



# mobile

## Media Boot Camp

# for Patient Recruitment

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Sponsors who optimize their websites and advertising campaigns for mobile web users will see a keen advantage over their competitors. BBK Worldwide (BBK) research shows a nearly 10 percent spike in traffic to clinical study websites and screeners immediately following a mobile ad campaign. And it's no wonder, with 100 million Americans and more than a billion people globally using mobile devices for a growing number of tasks and activities.

This eBook contains a host of strategies, tactics, and trends to help boost your clinical trial enrollment with mobile web strategies.

A PUBLICATION OF BBK WORLDWIDE



# 1 2 3 4 5

**A STRATEGIC IMPERATIVE**

**THINK PRACTICAL AND TACTICAL**

**EMERGING TRENDS IN MOBILE**

**ABOUT BBK WORLDWIDE**

**UNLOCK THE PROMISE MOBILE OPTIMIZATION  
HOLDS FOR YOUR CAMPAIGN!**

# 1

# a strategic imperative

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In today's competitive global patient recruitment arena, deciding to go mobile is no longer a choice.

**It's a priority.**

*Here's what the data say about mobile usage...*



**35**  
TO  
**40**%

**of Your Website Traffic  
Is Likely Coming From  
Mobile Devices<sup>1</sup>**

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We've been monitoring web analytics on our patient recruitment campaigns for a number of years. While many variables affect the volume of traffic – therapeutic area, disease, age of target audience, region of the world – a considerable amount of mobile traffic exists across all of them.

