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Social Media Insights

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Interested in Social Media Marketing?

As previously announced, social media marketing is launching in Q3 of this year for interested markets. Please contact [Jim Lefevere](#) if you are interested in participating.



Social Media Marketing: An Introduction to Engagement

By: **Rodger Johnson**

According to multiple research firms, social media now surpasses traditional media globally. This shift away from traditional media such as magazines and newspapers to online is the biggest change to marketing in the last 15 years. In fact, people are spending nearly 34 percent of their time online and much of that time is in social networking Web sites such as Facebook, Twitter, and YouTube. Marketing today is a conversation and that conversation is happening online.

We have the opportunity to use social media and drive our business, while passionately enabling success for our current and potential customers. Over time, people have developed a love/hate relationship with companies.

They want to be engaged, respected and see what others are saying about a company. Some want to be part of innovation cycles, such as the development of future products. Many companies are using



social media, which allows this to happen. At Roche, we have a unique opportunity to use lifestyle content in a way that has never been used before. With the use of social media tools we can address the following:

- Build trust. People go online to find people and information they trust.
- Show the human face of Accu-Chek – people trust people, not institutions.
- Overcome the perception as "scientific, clinical, and faceless."
- Talk about diabetes and health information--not technical product features/benefits.

Before the invention of social media tools positive stories about a company or product spread slowly, sometimes not at all. If people wanted to express their satisfaction with a product or service, a happy customer was limited to whom he or she could speak. They could only express their ideas with a sales representative and maybe one or two close friends. Even that was limited because geography and computer technology restricted how they communicated.

Essentially, social media increased the rate and reach of customer communication. Blogs and social networking sites (Facebook, MySpace and Hi5, for example) allow people to communicate a story about how a product changed their life. With social media, personal testimonials can spread to millions of people within minutes. And health-related content can circulate quickly to global audiences. Messages can literally travel the globe in a short time. This can have far reaching effects on a company's brand and reputation, not to mention its sales.

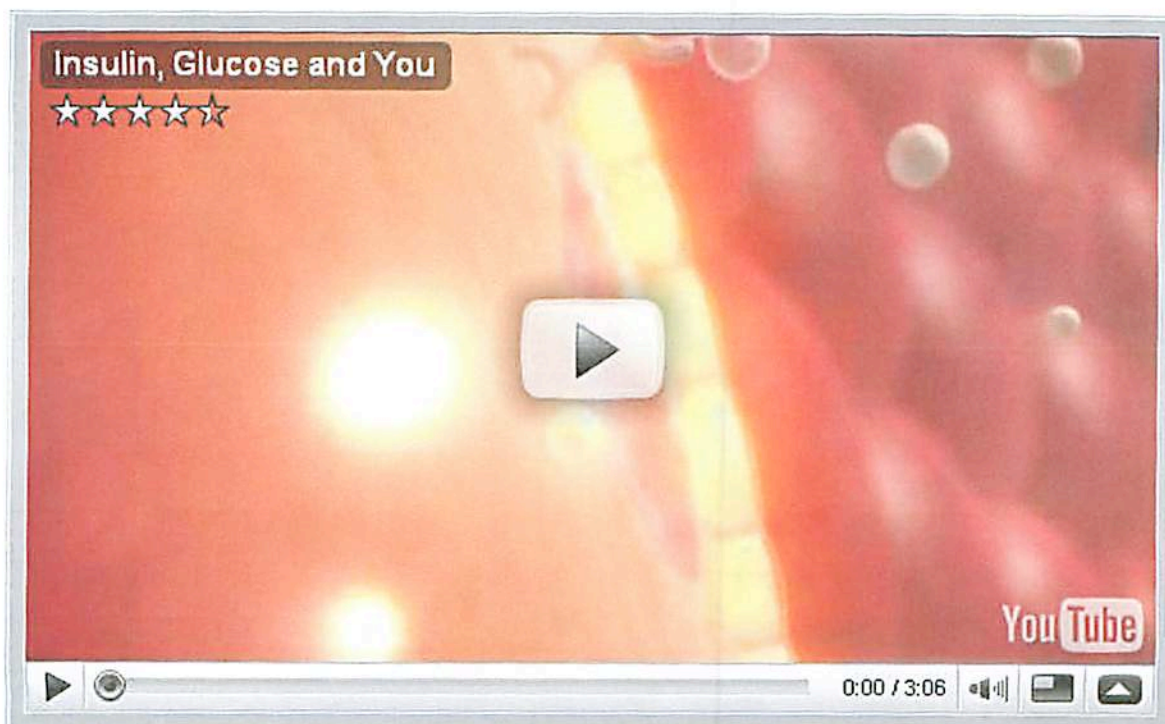


Visiting social networking sites are now the fourth most popular activity on the Internet, and the adoption rate of social media is increasing rapidly. Two-thirds of the world's

Internet population visit social networking or blogging sites, accounting for almost 10 percent of all Internet time, according to a new Nielsen report " Global Faces and Networked Places." The story is consistent across the world, 'Member Communities' have taken a foothold in every major market from 50 percent of the online population in Switzerland and Germany to 80percent in Brazil. Facebook has become the largest player on the global stage,

Among the fastest growing markets, Germany, the United Kingdom and Switzerland have seen double-digit percentage growth in just one year. Time spent on Facebook has increased by over 500 percent, according to Nielsen Online Global Index. You would think teenagers and young adults would be the fastest growing populations to use social media. Not so. In terms of sheer audience numbers, for example, the greatest growth for Facebook has come from people aged 35-49 years of age, up 24.1 million since last year. Furthermore, Facebook has added 13.6 million people between 50-64 years old.

More than joining online social networking communities, "more online users are consuming health content," according to "Social Media in Health: Trends and Tactics to Increase Participation," a joint report by Forrester and Jupiter Research. As of last year, there has been a 20 percent increase in user-generated content related to health issues by online users, the same report cites. According to YouTube sources, "People are watching hundreds of millions of videos a day." For example, Sanofi Aventis' instructional video "Insulin, Glucose & You" has been viewed over 53,000 times. Greg's Journey, a diabetic's testimonial about using Sanofi Aventis' products and how that's improved his diabetes management has been viewed over 34,000 times.





To see these online social networks emerging is not surprising. Social networks are one type of social media tool that allows anyone with a computer and Internet access to communicate and grow communities online to learn, share and engage with others.

While social media has quickly become a mainstay of marketing worldwide, it offers a new opportunity to engage and listen to people. One of the leading Web 2.0 experts has asked this question of businesses regarding social media. "If a conversation happens, and you're not there to hear it, does it still happen?"

Founder of Future Works, Brian Solis says, "Yes." This is important because companies no longer have control of their message and need to join the conversation in order to build trust and relationships with people.

To adopt social media we must be fully committed to long-term change and support in order to fully harness its power and impact. Social Media is a business commitment to building the brand and relationships by directly engaging with consumers.

In our next newsletter will show you how social media impacts our marketing efforts and what we are doing to launch social media marketing globally.

Need marketing strategy consultation, program implementation assistance, or decision support? Please contact the global Accu-Chek Internet Marketing team. (Note: All support requests should continue to be sent to the indianapolis.accmsupport@roche.com mailbox.)

CONTACT INFORMATION

Support Requestsindianapolis.accmsupport@roche.com**Accu-Chek Web Guidelines**<http://awig.accu-chek.com>username: *accu-chek*password: *build42*

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Gossip site

18,000 hits
in 2 months.

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