



## AMURA - SUCCESS STORY





## About The Client

Glenmark Pharmaceuticals is a global, research-led pharmaceutical company with 15 manufacturing facilities and 3 R&D centres across the world.

The brand approached Amura with a view to collaborating on the dermatological arm of the company, more specifically on a unique content marketing initiative designed to drive brand recall and prescriptions.





# Challenges



## For dermatologists

Patients today first conduct research on the internet rather than referring to doctors Lack of reach and a direct connect with patients



## For patients/users

Lack of trusted, verified content available on the internet



## For Glenmark

Reduced face time with doctors  
Resulting reduction in brand recall among doctors, affecting the number of prescriptions



## The Solution

Digital media was an apt answer to these modern day challenges.

Thus was born Skin and Hair Academy, a website full of verified information on all skin and hair-related problems and an online listing portal for dermatologists across the country.

With this portal, we aimed to engage users online with verified content, make the brand a thought leader in skin and hair-related healthcare among consumers, and connect users with doctors on the portal - thus sending a significant number of leads to doctors and consequently increasing brand recall among the dermatologists.



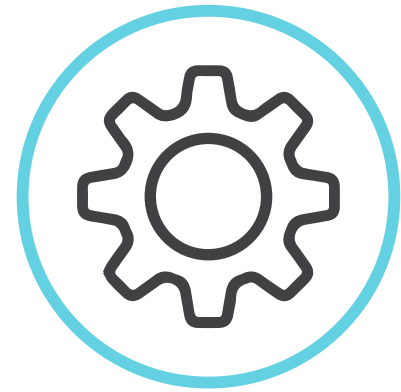


## The Strategy

We followed a 3-step strategy to success:

- We conducted thorough keyword research to understand what users were looking for, what sort of concerns they were facing.
- We created a content calendar with the Help-Hub-Hero strategy, which ensured we consistently published interesting content and created a variety of touch points for users.
- We ensured we planned a website with attention to user experience, doctor-written or verified articles, tags for all articles to facilitate content discovery, plenty of interactive features and a dedicated find-a-dermatologist section.

The 'Find a Dermatologist' section was planned to be a directory of doctors (filterable by city and neighbourhood) that users could scroll through and get in touch with at the click of a button, or schedule an appointment,



# The Execution

## Content:

To engage the segments of new users and returning audiences, targeted content was floated through content buckets of:

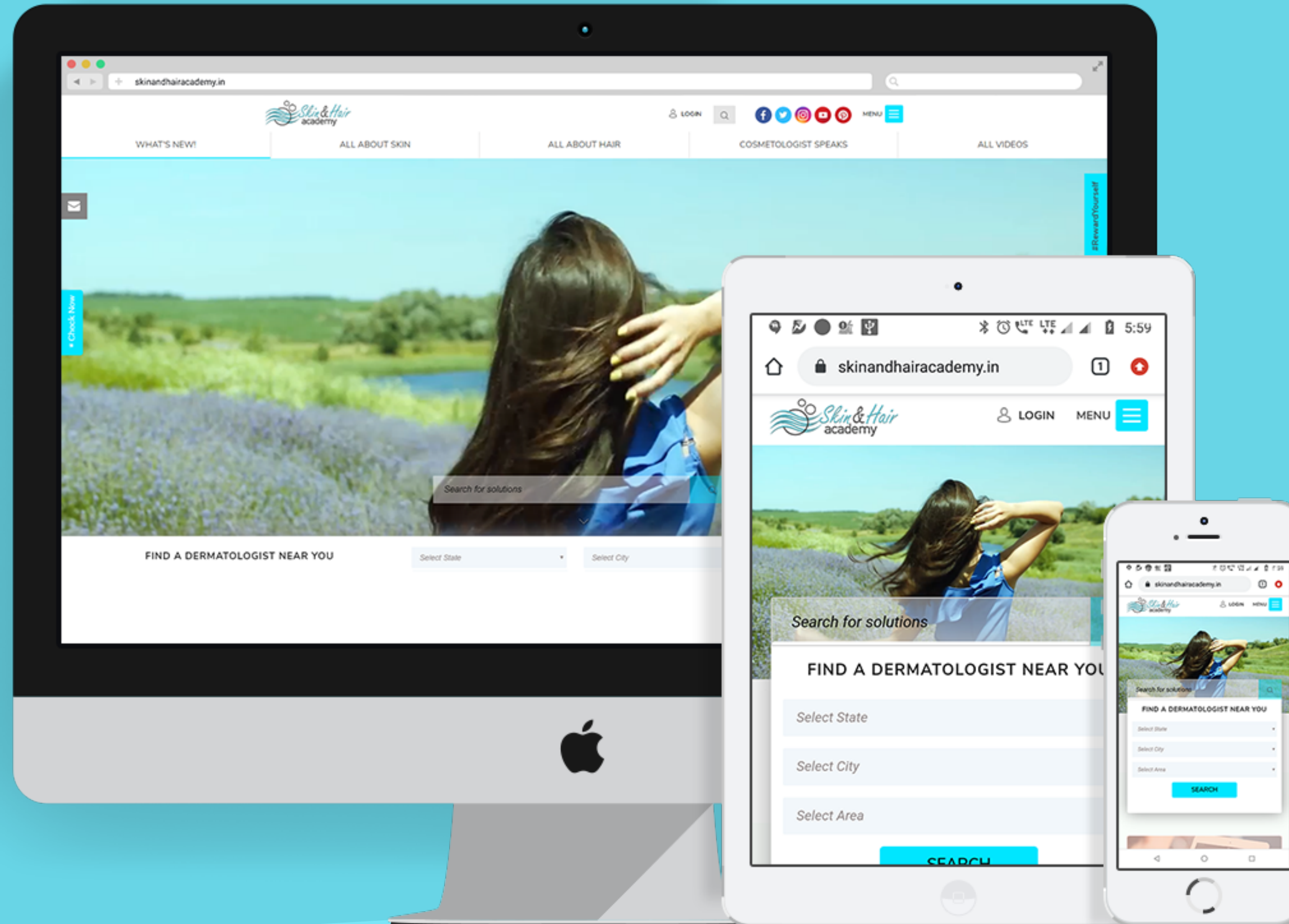
- All about skin
- All about hair
- What's new
- Cosmetologist Speaks
- Videos