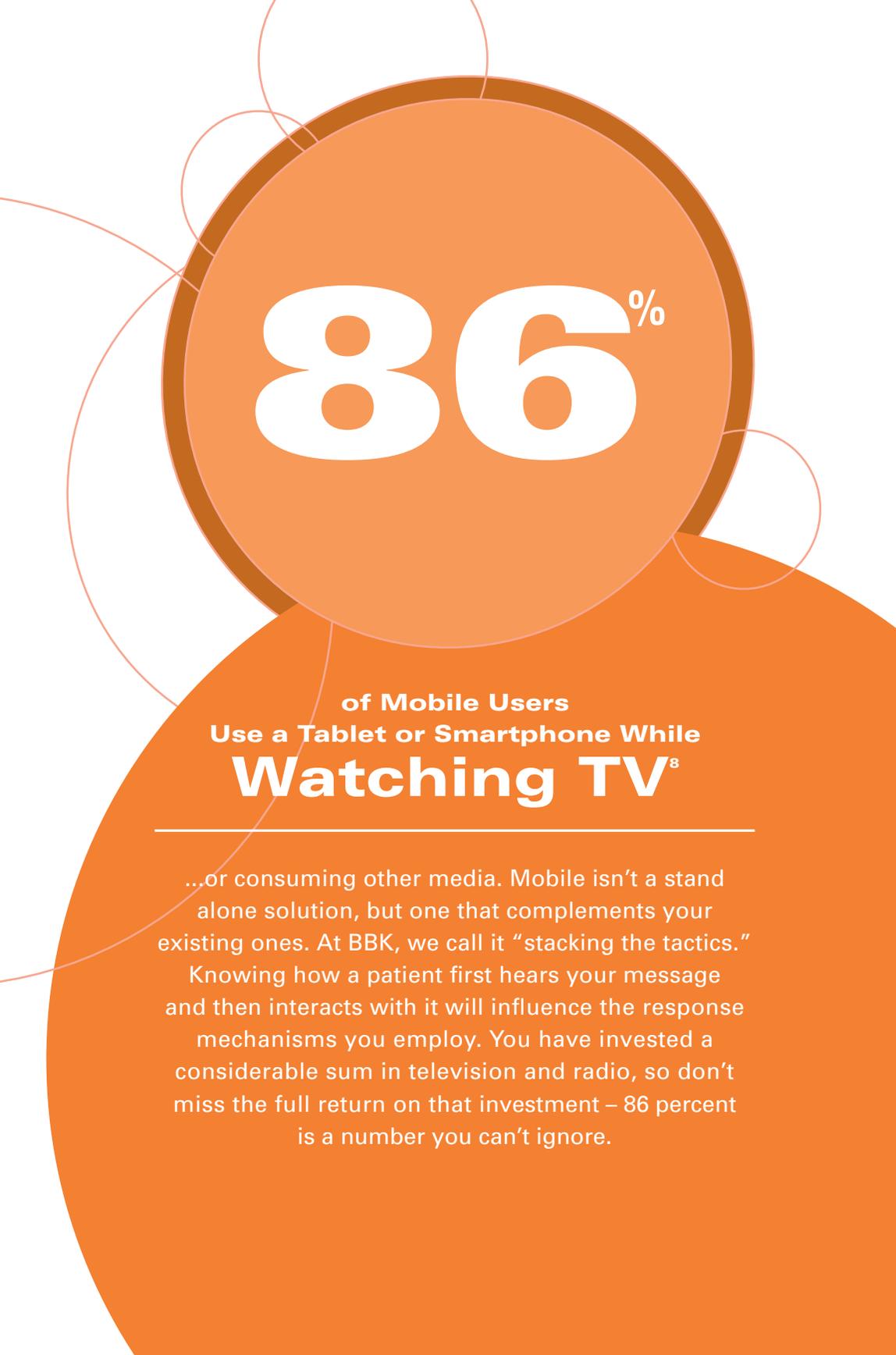


# 61%

**of Mobile Traffic to  
Non-Mobile-Friendly Sites  
Is Lost<sup>7</sup>**

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This is an alarming statistic. Companies without mobile-friendly sites drive traffic to those who have them. If you're weighing the costs of developing mobile for patient recruitment, it's also important to consider the risks of not having it. Which cost is greater? At BBK, we're a glass-half-full type of company. What if your campaign is the one with mobile and your competition's isn't?

The infographic features a large orange circle at the top containing the number '86%' in white. Below it, a smaller orange circle contains the text 'of Mobile Users Use a Tablet or Smartphone While Watching TV<sup>8</sup>'. A horizontal white line separates this from the bottom section, which contains a paragraph of text. The background is white with several thin, overlapping orange circles and lines of varying sizes and orientations, creating a dynamic, abstract pattern.

# 86%

**of Mobile Users  
Use a Tablet or Smartphone While  
Watching TV<sup>8</sup>**

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...or consuming other media. Mobile isn't a stand alone solution, but one that complements your existing ones. At BBK, we call it "stacking the tactics." Knowing how a patient first hears your message and then interacts with it will influence the response mechanisms you employ. You have invested a considerable sum in television and radio, so don't miss the full return on that investment – 86 percent is a number you can't ignore.



# think practical and tactical

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To gain the full potential that lives within the mobile world, you need a set of integrated strategies. This is key. "Optimization" goes beyond just programming your desktop website for mobile device users and includes an arsenal of tactics, such as...

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## Mobile Ads

This includes banner ads that display on mobile web pages and apps. Users spend more than 80 percent<sup>2</sup> of their mobile time in apps, and most users regularly enjoy about 15 apps. Listening to music, finding directions, talking with friends, gaming, cooking, health tracking, investing, and all the “othering” – this is where your target demographic comes out to play, work, and socialize.

## Click-to-Call

You’ve seen these. Google a restaurant on your mobile phone. Its website and phone number appear. And you click the number to call them, right? Well, Google facilitates 30 million<sup>3</sup> click-to-calls like that a month. You want to capitalize on this easy-to-use functionality, too. Your potential patient just clicks the phone number in the search results and connects directly to a prescreening call center – just like that!

Long gone are the days when social media was considered “fluff.” Now being sanctioned by even the U.S. Securities and Exchange Commission for distributing investment information<sup>4</sup>, social media has become an honorable staple in communications efforts. Meanwhile, social media sites like Facebook, Twitter, and YouTube™ are netting the greatest volume of mobile web traffic. So if you go mobile, go social, too: Tweet about your study, post a video interview with a medical director about your study drug’s mechanisms of action, gain “likes” on a Facebook page about your initiative. Ensure these all link to your screener or website.

## Social Media



Keep in mind that what works in television, radio, and traditional web does not necessarily work on a mobile device. When users pull out a smartphone, they're looking to take action – to find directions to that restaurant, look up a word in the dictionary, or socialize with friends. Knowing how to best engage them in the context of that search is key to conversion.

# Mobile Web Tactics for Patient Recruitment

## Mobile Website Optimization

An existing website made user-friendly for mobile device users.

## Mobile & In-App Ads

Advertisements that display on mobile devices, but not on regular websites.

## Mobile Search Engine Marketing

Paid advertising in mobile search engines, with strategic ad placement based on site and ad content.

## Facebook, Twitter, & YouTube™

Facebook pages, tweets, and video interviews.

