

Submitted by:

Adrienne Foley

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1. Research

- **Situation:** [AllianceRx Walgreens Prime](#) is a specialty and home delivery pharmacy that provides expensive, high-touch medicines for patients with rare diseases and chronic conditions. Formed between two companies (the event), each with its own brand reputation, AllianceRx Walgreens Prime was a new brand to the market, but had the expertise and skill of team members from its parent companies. To help its key publics understand more about its value story, the company launched its social media channels in 2019, followed by a corporate blog in 2020.
- **Problem statement:** AllianceRx Walgreens Prime is a new pharmacy in the market with little brand reputation and few external platforms to promote its value story resulting in awareness and trust.
- **Research:** Based on the opportunity, we conducted secondary informal research in the form of a competitive analysis, including reviewing competitor websites with and without corporate blogs. For those companies with corporate blogs, an inventory captured its blog name, authors, frequency of posting, types of posts, length of posts, and category listing of blog stories. Several direct competitors have corporate blogs – posting on the blog varied from once a month to several times per week, depending on company size. Another key takeaway was that video was a valuable component of blog stories, and often drove engagement. This research helped AllianceRx Walgreens Prime determine the type of content its competitors were publishing and confirmed the need to develop a corporate blog to remain at parity with the market. Research also indicated the primary audience of corporate blogs are payer clients and pharma partners.

2. Planning

- **Team:** The external communications manager served as project lead with support from the digital communications manager, senior director of corporate communications, plus team members from marketing, creative and IT. For the blog launch, the internal communications manager and communications specialist assisted with promoting the blog to team members.
- **Plan:** The plan included launching the corporate blog to extend B2B/B2C messaging to all publics, across multiple channels, to share in-depth news and information relevant to our various publics, host videos on various topics (e.g., executive/patient interviews, team member testimonials, etc.), and position AllianceRx Walgreens Prime as a thought leader in the specialty pharmacy/home delivery space. The plan also included creating a robust content strategy with input from various company stakeholders, resulting in media pitching and reporter pickup.
- **Research correlation:** Research affirmed the need to launch a corporate blog to reach market parity, and the communications plan incorporated best practices based on research including having a solid content strategy and the use of video.

Objectives:

- 1) Publish two stories each month to extend B2B and B2C messaging regarding programs and services
- 2) obtain 30 followers/subscribers by end of 2021
- 3) achieve 200-page views in first month by creating quality content and promoting it on social channels
- 4) obtain one media interview from a blog post by the end of FY2021

- **Target audiences:** Primary: payers, media. Secondary: patients, providers, pharmaceutical manufacturers, current and prospective team members.
- **Overall strategy:** Develop blog posts and stories that convey appropriate messaging and, as a result, instill confidence in AllianceRx Walgreens Prime among readers
- **Measurement criteria:** To evaluate success, we measured page views (weekly and total) and clicks from social media.
- **Budget:** \$1,500 for blog development and launch. Team member time was not included in this budget. Costs included mainly stock photography to be used throughout the blog and for social graphics to promote the blog stories.

3. Execution

- Once the blog was developed by the IT team and digital communications manager, the plan was executed seamlessly, including having 3-4 stories live on the library prior to launch, as prompted by research.
- The in-house creative team provided assets for the blog launch as well as graphics to accompany stories, and promotion for social media and internally.
- When the blog launched, an internal story highlighted its purpose for team members, and it was promoted on all the company's social channels, including the CEO's personal social profiles.

4. Evaluation

- The following metrics, based on the plan's objectives, demonstrate the success of the blog launch:
 - **Objective: Publish two stories each month to extend B2B and B2C messaging regarding programs and services.** Nine months after launch, on average, the company published four stories per month, or roughly one story per week: a 100% percent increase above target.
 - **Objective: Obtain 30 followers/subscribers by end of FY2021.** The development of a subscription feature was not prioritized by the IT team, therefore cannot measure followership. However, knowing the average total page views are 145, we consider this as a positive achievement of this goal.
 - **Objective: Achieve 200-page views in first month by creating quality content and promoting it on social channels.** The first blog post alone received 386 total page views, surpassing our target by 186 page views in the first month. Our total page views for the first month was 563 more than double our goal.
 - **Objective: Obtain one media interview from a blog post by the end of 2021.** In December 2021, after pitching a story idea based on this [blog post](#), a reporter from *Radar on Specialty Pharmacy* (trade publication) expressed interest, interviewed the two leaders, and the article will publish in the March 2022 issue.

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