We also created a lot of anchor-led video content, featuring interviews with dermatologists and skin/haircare specialists to ensure engagement.





amura



## SEO (Search Engine Optimisation)

In-depth keyword research found a variety of search users were making to address their concerns and gain information. This not only formed the basis of our content but also defined our organic success metrics.

In the meanwhile, we also shortlisted dermatologist-related keywords to capitalise on users looking particularly for dermatologists in their city/vicinity.

Weekly audits and a strong on-page optimisation approach helped keep the fast-expanding site within control and optimised. Off-page posting and backlinking strategies ensured our content was made discoverable around the web.





## Paid Media/PPC

Paid media efforts complemented our organic strategies. As we realised that hair loss was turning out to be a major drawing point for users, in addition to the immediate access to dermatologists, we launched 3 paid media campaigns: one targeted to the website homepage, one targeted toward hair loss in women and one lead generation targeted toward affiliated dermatologists on the website.

### Homepage campaign

Was run on Facebook, Google as well as leading content marketing platforms such as Taboola fetching over 120 million impressions. The CPC was brought down to Rs.3.39 and Cost Per Visit was brought down to Rs.5.24 respectively, 60% lower than previous best results.



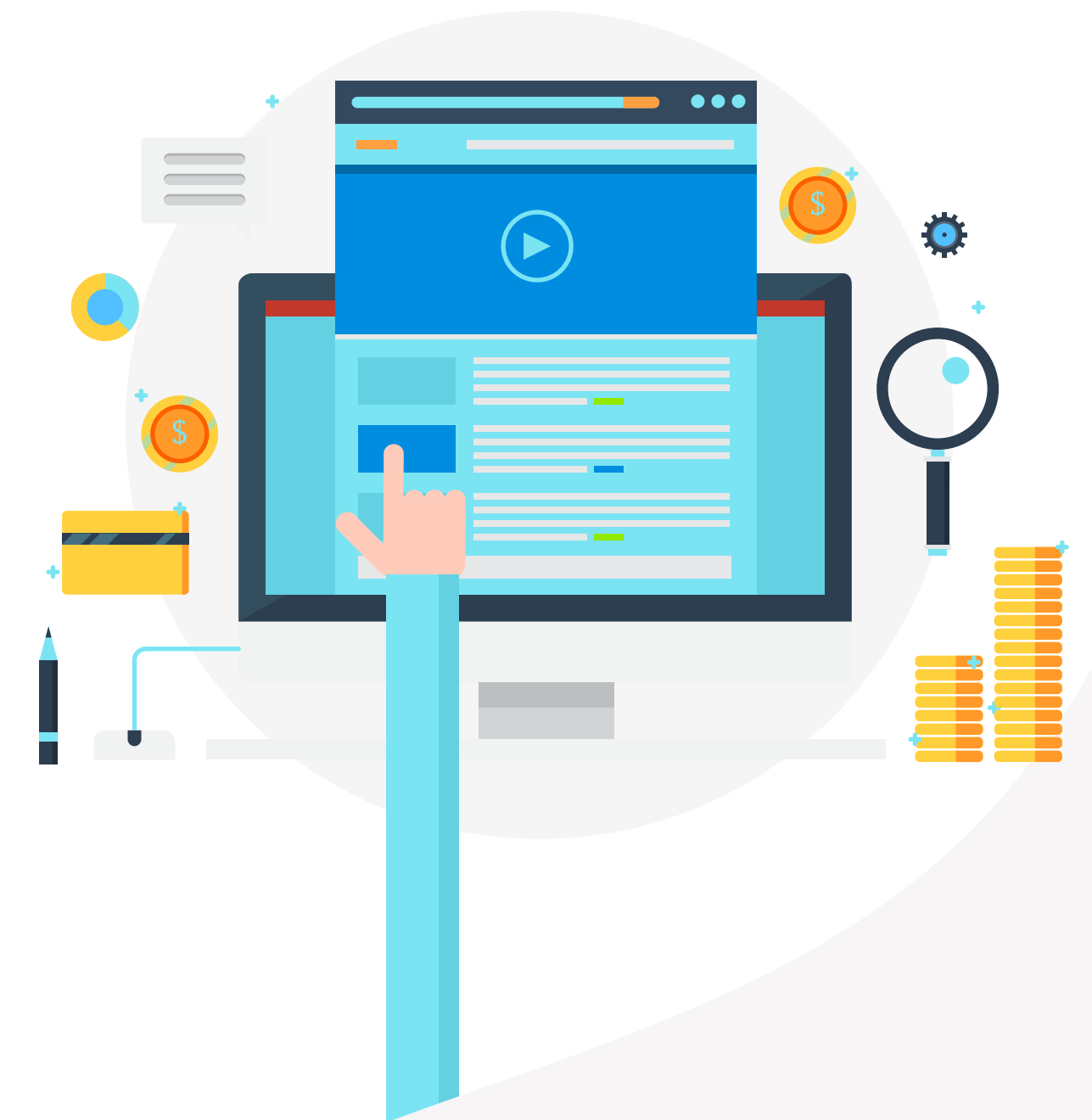
### Hair loss in women campaign

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### Dermatologist campaign

Was run on Google and Facebook. It brought the CPC down to Rs.3.04 and the Cost Per Visit to Rs.7.11.

The results achieved for each campaign were well below targeted numbers with the right combination of ad targeting, contextual advertising and remarketing.



## Social Media

Amura's dedicated social media team established an all-encompassing presence on Facebook, Twitter and Instagram for Skin & Hair Academy to promote onsite activities. The target for social media was to maximise traffic to the site.

### Skin score & hair score quizzes

These interactive quizzes, designed by Amura with the help of a professional dermatologist, drove high traction on the website.

### Video series promotions

The videos were posted on social media and boosted for optimum video views and more time on site.





### Promoted blog posts

The posts were shared via social media plugins on the site to promote website visits and more views.

### Calendar events

Calendar events were propagated on all social media pages to boost brand engagement

### Aggressive ORM

Over 50 queries were answered everyday, received via Facebook messenger, as comments on ad campaigns/newsfeed posts as well as on Instagram and Twitter posts.