## Click-to-Call

A link that takes users directly to your screening call center.

## Streaming Radio

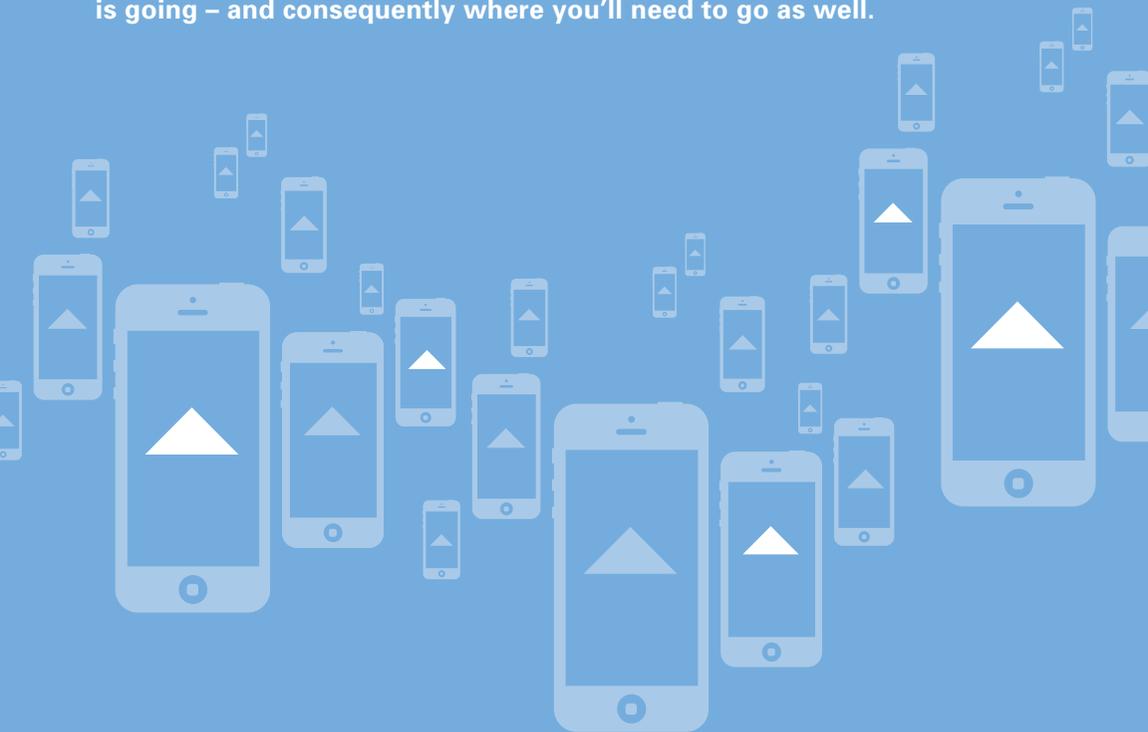
Paid ad placement in online radio.

The graphic features a light green background with a white line graph in the top right corner showing an upward trend. A large, solid green circle on the left contains the text. In the bottom right, three overlapping white circles are visible, with a large white number '3' positioned below them.

# emerging trends in mobile

**3**

Like radio in the 1920s and television in the late 1940s and 1950s, mobile's in its infancy. Mobile web traffic has increased by more than 30 percent<sup>5</sup> over the last three years. If this trend continues, mobile web traffic will soon rise to the same level as traditional web. This trend represents a migration as to where your target audience is going – and consequently where you'll need to go as well.



## Other emerging trends include that:

### **Succinct is “in”:**

How much can you fit on a three-and-a-half-inch screen? Programmers, designers, and writers must pay close attention to that question to design communications for use within a small piece of real estate. This takes planning since patient recruitment communications must be finalized and approved beforehand.

### **Mobile advertising is gaining momentum:**

Over the next four years, mobile ad budgets are expected to rise by about \$8 billion<sup>6</sup>. So now's a great time to take advantage of what's available at bargain basement prices.

### **Web analytics 2.0 enable media specialists to optimize campaigns on-the-fly:**

Today, powerful analytics combined with a plethora of available data-driven insights is telling a story about how media is performing – as that story unfolds. This is enabling media and analytic specialists to work in concert – and on the fly – to maximize potential results.

