right KPIs and how to follow the success of your website?

2 How to engage your HCPs by emails?

How to build your email strategy?

How to implement your email tactics? (ex. Building your email lists, choosing the content depending on your HCPs profile, what's the best practice in terms of email anatomy …)

Tips and tricks / challenges and solutions on email engagement

How to Measure? (exposure - interaction - engagement)

3 Mobilizing your communication towards HCPs

How to build your Mobile strategy?

How to define your tactics (responsive website, app, SMS…) according to your customers needs?

What's the best way to implement your tactics in terms of content and solutions?

How to measure your success?

4 Digitizing your reps : Tablet detailing and teledetailing

How to build your strategy depending on coverage, frequency...
How to motivate your team to adopt your strategy?
How to implement your tactics efficiently?
How to measure your success using behavioural indicators and
communication indicators?

5 Social Media Engagement

How to build your social media strategy depending on your resources
and objectives?
How to implement your tactics efficiently? (ex. how to build a viral
marketing content, social sharing, how to build or localize your
policy...)
Tips and tricks on building your content on social media
How to measure your success?

6 Effective communication towards your HCPs

How to build your communication strategy depending on your HCPs
behaviour?
How to choose your eMedical tactics : Online medical education -
webconference – Webinars -Virtual congresses – Webcast – Short
videos – KOLs interviews – eMSL...
Tips and tricks on implementation : webinars, webcasts,
eMSLs...Best practices
How to measure your success?