The social media strategy also included engaging contests with crowdsourced content and giveaways to boost brand engagement.







Isn't It Time To Start  
**Shielding Him?**





**#Men  
OfShield**





**La Shield FISCO**  
Matte Sunscreen Gel


50 g

25% Micronized Zinc Oxide  
SPF 50+  
PA+++

Dermatologically tested

Water resistant up to 8 hrs  
Chemical litter free

**Your Long-Lasting Shield  
From UV Sun Rays**





**Dr. Kiran Godse**  
Recommends  
Taking A Cool Shower  
To Find Relief



Dermatologist-Cosmetologist,  
Navi Mumbai

*Cosmetologist* SPEAKS

A patient education series  
from Skin and Hair Academy





## Skin & Hair Academy

May 25 at 1:03 PM • 🌐

Acne can be stubborn and in some cases can last a lifetime. Watch the video for ingredients that can help lighten and get rid of acne scars completely... [See More](#)



SKINANDHAIRACADEMY.IN

**Ingredients To Get Rid Of Acne Scars**

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## Skin & Hair Academy

May 22 at 4:13 PM • 🌐

Wearing tight clothes while exercising, not showering after sweating, and not exfoliating the back side properly can increase chances of acne appearin... [See More](#)



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**Learn To Reduce And Stop Back Acne**

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# Streamlining the dermatologist touchpoint

In order to facilitate smooth conversations with doctors, we integrated cloud telephony with IVR into the portal, for anyone looking to get in touch with dermatologists.

This streamlined the user experience for callers and allowed them to connect with over 1100 medical professionals and experts at the click of a button.



## Rewards & Gamification

In order to boost engagement and returning traffic, we gamified certain engagement parameters on the websites. Registered members could earn points for every share, like, comment they posted, every recommendation they put in and even every quiz they attempted.

The points could then be redeemed for any of the skincare or hair care products.



## Results

Our efforts paid off with great results! In less than a year, we received:

**4 million**

Visitors

**350,000**

Avg. monthly visitors

**3 minutes**

Avg. time on page

For our affiliated doctors, the portal managed to attract an impressive **100 appointments per doctor!**

Skin & Hair Academy filled a void in the content discovery journey for patients as well as the brand-doctor relationship and turned out to be a huge success! Within just a year, the portal has proved to be beneficial for users, dermatologists and the brand.





Growth Marketing. Engineered.

**Enquire Now**

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