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[innovations.bbkworldwide.com](http://innovations.bbkworldwide.com)



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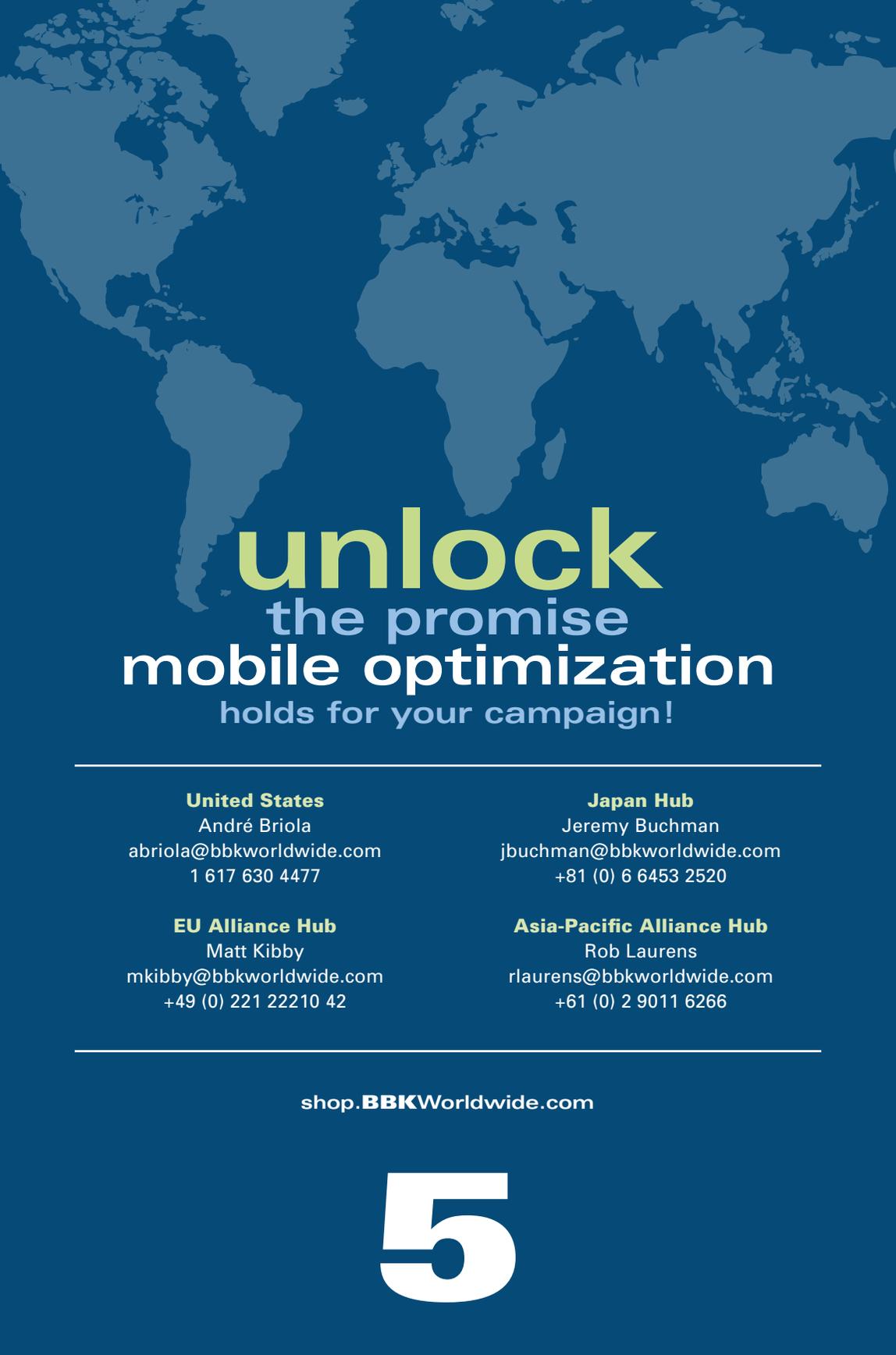
# about **4** BBK Worldwide

BBK Worldwide is the recognized global leader in patient recruitment. The company is renowned for accelerating time-to-market for new and improved medicines and treatments through its innovative strategies, programs, and technologies designed to streamline the clinical trial enrollment process. The introduction of [shop.BBKWorldwide.com](http://shop.BBKWorldwide.com) – a collaborative tool clinical research professionals can use to build strategic patient recruitment campaigns – represents one of BBK’s latest contributions to advancing the industry through sharing knowledge and best practices.

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**unlock**  
the promise  
**mobile optimization**  
holds for your campaign!

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