

Digital Strategies for Recruitment and Retention

March 2017




neri
New England Research Institutes

**WOMEN
OWNED**

**Certified
WBENC**
Women's Business Enterprise

NWBOC
WBE CERTIFIED

Who We Are

Presenter:

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Executive Director, VP of Digital Strategies
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Co-Presenter:

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Project Manager and Media Specialist
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This seminar discusses how digital strategies can impact recruitment and retention for clinical research.

Objectives

- 01 Consider how study 'brand' influences recruitment and retention efforts.
- 02 Identify key elements which drive effective recruitment strategies, especially knowing your audience.
- 03 Discuss the range of digital strategies and how they can be used to impact recruitment and retention.

01

BRANDING

/brand/

verb

verb: **brand**; 3rd person present: **brands**; past tense: **branded**; past participle: **branded**; gerund or present participle: **branding**

1. assign a brand name to: “branded goods at low prices” – the **promotion** of a particular product or company **by means of advertising and distinctive design**.

Brand Recognition



Building Your Brand

1

LOGO

2

WEBSITE

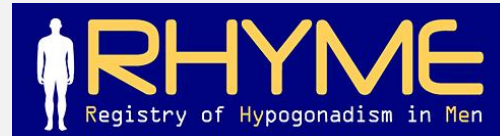
3

PRINT

4

SOCIAL MEDIA

Examples of NERI Branding



Case Study

LOGO



WEBSITE



POWERPOINT SLIDES



TWITTER



LETTERHEAD



Case Study

LOGO



MAGNETS



T-SHIRTS



COUPONS

MBTA ADS

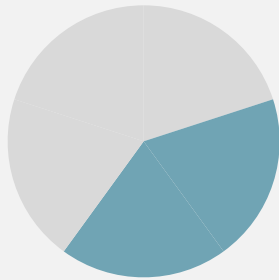


LETTERHEAD

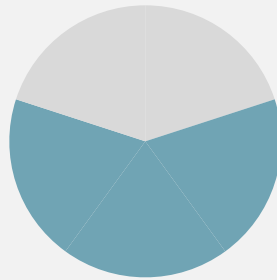
From Branding to Messaging



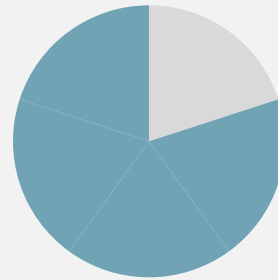
**Design your
brand**



**Identify your
mission**



**Define your
value proposition**



**Tailor messaging
to stakeholders**



**Set measurable
targets/goals**

There is no 'one size fits all'



*Starting with your core value statement or vision
for the project...*

STAKEHOLDERS

- Investigators
- Clinicians
- Site Coordinators
- Participants
- Family members
- Patient advocacy groups

KEY MESSAGES

- Awareness
- Your mission
- Value proposition
- A call to action!

TOOLS

- **YOUR LOGO**
- Clinicaltrials.gov
- Study website
- Print materials
- Email messaging
- Social media

Social Media





Social media is NOT a magic bullet!